

Saul Orbach

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Venture Capital • Venture Partner • Investor • CEO/COO • CEO Advisor • Advisory Boards
Adjunct Lecturer • Social Entrepreneurship/Social Impact Investment • Leadership
Value Creation • Strategy/Business/Corporate Development • Market Growth • Public Speaker
“Turning vision into reality”

Venture capitalist and serial entrepreneur with 33 years of prior experience as exceptional C-level executive, master strategist, and biz dev guru who develops short- and long-term growth and operational plans to create value in start-up, growth, and distressed organizations that led to multiple company exit transactions. Shortens the distance between the ‘?’ and the ‘\$’ of fundraising, increasing revenues or getting to exit transactions. Highly analytical and systematic thinker with uncanny ability to develop simple solutions to complex problems. Excellent verbal and written communication skills. Highly effective at developing long term, win-win relationships and strategic partners. Is known by colleagues and employees as a fine mentor and leader whom staff are keen to support. In-demand public speaker and teacher consistently ranked among most popular.

Core Knowledge and Skills

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| ▪ Leadership | ▪ Operations Expertise | ▪ Entrepreneurship |
| ▪ Sales & Business Development | ▪ Strategic Planning & Development | ▪ Fundraising |
| ▪ International Business Development | ▪ Strategic Partnerships | ▪ Comprehensive Due Diligence |
| ▪ Market Penetration/Revenue Growth | ▪ Profit-and-Loss (P&L) Responsibility | ▪ Social Impact |
| ▪ Marketing | ▪ Finance and Budget Management | ▪ Complex Negotiations |
| ▪ Evangelism & Communications | ▪ Advisory Board Networking | ▪ Corporate Development |
| ▪ Economic Development | ▪ Board of Director Level Leadership | ▪ Non-profit Management |

EXECUTIVE EXPERIENCE

Founder

Jan 2020-Present

Elul Fund

A technology agnostic angel investment vehicle focused on Israeli tech companies with global opportunities.

Senior Adjunct Lecturer

Tel Aviv University, Sofaer School

Oct 2020-Present

Hebrew University, Jerusalem

Oct 2019-Present

Teach the MBA course “Introduction to the Venture Capital World” which covers all areas of venture finance from incubators, angel investing, venture capital, corporate venture capital, venture debt, and private equity. The course meets in the fall semester and lasts 14 weeks. Students are required to ideate a venture idea and develop an original business plan for the venture. Student teams act as both entrepreneurs seeking capital and as investors evaluating the pitches.

Technion MBA Program, and International School

Feb 2017-Present

Teach the Business Plan for Commercializing Technology course to a mix of students from around the world comprising undergrad, graduate and postgraduate. Students are required to ideate a venture idea and develop an original business plan for the venture, whether a for- or not-for-profit entity. The final ‘exam’ is a live presentation to a panel of investors who grade the presentation.

- Consistently ranked by students as a highly successful teacher whom they enjoyed and could learn from.

Managing Director, Co-Founder

April 2020-Sep 2021

Impact Jerusalem

For-Profit venture and Not-For-Profit Social Impact funds focused on reducing the barriers to access employment and capital for SMEs and early-stage ventures of the underserved populations in Jerusalem.

Venture Partner

Feb 2016-Dec 2019

Starta Capital VC Fund

Early stage VC fund that provides venture assistance and strategic advice to Eastern European entrepreneurs working on early stage breakthrough technologies.

- Work with portfolio companies to help them grow and succeed by preparing them for North American fund raising and market expansion.

Venture Partner

June 2018-June 2019

BrightSky Ventures

Seed stage VC fund that invested in homeland security solutions with an aim towards introducing products to the Latin American market where the founders have deep connections in the market

- I represented the fund in Israel to source deals, negotiate terms, and provide hands on assistance to portfolio companies to help them generate rapid value creation.
- Advised founders on strategic fund issues

Managing Director

2010-Present

The Beachhead Group, LLC

Business/Management Consultancy providing startup, emerging growth, digital health, media and mobile technology, alternative energy, and e-commerce companies value generating services that include: strategy, M&A analysis and fund raising support, as well as operations, financial analysis and market entry planning.

- Advisory board Red Rover Ventures and Elmhurst Non-profit Bank.
- Senior executive role in NephFlo, developer of the world's first artificial, implantable kidney
- Prepared fundraising effort for Lucy, a communications platform designed to replace email, that netted \$1.5M
- Interim COO, OBG Soft. Fertility data management (online Electronic Medical Record, EMR, system), and Patient App. Responsible for international expansion beginning in the US. Conducted extensive market research to determine value proposition, strategy and penetration plan. Identified, negotiated and signed up early adopters, a leading industry distributor, and advisors.
- Technion BizTEC Challenge, Lecturer, Mentor, Judge. (The team I mentored won 1st prize.)
- Interim Turnaround COO, IdentityTech Solutions, Ltd. Bio-metric security access control terminals, software and solutions. Brought in by investors to help turn around the company. Conducted market research to determine correct value proposition and implement strategy change. Fixed a very corrosive company culture and instilled a new sense of cohesion among the employees. Left after 6 months when the Board declined to make the necessary changes.
- Advisor (non profit): World Jewish Heritage Fund. iRescU. Conscious Equity.
- Advisor (for profit): Peekaboo. Brick and Portal. Artist Tribe. HunchIt. Lucy.
- Advisor, AJE, Affordable Jewish Education Foundation. Developed strategy for successful model of new school creation.
- Mentor, Founder's Institute NY and Tel Aviv- World's largest startup accelerator with a mission to 'Globalize Silicon Valley'.
- Entrepreneur in Residence, NYSERDA (New York State Energy Research Development Authority)--assist clean energy start-ups develop strategy, raise capital, and generate revenues. Provide advice on broad range of issues including, strategy, operations, marketing, sales, business development, pricing models, budgeting, exit and more.
- Lead Mentor, Cleantech Open Northeast--directing a team of mentors guiding a company towards launch.
- Economic Development advisory to develop innovation/entrepreneurial/venture capital ecosystems. Moldova, Russia, Czech Republic, Poland, Maryland, New York, Japan.
- Partner, TMT Strategic Advisors-- Assisted digital media and mobile technology start-ups with US strategy, market-entry and customer acquisition.
- Israeli DRM chip company: research, due diligence and recommendations that realigned product offering to the market needs which put company on a more promising growth path.
- Mentor, Socratic Labs -- EdTech accelerator dedicated to education entrepreneurship
- Consulting projects. Azkarah, Neo, OneInLine, PinBooster, HyperActivate, Kosher.com; Handicapped Pets; Ripforms, and more.
- Judge: Israel 1776 Challenge Cup Competition

Managing Director

2012-2014

The Elul Group

A group of for- and not-for-profit companies working to change the face of Jewish Innovation. Work, teach, advise, mentor, and consult with numerous foundations, organizations, incubators, startups and funders to identify, strategize, develop, implement and execute successful new methods for developing truly innovative companies and not-for-profit organizations that address known problems in the Jewish community.

- Subject Matter Expert, and Mentor, Present Tense, NY
- Cohort Selection Committee, Joshua Ventures
- Advisory Board, YU School Partnership
- Advisor, Affordable Jewish Education Project

Financial Advisor

June 2010-August 2011

Morgan Stanley Smith Barney

Personal Consigliere and Financial Advisor to business owners and executives

- Provided consulting and a broad range of business financial services including banking and lending, FX, insurance, succession, retirement plans, and pre-exit planning, and investment banking to help maximize the business value.
- Licenses: Series 7 & 66; Life Insurance, Health, & Variable Annuity.

Chief Operations Officer and Founder

2007-2010

Aguru Images, Inc.

Identified market opportunity for innovative imaging techniques used to reproduce textures and human likenesses in three dimensions. Elevated technological advances from the lab and into a growth-oriented marketplace that includes Hollywood as well as options for industrial product marketing (apparel, furniture, and automotive/transportation).

- Developed three-pronged business model involving creating the texture scanners, selling them in noncompetitive geographical spaces, and potentially building an exhaustive and licensable electronic library of scanned textures.
- Secured venture capital first-round funding of \$2.2 million, from Angle Technologies (see below) and other investors.
- Sold imaging services package to major movie studio producing the recently released *G.I. Joe* big-budget film. Major contribution includes creating virtual stunt doubles whose faces are visible and recognizable. Resulted in Aguru's first major project, and it was valued at \$150,000.
- Consolidated organization and divested a business unit.
- Exited company via license of new generation technology to acquirer for cash and five year royalty agreement
- Built an extensive network of advisors, colleagues, and other technology experts and created an incredibly talented advisory board of industry leaders from companies excelling in a variety of sectors: Pixar, ILM, Dreamworks, Digital Domain, Paramount, Adobe, Autodesk, Microsoft, EA, New York University, and University of Southern California.

Entrepreneur in Residence

2005-2007

Angle Technology Ventures

Hired for a 6-month contract that extended to 20 months due to exceptional due diligence expertise. Identified and evaluated major technologies for funding from organization's \$25 million venture capital fund.

- Thoroughly evaluated development and testing of emerging technologies emanating from media labs in universities on both coasts. Followed these projects for market viability, especially in revenue-growth markets their developers did not anticipate.
- Executed exhaustive due diligence on 6 projects opened the door to one of these becoming a fundable project. See above for more on Aguru's imaging and the dollar growth created through Angle's investment.
- Made recommendations *not* to invest in particular technologies, saving the fund \$2 million. Case in point was a medical informatics product that initially was state-of-the art and that became aged, rendering it unfit for market introduction.

Managing Director

2001-2005

The Beachhead Group, LLC

Consultancy focused on interim CxO roles with 12+ organizations in diverse industries, providing turn around and early stage operations, strategy, business plan development and capital raise positioning; sales, marketing and business development, financial analysis and planning. Industries worked in included alternative energy, e-commerce, enterprise software, financial services, graphics, mobile communications, online advertising, and search.

- Jump-started business development of an Internet social search company with a social network Q&A service. Helped grow site traffic 100-fold and increased other metrics by orders of magnitude. Assisted in raising its first round of institutional capital. Company subsequently acquired by Steve Case.
- Turned around a nearly bankrupt alternative energy firm to positive returns by instilling a personal brand of corporate discipline. Drove quick product release while containing costs, developing strategic business practices (sales, product strategy vision, patent review) that matched financial environments. Resulted in major strategic deals with partners as well as installation of product with customers.
- Developed new business strategy for a power and control electronics company providing solutions to the hybrid vehicle and material handling industries. Rewrote business plan, raised capital from private and public sources, and developed strategic relationships with partners, suppliers, and customers. Frequent public speaker.
- Managed US operations of an Israeli interactive marketing/advertising technology company. Restructured the business strategy and business plan, assisted in raising capital, and closed deals with strategic partners.

Vice President, Business Development and Marketing

2000-2001

Ditto.com, Inc.

Part of key turnaround team for image search company that developed and improved the organization, and put the company on path to profitability that resulted in nearly \$20 million exit transaction.

- Changed business model to B2B plan, increasing customer utilization by 20% through assigning customer account officers that provided seamless integration and improved customer service through personal contact.
- Generated major marketing push, resulting in coverage in more than 125 publications, including *USA Today*, *BusinessWeek Online*, and *InfoWorld*.
- Added three people to advisory board through extensive professional network to guide failing business.

Vice President Marketing / Operations

1999-2000

Cardonet, Inc.

As company developed first international presence, became the first U.S. employee to launch e-catalog software into a position of brand leadership.

- Part of team that raised \$10 million in round B VC funds to expand U.S. operations.
- Business development agreements included strategic partnerships with Asera, Intelligent Digital, and others.

President, Netcall Telecom, Inc., US

1996-1998

Netcall PLC, UK

Created subsidiary of Internet calling application company at a time when call center integration with web technology was innovative and untapped. Company went public on AIM in UK.

- Created marketing strategy that presented dynamic growth initially on the order of \$450,000 annual run rate for \$10/month service.
- Developed reseller channels and strategic partnerships (*The Denver Post*, Dialogic, iCat, Intershop) through key marketing development strategies.
- Company won Best of Show award at Computer Telephony Demo Fall (1997) exhibition.

Vice President, International Sales and Marketing

1993-1996

Callware Technologies, Inc. / SoftTalk Communications Ltd. / DCL

Managed sales and marketing for Israeli firm DCL. Continued in this capacity when DCL acquired SoftTalk, which it later sold to CallWare for about \$10 million.

- With CallWare, increased sales by 60% and doubled number of distributors by introducing new, sophisticated channel management programs.
- Established ongoing relationships with 6 PBX manufacturers and 8 computer / telecom distributors outside U.S.
- Recruited and trained sales personnel in all subsidiaries.

Aliya (from NY): 1979.

Languages: English – Mother tongue. Hebrew – Fluent: speaking, reading, writing.

EDUCATION

Master of Business Administration, Stern School of Business, New York University, New York, NY

Bachelor of Science, Management (Minor in Accounting), New York University, New York, NY. Graduated with highest honors.

SPEAKING ENGAGEMENTS

Guest lecturer: Harvard University: on Entrepreneurship.

Brandeis University's Genesis Summer Program on Social Entrepreneurship.

Yeshiva University, Sy Syms School of Business.

Jerusalem College of Technology, Machon Lev

Technion Israel Institute of Technology, Bronica Entrepreneurship Center

Tel Aviv University, Global MBA Program guest lecturer

Speaking engagements: Frequent speaker at industry events, conferences and innovation events

June 2016: Commencement speaker, Startup MBA graduation program, Technion, Haifa

March 2013: Doris & Dr. Ira Kukin Executive Lecture Series, Rennert Leadership Institute, Sy Syms School of Business.

Invited by Metro Vancouver Commerce organization to be **Executive Confab guest** at 2010 Vancouver Winter Olympics.

REFERENCE QUOTES

Back in 2013, Saul agreed to meet me for coffee to give me advice on selling my company, Lab Escape. He told me what he thought my company was valued at and its prospects for selling. Then he told me what I should do instead. I resisted what he told me, and while I followed some of his advice, I ultimately went against it. I wound up selling my company a few years later, and his valuation was spot on. Ultimately, I ignored his advice and paid with opportunity costs. My advice: take his advice.

Trevor Lohrbeer, Founder Strategic Life Tools

Saul is a super intelligent, caring and insightful advisor. He has advised us on business strategy, hiring and fundraising. He is always straightforward and to the point. One great quality of Saul is being available for quick snippets of advice, consultation, and venting when need be. His experience helping other startups is also helpful as he has already encountered many problems new startups face. I would highly recommend him as a startup advisor.

Allie Sutton, Founder / CEO Lucy

I first met Saul at the BizTEC 2015 competition as our personal mentor, leading us through the accelerator stage of BizTEC and to the winning of the 1s prize. Starting at our first meeting and going on throughout all of our joint work, Saul always asked the right questions, pointing out every nuance along our way. He guided us through a learning process, making sure we comprehend and understand our first steps in the business world. His advice helped us define our path, emphasize what's important and prioritize our tasks.

We won the competition, and enjoyed our way through it, with many thanks to Saul.

Janna Tenenbaum-Katan, CEO Peekaboo

Saul gave a talk on how to pitch investors when raising funds (his 8 questions approach). Talk was organised by the Founders Institute. It was the best talk and approach I heard on the subject so far (and I heard a few). Saul presented a simple, pragmatic and easy to implement approach which just made perfect sense. It was a valuable lesson.

Gary Kshepitzki, VP R&D and Product, Sensight

"Saul is a visionary leader who took his personal time to discuss innovative education paradigms and their implementation with me on a number of occasions. His experience and depth of knowledge about innovative ventures was apparent from our very first discussion. He offered to assist me as I worked to develop an 'elevator pitch' and determine a clear market position for the organization that I lead. Saul asks the right questions and pushes others to think deeply about their business models/plans. Anyone with an innovative non-profit or for-profit venture or interest will do well to reach out to Saul for strategic planning."

Rebecca Coen, Head of School, Yeshiva High Tech, Los Angeles

"Saul is an exceptional General Manager. He brings two essential skills that have been crucial for the success of TMT projects. The first is managing diverse teams. Time and again, Associates reporting to Saul would tell me they appreciated the mentoring and advisory that Saul provides. Equally important, clients trust Saul's strategic insights. They recognize it is based on both quantitative rigor and Saul's own extensive entrepreneurial background. Repeatedly, I have had the opportunity to work with Saul across a variety of projects. He is an extremely talented leader and I am very fortunate to have him as a Partner and colleague at TMT."

Levi Shapiro, Partner, TMT Strategic Advisors

"Saul is relentless and effective in selling and in building connections between companies that last. I cannot think of a better person to help build a new business or a new business unit."

Craig Miller, CTO/CEO, Aguru Images

"Saul's creative vision, entrepreneurial success & spirit, and relaxed demeanor attracted me to Aguru Images immediately. His supportive management style made it easy to work with and for him and provided the kind of comfortable atmosphere that is so important to small startups. The question he always asks is: "what do you need to make it work?" Saul is always willing to go the extra mile both for the business and the people with whom he works and is easy to recommend for any role he chooses to pursue."

Christopher Bellaci, Executive Producer, Aguru Images, Inc.

"I've known Saul for the past 12 years and have worked with him over those years in various capacities. Saul is a great teammate with a tremendous drive to win. He is intelligent, honest, tenacious, a great problem solver and decision maker, a good communicator and successful negotiator and strategist. I highly recommend him and would work with him again in the future."

Wayne Willis, former CEO, Ditto.com

"Saul is the consummate professional- seasoned- insightful- meticulous in his assessment, review and management of a business client. Working with Saul and seeing him in action, he has always proven to be accurate, clear and professional."

Roger Slotkin, CEO, RS MGT