

## Magnesynch Ltd.

### Executive Summary

**Management:**

Dr. Mark Amdur, CEO

Mr. Naum Pundik,

Managing Director

**Industry:** Energy

**Employees:** 3

**Business Description:** Established in 2000, Magnesynch Ltd. has developed a unique solution for the manufacture of electric machines. Its proprietary device, called the Brushless Synchronous Permanent Magnet Machine (BSPM), represents a breakthrough in the energy industry. The company is operating under the auspices of Ashkelon Technological Industries (ATI), Israel.

**Technology and Product Description:** Magnesynch intends to promote the BSPM technology and produce highly efficient and reliable devices based on this technology, with lower sensitivity to armature reaction than existing synchronous machines. BSPM products will be designed to improve significantly the operation of motors and generators. The Magnesynch device can serve as the basis for the development of new products for different power applications, such as motors for industrial, domestic, and transportation installations as well as control and communication systems. The following Magnesynch BSPM characteristics are superior to those of existing machines:

- Wider than conventional range of RPM
- Higher reliability of aggregates and installations
- The best mass-dimensional parameters of aggregates and installations
- The least complicated construction and installation
- Simple design and low production cost
- Superior drive performance
- More compact and less prone to vibration
- Lower electromagnetic emissions.

An outstanding advantage of the Magnesynch solution is that its compact power installations do not affect the environment in any way.

**Business Strategy:** The company bases its marketing strategy on the following main points:

- Promotion of R&D services to companies in the energy industries that are interested in producing a unique type of generator. Strategic partners of Magnesynch are manufacturers of generator sets, engineering companies providing technical services to large energy enterprises, and distributors of products in the energy industries.
- Development and production of serial generators according to customer specifications.
- Sales of licenses for the production of the unique BSPM generator.
- Technological consulting and supporting services.
- Marketing of full-service projects to end clients, such as large energy enterprises, energy farms, and power stations.

**Market Opportunity:** BSPM technology allows the company to position itself in the fast-growing power energy market, estimated at \$5,000,000,000 per year. In the next five years Magnesynch plans to capture 0.1% of the power generator market, with target revenues of \$9,000,000 per year.

**Targeted Markets:** BSPM can become an excellent solution for a wide range of installations, such as modular wind and water power plants, combustion engines, thermal rotational turbines, etc. In the future, Magnesynch plans to offer solutions for industrial, transport, domestic installations, and control and communication systems as well.

**Requirements:** The company is seeking strategic partnerships, customers and distributors in different markets.