

To: Singapore-Israel Industrial Research and Development Foundation

Companies Particulars:

PROJECT TITLE	A Machine Learning Based Decision Support System for Food & Beverages Retail Outlets	
PROJECT TYPE	Full-Scale R&D	
DATE OF PROPOSAL SUBMISSION	15th March 2019	
PREFERRED START DATE OF PROJECT *	1st June 2019	
(Start date of funding for the project)		
EXPECTED DURATION	21 months	
COMPANY NAMES	Point of View Software	Red Hare Studios
COUNTRY	Israel	Singapore
COMPANY REGISTRATION NO.	513481218	53119102L
COMPANY ADDRESS	32 Maskit street Herzliya Israel 46733	M38 38 Jalan Pemimpin 06-10 Singapore 577178
TEL NO.	+972-9-9514951	+65 6816 8868
FAX NO.	+972-9-9512439	
COMPANY WEBSITE	www.povsw.com	www.redharestudios.sg
CONTACT PERSON (Mobile phone no. and e-mail address)	Gil Avrahami +972-54-3123805 gil@povsw.com	Dr. Koh Wee Lit +65-96865226 wlkoh@redharestudios.sg
PREVIOUS SIIRD PROJECT	No	No

Submission Checklist:

Proposal Submission Checklist	Checked
1. R&D Proposal (using SIIRD's Template for Full Scale R&D Project Proposal) template at http://www.siird.com/guideline_forms_a.htm)	YES
2. Revenue Forecast Table (to be included in Appendix B of proposal) (template at http://www.siird.com/guideline_forms_a.htm)	YES
3. Project Budget from Each Company (to be included in Appendix E of proposal) (template at http://www.siird.com/guideline_forms_a.htm)	YES
4. Audited Financial Report of Each Company for last 3 years**	YES
5. Latest Business Profile of Singapore Company as Filed with Singapore Accounting And Corporate Regulatory Authority (ACRA)	YES
6. Latest Business Profile of Israel Company as Filed with Israeli Corporations Authority (to be included in Appendix F of proposal)	YES
7. Any other information*** (to be included as Annexes)	YES

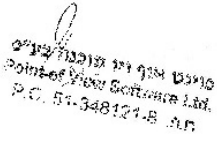

* The preferred start date could be earlier than the date of submission of the signed proposal by maximum one month

** Each company is required to submit audited financial reports of the last three years for verification when submitting the

SIIRD proposal

*** Any other information that companies deem relevant to the proposal can be included in the Annexes section of the Template for Full Scale R&D Project Proposal document

Submitted by:

Signature	<p>i. The Project Proposal must be submitted jointly and signed by the company's CEO, Managing Director or General Manager. For non-commercial research institutes in Singapore, the proposal must be signed by the Executive Director of the institute or equivalent</p> <p>ii. Once SIIRD has reached a decision (at its absolute discretion) in respect of the project proposal, it will notify the applicants of the outcome of SIIRD's decision. SIIRD's decision is ultimate, final and binding, and cannot be subject to appeal by any applicant. SIIRD will not be obliged to disclose reasons for declining any project proposal or entertain any requests for such disclosure. By signing this cover page, each of the applicants agrees that it shall respect SIIRD's decision</p>	
	<div style="display: flex; justify-content: space-around; align-items: flex-end;"> <div style="text-align: center;">  (sign here) </div> <div style="text-align: center;">  (sign here) </div> </div>	
Printed Name	Gil Avrahami	Dr. Koh Wee Lit
Designation	CEO	CEO
Company	Point of View Software	Red Hare Studios
Email	gil@povsw.com	wlkoh@redharestudios.sg
DID	+972-54-3123805	+65 96865226