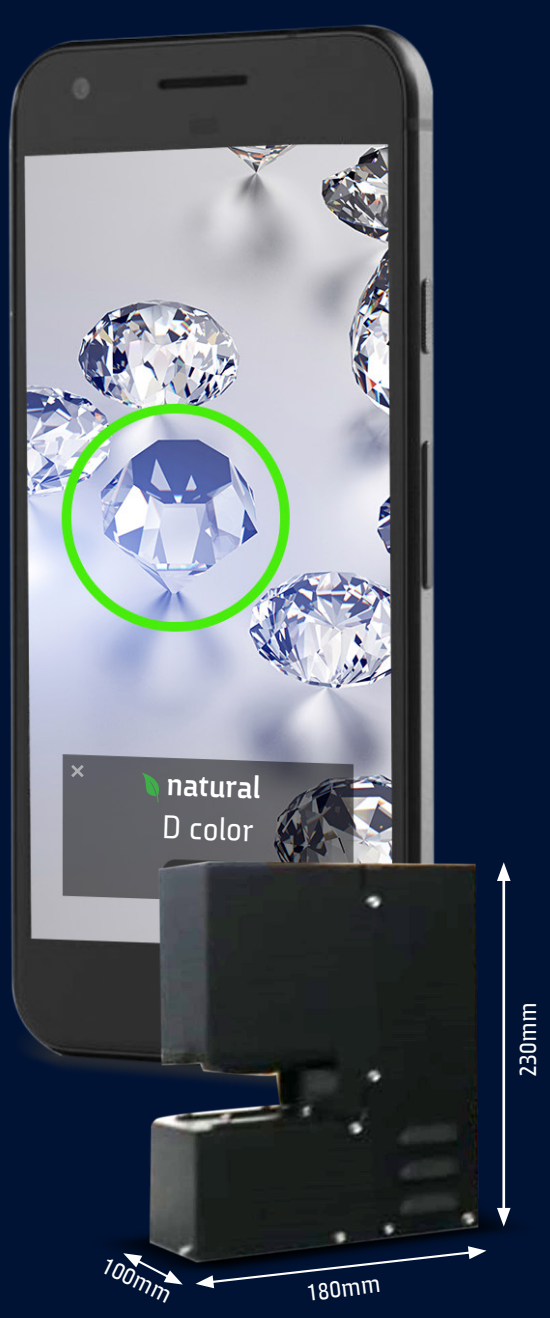
DIAMONDTECH
By the Israel Diamond Exchange

בורסת היהלומים הישראלית
Israel Diamond Exchange

רשות החדשנות
Israel Innovation Authority

DIAmeter

A simple, fast, accurate and reliable way to test diamond quality.



"An innovative and highly important technology that will offer solutions to various challenges in the diamond industry."

Mr. Boaz Moldawsky
President of the Israel Diamond Exchange

The Need

01 **More and more synthetic diamonds are made in laboratories - completely identical in appearance and chemical composition to natural diamonds.**
Synthetic diamonds are sold at about 50% lower than natural diamonds.

02 **Every diamond buyer needs to know the exact and absolute value of the 4C's**
The four most important parameters that determine the value and price of a diamond: Color, Clarity, Cut & Carat.

03 **A diamond's color can be enhanced by a projection or HPHT (high temperature, high pressure) process.**
Color-enhanced diamonds cost 30-50% less than those which are natural.

It is a complicated process to identify and test diamonds accurately and it requires expensive laboratory equipment.

Diamond miners ,rough diamond dealers, polishers, diamond traders, jewelers and retailers all need to test natural diamonds. The diamond's value must be verified and natural / lab diamonds have to be priced correctly.

Our solution

Small, portable, accurate, reliable and easy to operate device.

The device connects to the mobile phone, allowing anyone to perform diamond diagnostics anywhere.

The diagnostic results are obtained immediately on the mobile phone screen.

Our device offers a simple, fast, accurate and reliable method, ensuring that the diamond will be bought and sold for a fair price.

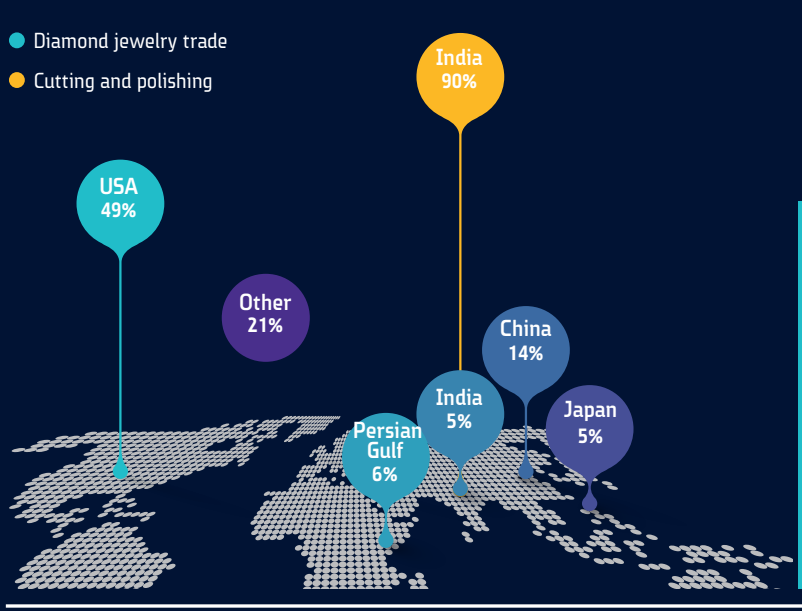
Our technology

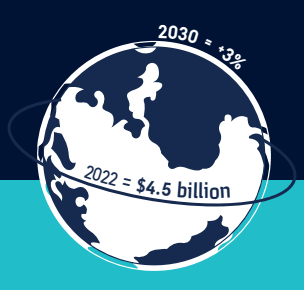
DIAmeter is an imaging spectrometer, an integrated combination of spectrograph and an area monochrome camera. It provides full, contiguous spectral information for each pixel.

A CMOS detector with a pixel size of 3.45um and lens optics used in Machine Vision provide a high quality, low distortion image that is designed to fulfill the most demanding specifications.

Sensor Resolution	Pixel Size	Camera output -ADC	Objective focal length	Adjustable focus	F/#	FOV	Spectral resolution FWHM	Spectral range
1440 x 1080 1.6 Mpix	3.45 um	10 bit	25 mm	Yes	1.8	14°	3 nm	400 - 750 nm

The Market

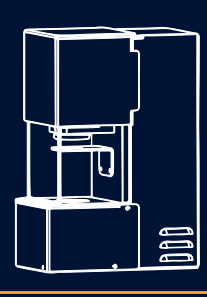




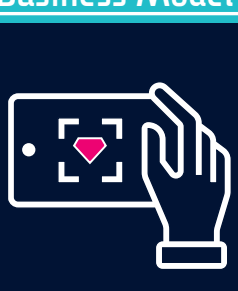
Providing "profiling" data of a polished diamond to consumers, AI-derived 4Cs grading and other representations, address the wholesale and retail trade of polished diamonds - the most significant segments of the diamond industry value chain.

An industry segment with over $ 4.5 billion annual recurring volume and higher margins.

Business Model



Device sales
$3,000 per device



Tests
$3 per test using the device.

CURRENT FUNDING ROUND

G.A.O.N is raising seed funding in the amount of $1,000,000 for product development.

Go-to-market Strategy

B2B

Collaborations with influential parties such as big jewelry companies, major diamond firms, etc.

Marketing and sales via sales teams that will directly and physically contact customers

B2C

The Team

Yaniv Gaon
Co - founder // CEO

An expert in electro-optics with extensive experience in leading innovative and complex projects at the forefront of technological research. B.Sc. in Electro-optics and an MBA from the Jerusalem College of Technology.

Dror Pesso
Co - founder // Business development manager

Extensive experience in entrepreneurship and business development; Served as an entrepreneur and partner in a homeland security startup; B.Sc. in Industrial Management and Engineering from the Technion.

Dr. Hamootal Duadi
CTO

Scientist with expertise in computational optical sensing technologies. Author of several papers and inventor of numerous patents. Direct-track Ph.D. and B.Sc. degrees from the faculty of engineering, Bar-Ilan University.

Eli Zenouda
CSO

More than 20 years experience in the international Sales & Business . High experience in Distribution and Digital Sales. B.Sc in Electro-optics from the JCT Jerusalem & M.Sc. in Industrial Management from Ben Gurion University

Roadmap

Competitors

Company Logo	Product Name	Identification of lab-grown diamonds (CVD & HPHT)	Identification of color-enhanced diamonds	Identification of diamond imitations such as zircon	Color grading of polished diamond	Clarity grading	Fluorescence grading
G.A.O.N	DIAmeter	✓	✓	✓	✓	✓	✓
ALROSA TECHNOLOGY	Diamond Inspector	✓	✓	✓			
YEHUDA	Sherlock Holmes 2.0	✓		✓			
IMAGEM	Verna-D				✓		
GEMCHROM	EOS. COLORIMETER				✓		
SARINE	SARINE CLARITY™					✓	

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