Attachment 2: Examples of updates provided to Erez (Examples of emails. Many additional updates were provided by phone and whatsapp messages )

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| --- | --- | --- | --- | --- | --- |
| |  | | --- | | Closing of distribution agreement with NuSign :  **Eli Eldan <eli.eldan@massivit.com>** | | | Sep 8  https://mail.google.com/mail/u/0/images/cleardot.gif |  | **https://mail.google.com/mail/u/0/images/cleardot.gif**  **https://mail.google.com/mail/u/0/images/cleardot.gif** |
| |  | | --- | | to Zimerman  https://mail.google.com/mail/u/0/images/cleardot.gif | | | | |
| |  | | --- | | Erez,  I'm happy to announce that we have just closed a new distribution agreement with NuSign.  I'm going to pick up the signed agreement tomorrow, Friday at 11am local time.  A more detailed email will follow once I get back to home base.  Thank you,  Eli  Update on ongoing activities :  **Eli Eldan <eli.eldan@massivit.com>** | | https://mail.google.com/mail/u/0/images/cleardot.gif | |  | **https://mail.google.com/mail/u/0/images/cleardot.gif**  **https://mail.google.com/mail/u/0/images/cleardot.gif** |
| |  | | --- | | to Erez  https://mail.google.com/mail/u/0/images/cleardot.gif Sep 20 | | | | |

Erez,

Here's an update on ongoing activities :  
  
1. LBA, La Mirada - first day of training went well. Met with the owner. They have a big event in the second week of October, and he already wants his team to prepare 3D models on the Massivit system for this event. Machine expected to arrive tomorrow morning. Technical update from Aharon Weiss will be sent separately.  
  
2. Blue Line Studios, Las Vegas - Quote was submitted yesterday. Follow up call by NuSign planned for tomorrow.  
  
3. Primary Color, Costa Mesa - we are meeting with the Chief Technology Officer tomorrow. This is one of the biggest commercial printers in the LA area.  
  
4. NuSign is working on additional accounts with a focus on "big fish" (which you like...)  
  
Thank you,

**Eli Eldan**

Update on Oldham & Walmart

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| --- | --- | --- | --- | --- |
| |  | | --- | | **Todd Rhinerson <trhinerson@oldhamgroup.com>** | | Sep 22  https://mail.google.com/mail/u/0/images/cleardot.gif |  | **https://mail.google.com/mail/u/0/images/cleardot.gif**  **https://mail.google.com/mail/u/0/images/cleardot.gif** |
| |  | | --- | | to me, Tammy  https://mail.google.com/mail/u/0/images/cleardot.gif | | | |

Hi Eli,

I hope all is well with you and that you had a successful SGIA show.  It was a pleasure meeting you at the show and also quite exciting to see your 3D printer at work.  The Massivit 3D printer has been a hot topic of conversation back at Oldham and I feel it would be a great fit within our equipment portfolio.  Per our conversation at SGIA, Tammy and I would certainly like to come out to Los Angeles to discuss a possible partnership between Massivit and the Oldham Group.  Looking at our schedule, it seems that the 21st of October would work great for us as well as the 23rd or 28th of November.  Please let me know if any of these dates would work for you.

On another note, I visited Kylie from Walmart this week and he’s still quite excited about what your printer can offer.  He’s looking forward to receiving all the info and samples from you and I’ll be sure to check back in with him soon.  When you do send the info, could you please send to me as well?

Thank you and I look forward to hearing from you.

Regards,

Todd

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| |  | | --- | | **Eli Eldan <eli.eldan@massivit.com>** | | Sep 22  https://mail.google.com/mail/u/0/images/cleardot.gif |  | **https://mail.google.com/mail/u/0/images/cleardot.gif**  **https://mail.google.com/mail/u/0/images/cleardot.gif** |
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FYI

**Eli Eldan  
Director of Sales North America  
Massivit 3D Printing Technologies**  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
Communication with Prisco :

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| |  | | --- | | **Eli Eldan <eli.eldan@massivit.com>** | | Sep 22  https://mail.google.com/mail/u/0/images/cleardot.gif |  | **https://mail.google.com/mail/u/0/images/cleardot.gif**  **https://mail.google.com/mail/u/0/images/cleardot.gif** |
| |  | | --- | | to zundes, Erez  https://mail.google.com/mail/u/0/images/cleardot.gif | | | |

Hi Steve,

Erez and I would like to schedule a conference call with you for early next week.

The purpose of the call is to discuss in detail Prisco's short term closeable sales opportunities for Massivit systems.  
  
I'd appreciate it if you can get back to me with a proposed time that would fit the 3 time zones of EST, Israel and PST.  
  
Regards,

**Eli Eldan  
Director of Sales North America  
Massivit 3D Printing Technologies**

Update on sales activities with NuSign

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| |  | | --- | | **Eli Eldan <eli.eldan@massivit.com>** | | Sep 26  https://mail.google.com/mail/u/0/images/cleardot.gif |  | **https://mail.google.com/mail/u/0/images/cleardot.gif**  **https://mail.google.com/mail/u/0/images/cleardot.gif** |
| |  | | --- | | to Erez  https://mail.google.com/mail/u/0/images/cleardot.gif | | | |

Erez,

Today we had a little bit of a setback in our sales activities with NuSign.  
  
We went to visit a company called DSE/Daniels Engraving.

This company produces full size 3D models for theme parks and the movie industry (people, horses, cars etc.)

They use 2 methods :  
  
1. CNC -> 3D model  
2. CNC -> 3D prototype -> mold -> 3D models   
  
When we entered the company, there were 2  full size 3D models on display: a model of a woman and a model of a car. We got excited and felt that this is a perfect opportunity for a Massivit system.

However, what followed was less than exciting. The managers we've met looked at the Massivit samples and said that with the finishing process required to smoothen the surface, there will not be any meaningful time advantage compared with using CNC. Their CNC machined models actually look quite nice...  
  
This was quite disappointing for the NuSign sales people (Tony the VP sales and Ruben the salesman).

I spoke after the meeting with Tony. It was evident that following this customer visit he has lost some of his enthusiasm about the Massivit system. He asked to go to New York and visit Charisma in order to better understand how they handle the finishing process.  
  
I believe that it is important to go with Tony to New York as soon as possible in order to try and maintain the momentum with NuSign.

Please approve the travel to New York.

Thank you,

**Eli Eldan**

Follow up with Global Imaging

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| |  | | --- | | **Eli Eldan <eli.eldan@massivit.com>** | | Sep 27  https://mail.google.com/mail/u/0/images/cleardot.gif |  | **https://mail.google.com/mail/u/0/images/cleardot.gif**  **https://mail.google.com/mail/u/0/images/cleardot.gif** |
| |  | | --- | | to glamb, Erez  https://mail.google.com/mail/u/0/images/cleardot.gif | | | |

Dear Greg,

It was good to meet you at SGIA.

Thank you for opening the door towards establishing a partnering relations between Global Imaging and Massivit 3D.

Let us know how would you like to proceed.  
  
Sincerely,

**Eli Eldan**

Closing sale with Dangling Carrot

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| |  | | --- | | **Eli Eldan <eli.eldan@massivit.com>** | | Sep 27  https://mail.google.com/mail/u/0/images/cleardot.gif |  | **https://mail.google.com/mail/u/0/images/cleardot.gif**  **https://mail.google.com/mail/u/0/images/cleardot.gif** |
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Erez,

NuSign is getting closer to closing another sale of a Massivit system.

Once closed (hopefully), this will get us into the movie industry, which is one of our strategic goals.  
  
Customer Name : Dangling Carrot  
  
Type of Business : props for the movie industry.  
  
Price offered : SGIA special.  
  
Current status : customer is working on getting leasing from Wells Fargo. Estimated completion of leasing and getting PO from the leasing company - about 2 weeks.  
  
What do we need from you :  
  
1. Estimated date of delivery.  
  
2. Approval of payment terms :  
  
Requested payment terms :  
  
Down Payment : 10%  
  
Before shipment : 60%  
  
After installation : 30%  
  
Please get back to me before start of California business day tomorrow Wednesday.  
  
Thank you,

New purchase order from Dangling Carrot

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| |  | | --- | | **Eli Eldan <eli.eldan@massivit.com>** | | AttachmentsSep 30  https://mail.google.com/mail/u/0/images/cleardot.gif |  | **https://mail.google.com/mail/u/0/images/cleardot.gif**  **https://mail.google.com/mail/u/0/images/cleardot.gif** |
| |  | | --- | | to Rachel, Erez, Amit  https://mail.google.com/mail/u/0/images/cleardot.gif | | | |

Hi Rachel,  
  
Attached please find a new purchase order for a Massivit 1800 system.  
  
Please note that this PO is conditional and will become automatically firm and unconditional on November 7, 2016.  
  
Promised shipment is mid December 2016.  
  
Thank you and Shana Tova,

**Eli Eldan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| |  | | --- | | Update on LBA  **Eli Eldan <eli.eldan@massivit.com>** | | Oct 4  https://mail.google.com/mail/u/0/images/cleardot.gif |  | **https://mail.google.com/mail/u/0/images/cleardot.gif**  **https://mail.google.com/mail/u/0/images/cleardot.gif** |
| |  | | --- | | to Avner, Ido, Erez  https://mail.google.com/mail/u/0/images/cleardot.gif | | | |

Avner,  
  
I will provide a brief update (Ido, feel free to add as you like):  
  
1. Ido and I came to LBA this morning and met with the "Masivit core team" at the customer's design team. This was just in time as they clearly needed help. Ido immediately got to business and started working with the 3 ladies in the design department that prepare 3D models for the Massivit system.

2. Later in the day, Ido also worked with the Massivit system's operator. The system got into full swing during the day, printing 2 parts of a model.  
  
3. Ido's attendance is crucial in order to support the customer's intensive effort to prepare 3D models for the big show in High Point, North Carolina. There is no doubt that Ido's effort to arrive has already proven its value.  
  
4. As far as planning ahead, the deadline for ground shipment to High Point is Monday, Oct 10 and if needed, they can air ship up until Oct 17. The baseline plan that was agreed with the customer's management is that Ido will stay until the end of this week, up until the end of working day on Friday, Oct 7th. However, the customer has an option to inform us until the end of Thursday, Oct 6th in case they want to extend Ido's work into the following week in case they will still need help with the models for High Point. What this means is that in case the customer activates this option, Ido will have to delay his flight to Mexico.  
  
Thanks again to everybody for your support. Special thanks to Ido for his excellent professionalism and dedication.

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Update on LBA

-------- הודעה מקורית --------

מאת: Eli Eldan <[eli.eldan@massivit.com](mailto:eli.eldan@massivit.com)>

תאריך: 5.10.2016 23:17 (GMT+02:00)

אל: Avner Israeli <[avner.israeli@massivit.com](mailto:avner.israeli@massivit.com)>

עותק: Erez Zimerman <[erez@massivit.com](mailto:erez@massivit.com)>

נושא: Important : update on LA customer

Avner,

This is an important and sensitive email and therefore I write it with a limited distribution.  
  
1. Massivit has an amazing technology and an amazing team of dedicated people. I sincerely believe that Massivit has the potential to be very successful.  
  
2. However, as often happens in life, when you try hard and lose focus on what are key success factors (KSF), you may be risking shooting yourself in the foot...  
  
3. In my humble opinion, there are 2 key success factors (KSFs) to Massivit's successful entry into the market space that we are trying to create:  
  
a. Versatility - the ability to create as many diverse physical 3D models as possible on the machine.  
  
b. Quality - the ability to create high quality models without major visible flaws (minor flaws can be dealt with in the finishing stage).  
  
4. BUT, and this is the big BUT, when we are trying to push the envelope in many different directions (all with good intentions), we are increasing the risk of compromising on these 2 primary KSFs. We want to be faster, more efficient in terms of material utilization, print 2 models in parallel etc. etc. But if we lose focus on the 2 KSFs, we might be putting ourselves at risk.  
  
5. Left Bank Art, our customer in Los Angeles is a leader in the business of artistic decorations for businesses. They have a significant name recognition in the market. Their vision is to use the Massivit system in order to develop a new market for decorative 3D models. As part of this vision, they want to bring several models that were produced on the Massivit system (with additional finishing in which they are experts) to one of the biggest annual events in the area of interior design and decorations, High Point in North Carolina.  
  
6. What happened is that in the rush to get things done quickly, we lost focus on the 2 KSFs. We tried to print 2 model parts in parallel. We tried to do it fast... And then, yesterday, we started having collapses of models during printing. And this has led to a crisis of confidence by the customer. NuSign, our distributor were called urgently this morning to a meeting with the owner, followed by another meeting with key managers in the company. The message was clear: the customer now has major concerns about the capabilities of the Massivit system. Both in terms of limitations to produce a variety of models as well as quality issues.  
  
7. Needless to say, this is a moment of truth for us. We need to recover quickly and try and build the confidence of the management team at LBA in the Massivit technology and system. With the momentum that we are now building in the market, no explanation is needed regarding the impact that we will be faced with, if we get a bad reputation at LBA.  
  
8. What can be done ?  
  
I have asked Ido to completely change the approach. No shortcuts. No compromises. We are not sacrificing quality or versatility for the sake of speed or efficiency. Obviously this will have implications on the printing time of the models and will most probably require Ido to extend his stay in LA (I know, Mexico...) but we have no choice.  
  
That is the current status. We'll do a reassessment of the situation tomorrow Thursday and provide another update.

Update on Walmart

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| |  | | --- | | **Todd Rhinerson** | | Oct 12  https://mail.google.com/mail/u/0/images/cleardot.gif |  | **https://mail.google.com/mail/u/0/images/cleardot.gif**  **https://mail.google.com/mail/u/0/images/cleardot.gif** |
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Hi Eli,

I just received word that all the samples arrived at Walmart.  Kiley called me today and did let me know that the large vase somehow shattered. It's in a bunch of pieces.  He is asking how that material gets recycled.  Is there a way to recycle it as they cannot just throw it in the dumpster.

Other samples he said were beautiful.

Thank you,  
Todd

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| |  | | --- | | **Eli Eldan <eli.eldan@massivit.com>** | | Oct 12  https://mail.google.com/mail/u/0/images/cleardot.gif |  | **https://mail.google.com/mail/u/0/images/cleardot.gif**  **https://mail.google.com/mail/u/0/images/cleardot.gif** |
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FYI

**Eli Eldan**

Update on Oldham

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| |  | | --- | | **Eli Eldan <eli.eldan@massivit.com>** | | Oct 21  https://mail.google.com/mail/u/0/images/cleardot.gif |  | **https://mail.google.com/mail/u/0/images/cleardot.gif**  **https://mail.google.com/mail/u/0/images/cleardot.gif** |
| |  | | --- | | to Erez, Avner  https://mail.google.com/mail/u/0/images/cleardot.gif | | | |

Erez,

I've met today in Los Angeles with Tammy Collins and Todd Rhinerson from the Oldham Group.  
  
Here are the key highlights from the meeting :  
  
1. The Oldham Group is a respected and well experienced distributor of equipment, consumables and services to the printing industry in the U.S.  
  
2. They are well positioned across the mid-west of the U.S.  
  
3. The are currently a distributor of EFI as well as other equipment and consumables to the wide format and offset markets.  
  
4. They have a special relationship with Colorado.  
  
5. Tammy is part of the family ownership of the business.  
  
6. Tammy and Todd are excited about Massivit and would like to personally lead the introduction of the Massivit 3D product.  
  
7. They would like to move forward and become a distributor of Massivit 3D.  
  
8. They will fill the new distributor questionnaire and send it to us shortly.  
  
9. They are willing to consider a demo unit if Massivit can come with a very aggressive offer. Tammy will discuss this with the family. Their idea is to place a Massivit demo unit at their site in Itasca, Illinois which is strategically located 10 minutes from Chicago O'hare airport (one of the busiest airports in the U.S.).  
  
10. They would like to start planning a sales training and a service training.  
  
Thank you,

Eli Eldan

Update on SDM

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| |  | | --- | | **Eli Eldan <eli.eldan@massivit.com>** | | Oct 25 (11 days ago)  https://mail.google.com/mail/u/0/images/cleardot.gif |  | **https://mail.google.com/mail/u/0/images/cleardot.gif**  **https://mail.google.com/mail/u/0/images/cleardot.gif** |
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Here's a summary of the meeting with Matan Meishar at SDM today :  
  
1. The purchase by SDM of a Massivit system is a go.  
  
2. The technology decision has been made by Chuck Alexander and was approved by SDM CEO Joe Ellison.  
  
3. Even though formally the purchase is part of 2017 capex budget, Matan is confident that a PO can be issued within the coming weeks, most probably before the end of November.  
  
4. There is a laundry list of topics that SDM wishes to discuss (service, spare parts, training etc.), but since Andrew and Bill, the 2 engineers that are responsible for this project were not on site today, we will schedule a follow up meeting soon to start working on the details.  
  
5. One action item that I have to get back to Matan on, is the delivery schedule of the Massivit system. SDM were told that there is a new generation of a Massivit system coming. They would like to know what are they going to get ? Is it going to be a new generation system, or a current model with a commitment and time frame for an upgrade. I need a response on that.

Thank you,

Eli Eldan

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| |  | | --- | | **Eli Eldan <eli.eldan@massivit.com>** | | Oct 26 (10 days ago)  https://mail.google.com/mail/u/0/images/cleardot.gif |  | **https://mail.google.com/mail/u/0/images/cleardot.gif**  **https://mail.google.com/mail/u/0/images/cleardot.gif** |
| |  | | --- | | to Matan, Avner, Erez  https://mail.google.com/mail/u/0/images/cleardot.gif | | | |

Hello Matan,

As a follow up to our meeting yesterday, I would like to update you as follows :

1. Massivit proposes to ship a Massivit 1800 system to SDM in Valencia, California in early December 2016.  
  
2. Massivit commits that during the 12 months warranty period of the system, SDM will get all new updates and upgrades to the system free of charge. This will include a new XFR mode of 0.7 mm resolution that is planned to be released in February 2017.

3. In order to meet the proposed delivery schedule, Massivit needs to receive from SDM a firm purchase order before the end of November 2016.

We wish to thank SDM for providing Massivit with the possibility of becoming a supplier to SDM.  
  
Sincerely,

Eli Eldan

Update on Oldham

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| |  | | --- | | **Todd Rhinerson** | | AttachmentsOct 26 (10 days ago)  https://mail.google.com/mail/u/0/images/cleardot.gif |  | **https://mail.google.com/mail/u/0/images/cleardot.gif**  **https://mail.google.com/mail/u/0/images/cleardot.gif** |
| |  | | --- | | to me, Tammy  https://mail.google.com/mail/u/0/images/cleardot.gif | | | |

Eli,

Please take a look at the attached questionnaire and let me know your thoughts.  I have a few questions on the form and am unsure how it needs to be filled out.

in Section 9 (Active Customers) Oldham has quite a large list of active customers for each territory.  These are both Wide Format and Offset customers.  I don’t have solid numbers for each area of that graph.  Is more detail necessary in that area?

Section 13 (Main Opportunities) I’m unclear as to what exactly the expectations are there.  Oldham feels that there is a great opportunity to not only sell the Massivit machines into existing accounts, but to also educate these accounts on 3D and how it can fit into everyday graphic shops, not only generating more revenue for the end user but also adding more capabilities and a broader product offering.

Section 14 and on (Competitive Barriers)  If you are asking for competition in the 3d market, Oldham has not come across any as we have not had 3D offerings in our equipment portfolio.  For the Massivit 3D printer, I really don’t see much competition other than possible fabricators who sell into the retail and tradeshow market.  These fabricators may also be great candidates for the Massivit 3D printers as well.

Please let me know what you would like for me to elaborate on and I’ll be happy to do so.

Regards,

Todd

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Attachments area

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| |  | | --- | | **Eli Eldan <eli.eldan@massivit.com>** | | AttachmentsOct 26 (10 days ago)  https://mail.google.com/mail/u/0/images/cleardot.gif |  | **https://mail.google.com/mail/u/0/images/cleardot.gif**  **https://mail.google.com/mail/u/0/images/cleardot.gif** |
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Erez,

Here's the first version of the new distributor questionnaire from Oldham.

Let me know how do you wish to respond to Todd's questions.

Thank you,

Eli Eldan