

Investment in Startups

Arik Faingold
Serial Entrepreneur



About Me



Married + 2



Serial entrepreneur

1 x Unicorn



1 x Successful
Services company



over 600M in revenues

1 x Gaming company



exit in 2003

1 x Failure



1 x New Startup in the oven

Autonomy AI



Three exits



Angel
investor



Multiple
successful
investment
rounds
Over \$300M





Pentera becomes Israel's latest cybersecurity unicorn with \$150 million Series C

The company, formerly known as Pcysys, was valued at \$1 billion in its latest round

Meir Orbach 13:05 11.01.22

TAGS: [Pentera](#) [Cybersecurity](#) [Funding](#) [Unicorn](#)

[Click to view Israel's full list of unicorns](#)

Israeli cybersecurity company Pentera announced on Tuesday the completion of a \$150 million Series C at a \$1 billion valuation. Half the sum will go to secondary deals and be used to acquire shares from veteran employees, managers, and investors, with the other half to enter the company's account. Pentera, formerly known as Pcysys, develops an automated penetration-testing platform that assesses and reduces corporate cybersecurity risks.

The round was led by K1 Investment Management, with participation from Evolution Equity Partners and Insight Partners.



Pentera team. Photo: Eran Beerli



A white unicorn is rearing up on its hind legs against a black background. The unicorn is facing left, with its head turned slightly towards the viewer. Its mane and tail are flowing. The unicorn's horn is long and pointed upwards.

commit

Deliver **YOUR PRODUCT** With

CONFIDENCE

Innovating end-to-end cutting edge technology solutions

[let's discuss your vision >](#)



Autonomy AI





Our Mission

DOUBLE THE R&D ORG EFFECTIVENESS!

Revolutionize the development workflow experience and empowering R&D Organizations by:

- Increasing development velocity
- Maximizing code quality
- Reducing bugs
- Speeding up ramp up
- Better control and visibility for management

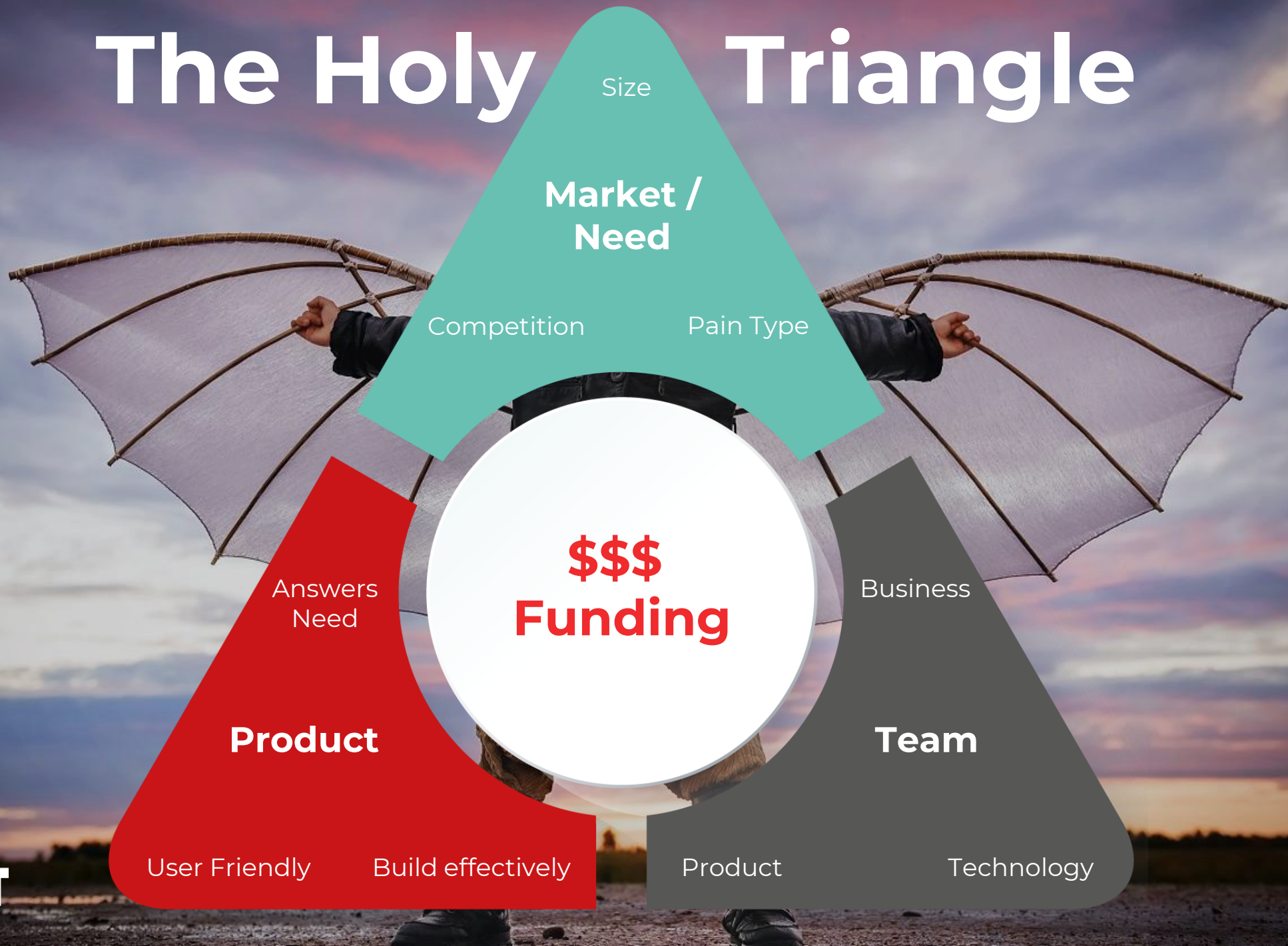
Introducing Autonomy

Autonomy is a cutting-edge, **infrastructure-aware**, AI-assisting **agent platform** that empowers **Front-End teams**, accelerating the rate of **innovation** while maintaining the health and quality of the codebase throughout the product life cycle.





The Holy Triangle



The Market / Need



How big is your TAM?
Target addressable
Market



What type of need?
Must Have
Should Have
Nice to have



What is the competitor's status?
Barrier to entry?

The Product



**Does it really answer
the need?**



Time to Value?



**Can I build it
effectively?**

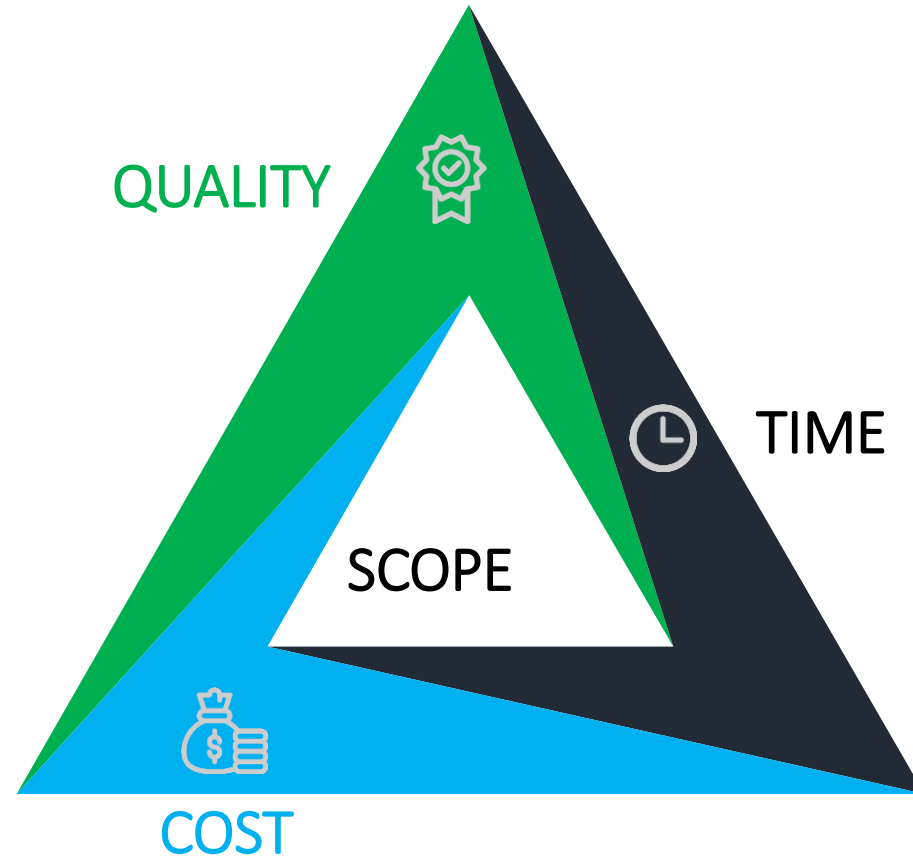
Startup statistics

Only **16** % of startups manage to get their product launch to market and generate revenues

TheMarker

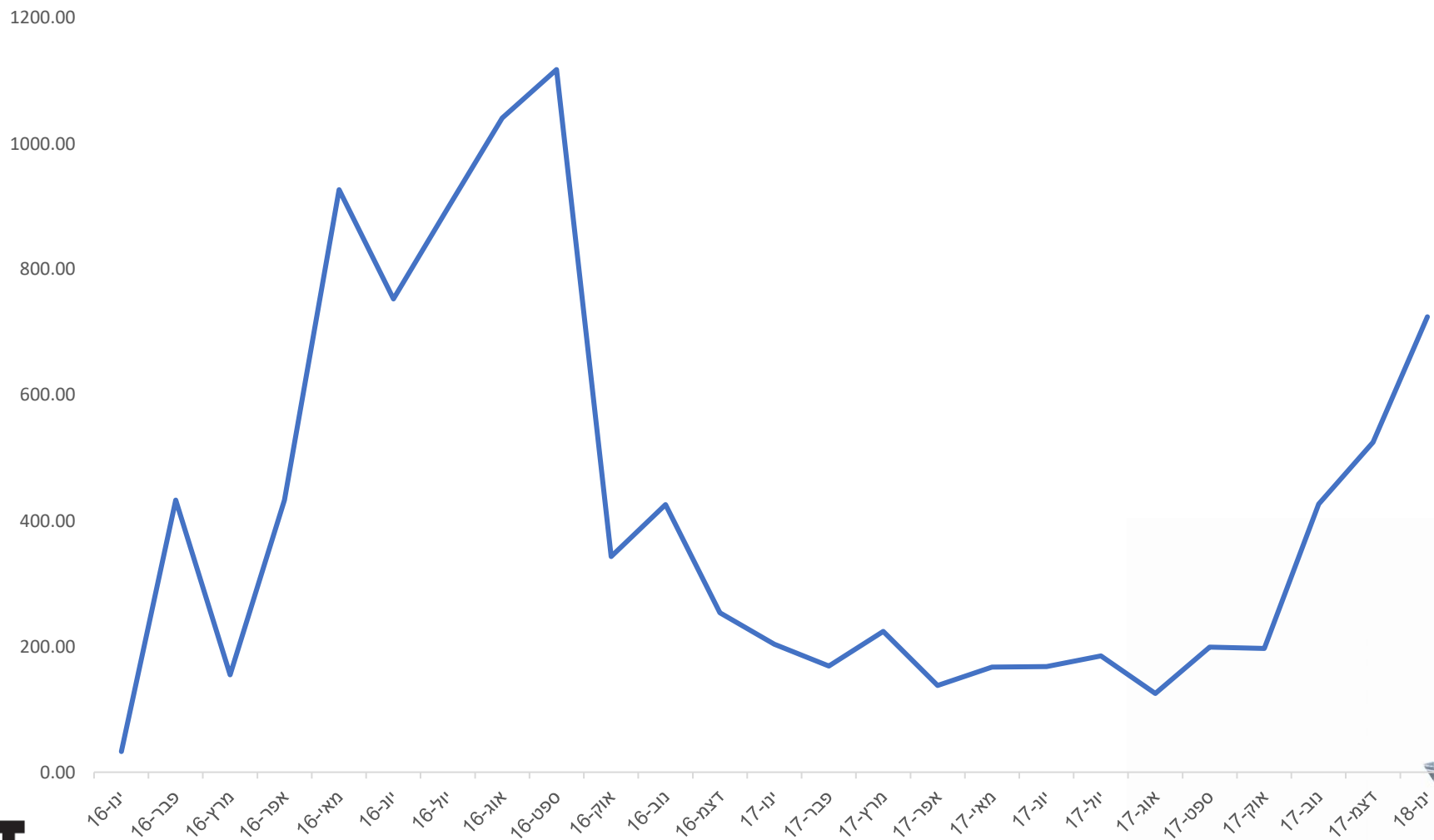


Motivation / Constraint



Flexible R&D

Cyber & Security Startup | Total Resources



The Perfect Team



CEO
Business

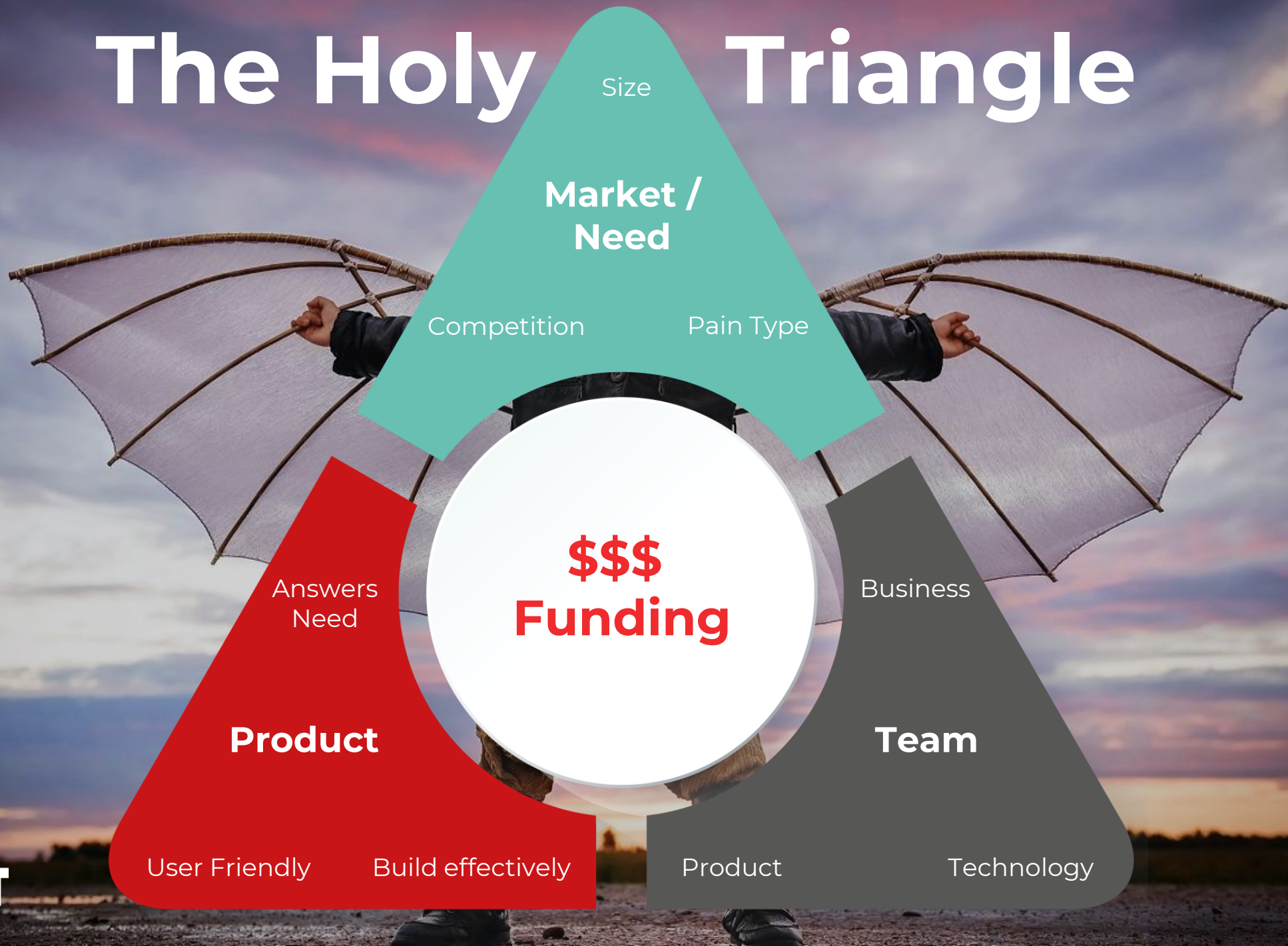


CTO
Technology



VP Product
Product market fit

The Holy Triangle



The 3 big questions from the investor POV



Can they
build it?



Can the
product
be sold?



Can it
scale?

Thank You



Arik Faingold
Chairman & President

commit

