Executive Summary

IDEEZA™

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The Grab:

IDEEZA marks the dawn of a new era with its AI-powered Smart Product Development platform that yields automatically a finished and customized product in few minutes; allowing anyone, even without specific knowledge and resources, to create and empower a new technology product by himself.

IDEEZA has the potential to disrupt both the product development market and the manufacturing industry.

The Problem:

The wish to create a new customized product by yourself - is one of the largest worldwide movements, billion-dollar companies use it to disrupt traditional industries within just a few years.

The Internet revolution, that rendered accessible free information, along with the rapid progress of technological production such as electronic boards and 3D printers, gives incredible passion to hundreds of millions of DIY hobbyists, entrepreneurs and startups worldwide. That was supposed to be enough to join this movement and allow anyone to realize their customized and unique technological ideas.

But despite technological advances, new modules and AI tools that seemingly get smarter and smarter, the end to end process for designing and developing of a new technological product hasn't changed. This process is still (i) an exceptionally expensive by its complexity and the resources involved, (ii) and has incompatibility issues. Existing digital solutions don't collaborate to allow a single streamlined process, (iii) requires high level skills to operate technical and software tools, and are (iv) long drawn-out, leading to multiple rounds of prototyping before the design becomes truly "production ready".

These above issues are the glass ceiling that prevents the industrial revolution when it comes to technological creativity. Most of us can't fulfill technological ideas and empower our creation, whether we are an innovator, entrepreneur, startup or a D-I-Y Maker in an emerging and growing market.

The Solution:

IDEEZA is a fully automated product development platform powered by Artificial Intelligence (AI), it is also the first and only one to use a multi-layer generative design tool, capable of efficiently integrating electronic circuits, code, and mechanical components into a new technological product without having to leave our platform or rely on additional resources. IDEEZA even generates production-ready blueprints and machine-readable files while it identifies the optimal production progress; so, users can send their blueprints to optimal affiliated manufacturers and have their product built and delivered to their doorsteps.

This process enables the technology industry to join the revolutionary movement, allowing anyone, even without specific knowledge and resources, to create and empower their technological ideas.

To date, we have a select number of initial users and we are looking to run an Innovation competition to engage students at one of the universities in Israel. We are expecting to see our first income stream in 2020.

With our service providers (third party companies and partners) we are in the process of selecting and onboarding the most suitable companies and have already signed up dozens of them, such as: electronics manufacturers, 3D models manufacturers, assembly, cloud, patent attorneys, and marketing.

The Opportunity:

We have conducted extensive market research into the rapidly-evolving product development landscape. According to 'DUBLIN - Research and Markets' the Product Engineering Services Market itself will be worth more than 1 Trillion USD by 2021[1]- and concluded that, at this point in time, focusing our platform as an online end-to-end process for the IoT industry, would likely yield the fastest, most direct, and be the most efficient way to tap into our targeted market.

According to a recent report by International Data Corporation (IDC), the global IoT market is estimated to grow to 1.7 Trillion USD by 2020[2]; and exhibits a compound annual growth rate (CAGR) of 16.9%. With deeper information the report "Internet of Things (IoT) Professional Services Market - Global Forecast to 2023"[3], shows that the IoT professional services market is projected to grow to 190 Billion USD by 2023, at a Compound Annual Growth Rate (CAGR) of 19.1%.

To obtain a complete market landscape, according to youth market research firm Ypulse[4], 69% of Millennials wish they could create a new product, and 81% of Millennials would be interested in helping a brand or company design a new product. Thanks to years of increased access to open-source technology and participation in a growing maker's culture, Millennial consumers want more: more options, more uniqueness, and more say in what they want to have.

Competitive Advantage:

We will face intense competition from traditional Market; including from makers of 3D modeling software, human product engineers, consultants, and other resource driven platforms, including those that cater to laymen innovators. In addition, we expect to be subject to considerable skepticism, especially from channels which perceive IDEEZA as a competitive threat. Either way, we are currently not aware of any direct competitors, who offer an online and fully automated end-to-end product development platform, that compares to ours; especially if one considers (i) ease of use, (ii) breadth and reach, (iii) control and quality, (iv) value for money, and (v) time-to-market.

Especially if taking the continuing rise of millennial's desire to play an active role in creating products and making it their own customized product. When it comes to technology products, we are the first to truly be giving them this option.

The Model:

IDEEZA was conceived as a next-generation Software as a Service (SaaS); and as a creativity flagship, it's free to use, and each user contributes to improving and optimizing the core engines of the platform. We will be generating revenues when a user sends his product to production, by charging up to 20% of each transaction. And by offering attractive one payment or monthly subscription plans for private users who prefer to keep their developments confidential and not share them with the community ($69-$999 per month).

In 2021, the company will allow additional plans for third party partners that wish to advertise or receive preference on the platform. In 2022 we expect to drive massive revenue growth by opening the mass production option together with our unique and massive data from the users.

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[1] https://www.marketwatch.com/press-release/product-engineering-services-market
[2] https://www.idc.com/getdoc.jsp?containerId=prUS25658015
[3] https://www.marketsandmarkets.com/PressReleases/iot-professional-service.asp
[4] https://www.ypulse.com/post/view/look-what-i-made-the-continuing-rise-of-diy-design-online

The Team:

The company has 29 worldwide dedicated freelancers - developers, engineers, industrial designers, Artificial Intelligence, marketers and more.

The Executive team is composed of 4 senior managers including the two co-founders: Moran Biton (CEO) and David Mermelstein (CSO). Both have master's degrees and engineering background with extensive startup and entrepreneurship experience. They have managed and led together millions NIS projects with the Israel Innovation Authority and for Israel's Ministry of Defense and have created a core of expertise around them. Moshe Lamy an expert and passionate systems developer is the CTO and Jean-Philippe Diel is the CMO with entrepreneurship and startup expertise as well as a solid background in Sales and Marketing of Consumer tech and FMCG, previously GM Marketing of Samsung in NZ.

The Promise:

IDEEZA has a Patent and trademarks, won the first place and named the "Rising Star" at the What'sNext18 Awards and the first place in DLD innovation competition, selected by Calcalist to present at its annual conference in NYC (April 2019), and reach the final in ChatBot, Ebay and Calcalist Industry4.0 Startup competitions.

A soft launch is scheduled in 2020 on the back of an Innovation competition targeted to students and DIY makers. We expect to generate initial revenues during 2020.

Additional important landmark Q1 2021 with the commercial launch when will be ramping up income significantly by adjusting our process to mass production.

Revenue projections and profit information for the next 5 years are summarized below:

	2019	2020	2021	2022	2023
Growth					
Public users (free)	10	10,058	89,773	388,866	3,377,986
Private users	-	434	3,482	13,040	130,444
Production (10-20%)	-	400	3,202	12,000	119,998
Financial Performance					
Revenues	$0	$425,598	$3,789,315	$30,814,825	$319,924,188
Operating Expenses	$600,000	$2,912,545	$3,005,669	$3,596,342	$3,712,655
	-	567%	79%	12%	1%
Net Profit	**(600,000)**	**($2,508,22)**	**$594,180**	**$25,677,742**	**$300,215,323**

The Ask:

We are seeking $4M to reach the commercial launch with following missions: (i) increasing the Company's unique database and training the AI machine. (ii) complete the development of an online platform with turn-key product development solution, (iii) establishing an innovation competition for students, (iv) connect with makerspaces and makerhubs (v) forge strategic partnerships with value-added third parties.