

NovelSat
Making Space in Space

**iR&D Club
2014 Summit
M&A - Every Start -up dream**



November 19th, 2014

History

- Founded - 2008
- Technology Proof of Concept – 2009
- First Commercial demonstration – 2011
- Sales start of broadcast products – 2012
- Sales start of Modem products –2013
- CeC introduction – 2014
- ~\$22M sales since product launch
- Raised ~\$24M from reputable investors and OCS R&D grants
- Won WTA and CSI and TMC awards for Technology innovation
- 11 Patents submitted
- Raising capital to support company growth

Customers

(Leading global customers, over 100 Countries, already ~ 3500 installations)

Broadcast



SoftBank



Data Communications



vodafone



vodacom



Who is Israeli Start up entrepreneur?

- Creative thinker
- Down to earth
- Team player /leader
- Do not afraid to fail
- Showed signs of entrepreneurship from the young age
- Not a “crazy scientist”

Start-up dilemma

- We're building the Company we believe it should be
- Targeting M&A from the start

Eco system

- Local VCs
- International VCs with Israeli branch
- Willingness and ability to go overseas for the investment
- Use of finders / advisors

M&A readiness

- Not sufficient by itself, but absolutely necessary
 - » Building M&A data base from the start
 - » All documentation is in English
 - » All key managers/ employees speak English
 - » In relevant cases extensive patent work

Reputation / Support

- There are corporations like IBM & EMC actively looking for investments in Israel
- Every successful Israeli exit leads to the next one
- Open communication really helps
- There is a supporting infrastructure –international Legal & Audit firms, etc.

Challenges

- OCS funding shrinks
- Israeli VCs look for quick pay out time, low risk, small investment size
- Investment in technological education shrinks
- Geo political situation
- Cost of living



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Thank You

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