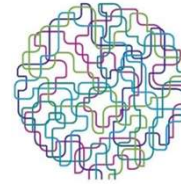


International Brokerage Event
Istanbul 30th November 2016



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ISTANBUL 2016

Adi Analytics Ltd.

Effi Shuv

effishuv@bezeqint.net

This presentation is for:

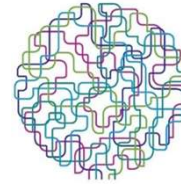
× Workshop 1 Big Data

Workshop 3 Photonics and Micro & Nano-electronics

Workshop 2 Robotics

Workshop 4 internet of Things

Description of the Organization



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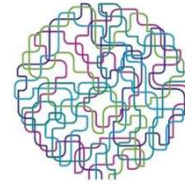
Overview

- Combining Analytics along with Big Data – Adi Analytics Ltd. develops an innovative, high-potential, fully-automated cloud-based platform enabling businesses of any size and of any sector – to qualitatively plan, measure, make efficient, and capitalize on their business and marketing strategies.
- Adi Analytics is currently at final stage of patenting its technology in the EU and US.
- The company has completed R&D of Alpha version, now working on Beta version.

The Team

- Effi Shuv, Founder and CEO – Entrepreneur. Co-founded a startup successfully exited. Extensive background in Media Analysis, Business and Strategy Development. M.Sc. in Computer Science. Was a partner of two EU FP7 projects.
- Prof. Piotr Sankowski – Algorithms Development Specialist. Renown in Digital Economy research.
- Dr. Tomasz Krawczyk – Scientific Advisor. Specializing in Financial Econometrics and Modeling. Has an extensive experience with EU programs. Senior Consultant for Enterprise Europe Network.

Description of the Research Interest



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Stage 1: Completion of Collecting Raw Information

- Raw information about each country, and about each sector in each country

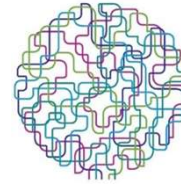
Stage 2: Completion of Developing Algorithms

- Further developing of existing algorithms combining analytics of multiple disciplines

Stage 3: In-House Social Media Analyzing

- Developing an in-house fully-automated and highly-cost-effective subsystem for gathering and analyzing social media information.

ICT-15-2016-2017 (IA) Big Data PPP: Large Scale Pilot Actions in Sectors Best Benefitting from Data-Driven Innovation



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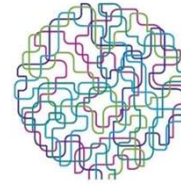
Objectives:

- To enabling European businesses to be analytics-driven, deliver well designed and constantly measured business and marketing strategies.
- To assimilate this platform at wide range of Beta sites.
- To demonstrate that the system prototype is successfully operating in real world conditions – at operational environments in Europe.
- To complete end-to-end system qualification.
- To commercialize this platform to be mass rolled out in European operational environments.

Expected Results:

- Demonstrating a sharp increase of productivity in the main target sector – the European FMCG (Fast Moving Consumer Goods) – by at least 30%.
- Increasing of market share of Big Data and Cloud Analytics technologies providers by at least 30%.
- Tripling the use of Big Data and Cloud Analytics technologies in the European FMCG target segment.
- Leveraging additional investments by venture capitals – equal to at least double of the EC investment.
- Reaching at least 120 European organizations using this platform at 1st year.

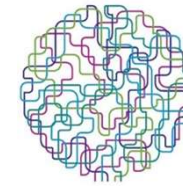
Consortium – Profile of Known Partners



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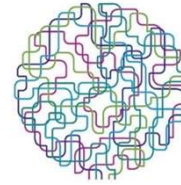
No	Partner Name	Type	Country	Role in the Project
01	To be defined	RTD	Turkey	Academic Research Partner
02	To be defined	SME	To be defined	Ecosystem Development Partner
03	To be defined	IND	To be defined	FMCG Firm to be a Beta Partner
04	Adi Analytics Ltd.	RTD	Israel	Founder and Coordinator
05				
06				
07				

Consortium – Tentative Partners



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No	Expertise	Type	Country	Role in the project
01	Kadir Has University	RTD	Turkey	Academic Research Partner
02	Fraunhofer Institute for Reliability and Microintegration	SME	Germany	Ecosystem Development Partner
03	Nestle UK	IND	UK	FMCG Firm to be a Beta Partner
04	Adi Analytics Ltd.	RTD	Israel	Founder and Coordinator
05				
06				
07				



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Effi Shuv
Founder and CEO
Adi Analytics Ltd.
Israel
+972-54-566-5155
effishuv@bezeqint.net
www.adianalytics.co.il
