

Flow-Sim Ltd.

Executive Summary

Management:

Dr. Asher Yahalom, CEO

Dr. Gadi Pinhasi,

Chief Technological Officer

Mr. Avner Ben-Harush,

Project Manager

Industry: CFD software

Employees: 7

Financing Sought:

\$1,300,000

Use of Funds:

- R&D activities
- Beta testing
- Marketing activities

Current Investor:

Office of the Chief Scientist,
Trade and Industry Ministry,
Israel

Business Description: Flow-Sim is a start-up company established in 2001 under the auspices of the technological incubator Incentive in Ariel, Israel. The company is engaged in the development of a software solution for predicting and simulating fluid flow in a related physical environment.

Technology and Product Description: The Flow-Sim technology, developed under the name *FLUIDEX*, represents an improvement over existing CFD software simulations and benefits a wide range of products and technologies that use CFD. Simulation with *FLUIDEX* has the following benefits: faster analysis, better design, lower risk, shorter time to market, reduced cost, and higher return on investment. The Flow-Sim technology is patented (US patent 09/247,588).

Flow-Sim's Strengths: **1.** Innovative CFD software *FLUIDEX* with a number of beneficial features positioning Flow-Sim in the appropriate market niche. **2.** Vast and fast-growing potential market and a wide range of application fields where *FLUIDEX* and its customized versions can be

successfully implemented. **3.** High-quality professional team providing comprehensive package services.

Product Packaging: **1.** Program license (one-time and annual). **2.** Consulting services. **3.** Training services. **4.** Customized projects (consulting). **5.** Full-service projects (consulting).

Market Opportunity: Flow-Sim is positioning *FLUIDEX* in the fast-growing CFD software market that is estimated at approximately \$549 million and growing at an annual rate of 17%.

Marketing and Business Strategy: The company's global strategy will be carried out in the following stages: **1.** Marketing of the basic version of the product on the domestic and international markets – Israel, the USA, Europe, and other market sectors. **2.** Marketing of licenses and supporting services, and development of various solutions for the *FLUIDEX*. **3.** Creation of a training center. **4.** Creation of strategic alliances for the promotion of joint ventures and the creation of jointly operated international branches.

Targeted Markets: CFD can be applied in a wide range of diverse industries such as aerospace, defense, appliances, automotive design, biomedical industry, chemical process industry, electronics, environment, HVAC & R design, marine and off-shore, mixing, nuclear power, oil and gas industry, power generation systems, semiconductor design, steel, turbomachinery. Flow-Sim intends to develop and implement pilot customization models in the following industries: aerospace, military, biomedical industry, and semiconductor.

Potential Customers: CFD software can be provided for a great number of design, operating and safety engineers, architects and town-planners, environmentalists, scientists, licensing authorities and many others.

Requirements: The company is seeking investment of **\$1,300,000** to complete the R&D program and product testing, and strategic partnerships in different markets.

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