

CHEEL IN NUTSHELL

BUSINESS DESCRIPTION

Mission Statement

Driving energy storage solutions to the next level, by preventing thermal runaway in battery applications, and unlocking the technology barrier

The challenge

New technologies introduce higher energies and increase the risks for thermal runaway (battery fires), yet there is no sufficient solution today that prevents it.

Our solution

An internal, direct, real-time, and accurate temperature monitoring for cell-specific early detection to prevent thermal runaway

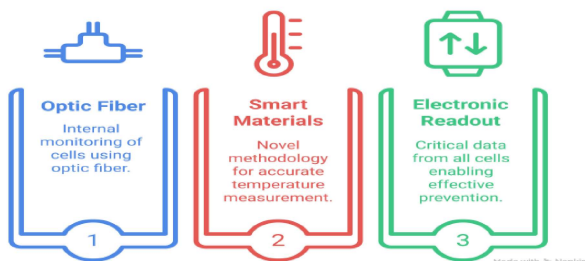
Our three-phase approach includes:

1. Internal temperature detection
2. Data analysis
3. Thermal runaway prevention

Market disruption

Accurate and reliable measurement of the temperature inside the cell will **prevent thermal runaway from occurring**. This will build confidence in the industry by creating faster adoption of innovative technology, introducing higher energy densities and faster charging through high-performing technologies considered to increase the probability of thermal runaway. This will enable delivery of safer and higher performance to customers.

Cell Monitoring Methods



The team



Prof. Yehonadav Bekenstein, CTO
PhD, Physics, Material Engineering
Associate Professor, Technion



Gidon Leader, CEO
BSc Material Engineering, MBA
Engineering Manager II Biz Dev Director



Yonathan Lapidus, COO
BSc Industrial engineering, MBA
Engineering & Operation program manager

Advisory board



Mordechai Segev, PhD

Distinguished Professor
Optical sensing & Electric ENG



Ami Luttwak

Co-Founder & CTO at WIZ
Strategic advisor | Angel investor



Nir Kedem, PhD

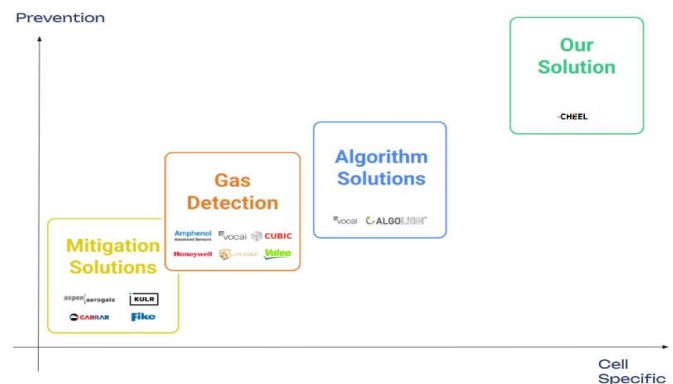
VP R&D
Global Battery Expert



MARKET

Eco-System

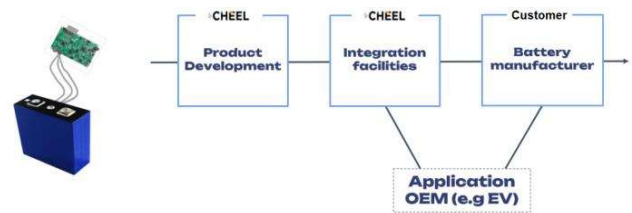
- Deep Tech, Energy, Automotive, Defense.
- 10-15 competitors; Main solutions include mitigating or detecting 2nd-order influences outside the cell.



Potential markets

Defense, Electric vehicles (EV), eVTOL (Air mobility), Energy storage systems (ESS), Humanoid robots, Mobile devices, Electric bicycles and scooters.

Business model seamless integration into existing battery supply chain



Revenue Forecast: Initial annual revenue from Defense, eVTOL customers and Joint development project in the EV sector by 2027.

Current status

- TRL 4
- Pre-seed non diluting funding invested from friends and family