



MAMAY Technologies Ltd.

Digitizing Human Sensations.

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

THE_SENSORY_LEVEL_OF_PHYSICAL_AI

July-2026

www.mamay.me

Correct meaning of “Mǎ Měi” 码美
码 (mǎ) = code, encoding, digital unit
美 (měi) = beauty, taste, sensory pleasure



Scan for APP style

Contact:
Yuval (Yu) Klein | CEO
yuval-@mamay.me
+972-54-7780496





MAMAY is digitizing **Organoleptic Sensations** (taste, smell, texture), enabling **AI-driven** digital formulations, **Hyper-personalization**, and Seamless **physical-AI** interaction.

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.



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

Go-to-Market
Develop systems, apps and API's, to share the digital organoleptic sensations of anything to anyone and make the best out of it.

Economics
A future unicorn that defines organoleptic sensation that defines the next trillion-dollar data category.



We're opening our pre-Seed round on June 1st 2026, and we'd genuinely value having you with us from the starting line. The first \$100k ticket unlocks the acceleration phase of MAMAY's commercialization - including revenue generation, data-infrastructure expansion, and our APAC launch. This is the moment where early partners help shape the trajectory of MAMAY - and share the upside of what comes next.



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;



Tidhar Tsur
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

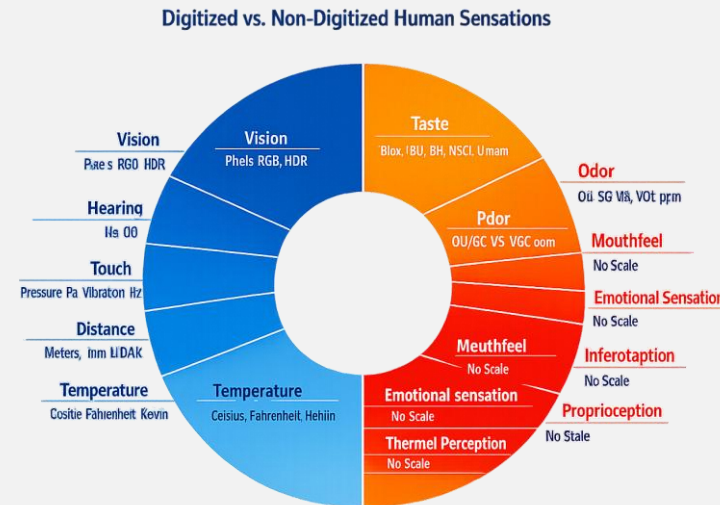




Sensory Decision-Making is Broken



- **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 – **A blind spot**



“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.”

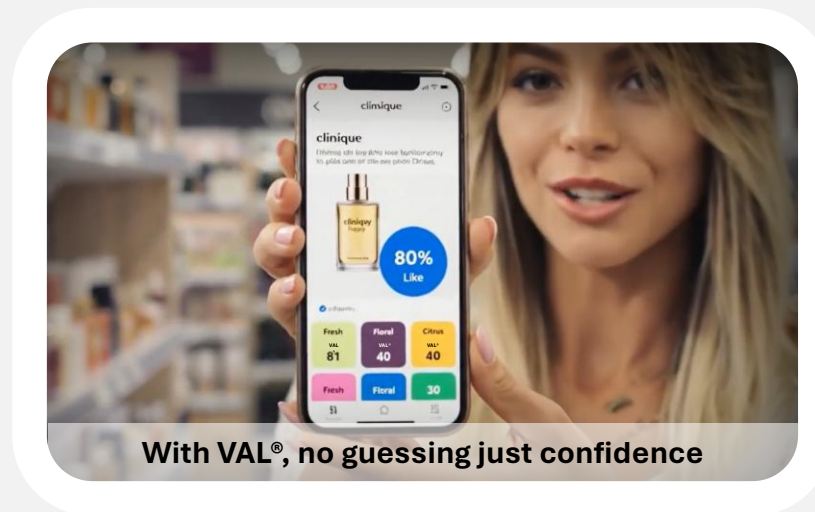
Malcolm Gladwell testimony on
Prof. Howard Moshkovitz
Choice, Happiness, and Spaghetti Sauce
 Feb-2004 | TED



Prof. Howard Moshkovitz
 MAMAY Mentor & Inspiration



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



YouTube video (8sec)

Why Now?

The Infrastructure and Demand Finally Align

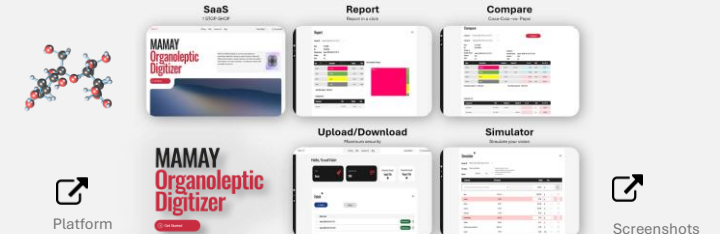
- AI + chemistry + sensory science convergence
- Explosion of personalization platforms
- Brands seeking faster formulation cycles
- Retailers needing higher conversion tools
- Consumers expecting hyper-personalized experiences

VAL[®] | Vector Aligned Language

34
VAL®

- 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.



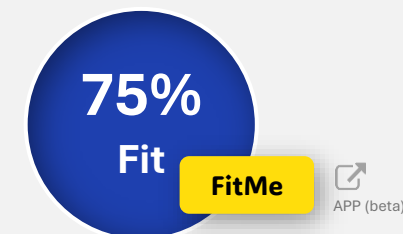
The Spotify for Taste & Odor

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





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	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.

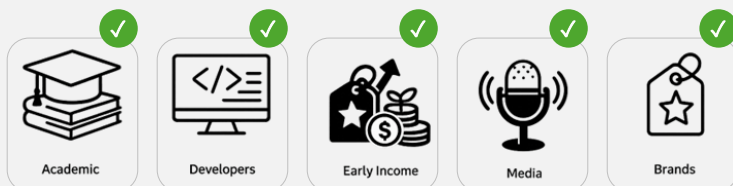
Publications (by Dr. Michael Zvieli):

Sweetness Prediction Based on Chemo-Physical Parameters

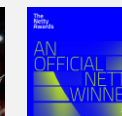
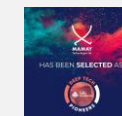
Sunlit Rind - A Citrus Odyssey Unveiled by Digitizing Odor

Fragrance Quantified Description Using Organoleptic Digitizer

The Odor Impact of Aroma Ingredients in Fragrances & Flavors - A Novel Organoleptic Digitize



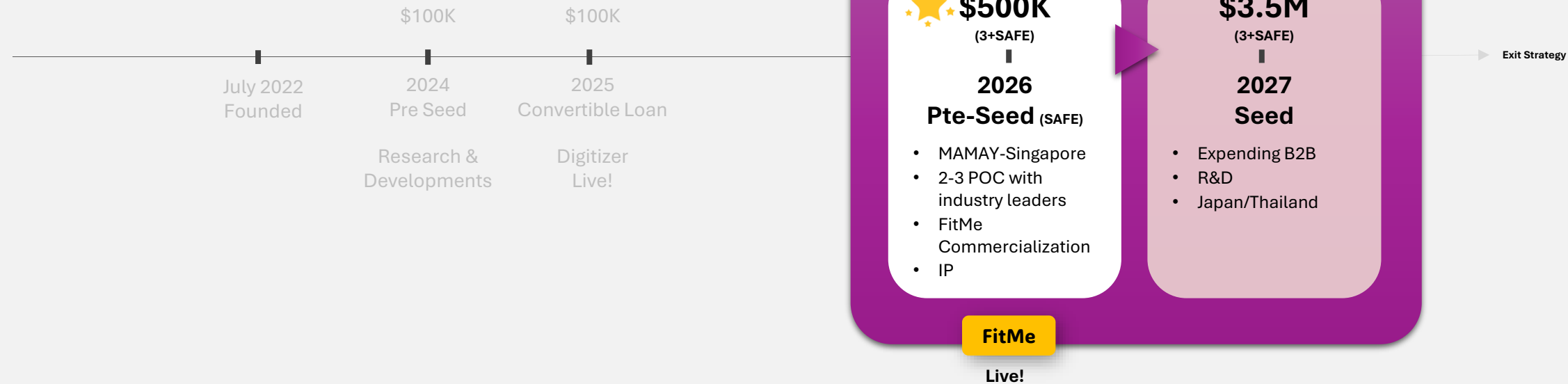
Part of:





\$500K Pre-Seed Round (SAFE), followed by a \$3.5M Seed Round

MAMAY Technologies Ltd. ID: 516630944 IL

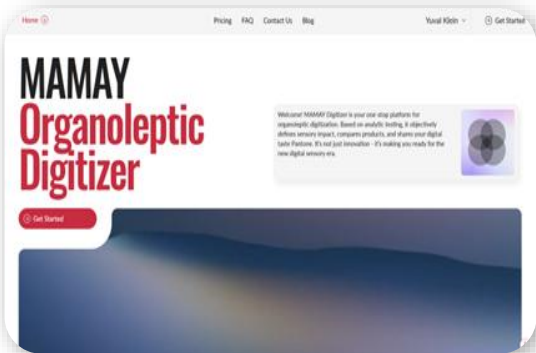




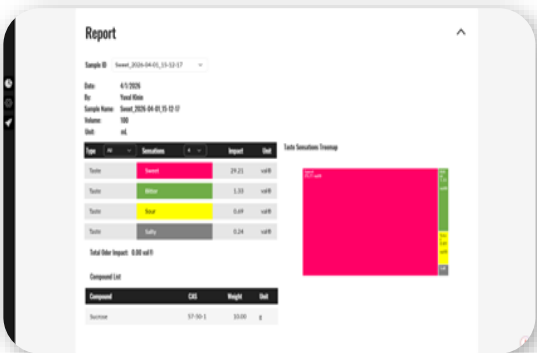
One-stop-shop SaaS Platform



SaaS 1 STOP-SHOP



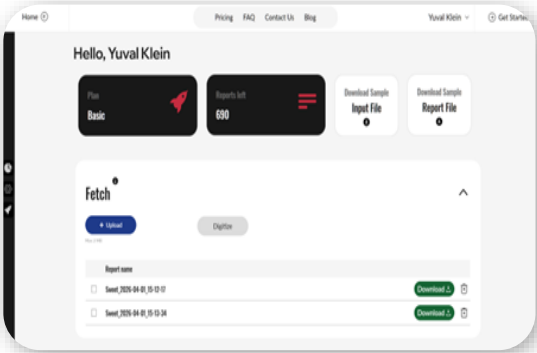
Report Report in a click



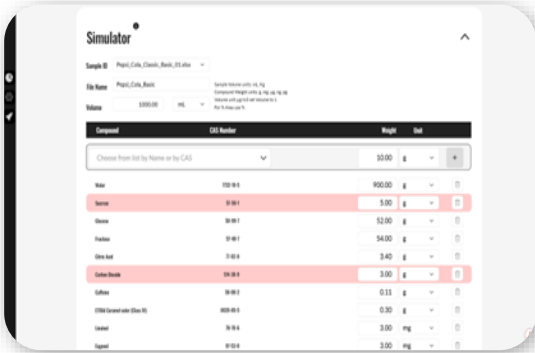
Compare Coca-Cola -vs- Pepsi



Upload/Download Maximum security



Simulator Simulate your vision





The Spotify for Taste & Odor

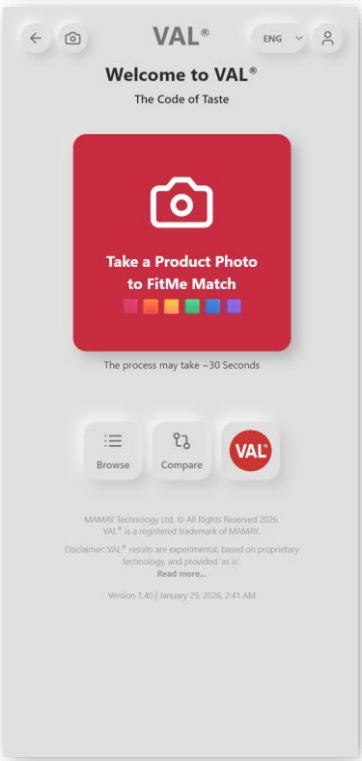
75%
Fit

FitMe

APP (beta)

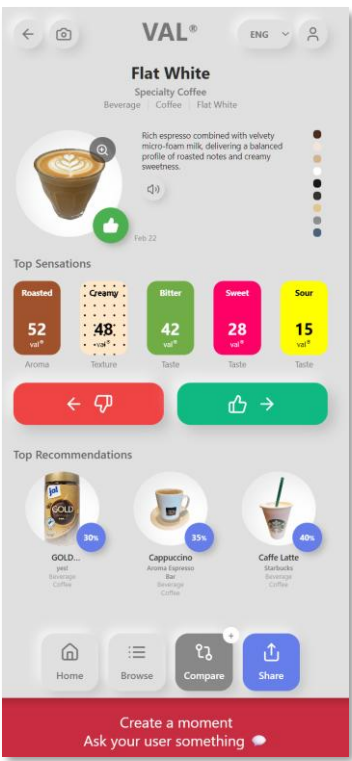
Scan

Brows, Scan,
Upload, Talk



Learn

As deep as you
wish



Profile

Digitally set
Share it.



Enrich

"Tinder" like



FitMe

Recommendations

