



# SIGHTBIT

POWER TO SEE

# Ripe for Disruption

An industry that hasn't changed  
in 100 years...

# Vision

End Drowning   Save Lives   Revolutionize Ocean Rescue

- Be the company that revolutionizes ocean rescue
- Expand smart city capabilities to swim sites around the world
- Provide a technological solution that ends the worldwide drowning crisis



# Vision



**Sightbit brings smart city technology to the beach**



**Because smart beaches are safe beaches**



**Sightbit: smarter, safer, cheaper**

Patent Pending

# Anti-Drowning System

A video-based system that instantly warns of danger to swimmers. Alerts allow lifeguards and beach agencies to respond immediately and save lives.

## Real-time alerts:

- ✓ Drowning
- ✓ Children at risk
- ✓ Swimmers nearing hazards
- ✓ Rip currents & inshore holes

## Management solutions:

- ✓ Risk analytics
- ✓ Assessment of crowding



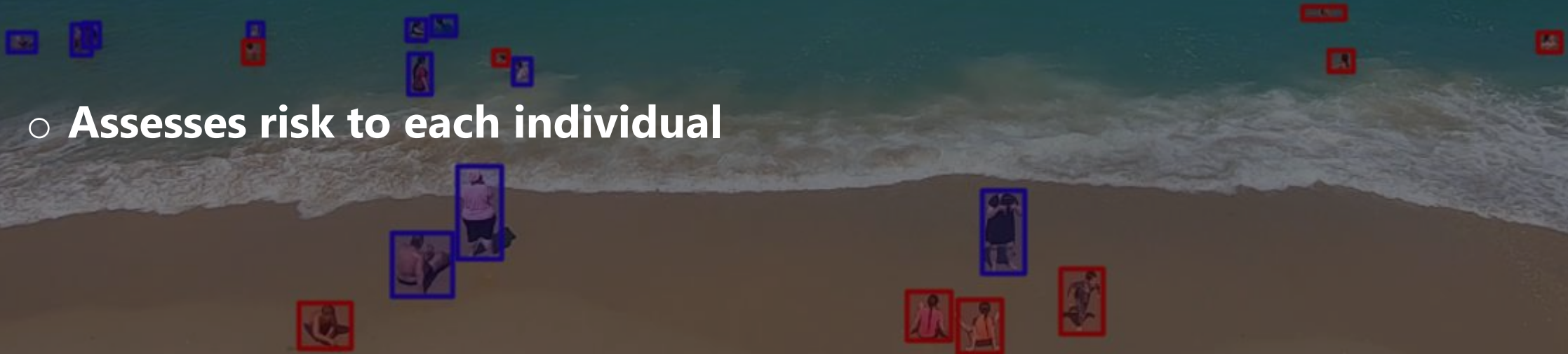


# Sightbit AI Capabilities

**Harnessing machine learning and image recognition technology to...**

- **Identify & classify individuals by age and location**

- **Assesses risk to each individual**



# Smarter Beach Management

 Weather - 29°C  
New York, USA

Potential hazards: **5**

Area 1: **2 Unattended children**  
Area 4: **3 Far-off swimmers**

Count:  
Adults: **51**  
Kids: **27**

Sea level - **No hazard**

Flag - **Red**

Wind - **18KM/H**

Turbulence - **NO**

Rip current - **NO**

 SIGHTBIT

Area 1

Area 2

Area 3

Area 4



# Effective Beach Management

**More Bang for Buck:** More guarded beach without cost increases

**Cost Savings:** Up to 40% savings on manpower, all while improving swimmer safety





# Team



**Netanel Eliav, CEO**

- Finance & strategy expert
- Former business and crisis consultant for major clientele, including the office of the prime minister. Economist & PMO at Strauss Group and Intel.
- MBA, Ben-Gurion University.



**Minna Shezaf, CMO**

- Marketing specialist and resource-development professional.
- Instrumental in raising millions of dollars from corporations, global foundations, and the private sector .
- B.Sc. Cognitive and Brain Sciences, Tufts University.



**Gadi Kovler, CTO**

- Programmer and biomedical engineer with AI and visual signal processing expertise.
- Nanotechnology and signal processing researcher.
- BE, Biomedical engineering with concentration in signal processing, Ben-Gurion University.

# Team



**Adam Bismut, coo**

- Innovator & manager.
- Former director of an incubator for entrepreneurship, where Adam managed a million-dollar operating budget and a large team.
- MBA, Ben-Gurion University.



**Alexander Borschel,  
Market Researcher**

- Client and market researcher.
- Technical and content writer for hi-tech companies and nonprofits with social media experience.
- B.A., History, George Mason University.



**Jenia Golbstein,  
AI Researcher**

- Machine learning researcher. Specialty in computer vision & neural networks.
- Former engineer at a major bio-tech firm and some of Israel's hottest startups.
- M.Sc., Computer Science, Ben-Gurion University.



# Advisory Board



**Boaz Hershkovitz**

- IDF brigadier general (second-in-command)
- Former military secretary to the Israeli president
- Oversaw diplomatic negotiations & international military missions



**Prof. Dan Blumberg**

- Head of the Earth and Planetary Image Facility
- Vice President and Dean of Research and Development at Ben Gurion University
- Published research papers on remote sensing, image processing, and target detection

# Partners







# Sightbit

Thanks!

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