MAMAY* Technologies Ltd.

Digitizing Human Sensations.

Nov-2026
www.mamay.me

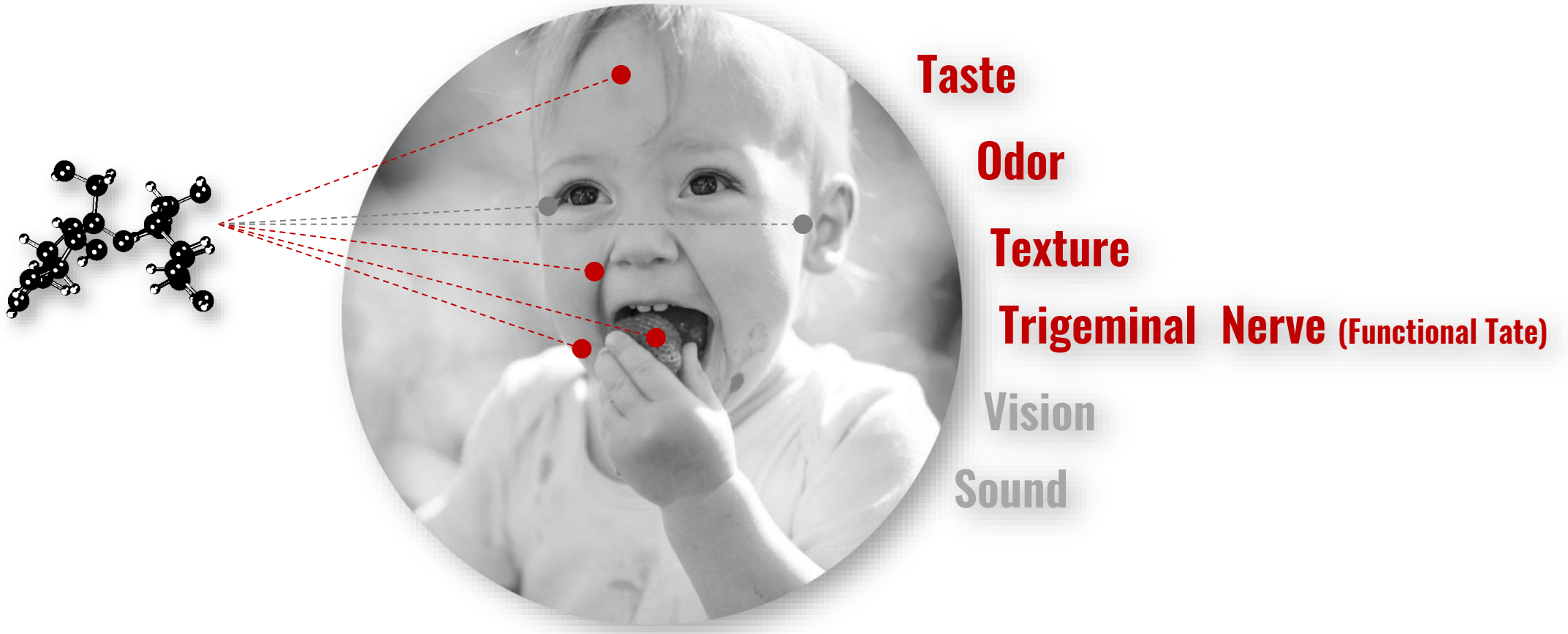
Correct meaning of "Mǎ Měi" 码美
码 (mǎ) = code, encoding, digital unit
美 (měi) = beauty, taste, sensory pleasure

Scan for APP style

Contact:
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Human Sensations (Organoleptic Sensations)



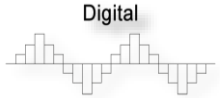
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Problem: Organoleptic sensations are inherently analog.

While many types of sensations - such as distance, sound, or temperature - can be measured and scaled with objective units, organoleptic sensations rely on human perception and are defined by what people report.

Sensations

Digitized Sensations





Distance
Meter/Feet/Yard



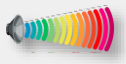
5km

Color
Pantone®/RGB/CMYK



HEX: C72C40

Sound
dB, Solfège



55°dB

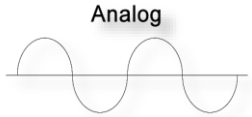
Weather
°C/°F/K



30°C

Sensory

Not Digitized Organoleptic Sensations





Very, Little, Not so, Tasty, 1½ spoons,

Hot, Spicy , 辣死了!, เผ็ดมาก!, 3 Peppers,

Notes of, Balance, 1-10, 25%.-50%-75%-100%, Pannels

WOW :) !!!



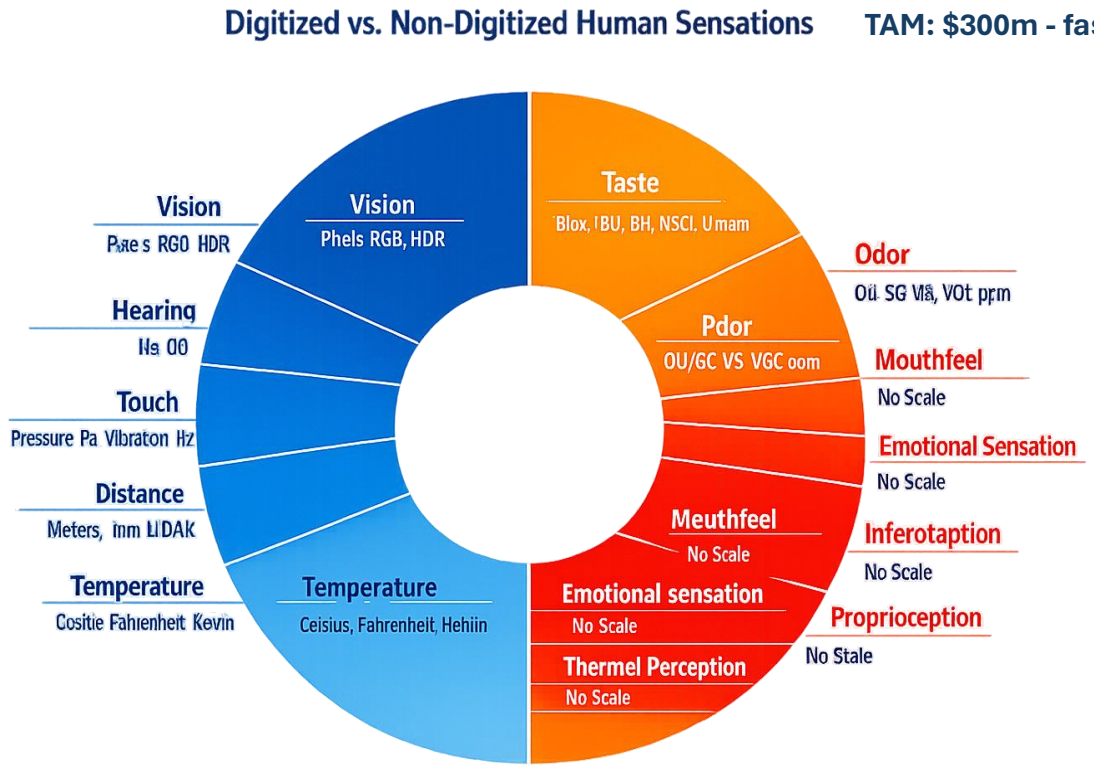
How sweet is Coca-Cola?

No one knows...

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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**



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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.

Scan for APP style



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 Tsuri

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.

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The value of Organoleptic Sensation

VAL®

Vector Align Language

by MAMAY Technologies Ltd.

Such as cm, °C, dB, Pantone®, Solfège

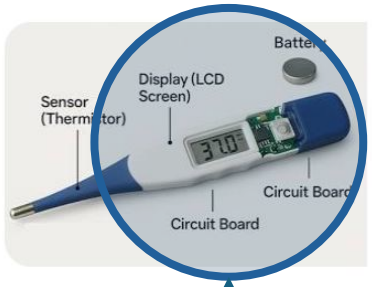
VAL® Measurement Based Scale

by MAMAY Technologies Ltd.

as for

Organoleptic sensation

Heat & Cold



Construction & Working of Digital Thermometer



Step-by-Step Data Flow Chart

[Heat Source (Body/Object)]
▼
1. TEMPERATURE SENSOR (Thermistor)
Heat changes the metal's electrical resistance.
▼
2. AMPLIFIER & CONDITIONING
Tiny electrical signal is boosted and stabilized.
▼
3. ANALOG-TO-DIGITAL CONVERTER (ADC)
Waves of voltage are chopped into 0s and 1s.
▼
4. MICROCONTROLLER / CHIP
Math algorithm translates data into exact degrees.
▼
5. LCD DISPLAY SCREEN
Final readable temperature is displayed instantly.

Organoleptic sensation

Taste, Odor, Texture

HPLC



GCMS



Viscometers



...

Sweetness

34

VAL®

Step-by-Step Data Flow Chart

1. **PRODUCT**
Turn chemical or physical behaviors into measurable signal

1. **ANALITIC-RESULTS**
GAGE – set of analytic results such as compounds and concentrations

1. **ANALOG-TO-DIGITAL**
Any results id related to relate sensory sensation

1. **DIGITIZATION**
Math algorithm calculate the impact of each sensation considering non-linear relations and synergies

1. DESKTOP/APP
Results display in lists, table and charts

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VAL® Digitization Process

by MAMAY Technologies Ltd.



For any Mass

Based on Chemical & Physical Properties

Proprietary Algorithm

Digitization

VAL® Scale

A proprietary unit that quantifies sensory impact.

Share with Humans & Machines

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Orange Juice Digital Organoleptic Sensations

In a Click of a Button

SAMPLE ONLY

Not real values – For presentation only

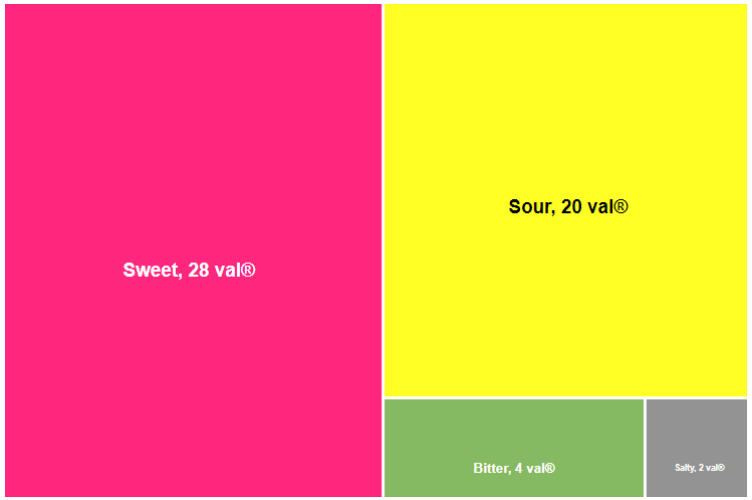
MAMAY Organoleptic Digitizer



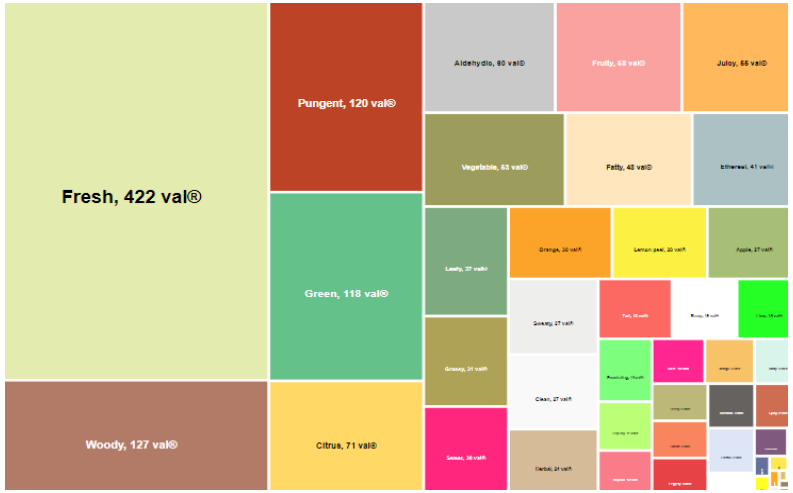
Orange Juice NFC | Based on 120 compounds

Taste GAGE ID: 9ce27e1a-a3f8-4bec-b5c4-7ddb79a18652
Created: Mon Jul 18, 2024
Last update: Mon May 13, 2025
Created by: BlueTree Technologies Ltd.

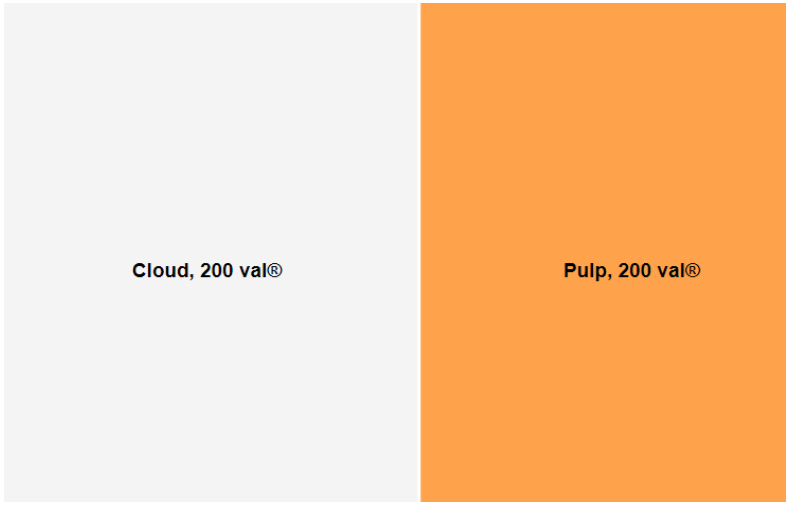
Taste (4 Sensations)



Odor (84 Sensations)



Feel (Sensations 2)



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Arla® Protein Shake Vanilla Flavor 500g

In a Click of a Button



Plain yogurt is white, creamy, tangy, and refreshing, with a smooth mouthfeel and sour-milky aroma that makes it versatile both on its own and as a base for savory or sweet dishes.

Color

Evokes the vanilla flavor	Natural, wholesome undertone	Purity, protein, clean nutrition
Sweetness and energy	Earthy, grounded protein source	Arla's brand identity (dairy & nature)
Strength, natural richness	Balance, modern packaging accent	Bold text, protein emphasis

1. - Creamy Vanilla (#F8E7C9) – evokes the vanilla flavor
2. - Warm Beige (#E6D2B5) – natural, wholesome undertone
3. - Soft White (#FFFFFF) – purity, protein, clean nutrition
4. - Golden Honey (#FFD77A) – sweetness and energy
5. - Light Brown (#C8A97E) – earthy, grounded protein source
6. - Fresh Green (#6BAA75) – Arla's brand identity (dairy & nature)
7. - Dark Green (#2F5233) – strength, natural richness
8. - Cool Gray (#9FA3A7) – balance, modern packaging accent
9. - Black (#000000) – bold text, protein emphasis

Taste

Sour	Sweet	Bitter	Salty
22 val®	18 val®	4 val®	3 val®

Odor

Fresh	Vanilla	Clean	Creamy	Milky
24 val®	9 val®	21 val®	9 val®	4 val®

Texture

Smooth	Rich	Creamy	Coating
24 val®	15 val®	12 val®	5 val®

SAMPLE ONLY

Not real values – For presentation only

MAMAY Organoleptic Digitizer

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Digitalization, as in many other industries, creates value across multiple dimensions.

	Digital	Analog
Consistency	**High** **standardized scales, reduced human bias**	**Variable** **depends on panelist wording, interpretation, fatigue**
Reproducibility	Strong same protocol yields comparable outputs	Weak results shift with panel composition and phrasing
Resolution of Sensations	Fine grained; captures micro-changes in intensity	Coarse; limited to descriptors and human vocabulary
Speed of Analysis	Fast automated scoring, instant visualization	Slow manual interpretation, transcription, coding
Scalability	**Easy** **large datasets, multiple products, cross-market**	**Hard** **requires trained panelists, time, logistics**
Cross-Panel Comparability	High unified digital scale across regions	Low cultural and linguistic differences distort results
Bias Control	Strong algorithmic normalization, controlled inputs	Weak cognitive bias, expectation, language influence
Integration with R&D	Seamless connects to formulation tools, prediction models	Limited requires manual translation into technical specs
Trend Detection	Automated pattern recognition, clustering, AI insights	Manual slow and prone to oversight
Cost Over Time	**Decreases** **once digitized, marginal cost is low**	**Increases** **continuous panel training and maintenance**
Documentation	Automatic structured databases, traceability	Manual notes, spreadsheets, subjective summaries
Global Standardization	Possible one digital language for all markets	Difficult descriptors vary by culture and language

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Go-to-Market

By DATA Distribution Agents



Analytic Labs

Development

- Real-time & Off-Lab sensory evaluation
- Digital Sensory comparison
- AI-Driven formulation & optimization
- Digital reverse-engineering

Sensory Labs

Digital Sensory Valuation

- Automated QC/QA
- Robotic kitchen
- Smart packaging
- Food printing

AI Services

Personalization

- Digital sensory definition
- Digital user sensory preferences
- Digital compare
- Scoring
- Pair

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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.

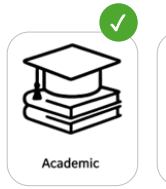
Publications (by **Dr. Michael Zvieli**):

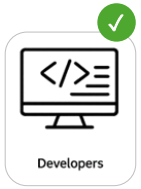
Sweetness Prediction Based on Chemo-Physical Parameters

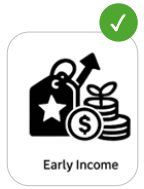
Sunlit Rind - A Citrus Odyssey Unveiled by Digitizing Odor

Fragrance Quantified Description Using Organoleptic Digitizer

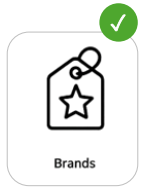
The Odor Impact of Aroma Ingredients in Fragrances & Flavors - A Novel Organoleptic Digitize











Part of:





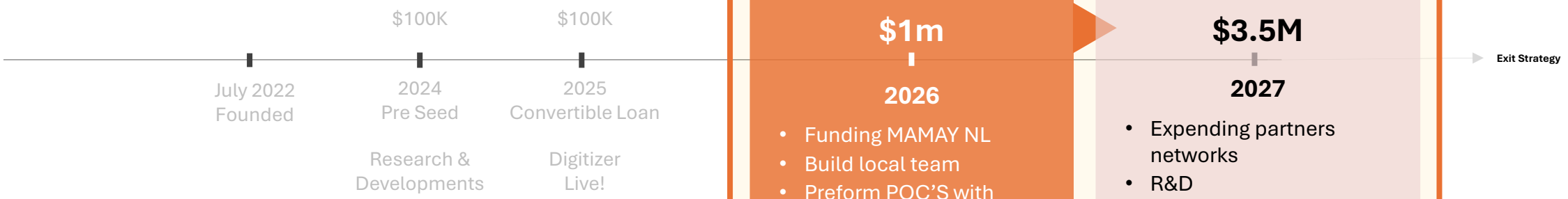

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MAMAY NL

$3.5 Seed Round

Previewed by $1m (SAFE),

MAMAY Technologies Ltd. ID: 516630944 IL



MAMAY is currently establishing and funding **MAMAY NL** in collaboration with a local partner who will drive the company's vision toward full commercialization.

D-date: 1, January 2027

Pre-Seed (SAFE)

$1m

2026

- Funding MAMAY NL
- Build local team
- Preform POC'S with partners and brands.
- Show proven business model
- Early revenue
- Get ready for Seed round

Seed

$3.5M

2027

- Expending partners networks
- R&D
- Marketing
- Significant distribution of DATA
- Proven Business Model with significant revenue

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美 (měi) = beauty, taste, sensory pleasure





"The Sweetness of Coca-Coola Classic is 31-35val® depends on where you get it."

Scan for APP style

Thank you!

Contact:
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