



NEW VENTURES



04 · CONSTRUCTION TECHNOLOGY

KLIGO

Prove marketplace liquidity in one launch market before scale.

**CONDITIONAL GO · PILOT FIRST
ISRAEL FIRST**



01 · WHAT THE BUSINESS DOES

One model. Four controlled steps.



01

Build supply

Onboard verified providers in a narrow geography.

02

Capture demand

Structure requests around what, where and when.

03

Match

Measure response, quote coverage and conversion.

04

Repeat

Scale only after buyer and provider value are proven.

02 · MARKET AND REVENUE POTENTIAL

The launch market is meaningful. Liquidity is still unproven.

NIS 10.1B

Base annual TAM GMV

MODELLED ASSUMPTION

NIS 1.5B

Israel-first launch SAM GMV

MODELLED ASSUMPTION

NIS 75-120M

Year 3-5 obtainable GMV

MODELLED ASSUMPTION

PUBLICATION RULE

Modelled figures stay modelled. Missing market data stays unverified.

03 · EXECUTION MODEL

Where the group creates an edge.

- 01 Construction-market focus
- 02 Verified provider layer
- 03 Structured RFQ journey
- 04 Product and brand already in development



04 · COMMERCIAL MECHANICS

Money in. Revenue out.

90 DAYS

Validation pilot

75-100

Verified provider target

NIS 6.62M

Modelled annual revenue

REVENUE STREAMS

01 Provider subscriptions**02 Promoted listings****03 Future transaction fees**

05 · COST DRIVERS AND BOTTLENECKS

The operating model breaks here first.

COST DRIVERS

- 01 **Product development**
- 02 **Provider onboarding and verification**
- 03 **Demand acquisition**
- 04 **Support and compliance**

OPERATING BOTTLENECKS

- 01 **Provider density**
- 02 **Response time**
- 03 **RFQ conversion**
- 04 **Buyer repeat**

06 · RETURN PROFILE

Revenue is modelled. Financial return is not.

**NOT
MODELLED**

NOT MODELLED · PILOT METRICS CONTROL THE NEXT CAPITAL STEP

RISK LEVEL

HIGH

THE NEXT CAPITAL STEP

At least 20% RFQ-to-booking

At least 25% buyer repeat

Two-quote coverage

07 · DECISION GATE

Fund validation first; scale software and acquisition only after the 90-day liquidity gates clear.

REQUIRED BEFORE COMMITMENT

01	02	03
At least 20% RFQ-to-booking	At least 25% buyer repeat	Two-quote coverage

CONDITIONAL GO · PILOT FIRST