Changing the Way Families Connect Around the World
It’s nice to meet you!

The founding team

Tamar Liberman | CEO
A decade of experience as a lifestyle entrepreneur. Ex-founder:

Lee Winfield | COO
Experience leading CS, strategic partnerships & operations in tech startups.

Tal Provizor Narkiss | CMO
Experience developing marketing strategies to establish products as successful brands.
The Way People Connect Has Changed

But, no one has truly disrupted the families’ market. Yet.

<table>
<thead>
<tr>
<th>Designed for...</th>
<th>Singles</th>
<th>All social interactions</th>
<th>Mothers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Est. market cap</td>
<td>$9.6B</td>
<td>NASDAQ:BMBL $5.7B</td>
<td>NA</td>
</tr>
<tr>
<td>Funding (to-date)</td>
<td>$50M</td>
<td>NA</td>
<td>$23M</td>
</tr>
</tbody>
</table>

- Feb.21: Acquired by Match Group for $1.7B
- Feb.21: $2.5B IPO
Making new and meaningful social connections as a family is not easy, to say the least. It requires a lot of time and effort, and in a life where everyone is busy juggling 3 balls in the air, there is barely enough time to plan leisure activities and make these meaningful connections.

Research shows that even before the pandemic, young people had been reporting they are more lonely than ever. Loneliness has been named a public-health epidemic.

What if you could easily find your family match anywhere in the world?
IT’S July! enables families to make empowered connections with like-minded families anywhere in the world.

Our mission is to enable families establish new friendships, explore different cultures and create unique and special experiences for and with their children.
Awards & Recognition

Recent news

- Extensive TV item on Israeli prime-time (July ‘22)
- Winning Phocuswright Europe for Launch Innovation (June ‘22)
- Women Founders Growth Academy graduates (July ‘22)
- Nominated best national digital solution for Israel for the international WSA with impact on society (Oct ‘22)
- Selected to accompany Google for Startups at Slush (Nov ‘22)
The Market

Families spend 348 billion $ a year on leisure

There are 120M families in the US & Europe alone

Families spend an average of $2,900 every year on leisure activities

Source: statista.com; OECD;
The Technology

Using advanced AI solutions to optimize family matches

IT’S July! is an AI-powered matchmaker that uses algorithms to find the best matches between families. It analyzes the information from the family’s profile to give the best-personalized results.

For every family opening a profile, our system collects dozens of profile attributes & preferences, resulting with the perfect match presented.
Traction & Stats

From POC in Israel to global expansion

- **POC in Israel** with over **2,000** families signing up
- **97%** of families who meet their match **want to do it again**
- **Over 100% growth** in users MoM since Europe rollout
- Total of **6,100 families** on IT’S July worldwide
- **Operating in 40 destinations** worldwide
- **37%** of new users are **organic traffic**
- **1 out of 7** visitors on our website opens a family profile
- **24%** of families joining select their family match on their first visit to the website!
Traction & Stats

Growing new users and key metrics month-over-month

Sep’22 numbers (± difference vs. past month):

★ 1410 families have joined IT’S July (+520)
★ Average of 47 new families every day (+19)
★ 12% conversion from web visitors to users (+0 bps)
★ 20% of new families are from organic traffic (-8 bps)
★ CAC for paid traffic: $8.75 (-$3.25)
★ 20% of new families chose their match right after opening their family profile (-8 bps)
★ 14% of web visitors are returning visitors (+1 bps)
Business Model

Subscription as a sustainable business model

IT’S July! can generate an average of $46 annually from every user signing up to the platform:

- Monthly subscription - $4.90
- Average cross sale* - $5
- Strategic partnerships

* gifting between families

Key Stats:
- Family (user) LTV: 120$
- Y1 reach 30K families
- 10K families = $1.2 M revenues

Currently prioritizing user growth to create a critical mass of trusted families before implementing revenue strategy.
Where Are We Now?

- **Launch IT’S July 1.0 as Closed Beta**
  - **July 2021**
- **Israel POC. Automating data & funnel optimization**
  - **September 2022**
- **Geo expansion: Tapping into the US market**
  - **Strategic Collaborations**
- **Revamp! Launch IT’S July matching-platform**
  - **December 2020**
- **LIVE in 36 top destinations across Europe**
  - **September 2022**
Techstars TLV 2021 | Accelerator
Top international accelerator that focuses on helping startups, across all verticals, learn from one of the world's most unique and innovative ecosystems.

Preston Junger | Advisor (U.S.A)
Go-to-Market & International Expansion
Senior VP Sales and Partnerships @ 7shifts; Former Yelp VP, Ex- Yahoo and Apple.; Co-Founder @ Mile Square Labs

Yehuda Liberman | Tech Advisory
Technological & managerial experience in software development.
Recently managed a software-dev group at NSO, after being a part of the core team and VP R&D at Wayout, a cyber security startup acquired by NSO.
Global Team

It’s July team

Vanessa Fabiano | Head of partnerships Europe Copenhagen, Denmark

Julia C. Lautenbacher | Head of Strategy Europe Berlin, Germany

Lisa Espinosa | Pursuing PHD (Social interactions) Local Strategy associate and researcher Stockholm, Sweden