REPORTY
THE SOCIAL SAFE CITY

REPORTY HOMELAND SECURITY LTD

4th Board meeting - 160508

Note: This report contains sensitive and non-transferable information, Please don't transfer it to any third party without prior written consent of the company's management.

AGENDA

- Demo (15 Min)
- CEO Brief (35 Min)
  - Human resource
  - Financial
  - PWC
  - Business development
    - First responders
    - Israeli cities
    - Global
    - Other clients
    - Potential integrator
  - Patents
- Marketing (5 Min)
  - Marketing channels
- Technology Brief (25 Min)
  - Accomplished Missions
    - Social Features
    - Server Robustness
    - Client Robustness
    - Deployments & Integration
  - Future (30 Min)
    - Reporty NG
    - Convertible Round
    - Annual Goals

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HUMAN RESOURCE

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HUMAN RESOURCE

No.	Name	Role	When	%
1	Amir Elichai	CEO		100
2	Alex Dizengof	CTO		100
3	Lital Leshem	CMO		100
4	Yony Yatsun	Senior Backend Dev		100
5	Guy Kahlon	Senior IOS developer		100
6	Edward Silnikov	C/C++ Java R&D		100
7	~~Sahar Hadad~~	~~Android developer~~		100
8	Ortal Sigler	Creative director		50
9	Michal Simkovitch	Interactive designer		60
10	Liav Koren	QA Lead		100
11	Amitai Hoze	IOS Developer		100
12	Senior Android	Shahar Barsheshet		100
13	HR / PA	Reut Tiger		100
14	Product Manager	Chen Shir		100
15	Android		May	
16	Server Side		June	
17	VP Sales		June	
18	Big Data		June	

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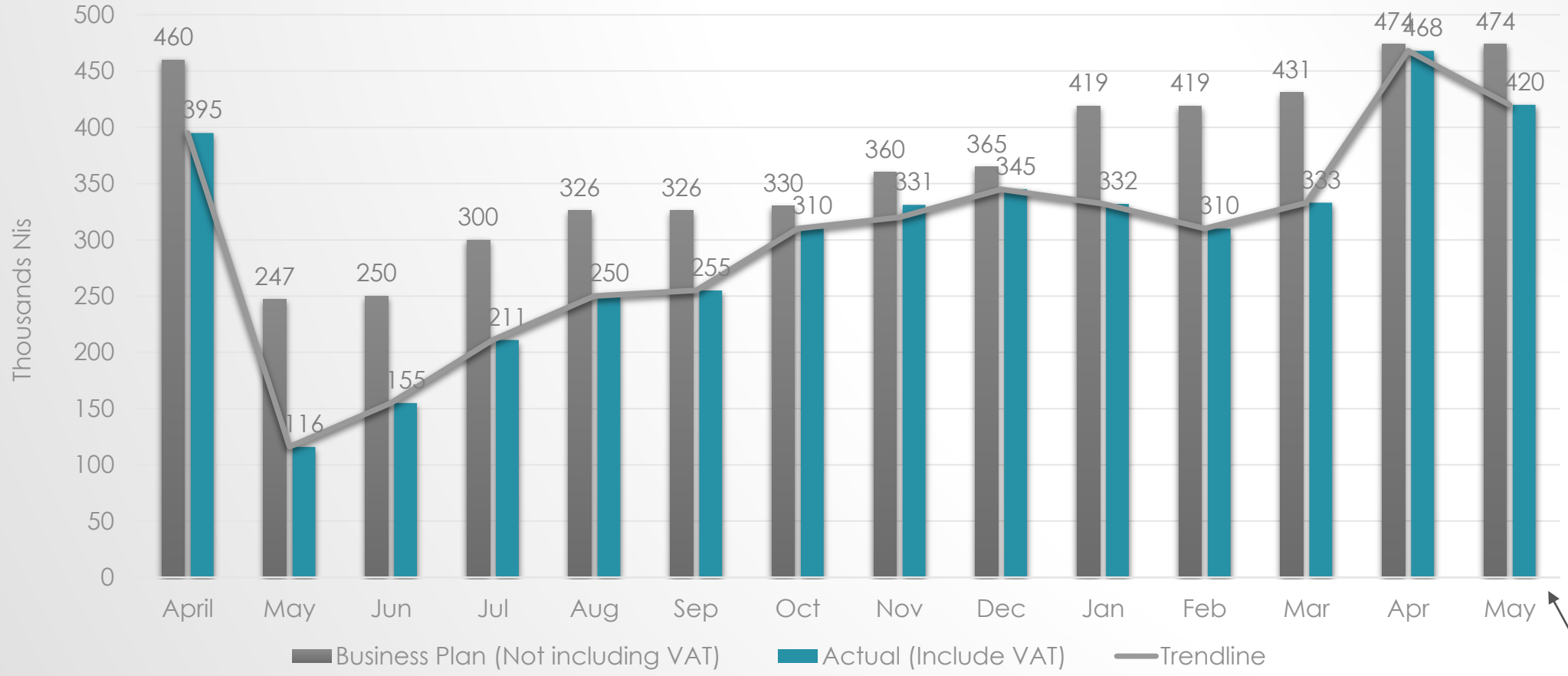
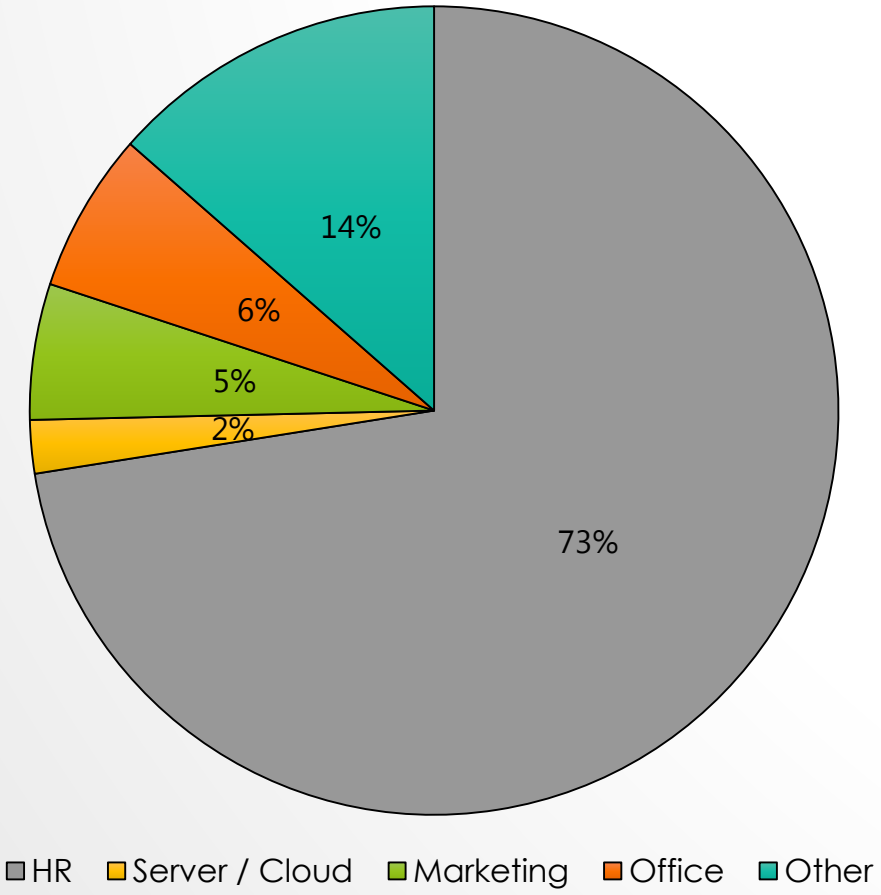
FINANCIAL

MONTHLY BURN RATE (PLAN VS ACT)



Expected

MONTHLY EXPENSES SEGMENTATION



NON DILUTED FUNDS

Received - 489,102 Nis

Upcoming – ~ 500,000 Nis

BANK STATEMENT (2.5.16)

~ 2,275,000 Nis + 500,000 Nis

PWC

- 2015 Financial Statements - Focus Areas
  - Financial statements are prepared in accordance with accounting principals generally accepted in the United States of America
  - Shareholders' equity
  - Research & Development costs Israel

- Tax and Tax Benefits - Looking Forward
  - Research & Development – 20A
  - Benefited enterprise – Reduced income tax rate (16%/9%) and tax on dividend (20%)

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BUSINESS DEVELOPMENT

FIRST RESPONDERS

MDA:

- Full system integration – Average of 50 reports per day
- Fire department – We will meet with the Deputy Commissioner next week
- Homefront command – In a process for a collaboration
- Israeli Police – Will take time

ISRAELI CITIES

- Ra'anana
- Modiin

Next:

- Haifa – Integration design with Taldor – completed
- Hod Hashron – Stand alone installation
- Ashdod – Stand alone installation
- Ramat Hashron – Stand alone installation
- Jerusalem – Still define there needs
- Tel Aviv – Will launch Tender soon
- Hadera – Received proposal

GLOBAL

- Singapore: A Pilot will start at June 2016 . 3 stand alone station. Together with NCS as a prime contractor.

  The prices for a pilot: $424K With adjustment, $338K As is.

- Columbia (Bogota): An agent agreement was signed. A Demo was requested at the beginning of June. 70,000 Emergency calls per day, $15M For a new system.

- Romania: started a process with a local agent.

- Vietnam: started a process with Amichai Erez (Agent).

OTHER CLIENTS

WJC:

- Community protection

Channel 2:

- Starting a one month testing
- Received an offer

Insurance:

- In a process

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INTEGRATORS

Taldor
we deliver IT

ncs
making IT happen

NEC
\Orchestrating a brighter world

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PATENTS

REPORTY INDOOR INFO COLLECTION

"A System for Providing a Descriptive Indoor Location of a User Device"

A system for providing a descriptive indoor location of a user device. The system receives a first indoor location pointer. The system then receives at least one position data related to the first indoor location pointer. Then, the system determines a second indoor location pointer respective of the at least one position data. The system then receives at least one indication respective of identification of at least one radio frequency (RF) signal from at least one electronic device associated with the second indoor location pointer. The second indoor location pointer of the second device is determined independently of the first user device and the RF signal is identified in proximity of the second indoor location. The system then provides a descriptive indoor location pointer of the first user device using the second indoor location pointer obtained from the second user device.

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MARKETING

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CURRENT STATUS

18,000
Subscribers

~3000
Total number of reports made through the system

~25,000
Downloads

3,000
Social members

65% 35%
boys girls

70
Average daily reports

MARKETING CHANNELS

Extensive publicity in the media

Newsletter - every two weeks professional content

Funded campaigns on social networks

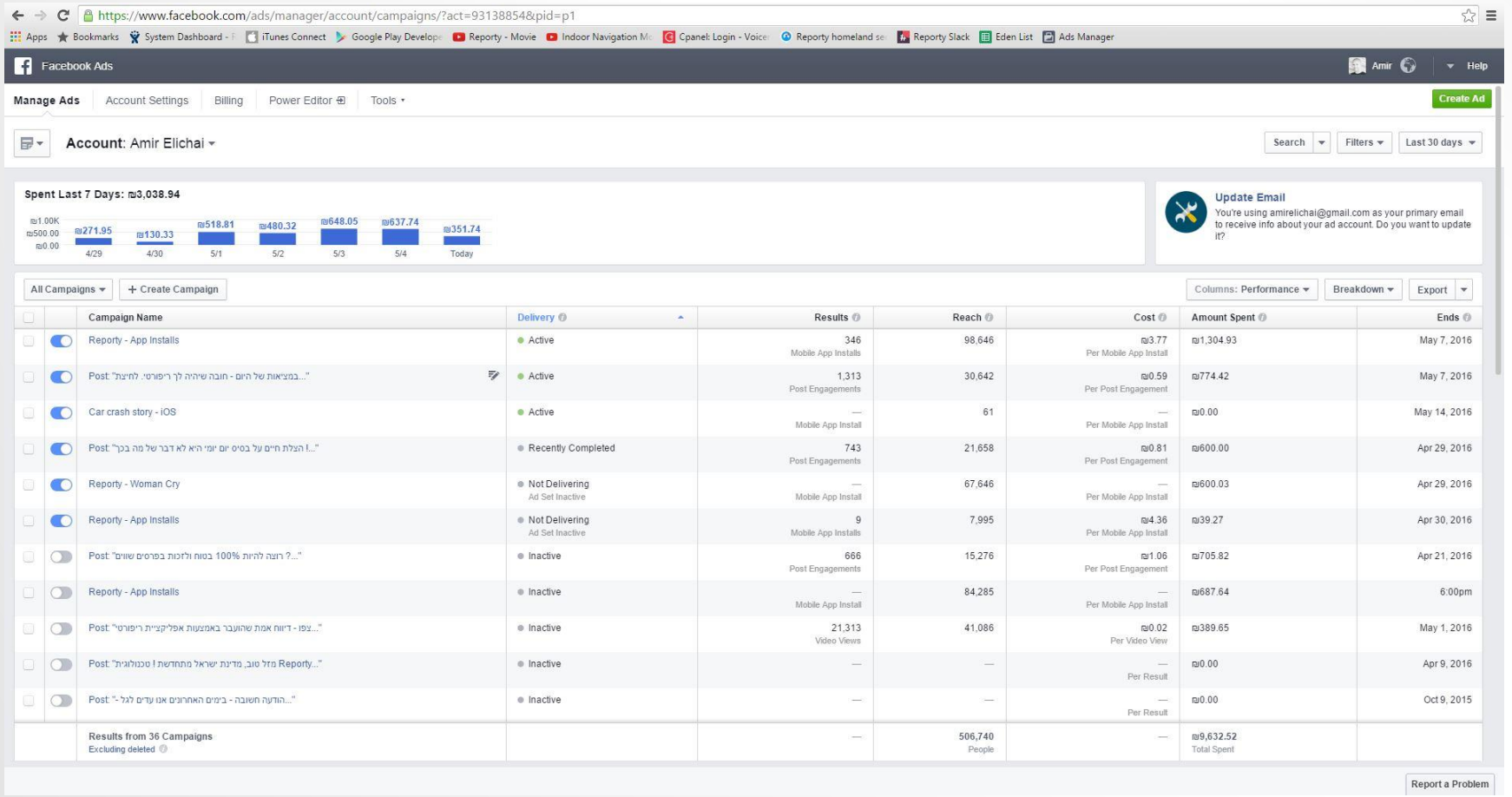
Website

Promotional film

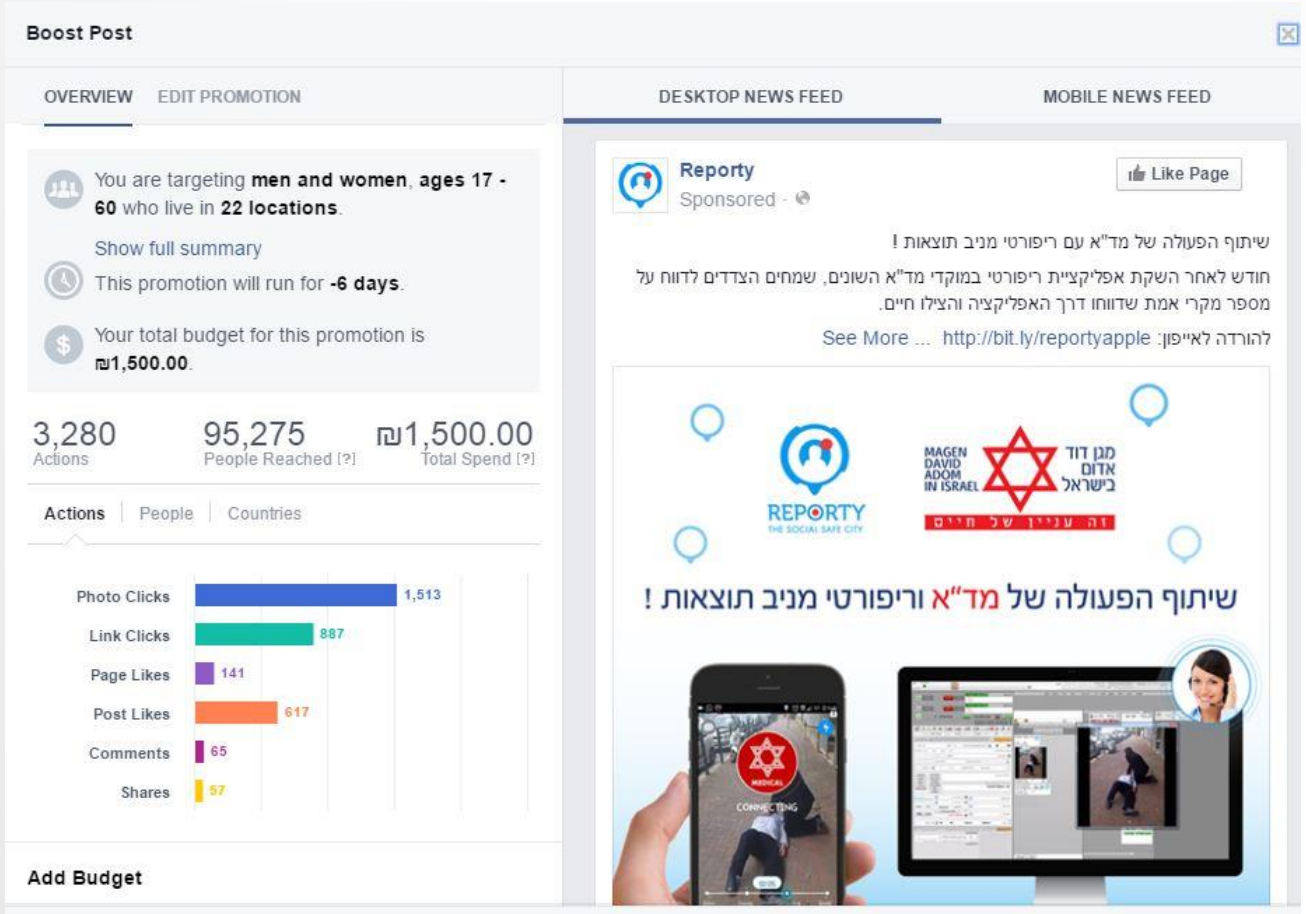
Marketing materials

Joint marketing with existing customers (MDA / Local authorities)

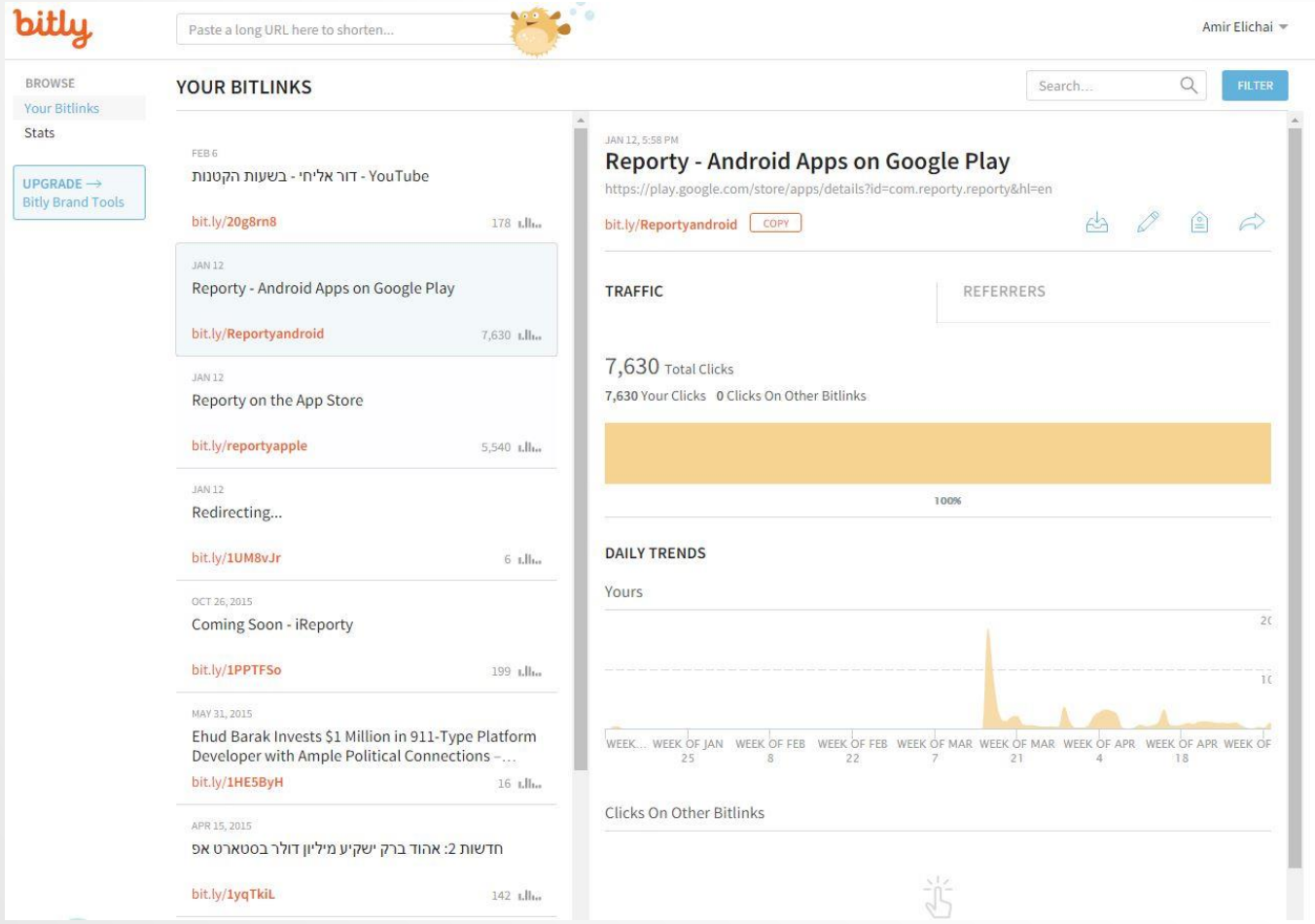
ADS MANAGER


https://www.facebook.com/ads/manager/account/campaigns/?act=93138854&pid=p1
Facebook Ads
Amir
Help
Manage Ads
Account Settings
Billing
Power Editor
Tools
Create Ad
Account: Amir Elichai
Search
Filters
Last 30 days
Spent Last 7 Days: ₪3,038.94
₪1.00K
₪500.00
₪0.00
₪271.95
₪130.33
₪518.81
₪480.32
₪648.05
₪637.74
₪351.74
4/29
4/30
5/1
5/2
5/3
5/4
Today
Update Email
You're using amirelichai@gmail.com as your primary email to receive info about your ad account. Do you want to update it?
All Campaigns
+ Create Campaign
Columns: Performance
Breakdown
Export
Campaign Name
Delivery
Results
Reach
Cost
Amount Spent
Ends
Reporty - App Installs
Active
346
Mobile App Installs
98,646
₪3.77
Per Mobile App Install
₪1,304.93
May 7, 2016
Post: "במציאות של היום - חובה שיהיה לך ריפורטי. לחיצת..."
Active
1,313
Post Engagements
30,642
₪0.59
Per Post Engagement
₪774.42
May 7, 2016
Car crash story - iOS
Active
—
Mobile App Install
61
—
Per Mobile App Install
₪0.00
May 14, 2016
Post: "הצלת חיים על בסיס יום יומי היא לא דבר של מה בכך! ..."
Recently Completed
743
Post Engagements
21,658
₪0.81
Per Post Engagement
₪600.00
Apr 29, 2016
Reporty - Woman Cry
Not Delivering
Ad Set Inactive
—
Mobile App Install
67,646
—
Per Mobile App Install
₪600.03
Apr 29, 2016
Reporty - App Installs
Not Delivering
Ad Set Inactive
9
Mobile App Installs
7,995
₪4.36
Per Mobile App Install
₪39.27
Apr 30, 2016
Post: "רוצה להיות 100% בטוח ולזכות בפרסים שווים? ..."
Inactive
666
Post Engagements
15,276
₪1.06
Per Post Engagement
₪705.82
Apr 21, 2016
Reporty - App Installs
Inactive
—
Mobile App Install
84,285
—
Per Mobile App Install
₪687.64
6:00pm
Post: "צפו - דיווח אמת שהועבר באמצעות אפליקציית ריפורטי..."
Inactive
21,313
Video Views
41,086
₪0.02
Per Video View
₪389.65
May 1, 2016
Post: "מזל טוב, מדינת ישראל מתחדשת! טכנולוגית Reporty..."
Inactive
—
—
—
Per Result
₪0.00
Apr 9, 2016
Post: "הודעה חשובה - בימים האחרונים אנו עדים לגל..."
Inactive
—
—
—
Per Result
₪0.00
Oct 9, 2015
Results from 36 Campaigns
Excluding deleted
—
506,740
People
—
₪9,632.52
Total Spent
Report a Problem

FACEBOOK


Boost Post
OVERVIEW
EDIT PROMOTION
You are targeting men and women, ages 17 - 60 who live in 22 locations.
Show full summary
This promotion will run for -6 days.
Your total budget for this promotion is ₪1,500.00.
3,280
Actions
95,275
People Reached [?]
₪1,500.00
Total Spend [?]
Actions
People
Countries
Photo Clicks 1,513
Link Clicks 887
Page Likes 141
Post Likes 617
Comments 65
Shares 57
Add Budget
DESKTOP NEWS FEED
MOBILE NEWS FEED
Reporty
Sponsored
Like Page
שיתוף הפעולה של מד"א עם ריפורטי מניב תוצאות !
חודש לאחר השקת אפליקציית ריפורטי במוקדי מד"א השונים, שמחים הצדדים לדווח על מספר מקרי אמת שדווחו דרך האפליקציה והצילו חיים.
להורדה לאייפון: http://bit.ly/reportyapple See More ...
REPORTY
MAGEN DAVID ADOM IN ISRAEL
מגן דוד אדום בישראל
זה עניין של חיים
שיתוף הפעולה של מד"א וריפורטי מניב תוצאות !

BIT.LY


bitly
Paste a long URL here to shorten...
Amir Elichai
BROWSE
Your Bitlinks
Stats
UPGRADE →
Bitly Brand Tools
YOUR BITLINKS
Search...
FILTER
FEB 6
בשעות הקטנות - דור אליחי - YouTube
bit.ly/20g8rn8 178
JAN 12
Reporty - Android Apps on Google Play
bit.ly/Reportyandroid 7,630
JAN 12
Reporty on the App Store
bit.ly/reportyapple 5,540
JAN 12
Redirecting...
bit.ly/1UM8vJr 6
OCT 26, 2015
Coming Soon - iReporty
bit.ly/1PPTFSo 199
MAY 31, 2015
Ehud Barak Invests $1 Million in 911-Type Platform Developer with Ample Political Connections –...
bit.ly/1HE5ByH 16
APR 15, 2015
חדשות 2: אהוד ברק ישקיע מיליון דולר בסטארט אפ
bit.ly/1yqTkiL 142
JAN 12, 5:58 PM
Reporty - Android Apps on Google Play
https://play.google.com/store/apps/details?id=com.reporty.reporty&hl=en
bit.ly/Reportyandroid COPY
TRAFFIC
REFERRERS
7,630 Total Clicks
7,630 Your Clicks 0 Clicks On Other Bitlinks
100%
DAILY TRENDS
Yours
WEEK... WEEK OF JAN 25 WEEK OF FEB 8 WEEK OF FEB 22 WEEK OF MAR 7 WEEK OF MAR 21 WEEK OF APR 4 WEEK OF APR 18 WEEK OF
Clicks On Other Bitlinks

FABRIC

Reporty
com.reporty.reporty
5
ACTIVE USERS RIGHT NOW
DAILY ACTIVE USERS
395
20.8%
DAILY NEW USERS
75
167.9%
MONTHLY ACTIVE USERS
7.9k
-10.1%
CRASH-FREE USERS
99.7%
SESSIONS
808
35.3%
INVITE
18
63.6%
395 20.8%
DAILY ACTIVE USERS
500
0
APR 05
APR 10
APR 17
APR 24
MAY 01
MAY 05
77.3% 0.8.7.03 (8703) 54.2%
DAILY USERS FOR TOP BUILDS
100%
50%
0%
APR 05
APR 10
APR 17
APR 24
MAY 01
MAY 05

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TECHNOLOGY

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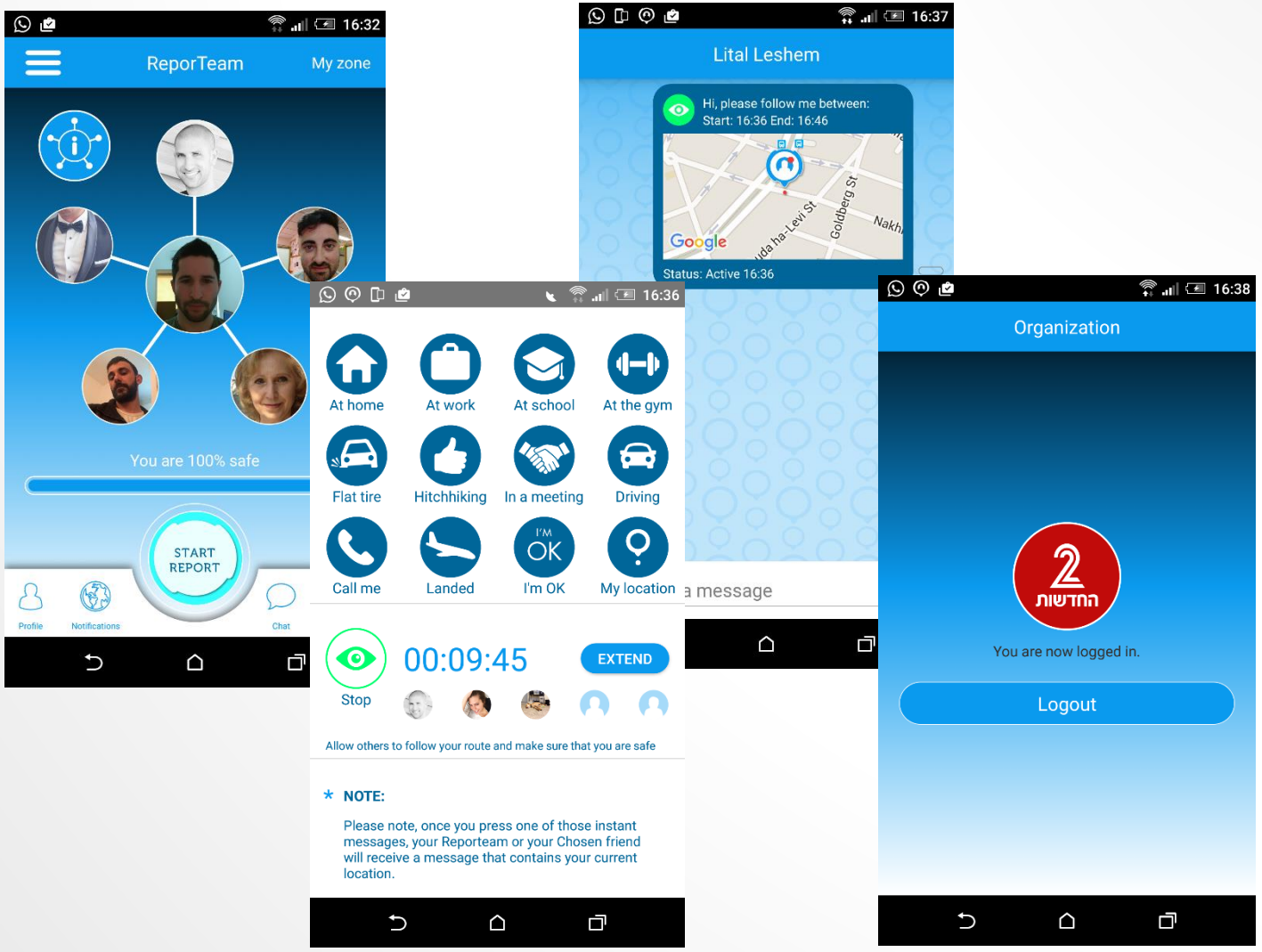
FOCUSED PROGRESS VECTORS

Social Features	• Reporteam • FollowMe
Server Robustness	• Continues Integration • Load Testing & Cloud Monitoring
Client Robustness	• Virtual Router • Reactive Exception Handling
Deployments	• MDA • Modiin and Channel2

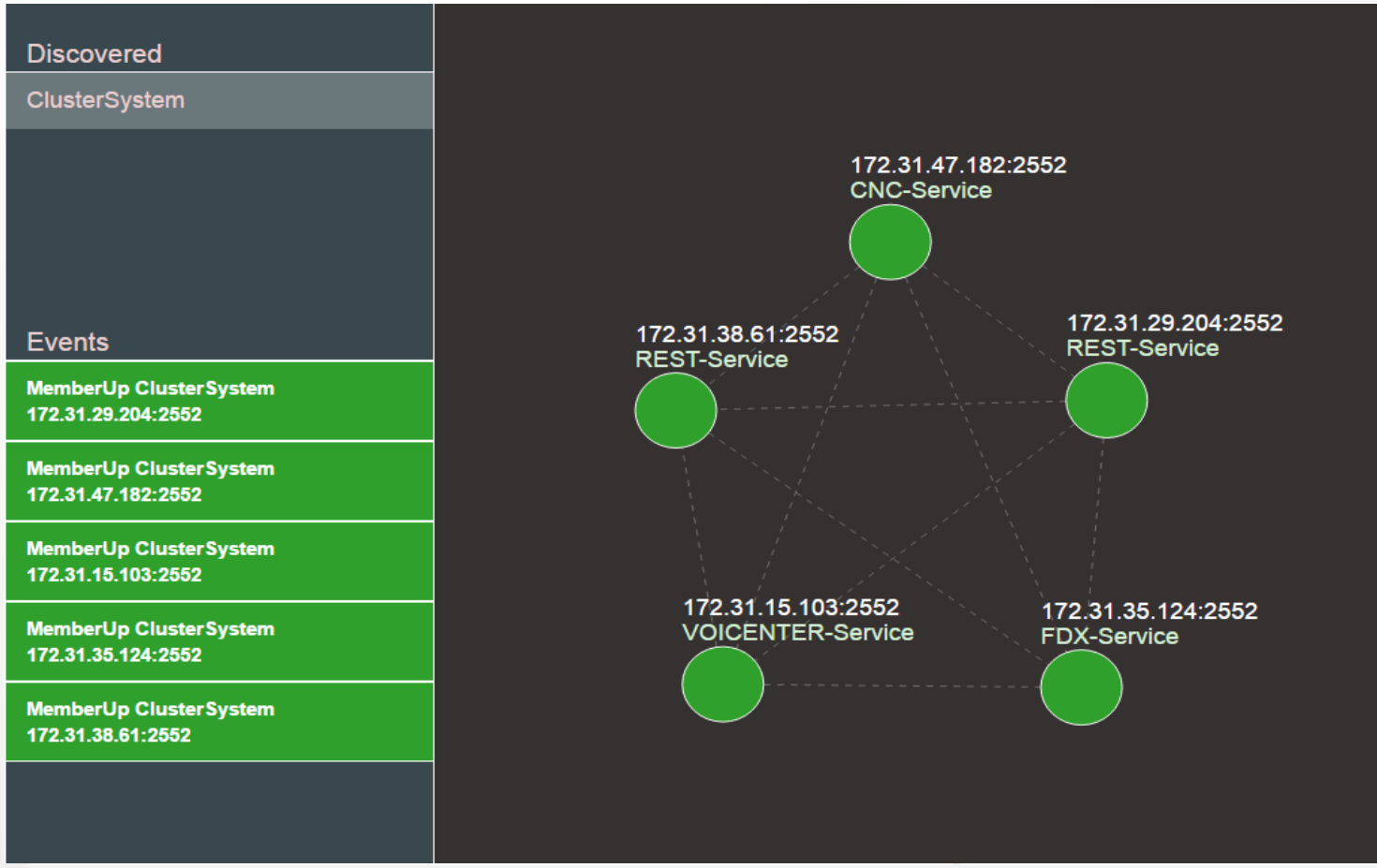
SOCIAL FEATURES

- Reporteam
- Instant Messages
- FollowMe
- Organizations
- Hebrew Support



SERVER ROBUSTNESS

- Continuous Integration, Deployment and Delivery
- Load Testing
- Services Health Monitoring
- Performance Monitoring
- Fast Error Handling
- Micro services Architecture



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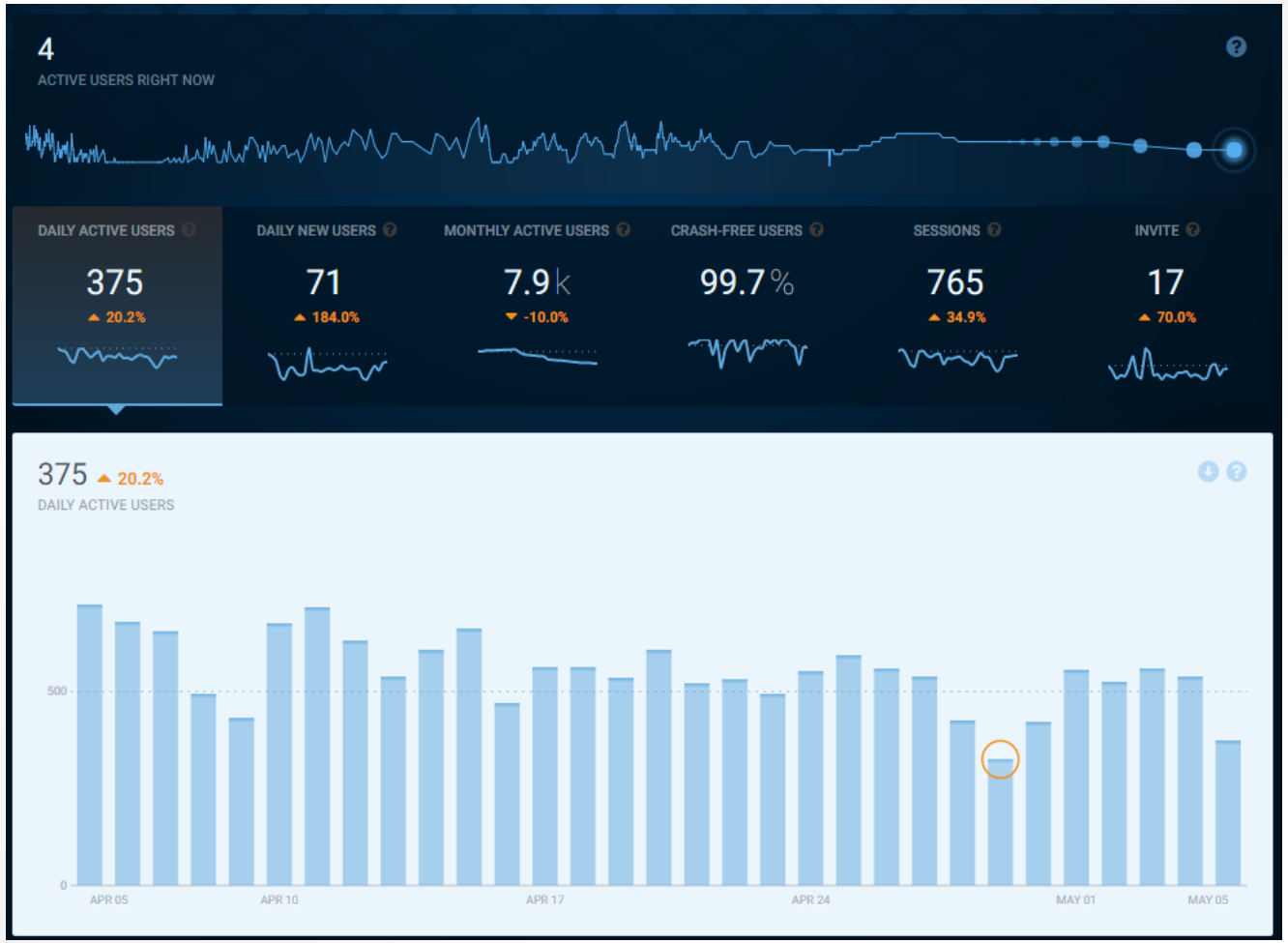
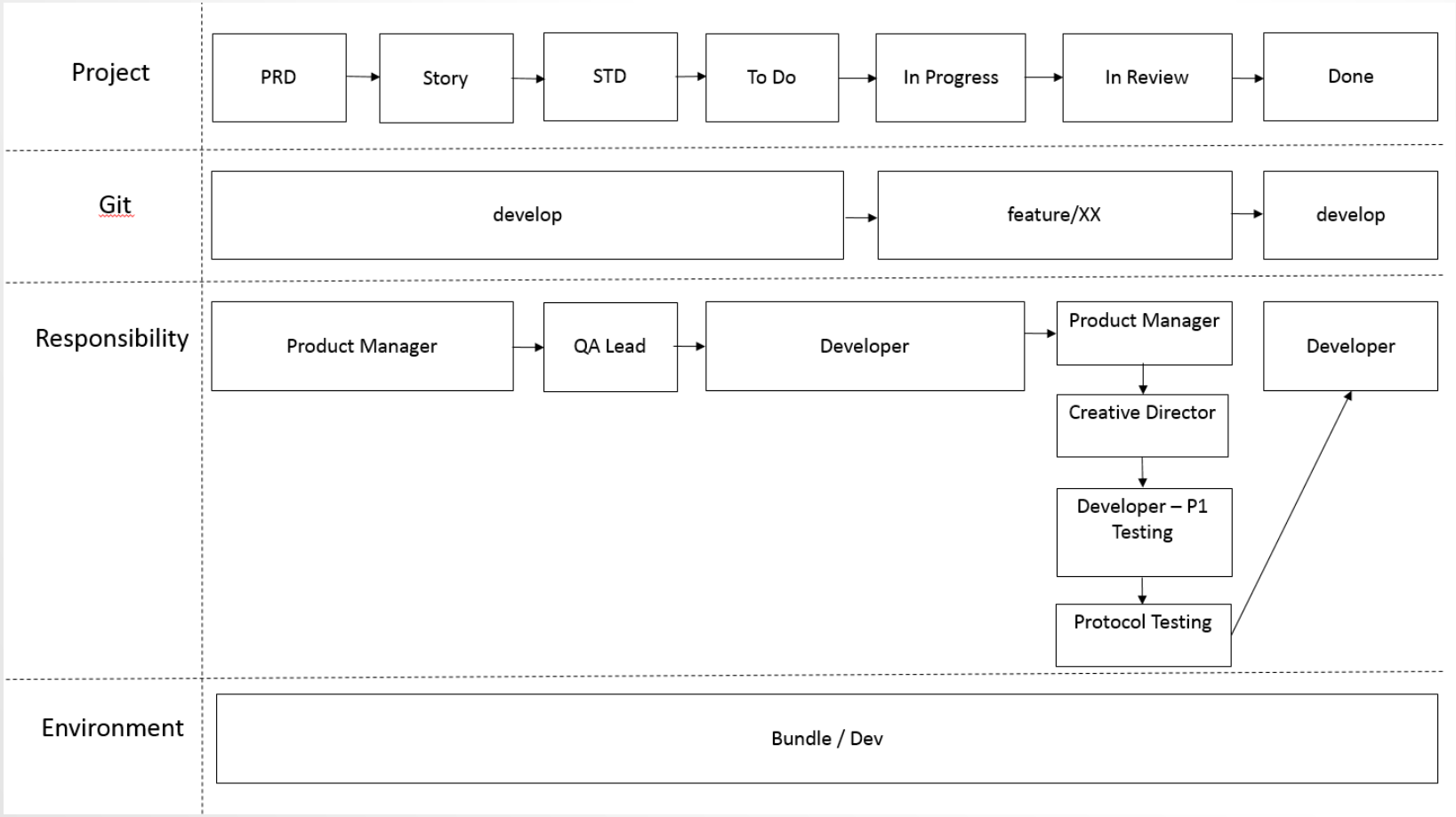
CLIENT ROBUSTNESS

- Virtual Router 1.0
- Reactive Exception Handling
- Crashlytics



RELEASE CYCLE – 2W



DEPLOYMENTS & INTEGRATION

- MDA – officially launched
- Modiin - deployed
- Channel2 - deployed
- Ashdod – deployment next week
- Singapore – in process
- Taldor – approved API specification

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REPORTY NG

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CONVERTIBLE ROUND

- Potential investors

No.	Fund Name	Fund Size	Status
1	Eric Baounon	$1.5M	Agreed to $25M Cap
2	David Ben Rimon	$0.5M	Agreed to $25M Cap
3	Meir Barel	$0.25M	Agreed to $25M Cap
4	Boris Zeleny	$0.5 - $2M	Want $15M Post
5	Nir Steinman	$0.5M	Agreed to $25M Cap
6	Hezi Bezalel	$1M	Agreed to $25M Cap
7	Erez Shukrun	$0.5M	Agreed to $25M Cap

MIN: $2.75M

MAX: $6.25M

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FINANCIAL

Current Balance (2.5.16): 2,775,000 Nis ~ $730K

Convertible Size: $3M-$6M

Investment Lifetime: $3M – Q2/2017, $6M – Q1/18

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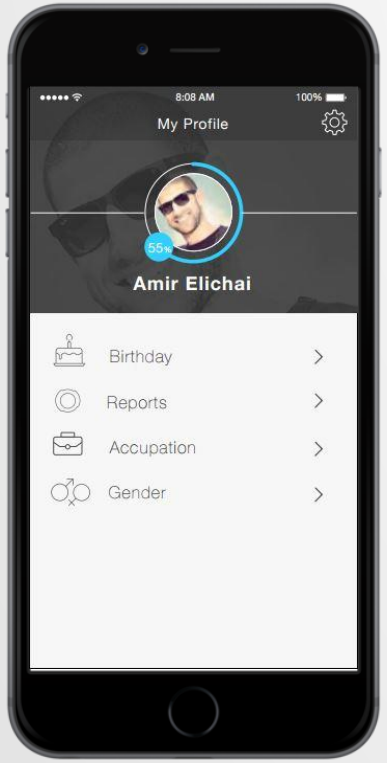
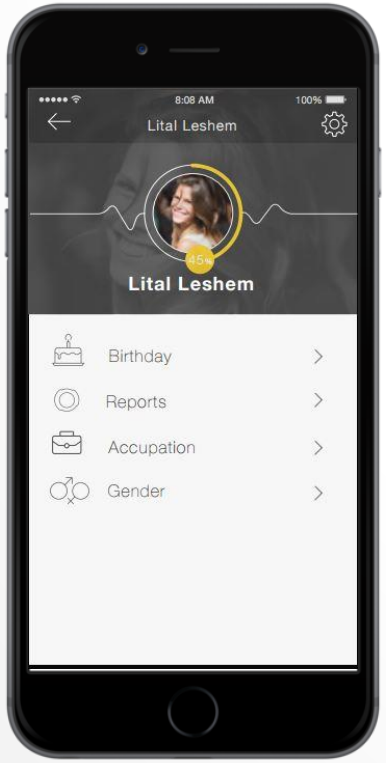
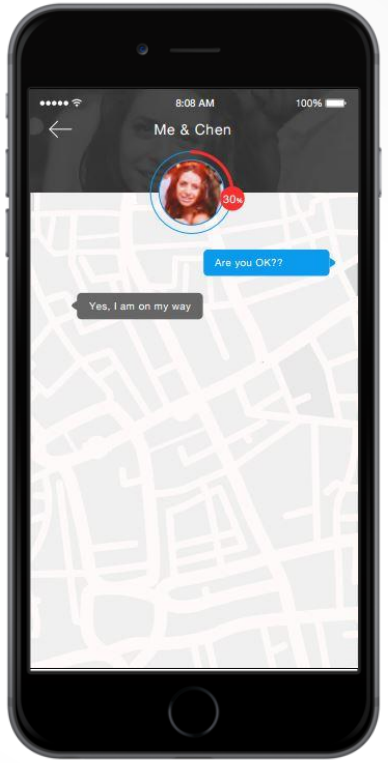
ANNUAL GOALS

RE - DESIGN


8:08 AM
100%
My Profile
Amir Elichai
Birthday
Reports
Accupation
Gender


8:08 AM
100%
Lital Leshem
Lital Leshem
Birthday
Reports
Accupation
Gender


8:08 AM
100%
Me & Chen
Are you OK??
Yes, I am on my way

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BUSINESS GOALS:

3

Paying Israeli clients

1

Paying global client

2

Pilots for Reporty NG

2

Global Integrator

$500K

Annual Revenues

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HUMAN STRUCTURE

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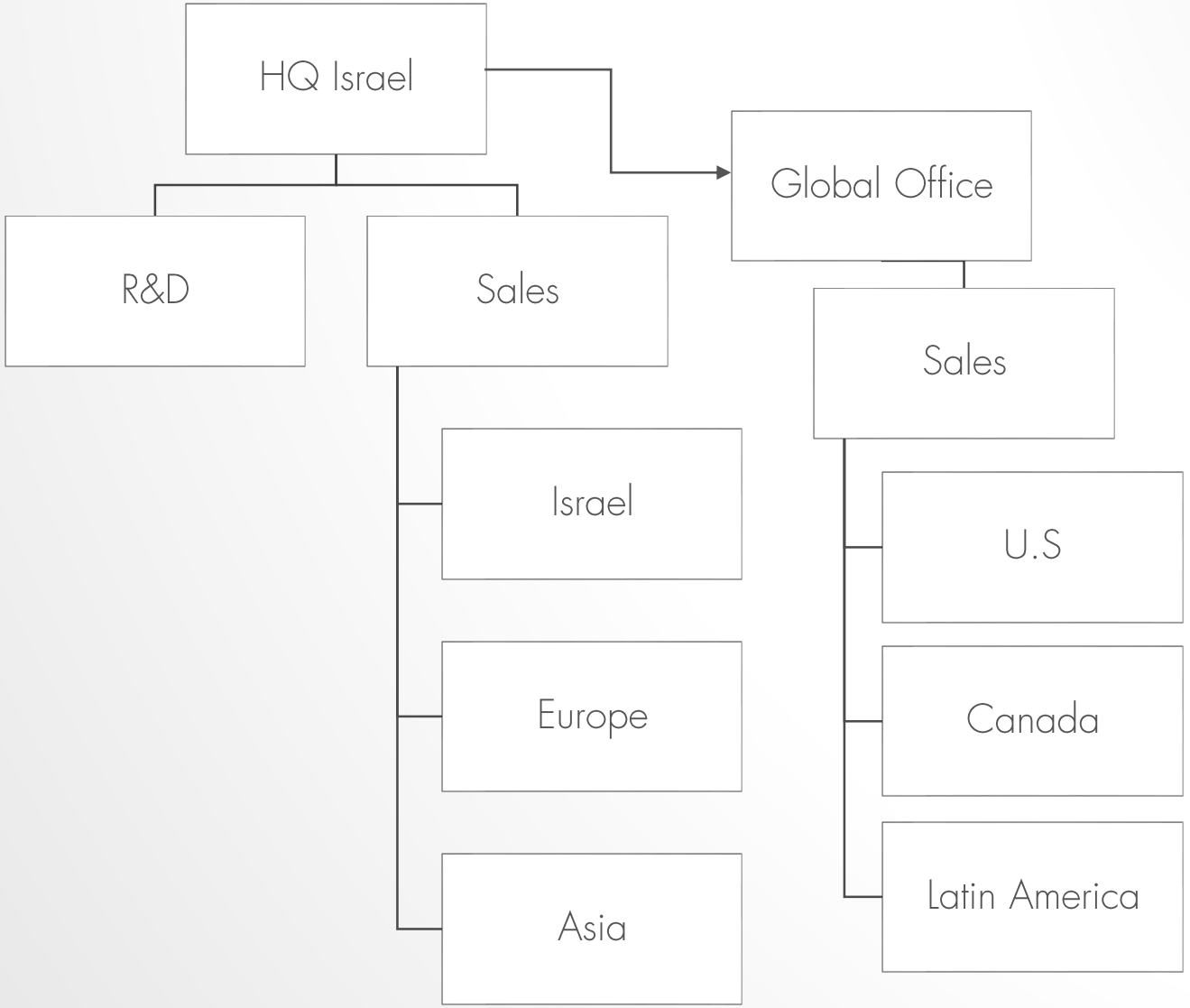

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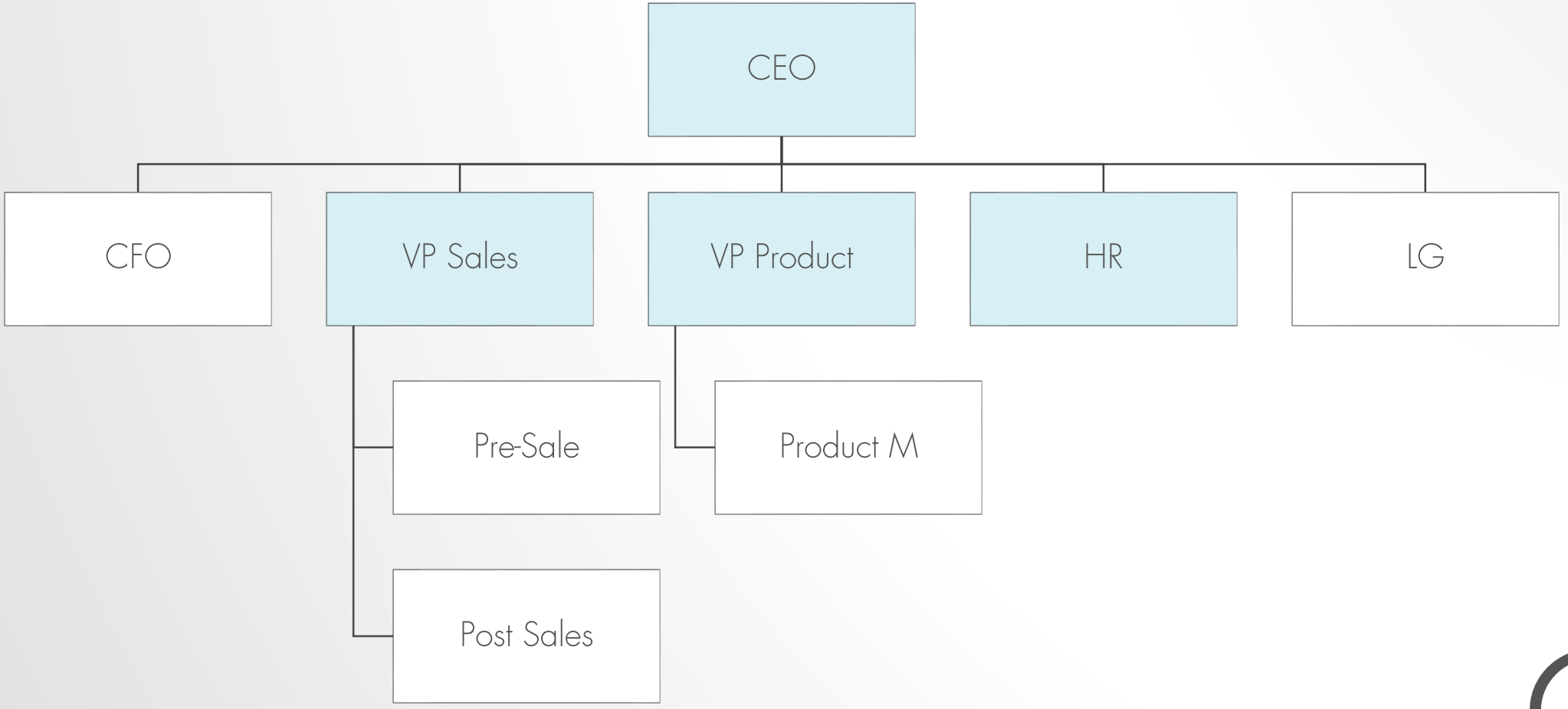

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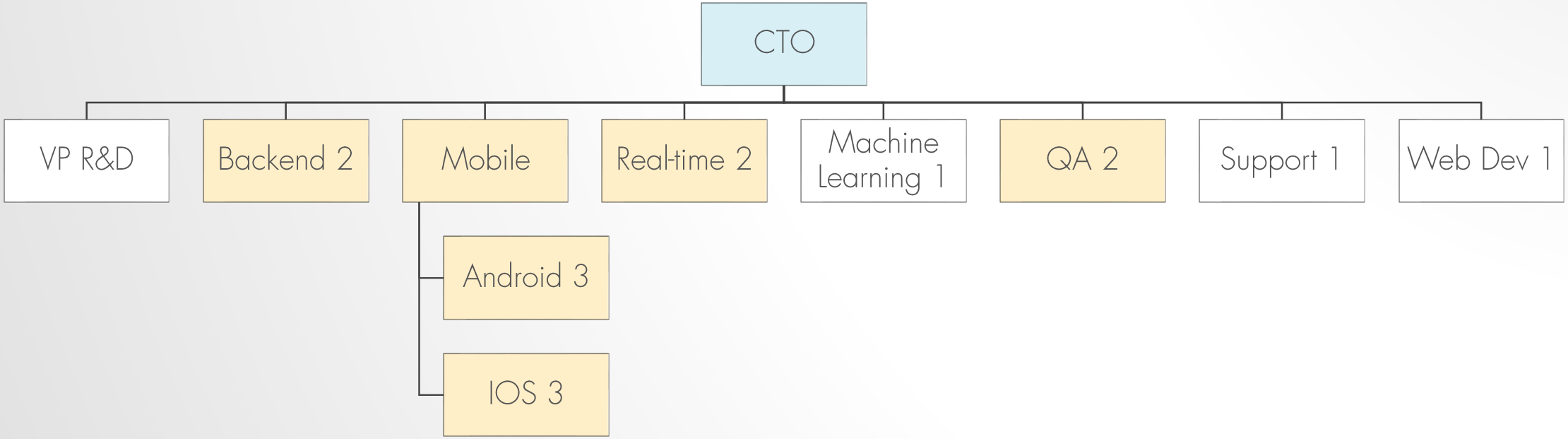
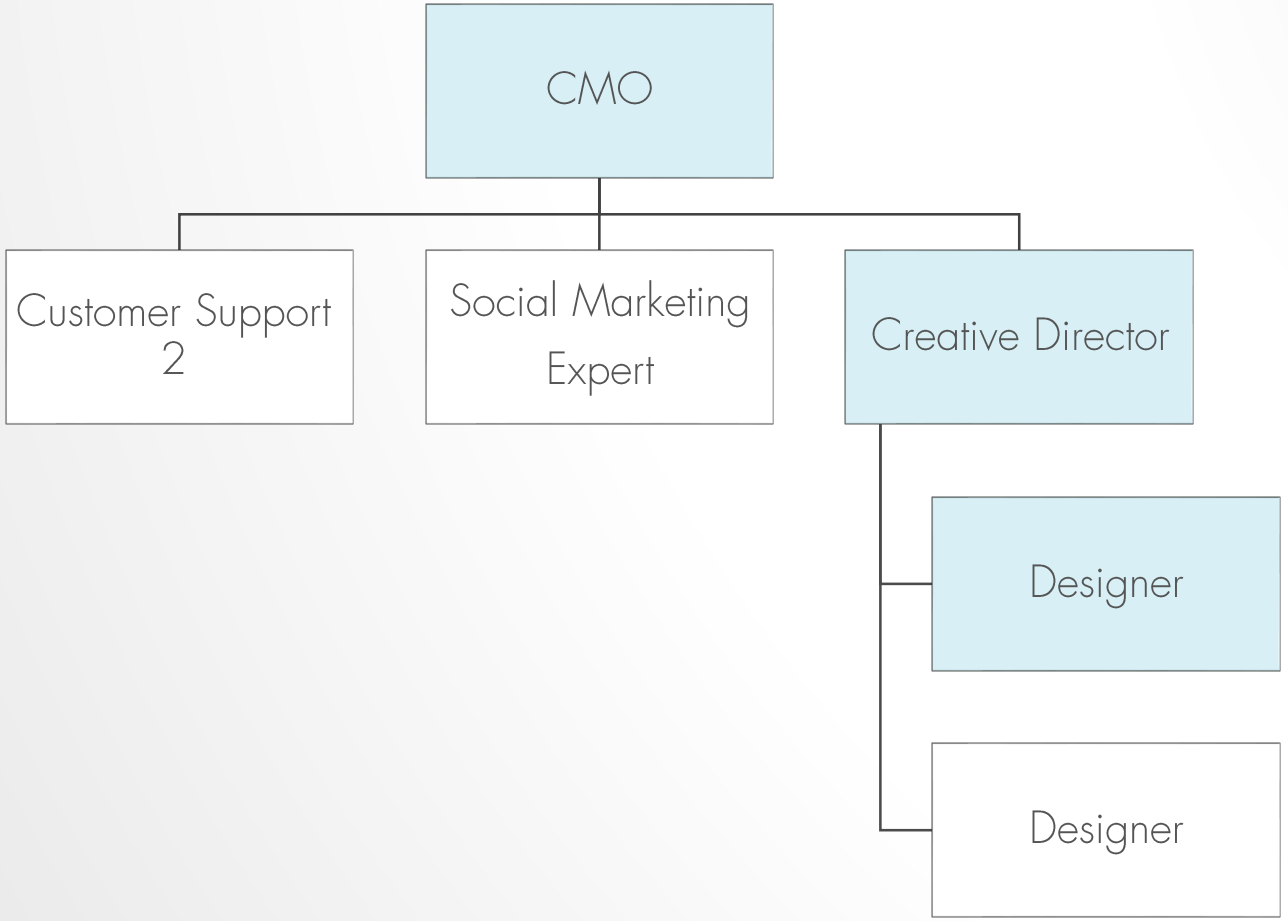
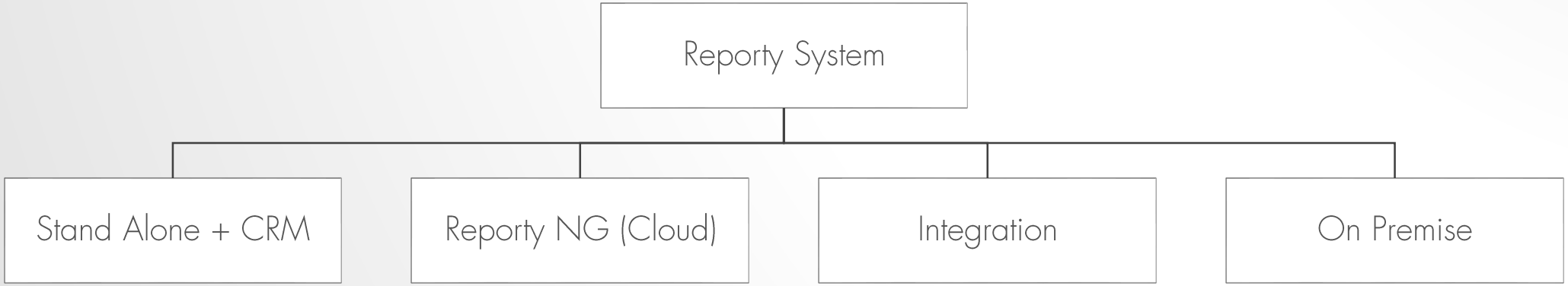



CMO
Customer Support 2
Social Marketing Expert
Creative Director
Designer
Designer

TECH GOAL'S


Reporty System
Stand Alone + CRM
Reporty NG (Cloud)
Integration
On Premise

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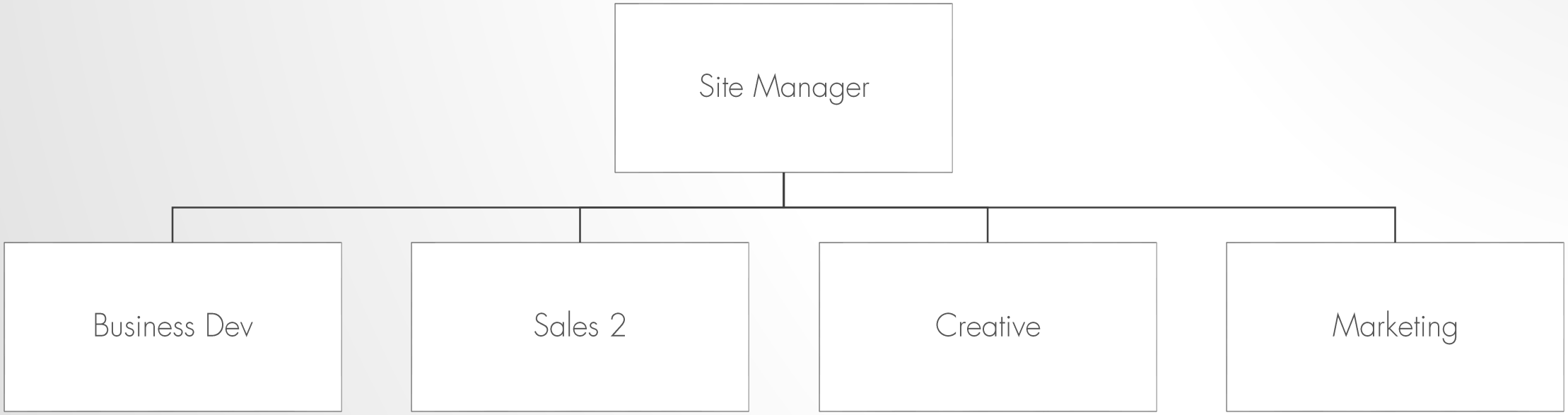
GLOBAL TEAM STRUCTURE


Site Manager
Business Dev
Sales 2
Creative
Marketing

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MARKETING GOALS:

100K

Downloads (Israel)

50K

Subscribers

$1

Per download

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PRODUCT:

90%

Activation Rate

10%

Daily Active Users

10

Day Retention

OPEN DISCUSSION

- Investment – Next Step
- New office – 312 Sq/m – $9,800 Per month – 1.6.16
- Sign on – 2015 Financial Plan

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THE END