

The Accessible AI Engine For Addicted Creatives

2024 Confidential

INTRODUCING IDEEZA



IDEEZA is unveiling a new world of opportunities through our pioneer **AI** product **engineering** platform.
This platform enables anyone to create their new and unique hardware products from a simple description **within minutes**, own their unique blueprints as phygital **NFTs** and monetize them to earn money. This capability has the potential to empower **millions** of previously unrealized projects.
IDEEZA has the potential to **disrupt** both the product development market and the manufacturing industry.

MANAGEMENT TEAM



Moran Biton
Co-founder & CEO

- Deep tech integration and analysis specialist
- M.Sc. in Electro-optics.
- Managed and led millions NIS projects with the IMD
- Founder of I.V sense and Israfresh



David Mermelstein
Co-founder & CMO

- Tech optimization specialist with marketing experience
- M.Sc. (Cum laude) in Electro-optics
- Managed and led millions NIS projects with the IIA
- Founder of I.V sense and Israfresh



Minhaj Islam
CTO

- Expert algorithms developer with experience in Backend & Frontend development
- Software Engineer at Samsung R&D Institute

THE PROBLEM

Hardware is HARD!
And it has a GLASS CEILING.

Developing a customized hardware product requires:

- Technical engineers
- Significant resources
- Specialized competencies in development tools
- Specific production processes
- Extended time commitment to realize the ideation-to-prototype process.

These constraints, or glass ceiling, prevents visionary inventors from bringing their products to life.





THE SOLUTION

The **generative AI** platform yields a 3D simulation and a **full blueprint** (including Hardware, 3D design and code) for a new and unique hardware product in

one streamlined end-to-end workflow.

It then ensures the **protection of ownership** recognition on top of a **blockchain** layer, enables monetization of the product directly as an **NFT** on the platform and **identifies the optimal manufacturers**, patent attorneys and other third-party services.





IDEEZA PIPELINE

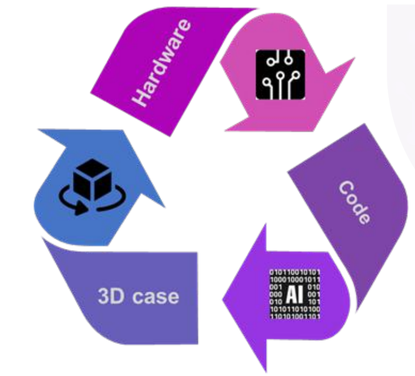
Prompt with idea

Generative AI engine

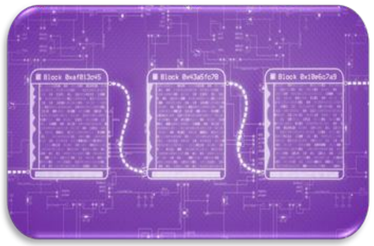
Product Blueprint and 3D simulation

Blockchain recognition and monetization

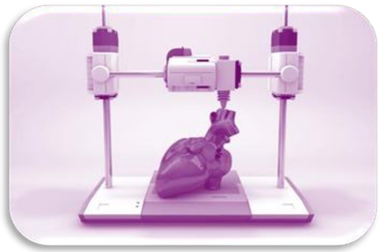
"A wireless video doorbell with WiFi connection and face recognition"







Third party suppliers



Engineering rules

Unique Engineering Data

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MARKET OPPORTUNITY

0.1 Trillion USD BY 2027 (35% CAGR)	1.5 Trillion USD BY 2027 (7% CAGR)	0.2 Trillion USD BY 2032 (34% CAGR)
Non-Fungible Token (NFT) Market1	Global Product Engineering Services Market2	Global Generative AI Market3

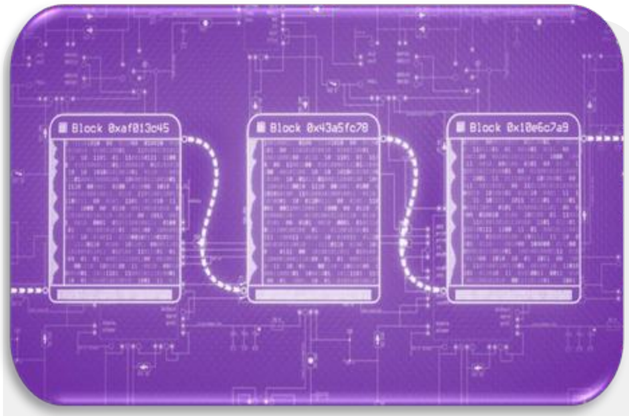
1.https://www.technavio.com/report/non-fungible-token-nft-market-industry-analysis
2.https://www.marketsandmarkets.com/Market-Reports/product-engineering-services-market
3.https://www.polarismarketresearch.com/press-releases/generative-ai-market

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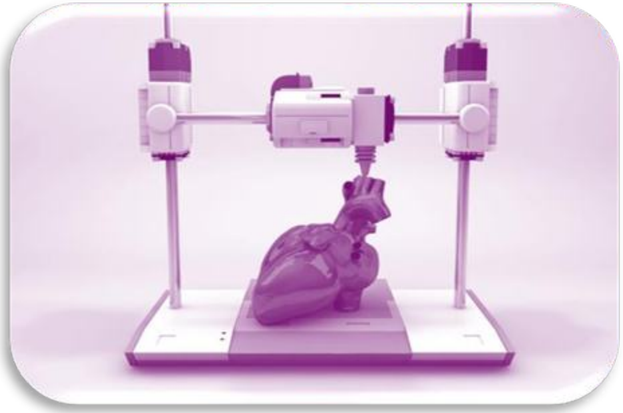
INDUSTRIES REACTION



The **IoT revolution** is accelerating, the needs of new smart devices are constantly growing



Blockchain and NFT technology are looking for proactive and efficient way, to power the creator economy

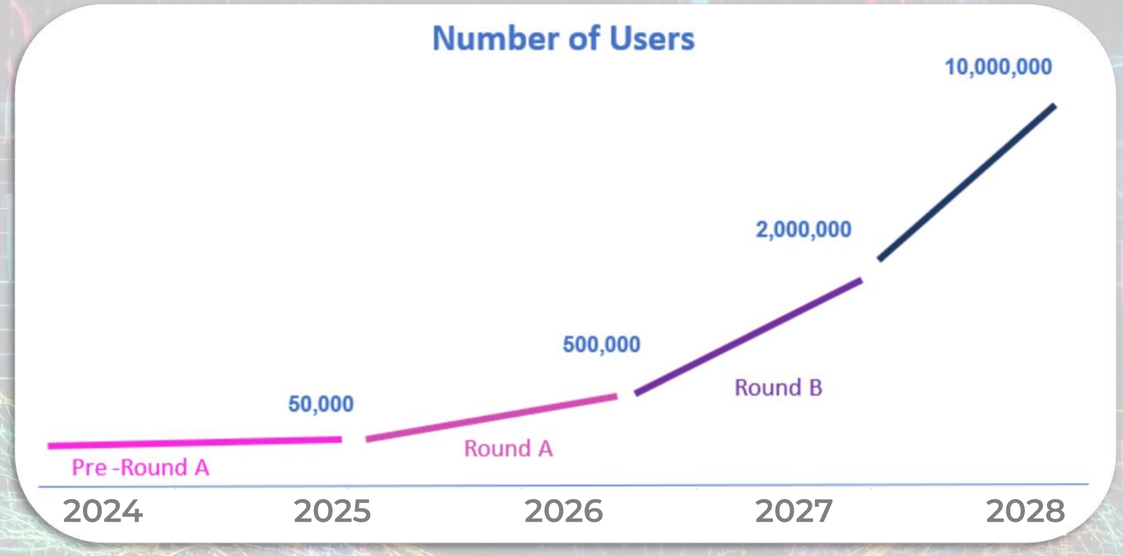


Home-manufacturing costs decrease but dreamers are lack of possibility to develop custom-made products

IDEEZA is the missing link that will bind, accelerate trends and create a chain reaction that will effectively shift and improve these industries

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IDEEZA'S GROWTH PROJECTION



Years	2025	2026	2027	2028
Public Users	170,000	540,000	1,700,000	5,400,000
Paying users (4%)	6,000	15,000	50,000	150,000
NFT transactions (2%)	20,000	80,000	250,000	800,000
Revenue	**$ 2,000,000**	**$ 8,000,000**	**$ 24,000,000**	**$ 75,000,000**

HARDWARE COMPETITVE LANDSCAPE

FEATURES	SIEMENS	DASSAULT SYSTEMES	tuya	OpenAI	IDEEZA
Type of Users	**Engineers**	**Engineers**	**Ended users**	**Ended users**	**Ended users**
Requires prior technology know-how	**Yes**	**Yes**	**No**	**No**	**No**
Automation Design	**EDA**	**EDA**	**No**	**Generative AI**	**Generative AI**
Full development layers (electronic, code, 3D case)	**3D case, Hardware**	**3D case, Hardware**	**All**	**3D case**	**All**
User Protection	**Patent**	**Patent**	**No**	**No**	**Blockchain and Patent**
Average time for end-to-end development	**Weeks**	**Weeks**	**Ready products**	**Minutes**	**Minutes**

BUSINESS MODEL – FREEMIUM MODEL





Public license – free to trade and create public projects.

- 2.5% royalties of each NFTs transaction

Private license – Monthly / Annually substruction

- Create, edit and contribute in Private and public projects.
- Mint and sell new IDEEZA NFTs projects
- Access to our special partners marketplace

Third party partners license

- Up to 20% Royalties of each transaction.
- Substruction for Promotion and Advertising

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GO TO MARKET STRATEGY

Platform (What)

- Generative AI & CAD
- NFT & Marketplace
- Open source
- Service providers

Marketing (Where)

- South Asia
- USA & Europe
- Africa
- Rest of the world

Timeline (When)

- **Close Beta – Q1 25**
- **Commercial – Q1 26**



Customer (Who)

- DIY & Makers
- Entrepreneurs
- Students
- SMB

Competitive Advantage (Why)

- One tool for all
- Automation
- Easy to use

Business model (How)

- Freemuim
- NFT Royalties
- Service providers

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MILESTONES

POC
version

Dec 2019

Alpha
version

Jun 2023

Commercial
Platform

Jan 2026

2019–2020 | 2021–2022 | 2023–2024 | 2025 | 2026 | 2027

MVP
version

Jun 2021

Closed
Beta

Jan 2025

ADVANCED FEATURES

- Team account
- Third party connections
- Auto - Production ManagementTool
- Multi - Products Network

IDEEZA

CURRENT STATUS

› **Raised** more than **$2M** from Investors ($1M), bootstrap ($200K) and grants from Microsoft and Google ($900K).

› Patent in generative AI field in a **national phase, Second Patentin** NFT field and trademarks.

› **Partnered** with Google, NVIDIA inception, Microsoft for startup and EIT manufacturing EU.

› 50 worldwide **dedicated** workers

› Won **Raising Stars Award** at the What’sNext Awards and **first place** at the DLD global innovation competition.

› Mentioned by **Forbes** and **Viola Ventures** as the **forefront** of the Generative AI Revolution.

› **Presented** at conferences in New York, Shanghai, Lisboa, Amsterdam, Israel and more.











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IDEEZA

empowering new dreams

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