



Protecting The Environment by Serialization of Liquids and Powders

July 2025



Serialization of Liquids and Powders

- **WyasTag** has developed **the ability to uniquely and separately mark each portion of solid, powdered or liquid material**, and read the specific marking at any point along the route of the marked portion, or any part of it.
We mark the material itself (rather than marking the container)
- **Use cases - Identification, criminalization and deterrence of environmental polluters, such as:**
 - Illegal dumping of **construction and demolition waste**. (CDW).
 - **Industrial and domestic** wastewater released in violation of applicable laws or regulations.
 - Intentional or accidental **poisoning of wildlife and livestock animals**.



About 20% of construction waste in Israel is disposed of illegally.



**2-2.5 Million
Ton Annually**



**180,000
Trucks
per Year***



**Over
100M NIS
Cleaning Cost***



**Less Than
300 Fines
Annually!***



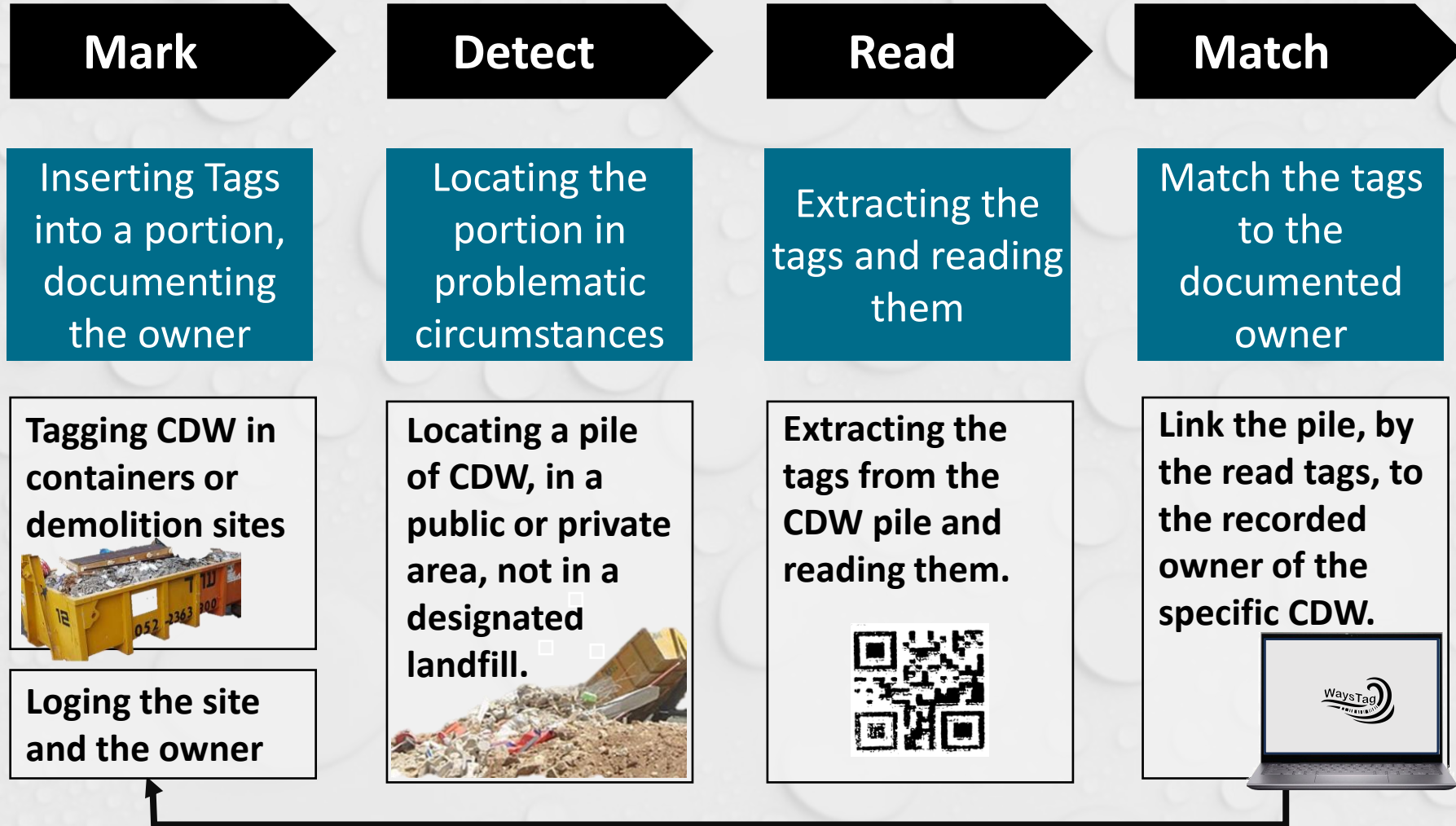
**Same Problem,
Similar Data
Worldwide**

- **Environmental hazard**
- **Soil and water pollution**
- **Public health risks**

- **Direct and indirect costs**
- **Missed recycling opportunities**
- **Damage to image and tourism**



Tracing CDW Polluters





Animals Poisoning Accountability

Mark

Inserting Tags
into a portion,
documenting
the owner



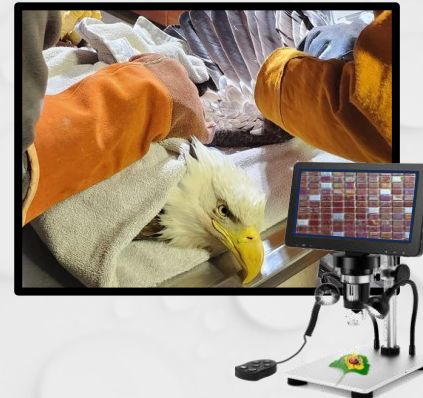
Detect

Locating the
portion in
problematic
circumstances



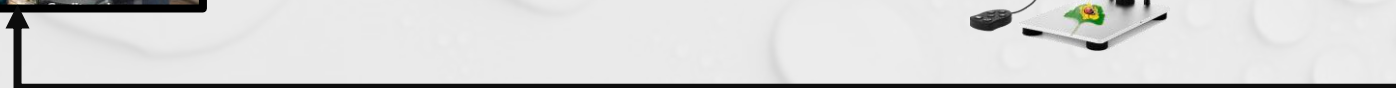
Read

Extracting the
tags and reading
them



Match

Match the tags
to the
documented
owner





Meet the Team

Extensive Experience and Proven Successes in Both Entrepreneurial and Technological Aspects.



CEO

David Even-Haim (MSc.)

Extensive experience in value creation for products and companies.



CTO

Itzhak Pomerantz (Ph.D.)

Electrical Engineer, seasoned inventor and serial entrepreneur



PRODUCT MANAGER

Hertzl Yehezkely (M.Sc.)

Electrical Engineer, experienced in mechanical and materials engineering,



DATA ENGINEERING

Yoav Dothan (MBA.)

Computer Engineer, established and managed large information systems.



PRODUCT DESIGN

Noam Hadas (M.Sc.ee.)

Multidisciplinary technologist and inventor, experienced in computer vision.



Status – July 2025

- **Prototypes are finalized and have successfully passed lab tests.**
- **Field testing in relevant environments is set to start in July 2025.**
- **A patent application has been submitted, with more expected soon.**
- **Written and verbal interest has been expressed by the Israeli Ministry of Environmental Protection.**
- **Interest of the Israeli Nature and Parks Authority lead to the formation of a collaborative team.**
- **Negotiations for a joint POC with Israeli Municipal Authorities are in progress.**
- **Advanced discussions regarding academic collaboration with international environmental researchers.**

We are looking for partners



- R&D Design Partners
- Academic Research Partners
- Environment Protection Interested Entities
- Strategic and Impact Investors
- Grant Consortium Partners

Thank You!



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