Highlights

- Revolutionary pool safety—detecting drowning before it's too late, the "Ring" for pools
- $6 million total already raised in funding, with backing by industry leaders like Fluxus.
- Scaling rapidly with plans to dominate the $20B+ global pool market.
- Major B2B partnerships with leaders, water parks, and any pool-equipped facility
- Patented AI technology in the United States, EU, and Australia.
- Expanding to the UAE, CIS, and MEC, showcasing MYLO's innovation in pool safety.
- The first drowning detection device meeting ASTM F2965 dual-use global standards.

Featured Investor

Chen Katz has extensive international business experience, including over 20 years, first as the CEO of a publicly traded investment company that started dozens of companies in the Israeli market and then as the founder of a private equity firm that specialized in acquiring companies and developing them for international markets. He oversees, as an investor, over 100 companies and has invested in companies that have exited for more than a billion dollars. He can't wait to leave the team at Coral in 2025, particularly Dr. Tamar Avraham, the company's CTO, who is a brilliant scientist and engineer who has developed the Coral's AI algorithm, and Yossi Guanendler, who is a brilliant software developer who has developed the Coral's mobile app and cloud infrastructure. Katz's company, Alpha Capital, has invested in Coral and is acting as a partner to help the company with its business development and marketing. Katz's company, Alpha Capital, has invested in Coral and is acting as a partner to help the company with its business development and marketing. Katz's company, Alpha Capital, has invested in Coral and is acting as a partner to help the company with its business development and marketing. Katz's company, Alpha Capital, has invested in Coral and is acting as a partner to help the company with its business development and marketing.

Our Team

- **Moshe Bubanel** · CEO
  30 years in business development, sales, and operations, leading companies through growth and scaling. Expertise in B2B sales, strategic partnerships, and operational efficiency. Drives Coral's commercial success.
- **Dr. Tamar Avraham** · CTO and Co-Founder
  A brilliant AI machine learning and computer vision with 20+ years of education and academic excellence.
- **Sergey Guanendler** · Software Development Manager
  10+ years of experience in software development, both as an engineer and manager, specializing in mobile and cloud technologies.
- **Lior Langer** · AI Team Lead
  Leading AI and machine learning developer with advanced expertise, currently pursuing a Master's degree at the Technion. Leading AI development at MYLO, ensuring cutting-edge solutions for pool safety and innovation.
- **Dana Sade** · Head of Marketing
  10+ years of experience in brand management, business management and marketing. Excels in driving brand awareness and strategic growth initiatives to support business goals.
- **Boaz Hassan** · Research Manager
  Experienced research manager with a diverse engineer profession in a wide range of programming languages and technologies, contributing to the development of innovative solutions for various projects.

Pitch

The Problem: Pools Are a Leading Cause of Preventable Accidents and Deaths

Did you know, drowning is the #1 cause of accidental deaths for young children and kills 369 of their family members every year? Or that over 80% of these tragedies happen in the United States, where current safety and security measures aren't doing enough to prevent avoidable accidents.

Traditional pool safety products provide a false sense of security because they rely on human monitoring, which is inherently flawed. Parents and caregivers mistakenly think they are in the water. Pool alarms generate frequent false alarms, causing users to ignore them. Pool fences can be bypassed, leaving children at risk. Even cameras require constant human monitoring, which is impossible for any single person to maintain.

Saving Lives around the World
Coral's Solution for Pool Safety
Drowning Prevention
Pool Safety
Water Safety
Child Safety
Home Safety
Residential Pools
Public Pools
Water Parks
Hotels
Resorts
Apartment Complexes
Community Pools
Swim Schools
Lifeguard Services
Emergency Response
Insurance Industry
Real Estate
Smart Home Integration
Wearable Technology
Mobile Apps
Cloud Services
Data Analytics
Machine Learning
Computer Vision
Edge Computing
Internet of Things
Sensor Networks
Wireless Technology
Battery Technology
Solar Power
Energy Efficiency
Sustainability
Global Expansion
Partnerships
Licensing
Franchising
Joint Ventures
Acquisitions
Mergers
Initial Public Offering
Venture Capital
Angel Investors
Crowdfunding
Grants
Government Funding
Research and Development
Patents
Intellectual Property
Trademarks
Copyrights
Trade Secrets
Licensing Agreements
Royalties
Revenue Streams
Subscription Models
Recurring Revenue
Customer Lifetime Value
Customer Acquisition Cost
Marketing Strategy
Sales Strategy
Distribution Channels
Supply Chain
Manufacturing
Quality Control
Testing
Certification
Regulatory Compliance
Standards
Industry Standards
Best Practices
Training
Education
Awareness
Community Outreach
Social Impact
Environmental Impact
Carbon Footprint
Green Technology
Eco-Friendly
Sustainable Development
Corporate Social Responsibility
Ethical Business
Transparency
Accountability
Governance
Leadership
Management
Team
Culture
Vision
Mission
Values
Strategy
Innovation
Disruption
Transformation
Revolution
Evolution
Adaptation
Flexibility
Agility
Scalability
Sustainability
Resilience
Reliability
Security
Safety
Health
Wellness
Prevention
Protection
Detection
Alarm
Notification
Response
Rescue
Emergency
Crisis
Management
Recovery
Insurance
Claims
Liability
Risk
Mitigation
Assessment
Analysis
Data
Information
Knowledge
Wisdom
Expertise
Experience
Skills
Talent
Human Resources
Recruitment
Retention
Development
Training
Education
Awareness
Culture
Diversity
Inclusion
Equity
Fairness
Ethics
Integrity
Honesty
Trust
Reputation
Brand
Marketing
Advertising
Promotion
Public Relations
Media
Social Media
Influencers
Ambassadors
Partnerships
Alliances
Joint Ventures
Mergers
Acquisitions
Takeovers
Divestitures
Spin-offs
Carve-outs
Restructuring
Reorganization
Turnaround
Growth
Expansion
Diversification
Specialization
Focus
Core Competencies
Capabilities
Resources
Assets
Liabilities
Equity
Debt
Capital
Cash Flow
Revenue
Profit
Loss
Margin
Ratio
Metrics
Kpis
Dashboard
Reporting
Analytics
Business Intelligence
Decision Support
Strategic Planning
Tactical Planning
Operational Planning
Execution
Implementation
Monitoring
Evaluation
Feedback
Improvement
Optimization
Efficiency
Effectiveness
Productivity
Performance
Excellence
Quality
Reliability
Consistency
Standardization
Automation
Digitization
Transformation
Innovation
Disruption