



What we are about

Moneta is a Data Technology VC fund, based out of Tel Aviv, Israel, that focuses on AI and Fintech. In 2015 we set up **Moneta Seeds**, our early stage arm, that has since become one of Israel's most active funds. In 2018, we founded a growth fund, **Moneta Capital**, which invests in revenue-stage data-related companies. Both funds are working in synergy to fulfill our vision of supporting great ventures from Seed to Growth.

Our method

As VC managers for well over two decades, we founded the Moneta platform with a vision based on two principles: (i) a high level of involvement in the portfolio; (ii) to provide support for our ventures all the way from seed to growth. To fulfill this vision, we established two funds, seed and growth, that run in parallel, share the same ecosystem and complement each other. Each fund is sovereign to invest in any deal from within or outside the Moneta universe. In practice, the growth fund enjoys a first look at our unique Seeds' portfolio, whilst the Seed fund enjoys the close-proximity of in-house expansion-stage funding.

Strategic partners

We are big believers in partnerships, and with that in mind we have established strategic partnerships with global financial institutions. These relationships proved to be working very well. In the past few years our strategic partners have joined the majority of our deals as early adopters of the startups' products and as co-investors. Our modus operandi with our partners is quite unique: we don't just ask them for an advise, we are actually giving them our advise and act as their AI/fintech consultants. Their vote of confidence is manifested in joining our funding deals and helping our startups.



Among our strategic partners are: Standard Bank, Discount Bank as well as FI's from Asia and the USA.

The data revolution

The world is facing a paradigm shift, with new disrupting startups revolutionizing traditional industries. This disruption is enabled by the confluence of numerous technologies, including: Big Data, Predictive Analytics, Machine Learning (ML) and Artificial Intelligence (AI). Global investments in these areas have exceeded \$20B in 2017 (Source: Accenture). Data-related technology is becoming the next big thing for investors around the world and the Financial sector is the first to be transformed by this revolution.



Fintech is the next big thing

In the past 3 years, the global VC world has discovered the Fintech space and had since invested Tens of Billions of \$US in the space. Financial institutions are transforming their infrastructure to digital which creates a huge opportunity. The roots for this paradigm shift originated by Data-related "tectonic" movements that gave rise to giants such as Google, Amazon, Facebook and Apple as alternatives to banks. It's a "Kodak-Moment" for Incumbent Financial Institutions: They either reinvent their models, or they will soon become irrelevant for major parts of the population. What is interesting to note is that in this new landscape, startups are the Bank's life savers.

The Israeli angle

The Israeli Tech scene is hyper innovative. Israel is a strong Data Science & SW hub. 7,000 startups, 300+ global companies' design centers and a mature VC industry have made Israel a center of innovation. The numbers behind the vision are overwhelming: Funding of Israeli startups exceeded \$5B in 2017 and Exits totaled \$19B.



Ground breaking performance

The Moneta funds are generating exceptional Mark to Market and very short J-Curves that are beating the traditional VC ROI models. This is based on a proven, systematic value-creation model: Connecting young startups with world-class clients from day-1. Among the global players who are working with our startups are: E*Trade, D.E Shaw, Standard Bank, Discount Bank, JP Morgan, and many more. They serve as design-partners which shortens the time to meaningful revenues for the startups to less than 2 years from inception.



Our team- It's all about the people

The Moneta team consists of VC managers with 20+ years of experience and a top quartile track record combined with industry professionals. Moneta Partners career highlights include: ECIL, TERN, RAD, Israeli Army C4I, Intel Capital, Apax Partners, Barclays Bank and Growthpoint Partners. Moneta's partners have worked together since 2013 and have built a world-class investment team.

Leadership



Adoram Gaash
Founding Partner



Meirav Har-Noy
Founding Partner



Ami Shafran
Venture Partner



Isaac Krymolowski
Venture Partner



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