V04 / CONSOLIDATED DEEP RESEARCH

KLIGO

CONSTRUCTION TECHNOLOGY MARKETPLACE

Israel-first B2B construction marketplace; prove liquidity before scale.

Geographic scope: Israel first
Data cut-off: 31 August 2026
Decision: CONDITIONAL GO - validation first
Risk level: High
Controlling source: ALFA New Ventures Master Data Register v1.0

Consolidated from completed research and locked evidence. Internal decision review.

70436 Active construction businesses	**NIS 10.1B** Base TAM GMV	**NIS 1.5B** Base SAM GMV	**NIS 75-120M** SOM GMV

Evidence rule

Published facts, company-reported figures, calculations and modelled assumptions remain separately labelled. Missing quotations, contracts and live operating evidence have not been invented.

Report map

SECTION	CONTENT
01	Decision and scope
02	Business model and market
03	Commercial model, capital and returns
04	Operations, regulation and risks
05	Diligence, conflicts and evidence register

Use Word's navigation pane to move through the heading hierarchy. Every material figure is repeated in the claim register with its evidence classification and source reference.

Executive summary

KLIGO is an Israel-first construction marketplace. The product should prove local liquidity with a concierge-supported pilot before committing to broad software development or international expansion.

70436 Active construction businesses	**NIS 10.1B** Base TAM GMV	**NIS 1.5B** Base SAM GMV	**NIS 75-120M** SOM GMV

DECISION ITEM	LOCKED POSITION
Decision	CONDITIONAL GO - validation first
Preferred model	Launch a narrow, concierge-supported marketplace pilot in Gush Dan and the Central District before scaling software or geography.
Gate before commitment	Provider density, response time, two-quote coverage, conversion and repeat usage must clear the 90-day pilot gates.
Source status	Market research, product roadmap and brand guide available; formal consolidated research PDF/DOCX pending.

Principal advantages

- Israel-first B2B construction marketplace; prove liquidity before scale.
- Launch in Gush Dan and the Central District. Geographic expansion is conditional on pilot performance.
- The selected entry model is: Launch a narrow, concierge-supported marketplace pilot in Gush Dan and the Central District before scaling software or geography.

Principal weaknesses

- Insufficient provider density
- Low response or booking conversion
- Weak buyer repeat use
- Scaling software before marketplace liquidity is proven

Research scope and business model

This report formalises the locked decision case for KLIGO. It preserves the current evidence boundary and identifies the commercial proof required before commitment.

Customer groups

- Contractors and construction buyers posting requests
- Equipment owners and rental companies
- Subcontractors and service providers
- Construction businesses seeking verified demand

Products or operating segments

- Equipment rental
- Contractor and service matching
- Project and job requests
- Verified provider discovery

Revenue model

- Transaction commissions
- Provider subscriptions or premium visibility
- Lead or booking fees where validated
- Future ancillary services only after marketplace liquidity

Preferred entry model

Launch a narrow, concierge-supported marketplace pilot in Gush Dan and the Central District before scaling software or geography.

Location logic

Launch in Gush Dan and the Central District. Geographic expansion is conditional on pilot performance.

Market and demand

70,436 active construction businesses in the research baseline.

Base model TAM: NIS10.1B annual GMV.

Base model launch SAM: NIS1.5B annual GMV.

Modelled Year 3-5 obtainable GMV: NIS75-120M annually.

Competition and positioning

A complete live competitor, pricing and capacity schedule is not contained in the controlling register. Competitive positioning must therefore be validated against current operators, current assets and current customer quotations before commitment.

Pricing, revenue, CAPEX and returns

METRIC	VALUE	UNIT	PERIOD	EVIDENCE	SOURCE
Base annual revenue	NIS 6.62M	NIS/year	Year 3-5 planning	MODELLED ASSUMPTION	S07
Verified providers	75-100	providers	90-day pilot	MODELLED ASSUMPTION	S07
RFQ-to-booking conversion	at least 20%	%	90-day pilot	MODELLED ASSUMPTION	S07
60-day buyer repeat	at least 25%	%	90-day pilot	MODELLED ASSUMPTION	S07

All model outputs remain conditional on the underlying transaction, quotation or operating assumptions. No modelled return is a guaranteed result.

Revenue drivers

- Base model TAM: NIS10.1B annual GMV.
- Base model launch SAM: NIS1.5B annual GMV.
- Modelled Year 3-5 obtainable GMV: NIS75-120M annually.
- Base Year 3-5 annual revenue model: NIS6.62M.

Cost and return limitations

- Planning model; range NIS5.2-17.6B.
- Range NIS1.0-1.8B.
- Not observed transaction value.
- Subscription, promotion, transaction and media/data assumptions.
- Validation gate.
- Validation target, not actual result.
- Validation target.

Operating requirements

- Provider verification
- Request-for-quote routing
- Response-time and quote coverage monitoring
- Conversion, repeat use and dispute handling

Regulation and licensing

The pilot requires legal review of marketplace terms, liability allocation, payments, privacy, provider verification and trademark clearance before scale.

Risk register

ID	RISK	CURRENT LEVEL	CONTROL
R01	Insufficient provider density	High until evidenced	Hold commitment until the decision gate is evidenced.
R02	Low response or booking conversion	High until evidenced	Use separate models and approval thresholds.
R03	Weak buyer repeat use	High until evidenced	Obtain written quotations, contracts and technical review.
R04	Scaling software before marketplace liquidity is proven	High until evidenced	Run legal, operating and counterparty diligence before scale.

Recommendation

CONDITIONAL GO - validation first

Launch a narrow, concierge-supported marketplace pilot in Gush Dan and the Central District before scaling software or geography.

Condition before commitment: Provider density, response time, two-quote coverage, conversion and repeat usage must clear the 90-day pilot gates.

Missing information and due diligence

DOCUMENT	STATUS	LAYER	REQUIRED ACTION
Market and Ideal Customer Research	Available in project context	Source	Formalise
Formal Consolidated Research Report	Pending	Phase 2	Create DOCX/PDF
90-Day Pilot Pack and KPI Tracker	Pending execution	Commercial evidence	Create template then populate

Commercial evidence such as live quotations, LOIs, site models, licences and legal confirmations must be dated and tied to the actual transaction or operating entity.

Conflicting or updated information

TOPIC	EARLIER FIGURE OR STATEMENT	CONTROLLING POSITION	RESOLUTION
Old revenue model	NIS108M / 18M / 2.7M subscription structure	NIS6.62M base Year3-5 annual revenue model	Old figures remain removed.

Material claim register

CLAIM	METRIC	VALUE	PERIOD	EVIDENCE	SOURCE / LIMITATION
V04-C01	Active construction businesses	70436 businesses	2020 structural baseline	VERIFIED PUBLIC DATA	S07. 2020 structural baseline, not current registered total.
V04-C02	Base TAM GMV	NIS 10.1B NIS/year GMV	Year 3-5 planning	MODELLED ASSUMPTION	S07. Planning model; range NIS5.2-17.6B.
V04-C03	Base SAM GMV	NIS 1.5B NIS/year GMV	Year 3-5 planning	MODELLED ASSUMPTION	S07. Range NIS1.0-1.8B.
V04-C04	SOM GMV	NIS 75-120M NIS/year GMV	Year 3-5 planning	MODELLED ASSUMPTION	S07. Not observed transaction value.
V04-C05	Base annual revenue	NIS 6.62M NIS/year	Year 3-5 planning	MODELLED ASSUMPTION	S07. Subscription, promotion, transaction and media/data assumptions.
V04-C06	Verified providers	75-100 providers	90-day pilot	MODELLED ASSUMPTION	S07. Validation gate.
V04-C07	RFQ-to-booking conversion	at least 20% %	90-day pilot	MODELLED ASSUMPTION	S07. Validation target, not actual result.
V04-C08	60-day buyer repeat	at least 25% %	90-day pilot	MODELLED ASSUMPTION	S07. Validation target.

Source register

[S07] KLIGO Market and Ideal Customer Analysis

Organisation / type: Completed Deep Research and source pack

Date: 2026-08-31

File: Project research; Startup-Guide.docx; Research-Rationale.docx

Supports: Israel market model, TAM/SAM/SOM GMV, revenue model and pilot gates.

Original external URL is not recorded in the controlling register.

END OF REPORT