



Road 

**BUILDING  
THE  
VALUE OF  
STARTUPS**

# WE ARE

an ecosystem for entrepreneurs, industry leaders and investors, that develop startups into inspiring businesses. Road2 builds value for startups through networking, funding, and technology.

We are a unique partnership between multinational corporate companies and public funding.

We rely on the unique diversity of Haifa, that includes successful international brands, a strong infrastructure and startup-minded attitude, with access to top talent from leading local institutions.



## STARTING WITH LOVE

We are inspired by our love of technology and innovation. We are excited by entrepreneurship and by brilliant ideas.

## GROWING WITH PASSION

We capitalize on Haifa's talent pool and leverage on our a one-of-a-kind Private, Public ecosystem to enable access to unique, untapped business opportunities and to invest in the best.

## THE Road2 HAIFA IS THE Road2 SUCCESS

The city of Haifa is a beautiful, green metropolis located in the north of Israel that plays a vital role in Israel's economy. Haifa is home to:

- The first and largest high-tech park to be established in Israel, to this day
- Google, Amazon, Philips, Intel, and many others have chosen Haifa as their R&D centers
- Dynamic population and rich culture, which is undeniably, a gem of human capital and talent
- A significant portion of Israel's heavy industry
- Major international seaports
- World-renowned academic institutions, research centers and Nobel laureates

**It is time to nurture and untap the immense potential of business opportunities in Haifa and to capitalize on the unique ecosystem that combines industry, innovation, and scholarship into meaningful, pioneering early stage companies.**



## IMPACTFUL VERTICALS. MEANINGFUL INVESTMENTS.

We built a consortium of partners that span our target industries of Sustainable Energy, Digital Health, Smart Mobility, Industry 4.0, and Games.

We created high-powered computing labs to empower real, data-driven innovation for genuine added value to our strategic partners backed by experts, financial support and top of the line infrastructure.

We established partnerships in Haifa with leading international companies and startups, academic and medical institutions, research facilities and the municipality.



## JOIN THE Road2 STRONG PARTNERSHIPS WITH LASTING IMPACT



# WE

**BELIEVE** in collaboration and are seeking forward-thinking investors who will help us review companies, participate in forums, and consider co-funding the most promising technologies with us.



**OUR PROGRAMS** are not theoretical and are created to solve real, immediate, business needs we define with our selected partners. Joining our investment community means joining a passionate and impactful group of leaders supporting the most breakthrough startups and effectively accessing both public and private funding.

Seeing the unique potential, Israel's Innovation Authority created a tailored program to finance many of our acceleration programs creating a PPP (private-public-partnership) that is the only one of its kind in Israel.

Our fund is a unique investment opportunity, that provides 4 'unfair advantages' to its investors



Access to our de-risked startup portfolio. Startups that are available for early-stage, round A and B investments. This includes startups that rely on the Road2 Labs activities or ones that work independently.



Our unique eco-system of commercial partners and collaborators have a vested interest in the fund's success (e.g. the Technion, Bazan, Israel Electric Company, Nvidia, Johnson Matthey, EDF and others).

These companies have vetted our portfolio, engaged our companies as design/ beta-site partners and in some cases, became their 'preferred customers'.



A partnership with Rambam Health Center to jointly finance and support digital life sciences innovation. This provides grassroots access to innovation, data, medical professionals, clinical benefits.



Powered by NVIDIA and accompanied by its top engineers we drive the highest business impact.

NVIDIA is actively engaged in taking our portfolio companies to the next level and is committed to help our portfolio companies' go-to-market strategies through their global marketing teams.



## TOOLS OF OUR TRADE

We designed a high-powered computing labs to empower real, data-driven innovation for genuine added value to our strategic partners. This includes:

### Experts

- Nvidia Academy
- Industry top mentors
- In-house experts

### Infrastructure

- Data access
- Beta sites / commercial proof of concept
- Road2 Hub funded by IIA
- Go-to-market and market validation empowered by our strategic partners
- Marketing and go-to-market support empowered by Nvidia and others

### Financial

Potential funding through Road2 and its network of investors

### Valued Partner Extras

Each strategic partner shall have the opportunity to provide enhanced support for startups in the following ways:

- Business mentors that can actively oversee a startup's performance through direct, strategic interaction with senior management.
- Design Partner capabilities that create tailored solutions for investment partners.
- Business opportunities. If relevant, investors may become preferred customers or enjoy commercial benefits by marketing developed solutions.
- Access to our in-house AI experts so your AI team can enhance its knowledge through collaboration with Nvidia's experts on projects.
- Data based results that create personalized, real-life solutions using your data.



**Road** 

For further information please visit us  
at our website [www.road2.co.il](http://www.road2.co.il) or email [info@road2.co.il](mailto:info@road2.co.il)