



Dagda Certified Impact Investment Opportunity: Eco-Net

Eco-Net is a Socially Impactful and Environmentally Sustainable producer of GPS and water quality control enabled angling products set to revolutionize the global waterway monitoring system. Their innovative product is a first step to the ability to track waterway and ocean conditions by simply going fishing. Eco-Net technology has multiple uses and will bring value in many ecological and social factors, outlined in the whitepaper below.

Company Description

Over 60 years have passed since the last major improvement: the fish finder sonar. Today, the world's 220 million anglers' community is ready to embrace a new smart evolutionary solution that enables them to know:

- Where to fish and what kind of fish to catch
- How to improve their angling technique
- How to share their experiences with others

Eco-Net's Eco-Popper™ is the world's first fishing popper with live HD video. It enables anglers to better understand underwater fishing dynamics, thereby providing many benefits, ranging from improving anglers' fishing technique to monitoring water parameters.

Market Size

The sports fishing industry is very large and Eco-Net is well positioned to be a top provider in the evolving Smart Fishing Lures market.

- There are more than **33 million** anglers in the US (16 years and older), 73% of which are male
- There are more than 10,000 fishing tournaments yearly, with around **4.5 million** participants
- Anglers spend \$41.8 billion annually on fishing related activities, an average of \$1,260 per angler. Anglers spend \$15.5 billion annually on fishing related equipment, an average of \$470 per angler
- Top 5 fishing states (2013): Texas (1.6M), California (1.6M), Minnesota (1.5M), Florida (1.4M) and Wisconsin (1.4M)

The Opportunity

The need for Smart Recreational Fishing and Water Quality Control: Today, anglers face many challenges, during pre-fishing (e.g. do not know where are the locations with superior water quality and higher fishing rates or the right fish type), during fishing (e.g. do not know how many and which types of fish are near the bait and which react to the lure) and during post-fishing (e.g. do not know how to improve their fishing technique or how to share their experiences).

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In addition, current electronic fishing accessories (e.g. underwater viewing and fish finder systems) represent simple hardware appliances with no social/crowd/environmental aspects. Although water parameters (water telemetric as well as fish population and diversity data) are indicators of fresh water quality, they are only conducted in a very limited number of locations due to their current expensive cost.

The Eco-Net Solution

The Eco-Popper sends real-time, wireless, HD video stream to the Eco-Popper app that runs on iOS or Android-based smartphones and tablets. It allows users to watch underwater action in real-time and save videos or photos of their fishing session which can be shared on social media. The Eco-Popper also transmits relevant water data metrics in real-time to help the angler pinpoint ideal fishing locations. These metrics are also transmitted to a central cloud-based platform, to help monitor water quality whenever and wherever Eco-Net's lures are used.

Competitive Landscape

There are no direct competitors for the Eco-Popper. However, there are several companies that provide electronic fishing accessories that may compete for same customers' budget. Some of these companies provide underwater video viewing systems, while others provide tactical wireless sonar viewing systems. Most of these solutions are smartphone enabled. AquaVu, Water Wolf and GoPro are examples of underwater viewing systems. Vexilar, FishHunter and Friday Lab are examples of fish finder systems.

Unlike the Eco-Popper, all of these products represent simple hardware appliances with no social/crowd/environmental aspects.

Business Model

Eco-Net's business model assumes that after five years from launching the first product, the venture will produce revenues in excess of \$100M (around 600,000 products).

The first products retail at \$239 (MSRP).

Each device entitles the user to automatic free access to value-added services. In addition, Eco-Net plan to offer a freemium model, allowing access to anglers who do not use the device.

Market Strategy

In the first stage, Eco-Net plans to establish connection with top professional bass fishermen who will help build a strong pro team program to validate the product's value. In addition, these professionals will be the first product ambassadors, and will generate initial product video footage for marketing purposes. Simultaneously, Eco-Net will present products at several leading industry exhibitions. After establishing initial market awareness with their pro team program,

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Eco-Net intends to work with two main sales channels: A. Online, selling through leading fishing gear sites, e.g. BassPro.com, Cabelas.com, Amazon.com and tackledirect.com
B. Selling via direct channels and distributors through networks of local sports fishing retailers.

Management Team

Dani Zeevi – Co-Founder & CEO Dani is a co-founder and former Co-CEO of YCD Multimedia. He previously managed a software team in an elite intelligence unit of the Israel Defense Forces (IDF) where he was awarded an Honor Commendation for Innovative Thinking. He has a MSc in Electrical Engineering (Honors) from Tel Aviv University.

Guy Shavitt – Co-Founder & CTO Guy with more than 20 years' experience in R&D, Guy is the former VP R&D of YCD Multimedia where he led the software development group for 14 years. Prior to YCD, he was product development manager at BMC Software. Guy served in an elite intelligence unit in the Israel Defense Forces (IDF) as a senior systems programmer. He has a BA in Computer Science and Management from the Open University of Israel, and a MSc in Software Engineer from the Israel Institute of Technology

Adiel Ron – Co-Founder & Chief Sales Officer Adiel was a managing director at the IBM Innovation Group for more than a decade, and directly involved in the development of partnerships and acquisitions of many Israeli technology companies from various disciplines. He also led an advanced technological unit within an elite intelligence unit in the Israel Defense Forces (IDF). Adiel holds a BA in Economics from Tel Aviv University.



**Eco-Net, a Dagda Certified
Socially Impactful & Environmentally Sustainable Organization.**

After careful consideration and documentation, Dagda Certifies that Eco-Net is a Socially Impactful and Environmentally Sustainable company. Based on the GIIN standards met below:

Social Impact:

- Access to clean water and sanitation
- Capacity building
- Community development
- Employment generation
- Access to information
- Income/productivity growth
- Equality and empowerment
- Generate funds for charitable giving

Sustainability:

- Natural resources conservation
- Pollution prevention & waste management
- Water resources management



Social Impact:

Access to clean water and sanitation

The rate of improvement in access to safe drinking water has long been in decline; the percentage of the world population with access to safe drinking water rose by 11.1% between 1970 and 1975 but grew by only 2.4% between 2000 and 2006. Eco-Net's Eco-Popper collects data which delivers an effective solution to monitor and measure the condition and quality of our water environment. Eco-Net's products are equipped with advanced sensors that measure indicative water quality parameters including: temperature, oxygen levels, salinity, acidity (pH), turbidity, fish distribution and diversity. The final result is a crowd-sourced, up-to-date, real-time dataset of all water environments on earth, generated by the angling community around the world. This information will enable water utilities to identify and further investigate, in real-time, water-related trends and risks and to conduct appropriate remedial measures, and to enable geologists and biologists to track the changing water temperature and quality both inland and out to sea. The hope is this information will generate data that will influence any human contribution to the changing water conditions globally, including inland waterways that ultimately feed the aquifer humans rely on for their drinking water supply. As more data is collected changes can be closely monitored and crises averted before they become critical by intervention.

Capacity Building

Eco-Net's business model is centered around capturing valuable data on water conditions through human activity globally. This data will be valuable to all developed countries and even more to underdeveloped countries whose water supplies are scarce and not currently monitored. Eco-Net's data opens the marketplace for new businesses and government oversight which will result in a rise in employment opportunities and community development. Capacity building is the process by which individual and organizations obtain, improve, and retain the skills and knowledge needed to do their jobs competently. Capacity building and capacity development are often used interchangeably. Capacity development recognizes existing capacities which require improvement. Community capacity building is a conceptual approach to social, behavioral change and leads to infrastructure development that focuses on understanding the obstacles that inhibit people, governments, international organizations and non-governmental organizations from realizing their development goals while enhancing the abilities that will allow them to achieve measurable and sustainable results. The term community capacity building emerged in the lexicon of international development during the 1990s. Today, "community capacity building" is included in the programs of most international organizations that work in development, the World Bank, the United Nations and non-governmental organizations (NGOs) like Oxfam International. Eco-Net is deeply committed to providing the communities it serves, businesses, philanthropic entities and individual community members with opportunity through connectivity and collaboration, building connectivity, trust and a sense of community in each community they serve.



Community Development

The very nature of Eco-Net's mission is the development of communities who rely on water quality and marine animals and effective management of their resources. All aspects of Eco-Net's business model and mission represents the interests of the communities their organization serves. The United Nations defines community development as "a process where community members come together to take collective action and generate solutions to common problems." It is a broad term given to the practices of civic leaders, activists, involved citizens and professionals to improve various aspects of communities, typically aiming to build stronger and more resilient local communities. Community development is also understood as a professional discipline, and is defined by the International Association for Community Development (www.iacdglobal.org), the global network of community development practitioners and scholars, as "a practice-based profession and an academic discipline that promotes participative democracy, sustainable development, rights, economic opportunity, equality and social justice, through the organization, education and empowerment of people within their communities, whether these be of locality, identity or interest, in urban and rural settings". Community development seeks to empower individuals and groups of people with the skills they need to effect change within their communities. These skills are often created through the generation of new data and creating communities around the collection, management, distribution, dissemination and legislation the data can influence. Community developers must understand both how to work with individuals and how to affect communities' positions within the context of larger social institutions. In the context of Eco-Net's projects globally, they must work within each community serving the project with data and leadership.

Employment Generation

Eco-Net's mission in creating a new system for acquiring data on the condition of water resources globally will have an almost immeasurable impact on all the communities served by this information. Creating jobs is a keystone of any economic system. Many activities can fall under the rubric of job creation, including immediate short-term opportunities that yield quick impact, or the development of more enduring livelihoods in the public or private sector, Eco-Net aims to create both. It is important to distinguish between these different activities, recognizing that sustainability and long-term impact should be duly considered in implementing any employment generation program. Providing jobs is vital on many levels. Politically, employment opportunities give the population a stake in the peace process by providing young men and women with alternatives to violence. Economically, employment provides income to poor families, revives domestic demand for goods and services, and stimulates overall growth. Socially, employment can also promote social healing, encourage the return of displaced persons, and improve social welfare in the long run. The Eco-Net mission will generate employment opportunities that span a diverse range, from a job to owning a new business with a very low barrier of entry. 'barrier of entry' describes the difficulty that new entrants (startups) have when trying to establish a profitable business in a particular market. If the barriers to establishing a new profitable business are easy to overcome, then the market is seen as having a low barrier to entry. Eco-Net seeks to hire diversity in its workers when production expands and is deeply committed to hiring women, minorities and low-income employees. Eco-Net's longer-term business plan does include global



sales and distribution growth opportunities representing a tremendous opportunity for new employment through the delivery of both angling tools/data collection instruments and the management and distribution of the data. Potentially hundreds of jobs worldwide, as each new major investment in production represents the need for the construction and operation of facilities and a successful indirect employment driver of local growing and potential inner-city jobs growth... Direct Jobs, Indirect Jobs, Induced Jobs and Jobs Saved or Retained in conjunction with each new production/facility would be highly impactful.

Access to Information

Allowing people to seek and receive public documents serves as a critical tool for fighting corruption, enabling citizens to more fully participate in public life, making governments more efficient, encouraging investment, and helping persons exercise their fundamental human rights. Similarly, Eco-Net's solution provides access to the most important information and metrics to those who rely on water as a natural resource both for food and hydration. By generating further transparency through the access to information, Eco-Net is generating opportunity for a change in human behavior that may currently be leading to many global water crises. Tracking water conditions is not currently possible due to reliance on governmental and private organizations that are underfunded and unorganized. Eco-Net puts the data collection in the hands of those who rely on the water resources for their food and drinking water supply while the management and distribution of the data remains in the hands of Eco-Net without any agenda to skew the data positively or negatively.

Income/Productivity Growth

Eco-Net's mission in acquiring water condition data globally and promoting proper natural resource management will have an almost immeasurable impact on all the communities served by that operation. As a result of this increase in efficiencies comes long-term productivity and income growth. The Eco-Net mission for community engagement promotes economic growth through expansion of employment and creation of new income and new wealth. Economic growth promotes prosperity. Without economic growth, there will be no new residential or commercial development in a community. Communities that do not grow do not prosper and do not offer an attractive quality of life to residents. Economic growth is widely understood to have substantial benefits for communities. Economic growth is vigorously pursued by all levels of government as they recognize that growth creates new and better jobs, higher incomes, a stronger local economy and tax base, and a more vibrant community. It provides residents with greater prosperity, jobs and improved chances for a better quality of life. New economic development helps finance improved community services. New economic development and growth provides significant benefits. These benefits contribute to a better quality of life for all residents. Too often, growth is viewed from a negative perspective. Productivity is the total amount of output (or income) generated in an average hour of work. As such, growth in an economy's productivity provides the potential for rising living standards over time. A large part of giving is the creation of employment opportunities through the funding of projects and philanthropic initiatives. Eco-Net believes in promoting growth and greater prosperity through

their mission and business plan. Eco-Net is committed to working with business and community leaders to promote collaboration in tackling all complex socio-economic issues that may arise.

Equality and Empowerment

Poverty and business risk are unequally distributed to socioeconomically disadvantaged. Eco-Net has progressive policies on hiring and employing women. The positive effect of Empowering women and achieving gender equality requires intentional actions and deliberate policies. These policies are based on concrete business practices and have inspired companies around the world to tailor existing policies and programs – or establish needed new ones – to realize women’s empowerment. The Eco-Net management team is committed to the following initiatives:

- Measure and report on women in leadership roles
- Require men and women to be on interview panels
- Roll out parental leave that gives fathers and parents of adopted children the same amount of leave as mothers (provided they are the primary caregiver)
- Roll out healthcare benefits to cover same sex partners
- Aim for minimum 40% of female vendor representation on their vendor panel

Generate Funds for Charitable Giving

An important aspect of Eco-Net’s commitment to responsible corporate behavior is the exercise of social responsibility through philanthropic donations and non-commercial sponsorship. Eco-Net’s approach to philanthropic donations and non-commercial sponsorship mirrors their sustainable business model and innovation culture. By selectively developing, supporting and implementing innovative solutions together with competent partners based on core knowledge and skills, measurable results and lasting improvements for sustainable impacts for society. This collaborative and value-based approach demonstrates that both Eco-Net and its partners are committed to effective outcomes. Eco-Net’s emphasis is on projects making a real difference through innovation, collaboration, quality and sustainability. When assessing projects, Eco-Net focuses on the potential impact rather than on the cost. Considerations are on impact, not material return on investment, the measure of success or value. Eco-Net believes that good corporate citizenship should be a matter of course and is not something to be undertaken for publicity purposes. Eco-Net believes, through its participating multinational partners, that the technology will become a major provider of materials and products to the low-income housing effort globally.

Sustainability:

Natural Resources Conservation

Conservation of natural resources is now usually embraced in the broader conception of conserving the earth itself by protecting its capacity for self-renewal. Particularly complex are the problems of nonrenewable resources such as oil and other minerals in great demand.



The importance of reconciling human use and conservation beyond the boundaries of countries has become another important issue. Eco-Net's Eco-Popper collects data which delivers an effective solution to monitor and measure the condition and quality of our water environment. Their products are equipped with advanced sensors that measure indicative water quality parameters including: temperature, oxygen levels, salinity, acidity (pH), turbidity, fish distribution and diversity. The final result is a crowd-sourced, up-to-date, real-time dataset of all water environments on earth, generated by the angling community around the world. This information will enable water utilities to identify and further investigate, in real-time, water-related trends and risks and to conduct appropriate remedial measures, and to enable geologists and biologists to track the changing water temperature and quality both inland and out to sea. The hope is this information will generate data that will influence any human contribution to the changing water conditions globally, including inland waterways that ultimately feed the aquifer humans rely on for their drinking water supply. Eco-Net's sustainable water data collection program, when properly applied to any water-based business strategy by nature, promotes the balance of natural resource conservation. Enabling both commerce and conservationists to maintain their agendas.

Pollution Prevention & Waste Management

Eco-Net is committed to responsible waste and waste water disposal, the way Eco-Net contributes is by monitoring through their angling water data collection tool the quality of waterways; inland, rivers streams, lakes and oceans. Clean water is an essential element for human health, wellbeing and prosperity. Whether used for drinking, cleaning, food production or industrial output, access to sufficient water resources is a basic human need. Access to sufficient and safe sanitation facilities is also vital for hygiene, disease prevention, and human health. The World Health Organization highlights the contribution of poor water and sanitation access to health, mortality and reduced poverty alleviation. Contaminated drinking water, poor sanitation facilities and open defecation contribute to the transmission of infectious diseases such as diarrhea, cholera, dysentery, typhoid, and polio, and can also have severe impacts on malnutrition. The WHO estimates that in 2015, the deaths of 361,000 children under 5-years-old could have been avoided by addressing water and sanitation risk factors. Eco-Net's water condition monitoring tool provides organizations with the data resources to enhance efficiencies in water distribution and waste disposal.

Water Resources Management

Eco-Net is committed to utilizing the most efficient water management systems possible for each of their projects. Much effort in water resource management is directed at optimizing the use of water and in minimizing the environmental impact of water use on the natural environment. The observation of water as an integral part of the ecosystem is based on integrated water resource management, where the quantity and quality of the ecosystem help to determine the nature of the natural resources. Dry-season production depends completely on irrigation, while wet-season production depends on irrigation as a supplement to naturally occurring precipitation. Eco-Net can track data of water runoff into waterways from wet to dry season, generating new water information that will improve overall welfare among agricultural producers.

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