

## Traiana hits the "Globes" TOP TEN Most Promising Start-ups

September 15, 2005—Success in the technology markets can't be predicted with certainty, but the experts who took part in "Globes" Most Promising Start-up survey can be relied on to come as close as you can get.

This year "Globes" has decided to start what it is hoped will become a tradition of trying to identify the companies likely to turn into the next big thing. By means of a comprehensive survey, with the participation of venture capitalists, engineers, entrepreneurs, and CEOs of leading technology companies, "Globes" has put together a list of ten start-up companies that stand a good chance of making a great leap forward.

The participants in the survey were asked to choose three companies they thought were likely to succeed. Each was requested to choose not more than one to which he or she had a personal connection, in order to make the survey as objective as possible. Venture capital firm partners were restricted to just one portfolio company.

The criteria by which the contributors were asked to make their selections were those that generally distinguish successful companies from unsuccessful ones: quality of management; quality of investors; promising technology with market potential. Most of the start-ups chosen are at fairly mature stages. They have annual sales in the millions of dollars, they are already profitable or close to it; and some have the prospect of making an IPO in the near future. We asked the participants not to vote for companies that have already filed prospectuses or are shortly about to do so. This ruled out such companies as Saifun <<http://www.saifun.com/>> , InSightec <<http://www.insightec.com/>> , Passave <<http://www.passave.com/>> , and Predix Pharmaceuticals <<http://www.predixpharm.com/>> .

Of the 10 companies Traiana came in at # 7.

### **7. Traiana <<http://www.traiana.com/>>**

**Founded: 2000**

**Employees: 120, 75 of them in Israel**

**Activity: Software solutions for large financial enterprises**

**Capital raised: \$30 million**

**Investors: Sequoia Capital, Gemini Capital Fund Management, Evergreen Partners, Eastman Chemical Company**

**CEO: Gil Mandelzis**

**Source: IVC Online**

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