



JustA

Knowledge sharing that works.

Investor Deck





What is JustA All About?

We are an innovative AI-Based solution for
intra-company knowledge consumption

JustA increases organizations' productivity while empowering
employees to do their job effectively, using a unique knowledge
sharing and its integrated retention platform

The Problem

Current knowledge sharing process is inefficient

Most employees struggle to locate intra-company knowledge, there are too many inefficient options – costing in employees' time and frustration

When the employees finally locate what they need, there is no knowledge retention for those rapidly-answered repeated searches - so the next employee will encounter the same issues



Forums

Collaboration
Tools

Company
Archives

Local
Experts

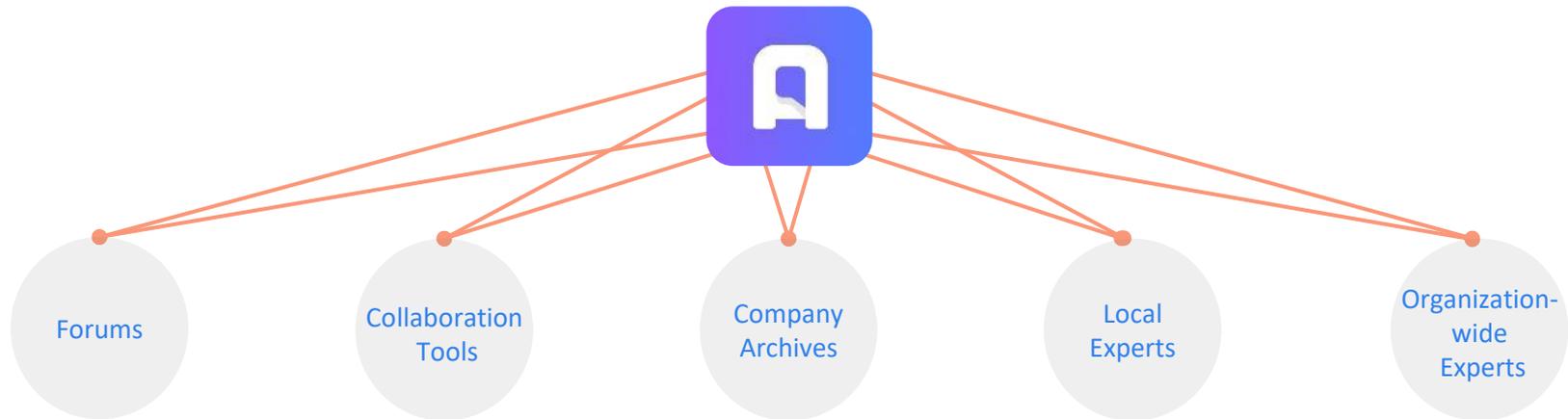
Organization-
wide
Experts



The Solution

JustA leverages employees' Tacit Knowledge

With JustA, employees easily locate, acquire, and transfer both existing documented and SME's* intra-company knowhows, while automatically preserving that newly acquired knowledge for future references



*SME - Subject Matter Expert



JustA in Action...

1



Dan is using any intra-company collaboration tool and is about to send a question to several colleagues

4



If there is no suitable existing answer, JustA provides Dan with an immediate connection to an available SME

2

JustA is integrated into these tools, runs in the background as a sniffer, and detects what knowledge Dan needs using AI & NLP



5

JustA analyzes the session between Dan and the SME, identifies and extracts the knowledge from it, and stores it for future reference



3



Before Dan reach out to his colleagues, JustA intercept the request and suggests him a JustA compiled answer from the company's knowledgebase

6

Using JustA, Dan saved both his and his colleagues' time while contributing to the company's valuable knowhow knowledge base. Meanwhile, JustA learned Dan's knowledge consumption habits and adjusted his profile accordingly to improve his next JustA experience

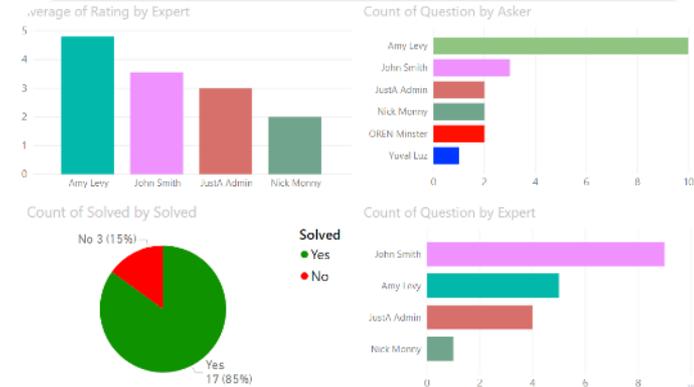
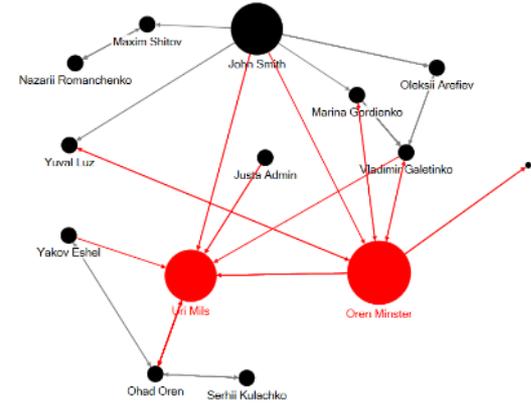


Intra-Company Insights

JustA provides business information-flow insights

Decision Making Support:

- Critical paths, knowledge hubs, and employee's centrality degree, usually elusive information - **Is now easily revealed**
- Real-time analysis of knowledge relations exposes intra-company information-flow activity while highlighting bottlenecks



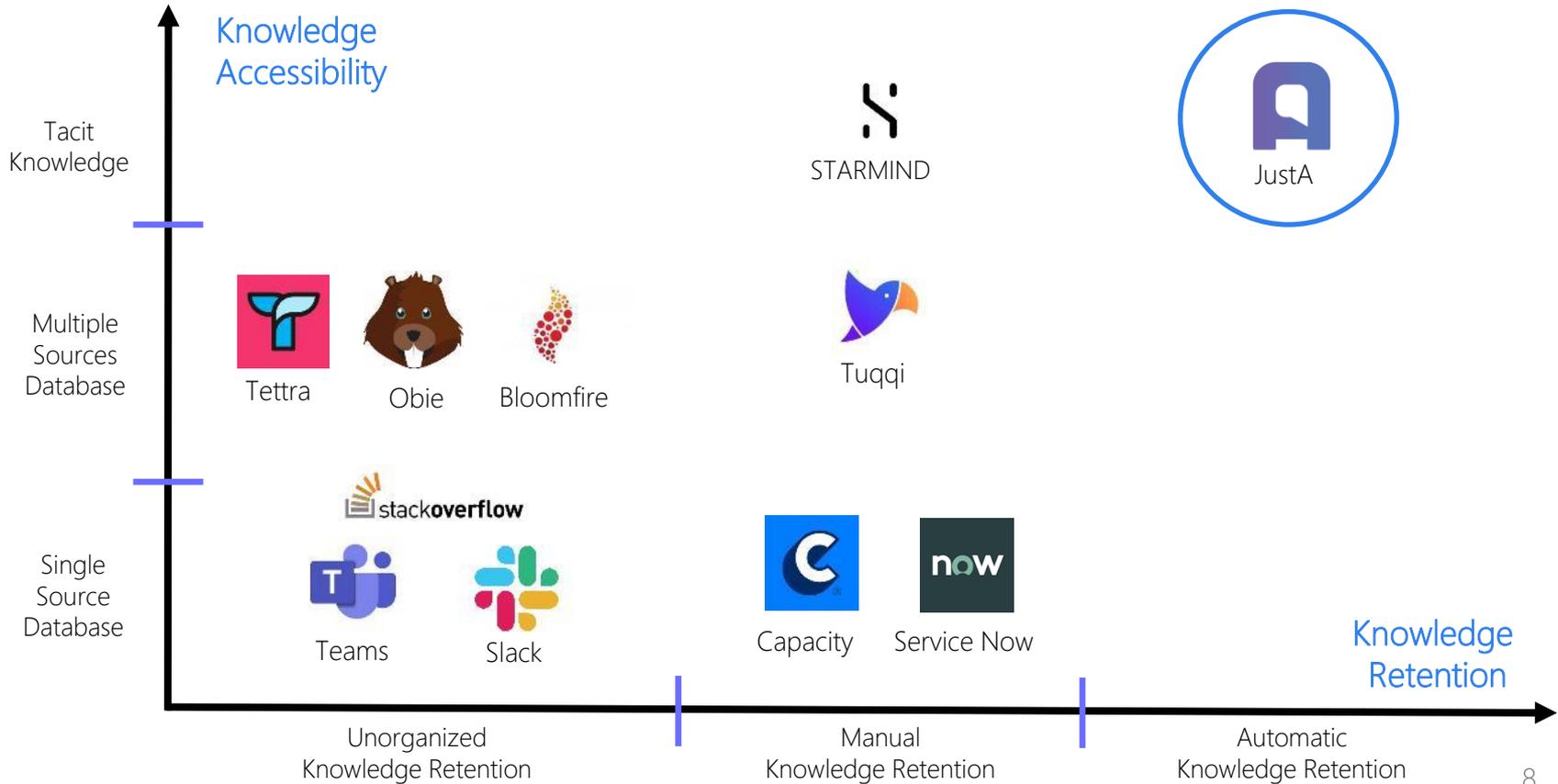
State of Art Technology

JustA uses various technologies to enhance knowledge mining



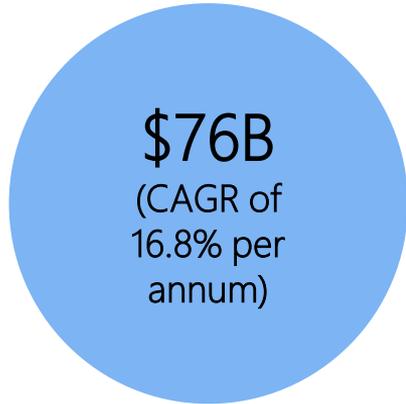
-  AI based insights - improve the knowledge map & flow
-  ML - connect the most informed and suitable experts
-  NLP - map the companies' knowledge databases and employees' knowledge skills
-  Autonomous Q&A systems - learn from mistakes and employee`s interactions
-  Using state-of-the-art NLP models (e.g., BERT, GPT - Neo)

Competitive Landscape



Market Size

Total Available
Market WW



Collaboration Software,
Enterprise Portals &
Content Management
market

Serviceable
Available Market



SAAS Knowledge
Management at the high-
tech hardware/software
development market

Business Model

SAAS

Licensing model per user per month



Our Current Status

In 2021 JustA has achieved the following milestones

A Working Version
of a market-ready
product



10+ Integrations
with the most widely used
enterprise platforms



Signed Contracts
with 3 early adopters
(paying) customers
and 10 LOIs on waiting list



Co-Op with Major KM
Firms
in both capacities -
customers and distributors

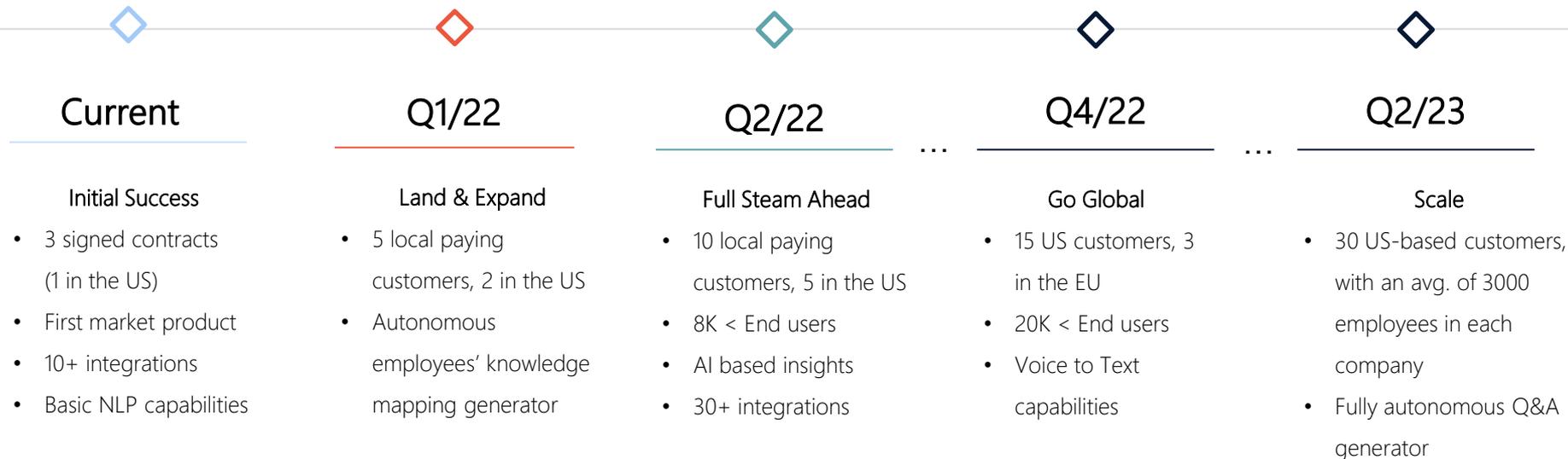


Grads of AWS Builders
Space Program



Business Roadmap

JustA roadmap with technical milestones





The Vision



One Stop Shop for organizational knowledge



Adaptive personalized knowledge consuming experience



Capture the organization's unwritten knowledge



Deep learning based organizational knowledge insights



Best in class knowledge marketplace



Leadership



Yuval Luz
CEO

Yuval brings years of experience as a marketing leader, project manager, and BD in corporations both in the governmental and the private sectors.



Oren Minster
CPO

Oren has more than a decade of experience as a project manager leading implementations of information systems in major companies and organizations.



Dr. Chen Hajaj
Head of ML & Data Science

Chen is the head of data science and artificial intelligence research center at Ariel University. A member of the Ariel Cyber Innovation Center. Was a postdoc scholar and served as a data science fellow at Vanderbilt University.



Advisory Board



Amir Sadeh

Business Development Consultant

Years of experience, leadership, and technology expertise in information security. Was the co-founder & CEO of several successful start-ups acquired by Huawei, McAfee and CGBI



Sharon Chen

Business Development Consultant

35 years of entrepreneurial experience. Founder & CEO of CSL Ltd, that was acquired by IBM



Ofir Zissman

Big Data Consultant

Big Data expert with demonstrated history in integration, product management and R&D management. Board Member at Israeli High-Tech Association



Stop Wasting Time (!) — Just Ask JustA..

**“In the long history of humankind,
those who learned to collaborate
most effectively have prevailed.”**

- Charles Darwin -



Thank you!

