



GREENFIELD

CULTIVATING GROWTH.

Q1 2024 IN REVIEW

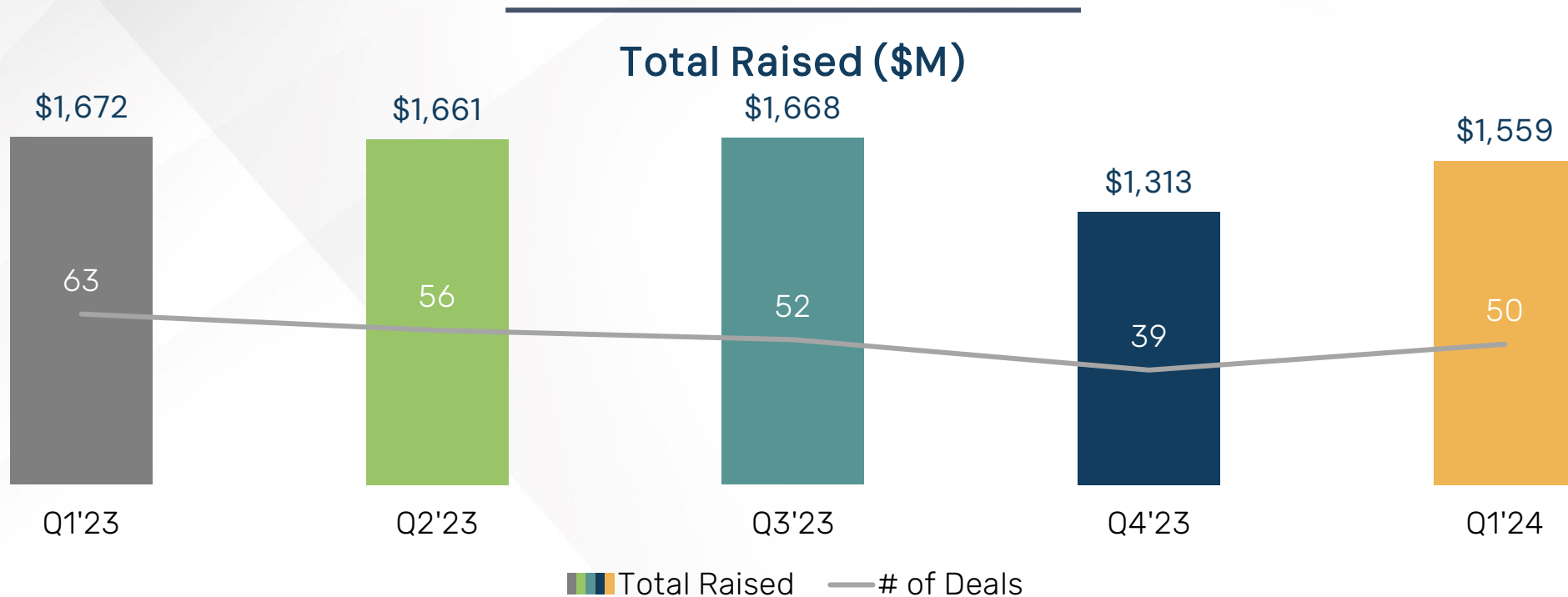
of the ISRAELI TECH ECOSYSTEM



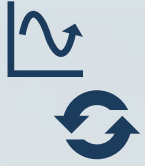
Executive Summary

As we unfold the narrative of Q1'2024, the Israeli Tech Ecosystem continues to reflect a vibrant tapestry of innovation and growth.

This quarter, we've witnessed a robust **\$1.5 Billion** raised across **50 deals**, showcasing a steady return to growth in both funding and deal activity.



The State of the Israeli Venture Market



Positive Trend-Reversal in Funding Activity

- Amidst a stabilizing global economy, the Israel Tech Ecosystem's early-stage market is heating up, indicating a long-term trend reversal and a vibrant return to growth.



No Slowdown in Israeli Innovation

- Israel's tech sector demonstrates improved funding vigor in the latest quarter, resilient amidst the ongoing conflict.



Riding the AI Wave

- The relentless pace of global AI adoption is driving the creation of innovative startups across industries. In Israel, we are witnessing the emergence of new applications and companies being built that stand at the forefront of the AI revolution, reshaping the business landscape with fresh innovation.



M&A Activity on the Rise

- M&A transactions continue positive trend, particularly in the Cybersecurity sector, marking a revitalized flow of liquidity in the Israeli exit market.



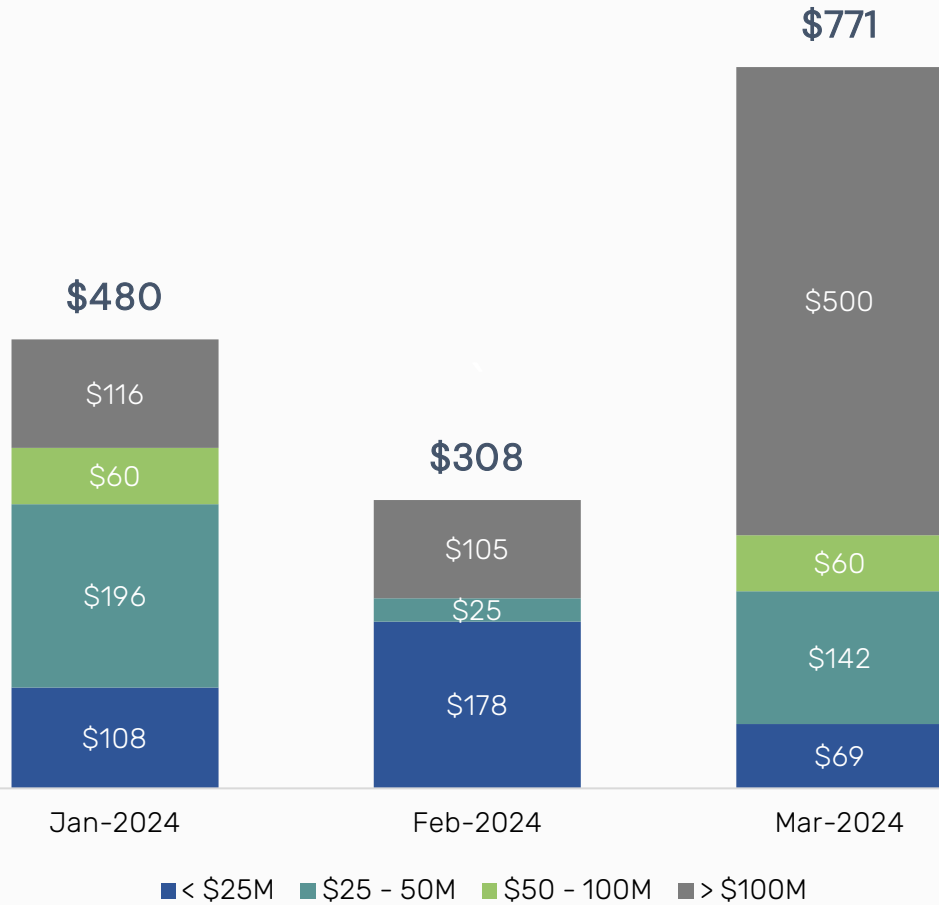
Bullish Sentiments in Public Markets

- Rising valuations in public markets are resonating with the private sector, setting the stage for a boost in investment activities.

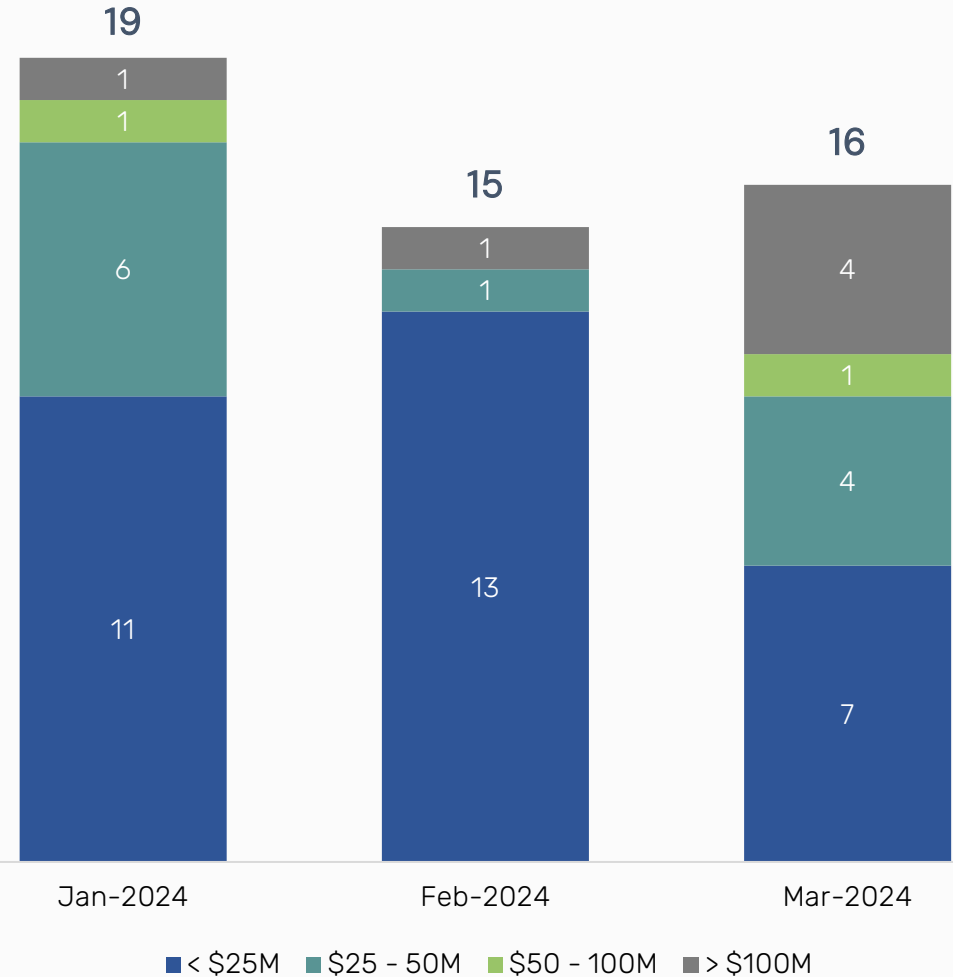


Q1 2024 Breakdown – By The Numbers

Total Raised By Round Size (\$M)



of Deals By Round Size





Return To Growth In Q1'24 With C. 17% Uptick In Funding From Last Quarter

QoQ Tracker:

17%

Increase

After a global recalibration, Israel's tech sector sees a 17% quarterly funding increase, signaling a return to sustainable growth and ongoing innovation.

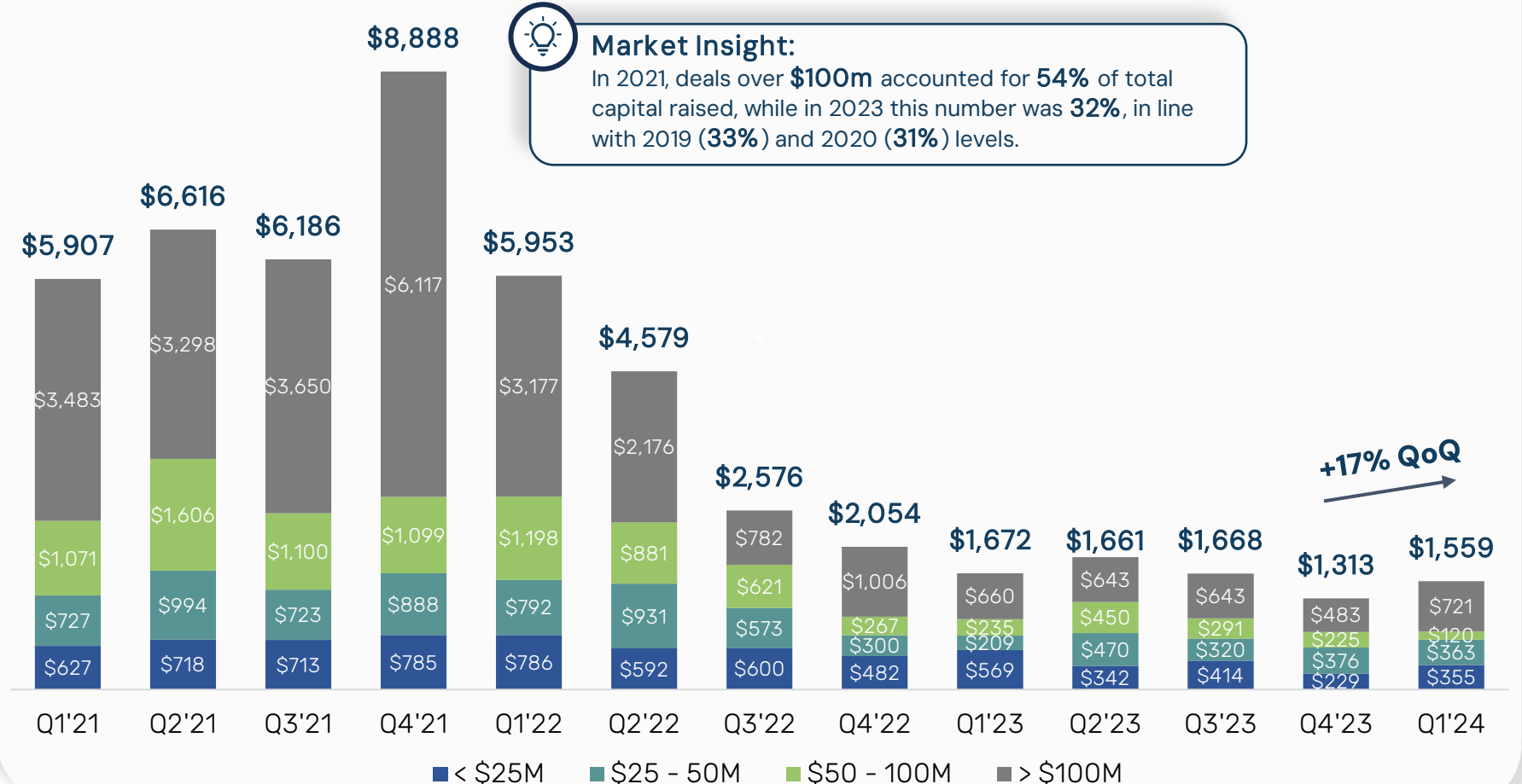
YoY Tracker:

2023 \$1.77B 2022 \$5.95B

2021 \$5.90B 2020 \$1.51B

2019 \$1.55B 2018 \$1.55B

Total Raised By Round Size (\$M)



Note: Does not include investments through IPOs and SPACs.



Rebounding Deal Volume Nearing Pre-2021 Levels, Signaling Further Growth Ahead

QoQ Tracker:

25%

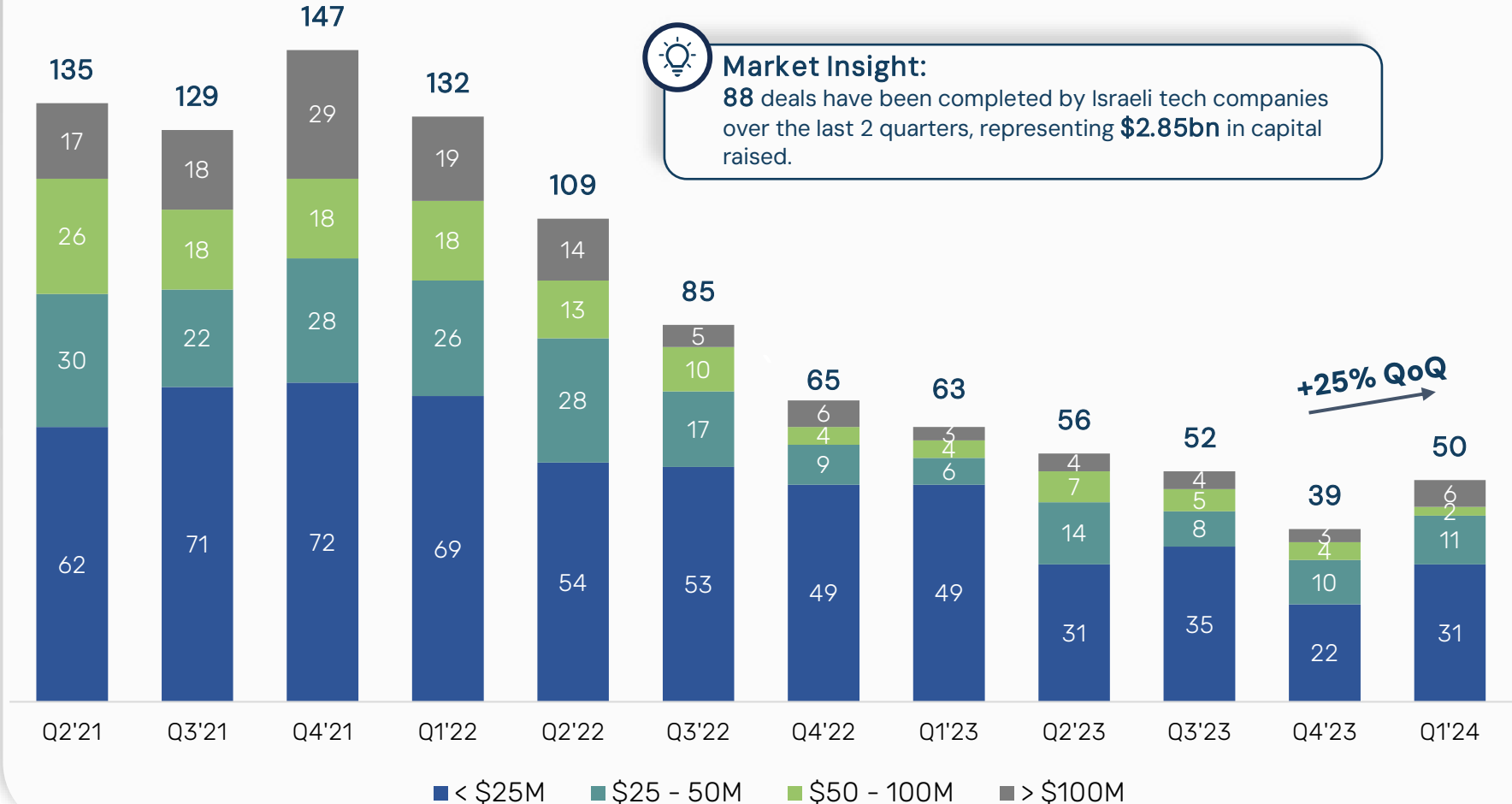
Increase

Israel's tech ecosystem is buoyed by a **25%** increase in deal volume, marking a healthy reversion to the more grounded but sustainable pre-2020 funding levels and corresponding growth trajectory.

YoY Tracker:

2023	64	2022	132
2021	135	2020	59
2019^(*)	128	2018^(*)	181

of Deals By Round Size

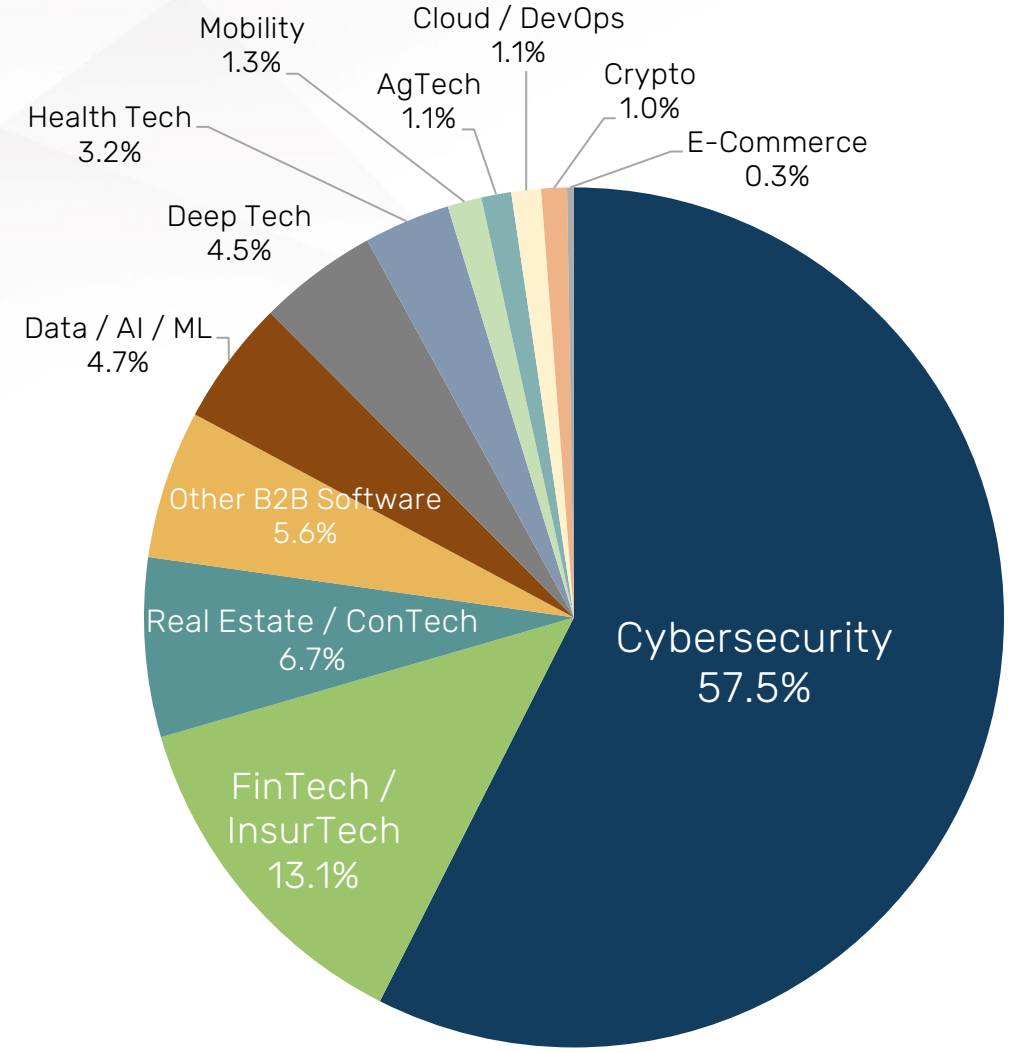


Note: Does not include investments through IPOs and SPACs.
 (*) Includes Pre-seed funding rounds.



Funding of Cybersecurity Startups Overindexed in Q1 2024, Reflecting Investor Confidence In Macro And AI Tailwinds

Sector	Total Raised (\$M)	# of Deals
■ Cybersecurity	\$894	19
■ FinTech / InsurTech	\$203	9
■ Real Estate / ConTech	\$105	1
■ Other B2B Software	\$87	4
■ Data / AI / ML	\$73	5
■ Deep Tech	\$70	3
■ Health Tech	\$50.5	3
■ Mobility	\$20	1
■ AgTech	\$17.5	1
■ Cloud / DevOps	\$17.4	2
■ Crypto	\$15	1
■ E-Commerce	\$4	1





Companies That Raised In Q1'2024

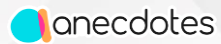
\$100M+



\$50 – 100M























\$25 – 50M



< \$25M



Q4'2023 M&A / IPO Roundup

	TARGET	ACQUIRER	DEAL VALUE (\$M) ⁽¹⁾
JAN-2024	 Pomvom	SPAC	\$125
	 C2i Genomics	 veracyte™	\$95
	 Authomize	Delinea	N/A
	 Helios	 snyk	N/A
	 easyway	Duve.	N/A
FEB-2024	 wib.		N/A
	 HiredScore	 workday.	N/A
	 codefresh	 Octopus Deploy	\$50
MAR-2024	FLOW.	 CROWDSTRIKE	\$200
	RESIDENT	 Ashley HOMESTORE	\$1,000
	 Avalor	 zscaler™	\$350
	 oxeye	 GitLab	\$40
	speedb	 redis	N/A

(1) Deal values are estimated and sourced from media outlets and company press releases.



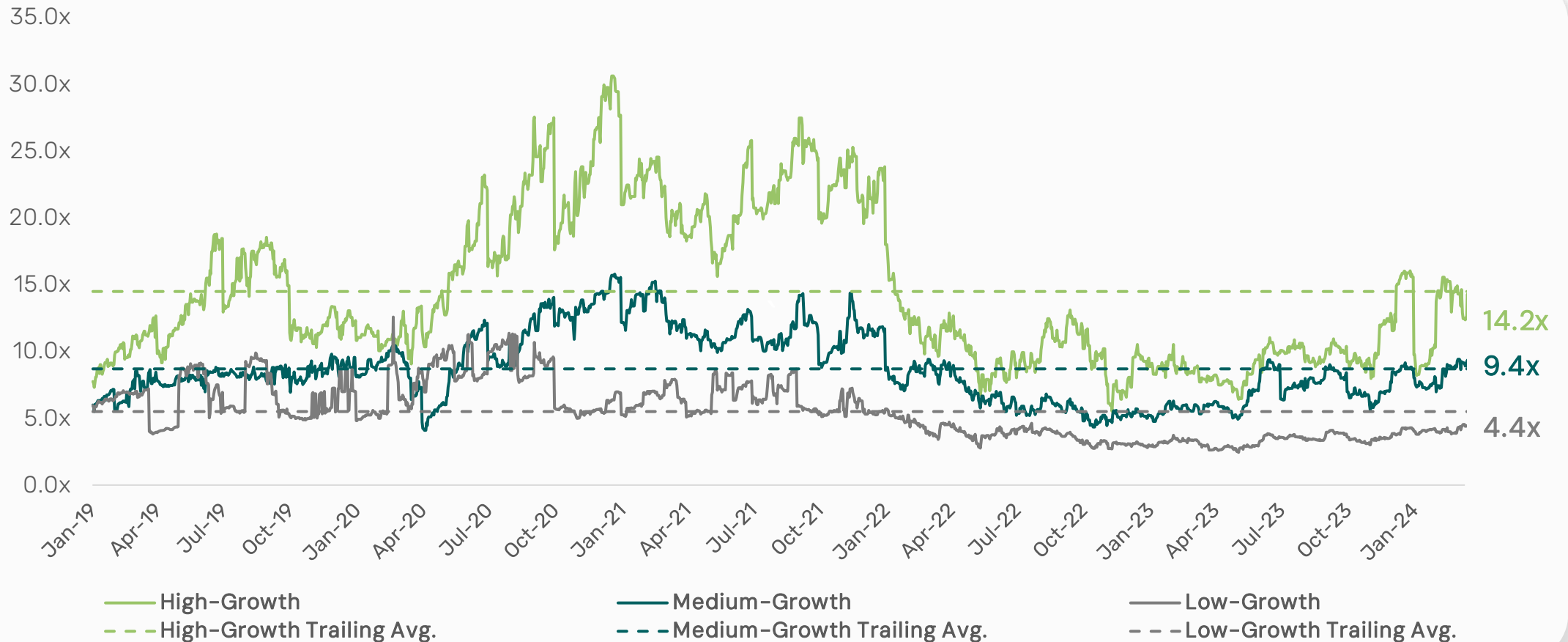
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PUBLIC SAAS COMPS AND MACROECONOMIC INDICATORS



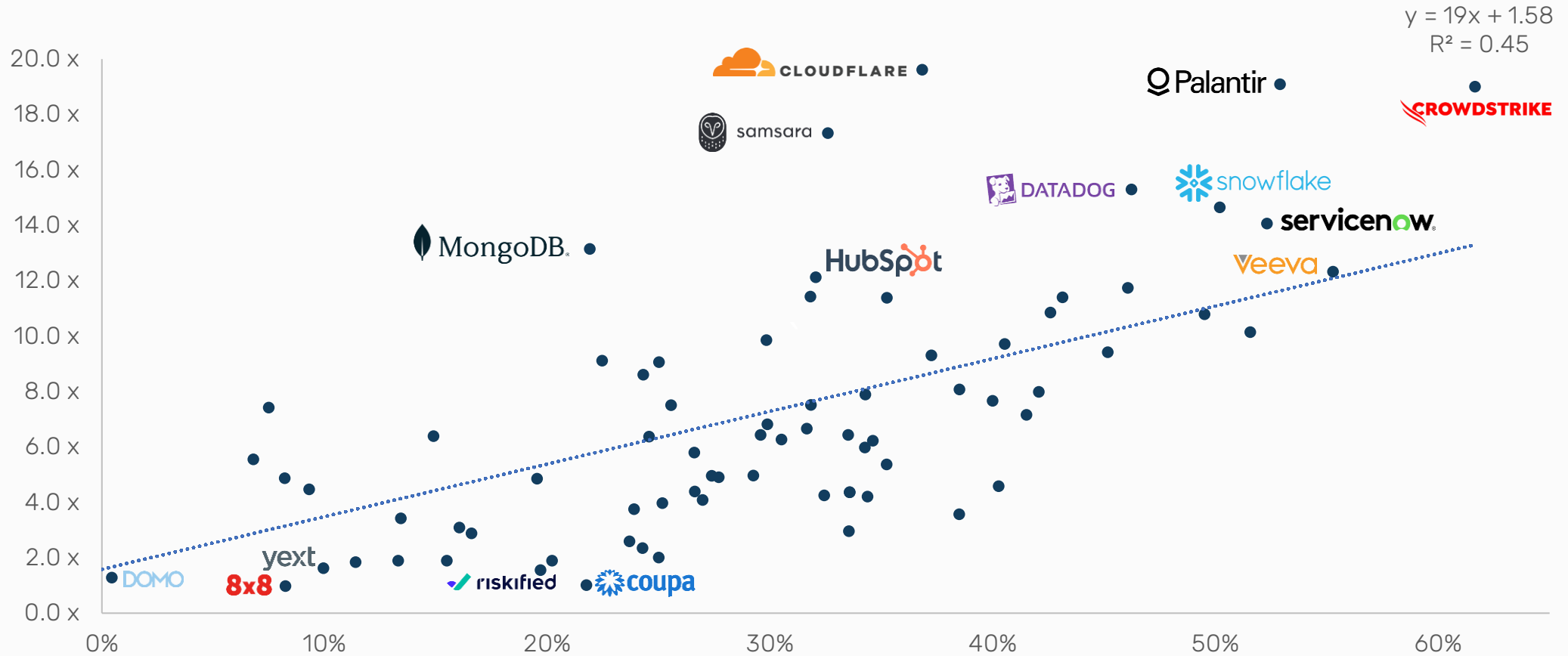
EV / NTM Revenue Multiples

Revenue Multiples Converging Towards Trailing 5-Year Averages



Rule of 40 vs. NTM Rev Multiple

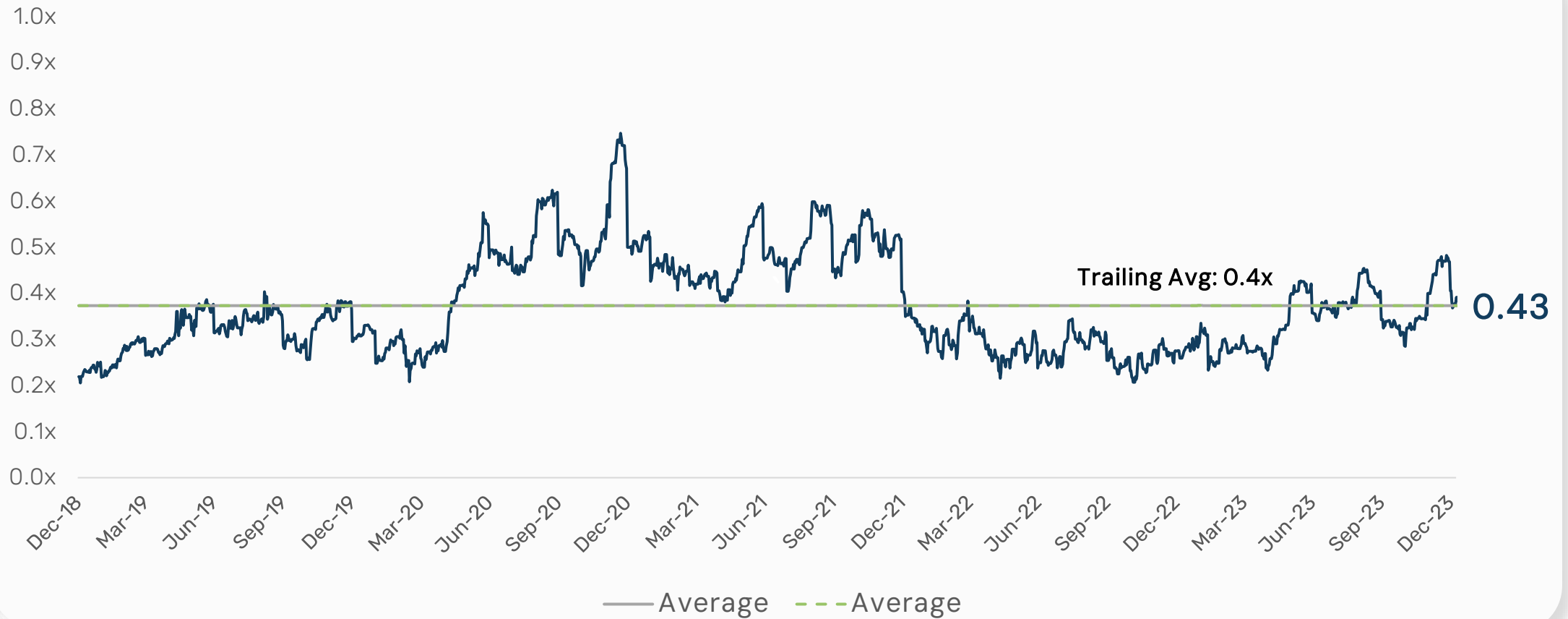
Directional Correlation But Company-Specific Factors Having Significant Impact As Well





Growth ADJ. EV / NTM Revenue Multiples

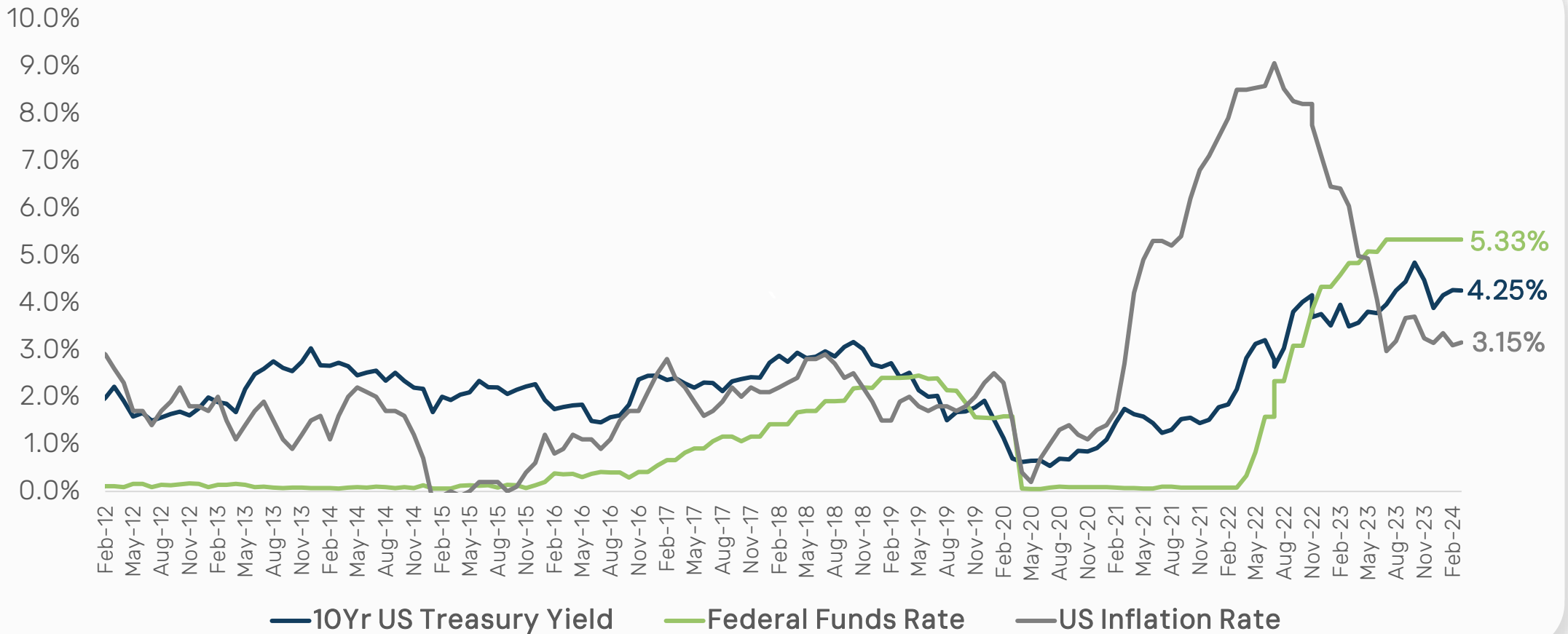
Growth Adjusted Multiples Converging To Historical Averages






Macro-Economic Indicators

Steady Inflation Rate Within Reasonable Range Of Fed Target Likely Supports Expected 2024 Rate Cuts



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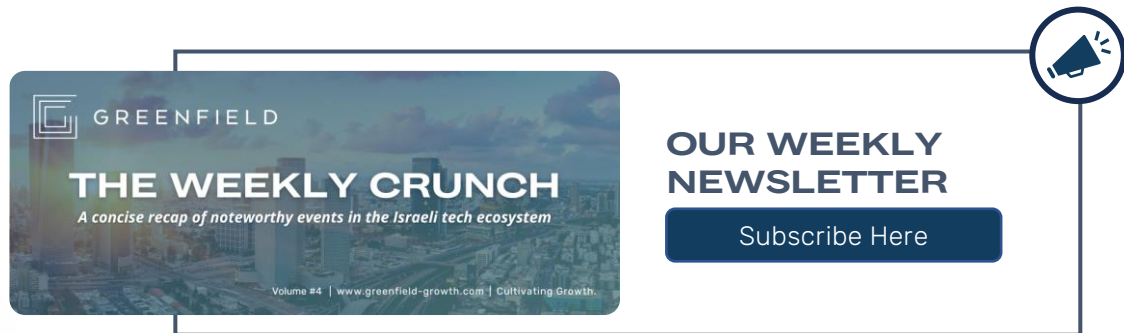
Market Map

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