

## What we are about

**Moneta** is an international venture capital firm that focuses on Enterprise IT technology. **Since it was founded in 2015 Moneta launched 5 funds that are managing \$400M. It has invested in 44 startups, 50% in Israel, and 50% in USA and Europe. 13 of our companies have exited, 12 grew to become homeruns valued hundreds to billions of \$US.** As a cross-stage, cross-geography VC, Moneta invests in both Seed-stage and Revenue-stage (A, B) and in every geography. **In Q2-2026 Moneta launched its 5<sup>th</sup> fund: Moneta-V, which is seeking game-changing startups that address complex enterprise challenges through deep AI solutions.**



## Empowering our startups

Moneta's mission is focused on adding value to investee companies. To support this mission, we stick to these two key principles: (a) **Early-stage:** we are startup builders and invest solely in young startups in which we can add value and help shape the growth strategy; (b) **No Geography limits:** we



are looking for best of breed regardless of the startup being founded in Israel, USA or Europe. To support our international angle, we

have created an international ecosystem that generates uncompromised deal-flow. The benefits of our international reach are many: not only it allows us to look at a very wide deal-flow, it calibrates the startup's build-up matrix by learning what works and what's not on a global basis.

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 (PMF) and Ideal Customer Profile (ICP) are of critical importance for every successful company. To enhance our startups' PMF and ICP definitions, we work closely with strategic partners (i.e. **banks, insurers, large enterprises**). Many of them are investors in our funds, which makes them even more committed. The ability to

connect startups with large clients has proven to work very well, as manifested by our very high success rate from seed to a successful firm.

## The AI era is changing everything

AI represents a generational opportunity and the start of a new tech cycle. Over the next decade, AI-native companies will reshuffle the enterprise IT landscape. Service-as-software models will redefine how businesses operate, creating the next generation of category leaders.

## World-Class Portfolio



In recent years, Moneta has invested in over 40 startups and it keeps adding 4-5 new ones each year. Many of our seed startups became worldwide category leaders, selling hundreds of millions of dollars and growing exponentially.



### To mention a few:

**Farther Finance:** The US' fastest growing IRA platform with revenues in the hundreds of \$M's

**Rails-Equals:** The leading BaaS in Europe with revenues in the hundreds of \$M's & profitable.

**Insurify:** The US' leading digital PnC insurer with revenues in the hundreds of \$M's & profitable.

**Tipranks:** AI based capital markets data sets with revenues in the Tens of \$M's & profitable.

**Appcharge:** Gaming monetization platform with revenues in the hundreds of \$M's & profitable.

**Kashable:** US leading employer-based lender with revenues in the hundreds of \$M's & profitable.

## The Founders

Adoram and Meirav founded Moneta with the vision of building a leading cross stage, cross geography, IT 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 unique ability to support companies, based on years of experience, managing portfolios in various asset classes for global firms.



Adoram Gaash, Meirav Har Noy  
Founding Partners

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

Moneta's team consists of VC managers with over 25 years of experience and a top-quartile track record [30 exits combined]. Having worked together since 2012, the partners have built a world-class ecosystem based on super-talented employees and advisors.