



## What we are about

**Moneta** is an Israeli venture capital firm that focuses solely on the **Fintech/Insuretech** industry. **Since it was founded in 2015**, Moneta has become Israel's most active Fintech fund **with 30 world-class Fintech startups** in its portfolio. As a one stop shop Fintech VC, Moneta operates two funds in parallel: **Moneta Seeds**, which invests in early-stage startups, and **Moneta Capital**, which invests in revenue-stage startups. The firm is currently managing \$150M and in H1-2022 will launch **its 4<sup>th</sup> fund: Moneta Capital II, a \$200M Growth stage VC.**



## Empowering our startups

Moneta's mission is focused on adding value to investee companies. To support this mission, we have adopted two key principles: (a) **Fintech Pure Play**: as a specialty fund, we invest solely in Fintech/Insuretech; (b) **Strategic Partnerships**: we have created an ecosystem based on worldwide



leading financial firms, which are involved in all our startups. The benefits of these two principles are many: our knowledge grid

covers every area of Fintech/Insuretech, spanning from credit to payment, risk, BaaS, cross-border, digital insurance, actuary, underwriting. We bring this knowledge to bear by working closely with our startups and encouraging them to help each other and share assets, ideas and contacts. Our ability to connect startups to the right partners from Day-1 is highly appreciated by our portfolio teams who consider us as true partners on their journey from IP to IPO.

## Global ecosystem

Product-Market Fit is one of the foundations of every successful company. To enhance our startups' product definition, we work closely with strategic partners that are **banks, insurance companies, credit card firms and wealth managers**. Many of them are investors in our funds, which make them even more committed. These relationships have proven to work very well, as manifest by our very low loss-ratio and high up-rounds ratio.

## The golden age of Fintech

The next decade is definitive for financial technology. Innovation is accelerating, and so is funding - in 2020, VCs invested a record \$40 billion in Fintech startups. It's the golden age of Fintech, and a once-in-a-lifetime opportunity for startups to revolutionize the multi-trillion dollars financial industry.

## World-Class Portfolio



In recent years, Moneta has invested in 30 Fintech startups. Many of them became worldwide category leaders, selling tens of millions of dollars and growing exponentially YoY. To mention a few:



**Railsbank**: The world's leading BaaS, hundreds of employees, \$50M+ Revs, 3X YoY growth

**Rewire**: Cross-border Neobank for migrants, Hundreds of employees, \$20M Revs, 2X YoY growth

**Insurify**: Leading US digital-insurance shopping, hundreds of employees, \$50M+ Revs, 2X YoY

**Tipranks**: Stock trading research, hundreds of employees, \$20M+ Revs, 2X YoY

**Panorays**: Fin-Cyber TPRM platform

**Atidot**: AI based life insurance actuary platform

**Human API**: Health data network for US' insurers

## Our team - It's all about the people

Moneta's team consists of VC managers with over 20 years of experience and a top-quartile track record [20 exits]. Having worked together since 2013, the partners have built a world-class team based on super-talented professionals.

## The Founders

Adoram and Meirav founded Moneta with the vision of building Israel's leading Fintech investment practice.

Both founders spent most of their careers helping startup teams build great companies. They believe that the motif: **"It's all about the execution"** works for investee companies as well as for them. Their style involves tons of hands-on support and in many of the startups, they serve as directors or chairpersons.

Adoram brings vast operational experience and as founder/CEO, he took several companies from idea to an exit. Meirav brings a complementary skill set based on years of managing various asset classes for global firms.



Adoram Gaash, Meirav Har Noy  
Founding Partners

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