

# FRUITION INVESTMENT HOUSE PROFILE

Since Fruition LTD was established in 2004, we have invested, raised and managed millions of dollars for many leading technology start-ups & companies in Israel through a variety of stages.

Israel has the highest density of tech start-ups in the world and is leading in technology innovation.

Fruition takes strong initiative to build, manage, and lead the investment step by step all the way up to fruition to bring a high yield return for the investors.

## Our Proven Process:

➡ Screen & Filter technology companies' ➡ Analyze & Examine the business potential and the startup's management team ➡ Build the investment group ➡ Offer Fruition's co-investment option.

➡ Conduct due diligence & negotiation to establish beneficial terms for all parties ➡ Build the investment structure and management tools ➡ Manage the investment even after the closer, while securing the position of our investment group ➡ Execute the most profitable exit strategy, with a prompt ROI and high yield.

Fruition presents over a 40% success rate, 60% yield off investment, and less than 2-year average ROI overall

Fruition offers flexibility to our investors whether the investor will join the investment group as a limited partner, invest in our fund, or invest directly into the technology company, Fruition will use our expertise to keep the best interest of all investors within our investment house.

As an investor in Fruition Investment House, we are committed to use our knowhow and proven strategy to locate the most emergent hi-tech companies for investment, develop a proper management team, and secure the fund after the investment to ensure that it will be conducted in the most loyal, responsible and educated way in order to lead the investment to fruition and achieve the maximum yield.

We have the knowhow to lead you to Fruition

## 'On The Fly' Groups & Funds:

- **Meteor LLP Fund:** Newest Investment Group- Invests in post incubator stage technology start-ups.
- **Meteor LLP Fund 70/30:** Invests in post incubator companies and Series A with revenue, close to the breakeven point, and is in need of a bridge investment to complete investment round.
- **Nika Group LLP:** Invested in IT & Software technology companies.
- **Meteor Mezzanine LLP Fund:** Invests in technology companies which need a 'pipe' investment or a short term bridge convertible loan. (Series B)

## Fruition's Investment House Deal Flow:

We have built a strong deal flow with a variety of Israeli technologies such as Medical Device, Renewable Energy, IT Security, Clean Tech, Software & Internet Technology and more.

**Our deal flow consists of dozens of companies** from all stages including Seed, Series A, and Series B.

Our team has the knowhow and proven strategy to screen & filter companies **based on the investor's preference.**

**For more details about a specific technology company from our deal flow, please contact us.**

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Fruition has accompanied and invested in technology companies in a variety of fields, from the early stage of constructing the business strategy (such as [www.ticket2\\_nal.com](http://www.ticket2_nal.com)), to the final stage of producing a desired revenue, including those that have already had more than \$1M in revenue, listed on the TASE, and are in the next investment round (such as [www.applicure.com](http://www.applicure.com)). These companies and startups went through our screening process before raising the capital needed. After raising the capital, these companies enjoyed a close management and financial protection to the fund in order to achieve the best yield for the investors.

## Fruition's Success Stories



### **Investor's Recommendation** (Due to the investor request the name is confidential)

" ..... Through the years, I've come upon a number of bodies which connect investor X to project Y and over optimal accompaniment for both sides through the closing of a deal. "

"... Fruition understood perfectly and acted upon my specific investment criteria to perform a meticulous and precise screening process while presenting a large number of appropriate companies, one more interesting than the other."

".....I was given full and daily accompaniment through all of the different stages, from pre-decision consideration until signing the agreement, through efficiency, focus and extraordinary professionalism in all of the relevant aspects (financial, marketing, management, employment and etc.)

All while aside with excellent treatment, patience and courtesy worthy to be mentioned...."



### **Eltics LTD** (Aug 2009 & Feb 2010)

Eltics LTD is a startup company which develops unique military technology. Fruition LTD led and managed Eltic's investment process where the first round of investment was signed from a group of private investors from Fruition's investors' boutique.

Due to our ability to analyze the business potential, we have rewarded our group of investors a high rate yield in several of month from the investment.

The company was presented in an article in the Israeli channel 10 news, in the beginning of 2010.



### **The NIKA Group** (Jul 2009, Sep 2010, Mar 2011)

Fruition LTD had established and founded the NIKA Group which is a limited partnership for the investment in Applicure's shares. The company's capital raising team headed the group of investors, built and led the investment process.

An executive management member behalf of Fruition was chosen in order to protect the investors' investment, serve as a director and senior management in Applicure.

During 2010, Fruition has led Applicure to two very successful issues with a total of \$1.5M.



### **Ticket2Final** (Sep 2007, Jan 2009)

Fruition has lead and built with full cooperation from the entrepreneurs and the company from the beginning, during 2007-2008. During these years, Fruition has invested in its first stage, and after signing its first deal with the Euro League, Fruition had lead more investors from abroad to invest in Ticket2Final.

As part of the investment process, Fruition Investment House had sold part of its shares in the company after gaining a high rate yield within two years from investment, today the company has signed contracts with all kinds of bodies in the sport industry, and its worth continues to grow according to the successful business model.

**We have the knowhow to lead you to Fruition**