



MAMAY Technologies Ltd.

Digitizing Human Sensations.

The world's first platform turning taste, odor, and texture into computable digital vectors.

Creating the category of :
Computational Organoleptic

To best Fit Product to User

MAY-2026

www.mamay.me



Scan for APP style

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- 1. Funding**
Raising a \$500K pre-seed (SAFE) to launch FitMe in Singapore.
- 2. VAL® FitMe**
Spotify of Taste (Beta).
- 3. MAMAY Team**
Uniquely equipped.
- 4. Technology**
MAMAY’s VAL® - Science (Computational Organoleptic) that transforms organoleptic sensations into objective, quantifiable digital data.
- 5. MAMAY (SaaS) Platform**
MAMAY Digitizer (SaaS) - One-stop-shop for Food, Beverage and Cosmetic developers with early-bird paying costumers.
- 6. Traction & Validation**
10x Pilots with industry leaders, award, SPACE-F and EIT Alumni, scientific recognition, First revenues.

Funding

Product

FitMe

Team

Technology

Platform

Digitizer

Traction

Vision

To become the **Global Standard for Digitizing Human Sensory Experience.**

Economics

A future unicorn defining the Category of Computational Organoleptic.



1. MAMAY is raising a \$3.5M Seed round (followed by a \$500K SAFE) to accelerate R&D, advance product development, run market pilots in Singapore, complete national-phase IP filings, and scale operations. FitMe will launch in Singapore within three months of funding.
2. In March 2026, MAMAY stealth-launched VAL®-FitMe - the Spotify of taste - a platform that matches any product to any user through their unique taste profile.
3. The MAMAY team combines deep scientific expertise, engineering excellence, and real-world industry experience to deliver this breakthrough.
4. MAMAY’s VAL® system converts taste, odor, texture, flavor, and aroma into objective, quantifiable digital data - creating the world’s first universal digital language for organoleptic sensations.
5. In September 2026, MAMAY launched its SaaS platform, the MAMAY Digitizer - a one-stop solution for taste and Odor analytics that transforms sensory data into measurable digital insights. The company is now calibrating the system with industry leaders, earning academic recognition, and generating early-bird revenue.
6. MAMAY has achieved global recognition through multiple awards, top-tier competition placements, and participation in leading accelerators such as SPACE-F, NVIDIA Inception, and EIT Food. It is shaping academic leadership via a university-level MA course and backed by expert endorsements across sensory science and food tech. With a PCT patent pending and growing visibility at major industry events like GFS 2025, MAMAY is establishing itself as a category-defining innovator in organoleptic digitization across food, beverage, cosmetics, and wellness sectors.



A World-class Team building a World-Changing Category



Yuval Klein
CEO

35+ years building startups, 10+ years in FoodTech; former Founder & CEO of Blue Tree Technologies; founder of Valiber, Founder, CEO & COO of PLYmedia (today Edge), VP Marketing @ Tower Record (IL), Founder & COO @ Hed Arzi Multimedia & On-Line, Founder & COO @ MAYA Water Technologies.



Dr. Michael Zviely
CSO

Former VP R&D at FRUTAROM (IFF) for 10 years; senior roles at O'Laughlin, DouxMatok, ReSugar; Visiting Professor at Jiangnan University (China).



Keren Corley
Sensory

20+ years in sensory research; owner of NewSense; extensive work with Nielsen.



Gad Bober
CTO | AI

10+ years in AI & machine learning; former IAF pilot.



Tidhar Tsurii
Business Dev

20+ years mentoring startups; former ScaleUp B2B and Motorola Solutions.

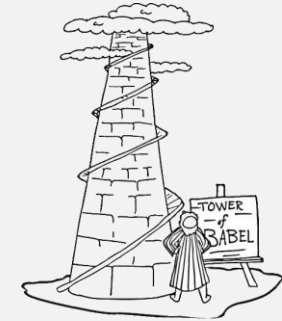
This team has already spent nearly a decade validating the **Science behind **MAMAY**.**



Scan for APP style

Sensory Decision-Making is Broken

- **Consumers Cannot Predict** whether they will like a product before buying.
- Brands waste billions on **Trial-and-Error** formulation.
- The industry specialists all agree that the **Taste, Odor, and Texture** are the **Most Important** sensory attributes **Influencing Consumer Acceptance**.
- **No Holistic Scale** for Organoleptic Sensations



“The difference from Coffee at 60% and Coffee at 78% is the difference between coffee that makes you wise and a Coffee that make you delirious happy.

By embracing the diversity of human being, we will find a sure way to true happiness.”

Malcolm Gladwell testimony on
Prof. Howard Moshkovitz
Choice, Happiness, and Spaghetti Sauce
Feb-2004 | TED



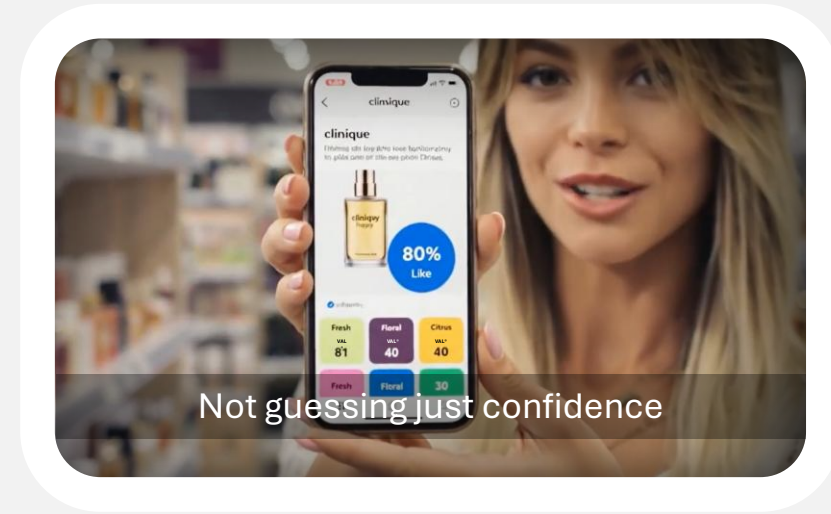
Prof. Howard Moshkovitz
MAMAY Mentor & Inspiration



Multiple human sensory modalities - such as vision, audition, mechanoreception, thermoreception, and distance estimation - have already been digitized through advanced sensor arrays and computational encoding models, reflecting the fact that humans naturally perceive visual detail and spatial distance with higher precision than most other sensory inputs.



**Imagine choosing a product
you've never tried.
No touch, no experience just
words and visuals.
So how do you decide?**



YouTube video (8sec)

VAL® FitMe – Spotify for Taste and Odor

Why Now?

The Infrastructure and Demand Finally Align

- AI + chemistry + sensory science convergence
- Explosion of personalization platforms
- Brands seeking faster formulation cycles
- Retailers needing higher conversion tools
- Consumers expecting hyper-personalized experiences





VAL[®] | Vector Aligned Language

The future of AI precision.

A universal digital language that quantifies organoleptic sensations using:

- **Analytical Chemistry.**
- **Compound Identification.**
- **Concentration Mapping.**
- **Research Sensory Correlations.**
- **Served by One-Stop-Shop holistic SaaS platform.**

Turning any product into a precise sensory vector.

B2B



For Developers

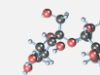


SaaS Business Model: Tokens System (B2B)

- Digital editing of taste, odor, and texture
- Add/remove/adjust compounds
- Real-time sensory output predictions
- Sensory optimization without physical prototypes

Go-To-Market Strategy: Strategic Brand Partnerships

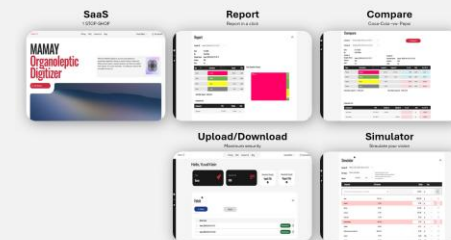
- Vertical Launches with Industry Leaders: Collaborate with strategic brands such as Arla Foods to validate and showcase platform capabilities in targeted verticals (e.g., dairy, beverages, fragrances).
- B2B Expansion Catalyst: These partnerships serve as high-impact case studies, opening doors to thousands of brands across adjacent categories.
- Credibility & Acceleration: Leveraging trusted brands accelerates adoption, builds credibility, and drives network effects within the sensory innovation ecosystem.



MAMAY
Organoleptic
Digitizer



Platform



Screenshots



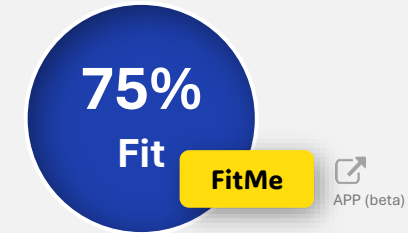
The Spotify for Taste & Odor

A consumer-facing APP that:

1. Scores how well a **Product Fits** a user's sensory profile.
2. Recommends **Better-Fit** alternatives.
3. Works **Online, In-store**, or embedded in retailer apps.
4. Based on **Computational Organoleptic Science**.

Boosts conversion and personalizes shopping.

B2B2C



Business Model: White-Label App (B2B2C)

- White-Label Deployment: Retailers and brands use a fully branded version of the FitMe app inside their own digital ecosystem.
- Monthly Subscription Fee: Partners pay a fixed monthly fee for access, maintenance, and ongoing feature updates.
- In-Store Screen Option: Physical screens or kiosks can be deployed in stores, with an additional monthly fee tied to usage.
- Performance-Linked Pricing: Monthly charges dynamically increase based on uplift in sales driven by the FitMe recommendations engine.
- Scalable Across Verticals: Once integrated with one retailer or brand, the model easily expands to additional categories and partners.

Go-To-Market Strategy: Singapore Launch & Community Growth

- Strategic Advantages of Singapore: Benefit from easy access to APAC markets, government support for tech ventures, attractive tax structures, and a highly international consumer base ideal for early adoption.
- White-Label App Rollout: Partner with retailers and brands to deploy the app under their own branding, accelerating trust and adoption.
- Community-Driven Growth: Build a vibrant user community through tastemaker programs, sensory-profile challenges, and partnerships with local food, beverage, and wellness ecosystems.
- Scalable Expansion Across Verticals: Use Singapore as a showcase market to attract additional partners across APAC and beyond, creating a flywheel of adoption.



Screenshots



A Trillion-\$ Category is waiting to be Digitized

Industry
Retail Personalization



Sensory-Driven
Growing rapidly

No dominant player in digital sensory intelligence.
MAMAY is first.

Related industries

Industry	Global Market	Sensory-Driven
Food & Beverage	\$6.4T	Extremely high
Cosmetics	\$530B	Extremely high
Fragrances	\$57B	100%
Pet Food	\$147B	Extremely high Animals rely entirely on taste & Odor



A Trillion-\$ category waiting to be Digitized





Traction & Validation

- Working **VAL**® engine.
- **Digitizer SaaS** in pilot with early partners.
- Sensory prediction accuracy improving monthly.
- **Strong interest** from food, beverage, and cosmetic manufacturers.
- **Patent-pending** technology.
- **Founders** with decades of combined experience in FoodTech, R&D, AI, sensory science, and startup scaling.

Publications (by Dr. Michael Zvieli):

- Sweetness Prediction Based on Chemo-Physical Parameters
- Sunlit Rind - A Citrus Odyssey Unveiled by Digitizing Odor
- Fragrance Quantified Description Using Organoleptic Digitizer
- The Odor Impact of Aroma Ingredients in Fragrances & Flavors - A Novel Organoleptic Digitize



MAMAY Traction Highlights

Awards & Global Recognition

- Selected as a **Deep Tech Pioneer** by Hello Tomorrow (2026)
- Finalist at the **Agri-Food Tech World Championship** (2025)
- **Startup Grind All-Star Pitch** – 1st Runner-Up, Bangkok (2025)
- Ranked in the **Top 250 Global Startups** – SLINGSHOT (2025)
- Winner of **The Netti's Award** (2024)

Strategic Programs & Accelerators

- Accepted into **SPACE-F Batch #6** (Bangkok, 2025)
- Joined **NVIDIA Inception** (2025)
- Alumni of **EIT Food Seedbed** (2024)
- Supported by **GAIA Partners**
- Supported by **BIT for Startups** (2025)

Academic & Scientific Leadership

- Leading a **university-level MA course** on organoleptic digitization (Delhi University & IFRA)
- Recognized by global experts in sensory science, food tech, and fragrance innovation

Expert Endorsements

- Praised by leading specialists in sweeteners, drinking-water innovation, and sensory science
- Highlighted as a **breakthrough** in taste and odor digitization by senior industry mentors

Intellectual Property

- **PCT Patent Pending** for Organoleptic Digitization Applications
- Supported by Luzzatto & Luzzatto Patent Attorneys

Industry Presence

- Featured at **Global Fragrance Summit (GFS 2025)**
- Recognized across food, beverage, cosmetics, and wellness sectors



Testimonies

"This is Breakthrough!" | Prof. Howard Moskowitz Tactical Data Link | Stafford, Director of Science

"Great milestone towards designing the future of drinking water by combining personal consumer taste preferences with chemical and sensorial parameters" | Yael Gavriel, Consumer & Market Insights Director, Strauss Water

"Taste personalization preferences we saw in science fiction movies are now turning into a reality" | Dr. Fernando Schved, Sweeteners Expert

"Digitation of taste and odor has an enormous potential in food & beverage, but also in cosmetics and medicine" | Prof. Masha Niv, Full Professor at the Hebrew University of Jerusalem

Academic

Developers

Early Income

Media

Brands

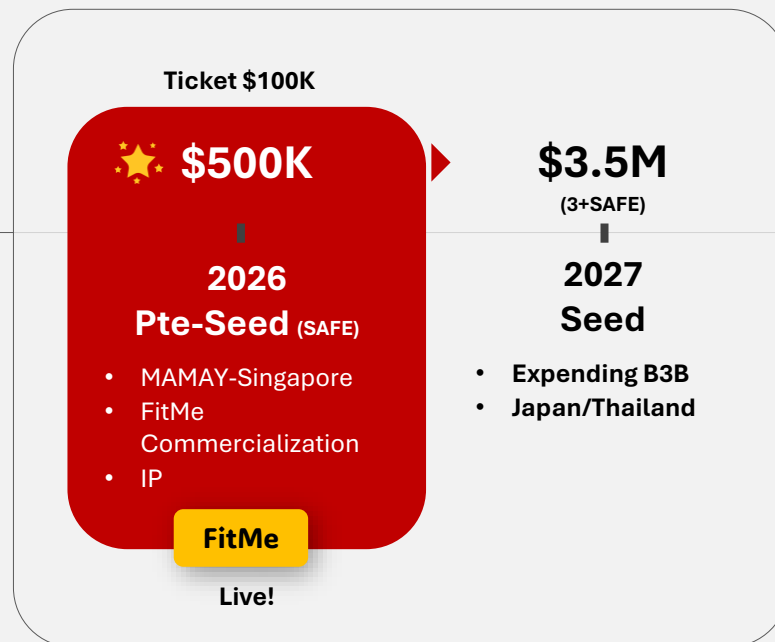
Part of:





MAMAY Technologies Ltd. ID: 516630944 IL

\$500K Pre-Seed Round (SAFE)



Exit Strategy

- Use of Funds:**
- \$1.2M - R&D: chemistry, ML models, VAL engine expansion.
 - \$800K - Product development: Digitizer + FitMe app.
 - \$700K - Market pilots with major brands & retailers.
 - \$500K - Regulatory, IP, and scientific validation.
 - \$300K - Operations, hiring, and go-to-market.
 - Revenue Projection: \$100Ks'



Investment Strategy (Professional & Impactful)

MAMAY is opening a \$500K SAFE as the first tranche of its Seed round, designed to rapidly elevate company value through Singapore registration, FitMe’s commercial rollout, and expansion of existing B2B Digitizer revenues. With paying customers already using the Digitizer platform, the SAFE fuels immediate, measurable milestones that significantly strengthen the company’s valuation ahead of the full Seed raise.

Why Angels Should Move Now

1. Early SAFE investors receive the most favorable terms (first \$100K captures the strongest upside).
2. Existing B2B Digitizer revenue provides a stable, validated foundation and reduces early-stage risk.
3. Singapore registration accelerates valuation and unlocks APAC incentives, credibility, and market access.
4. FitMe’s commercial launch with a local partner creates fast traction, real usage, and immediate revenue signals.
5. This SAFE is limited to \$500K - once filled, entry shifts to the higher-valuation Seed round.
6. MAMAY is defining a new category in a trillion-dollar sensory market with no established competitor.

Use of Funds:

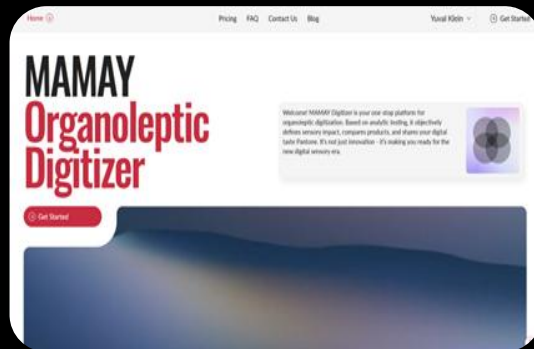
- Register MAMAY Singapore.
- File IP (National phase).
- Define and select FitMe partners.
- Version Upgrade FitMe (beta to alfa).
- Preform 1-2 local pilot to define value.
- Gain revenue
- Refining business model to increase valuation for Seed round.
- Revenue Projection: \$10Ks'





One-stop-shop SaaS Platform

SaaS
1 STOP-SHOP



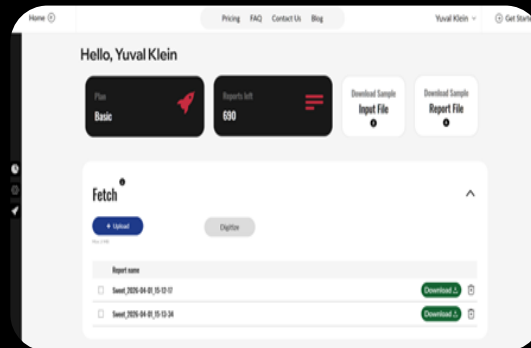
Report
Report in a click



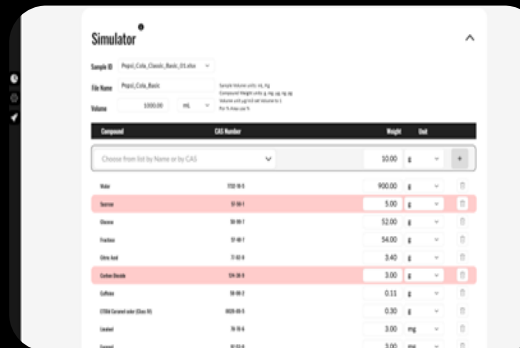
Compare
Coca-Cola -vs- Pepsi



Upload/Download
Maximum security



Simulator
Simulate your vision





The Spotify for Taste & Odor

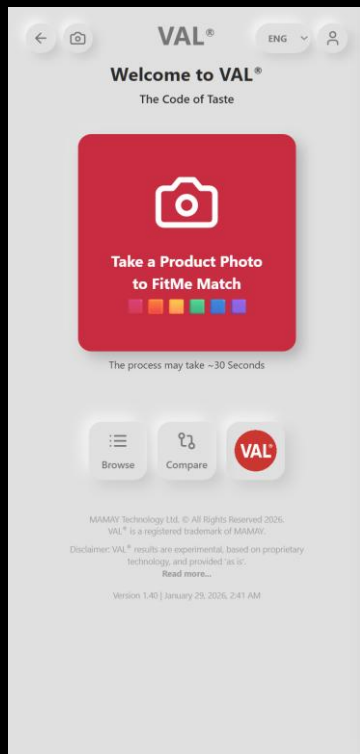
75%
Fit

FitMe

APP (beta)

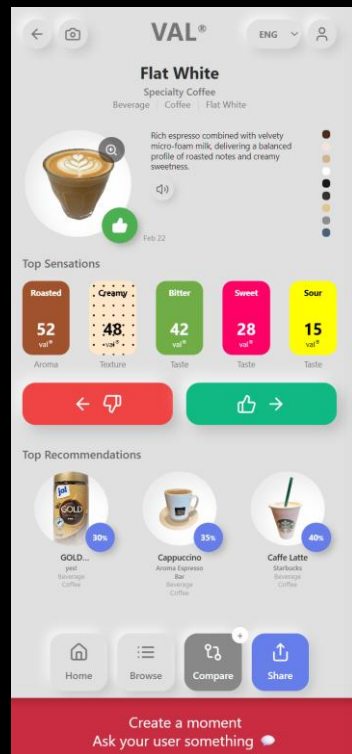
Scan

Brows, Scan, Upload, Talk



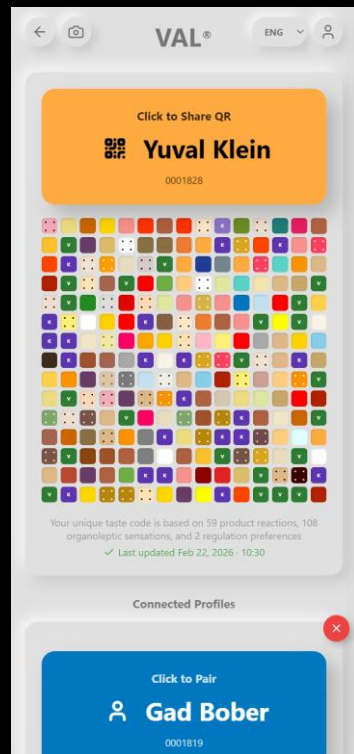
Learn

As deep as you wish



Profile

Digitally set Share it.



Enrich

"Tinder" like

