



creo

Venture Studio

We build companies as a team, from day one.

CREO — TO BELIEVE. TO CREATE.

— THE SHIFT

Building is cheap. Winning isn't.

- 1 **AI and cloud changed the game.** Anyone can ship a product in weeks, with or without a technical team.
- 2 **The bottleneck moved.** Startups now fail on what comes after the product: customers, revenue, team, and the runway to survive long enough to win.
- 3 **So we built for that.** Creo Venture Studio builds companies as a team. We don't bet on them from the outside.

A full-time core, backed by a whole group.

Creo is the venture-building arm of a larger holding group with its own media, sales, marketing and service companies. Three partners run the studio full time; the group's teams give every venture reach, sales and go-to-market from day one.

Media

Sales

Marketing

Services

Creo Venture Studio

Three engines, **one flywheel.**

Service

REVENUE FROM DAY ONE

1–2 per year

Expert services for tech companies: consulting, sales, marketing. Lower margins, immediate cash.

Product

REVENUE WITHIN MONTHS

3–4 per year

Focused software for small and mid-size businesses, in niches big players ignore.

e.g. Ledger&Pro · CloudEasy · PPP

Ventures

BUILT FOR LARGE OUTCOMES

1–2 per year

Large markets with no dominant player yet. Longer road, much higher ceiling.

e.g. Rolescope · Vera



Service and product revenue funds the ventures. So we raise later, on stronger terms, and keep meaningful ownership of what we build.

A system, not a bet.

01

Source

Many doors in to strong ideas and founders:

- ◆ Competitions and hackathons run by our media companies
- ◆ Operators and founders from our own network
- ◆ Warm introductions
- ◆ AI-assisted research into overlooked markets

02

Validate

Design partners within weeks, before heavy spending. Real customers shape the product from the start.

PPP won our procurement hackathon.
Vera came out of our AI research.

03

Decide

Scale what validates. Stop what doesn't, early, and move the team to better ideas.

We stopped **Nine Eyes** before it consumed capital.

SPEED Rolescope: idea → live platform → design-partner talks with Israel's Home Front Command — in under 2 months

Five ventures **in motion.**

PPP	PROCUREMENT	Automates contract renewals for enterprises and SMBs
Ledger&Pro	PROCUREMENT	Purchase approvals inside Slack and Teams, for 30–200-person companies
Rolescope	CLOUD SECURITY	The right access for every user, across every tool
Vera	EU COMPLIANCE	Digital product passports, mandatory in the EU from 2027. Textiles first
CloudEasy	CLOUD OPERATIONS	One view of resources across many cloud accounts

SIGNALS

- ◆ **PPP** is backed by the procurement leads of Lemonade and Playtika
- ◆ **Rolescope** is in design-partner talks with Israel's Home Front Command
- ◆ Active conversations with major enterprise clients and government bodies

FULL-TIME STUDIO PARTNERS

- Ariel Munafó** Founder & CEO · multiple exits in cloud
- Melih Askan** Co-founder & COO
- Dary Akerman** CTO · cloud architecture & security

Three ways **in.**

Invest

One entry into a portfolio of ventures, de-risked by an operating team and revenue engines.

Partner

Early access to new products and design-partner seats in the sectors you care about.

Build

Bring an idea or deep expertise. We bring the team, the technology and go-to-market.

	VC fund	Single angel deal	Creo
Exposure	Many companies	One company	A portfolio
Who builds	Founders alone	One founder team	Founders + studio team
Your access	Limited	Direct, one company	Direct, every venture
Funded by	Outside capital	Outside capital	Own revenue + capital

Invest. Partner. Build. **Let's talk.**

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