



AI utopia for enterprise

Featureless software that builds itself
and **autonomously** operates **an entire enterprise.**

Etopia Traction

Deployment



Rami Levy Supermarket Chain



Israil Airline - as part of RL deployment

LIVE



Prigat beverage manufacturer

Deployment



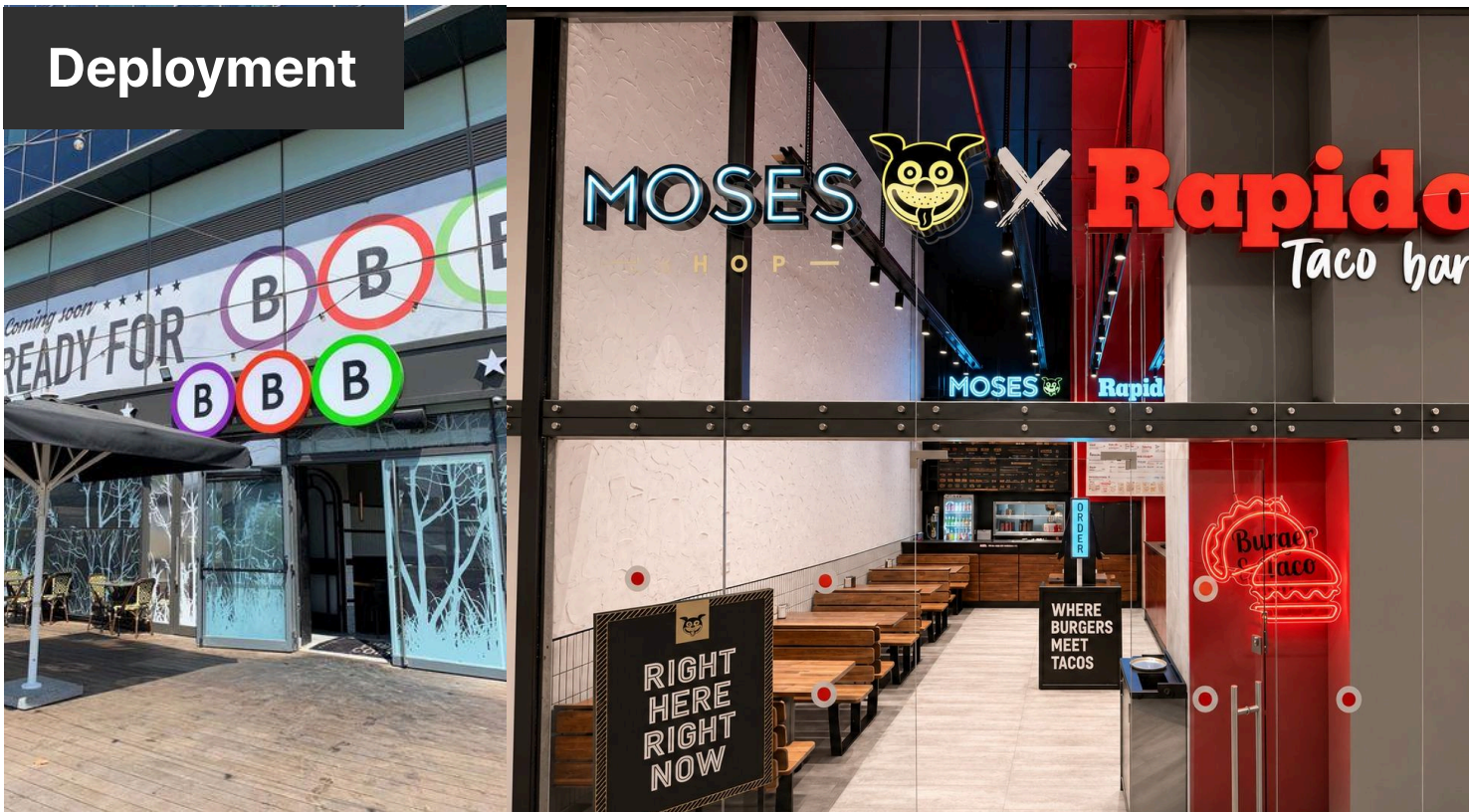
Medi-market Distributing meds & m. devices

LIVE



Tammuz Group Shoe distributor

Deployment



BBB Group Restaurant chain

POC



MASHBIR Department Stores

5 months live • 5 enterprises • 2 in production • 3 in deployment • **Largest annual contract: \$150K**

Demand exceeded current deployment capacity: 2 enterprises + several distributors on waitlist.



AI utopia for enterprise:

95% of office work is autonomous and delivering optimal outcomes.

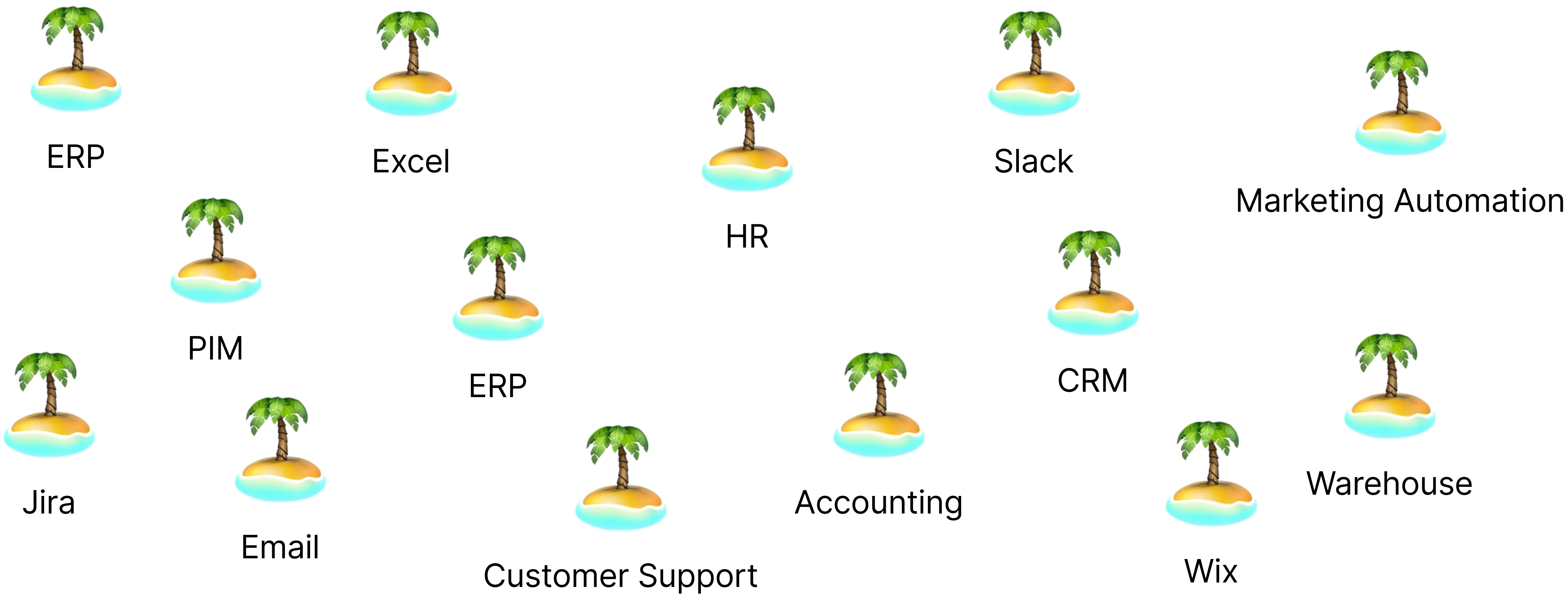
99% of knowledge compounds.

Etopia

The Problem

Today's Enterprise Software Architecture

is the sum of its disconnected software islands





Traditional enterprises are looking for the “AI utopia” they were promised....

But their software architecture cannot deliver it.

- Why?

Etopia



AI on top of an island - cannot code the island.

**Therefore it cannot act freely or perform meaningful actions.
Not within a single island and certainly not across islands.**

Connecting Claude to all islands does not solve it:

It just lets it use features like an incapable human would.

Creating “One data layer” does not solve it either:

the SaaS underneath it, is still code-inaccessible and keeps creating new data so the unified layer is permanently catching up.



The Solution

Replace SaaS with limitless software that builds itself around your enterprise needs - with full code access for your entire agentic fabric to operate.

Ready-built enterprise apps and 10,000+ agent tools, all open for agents to use or evolve.

Start with one SaaS product or one division’s needs - then naturally expand.

Etopia Product Layers		Value for customers
1	Enterprise-grade agentic coding harness Agents or humans build enterprise-grade software that was previously too difficult or time-consuming to build.	Launch new enterprise-grade software in a fraction of the time required with other coding-agent environments or traditional SaaS.
2	Automatically maintained by Etopia For every new software capability built, Etopia maintains the heavy underlying infrastructure no enterprise wants to deal with - using extremely thin, composable, software primitives.	Limitless customized software - without becoming a software company
3	Shareable Agent-tools, components and AI apps Installable, adapted to your data, full code access for agents to use as-is or customize.	Start with 10,000+ pre-built agent tools, AI apps, and features.
4	A database built from first principles for this Architected for software that builds itself while agents safely operate across the entire enterprise.	Top-tier agentic environment without becoming a software company
5	Enterprise-wide autonomous layer All new software is instantly available to the entire agentic fabric - enabling agents to operate across the enterprise in ways never before possible.	“ AI-utopia capabilities “

Etopia

Thesis In Practice **One Example**



Tammuz Group Got Etopia for Limitless Marketing

↓ *2 months*

Needed a PIM (Fully Operable by AI)

↓ *3 days*

5 PIM tools built instead of buying SaaS

↓ *3 weeks*

BBB Got Etopia for Limitless Marketing + PIM



Now agents can fully operate marketing and product management together as one system.

Every Single Build Compounds Into Tools For Agents

Cross-Enterprise Agent Compounding



Prigat built a whole AI app to fill documents from historical files



One of the app capabilities was to extract structured data from complex files - **now it's an agent tool in Etopia.**



Presenting a general agent using this same tool became a sales asset with Medi-Market, whose files required structuring.

Within-Enterprise Agent Compounding



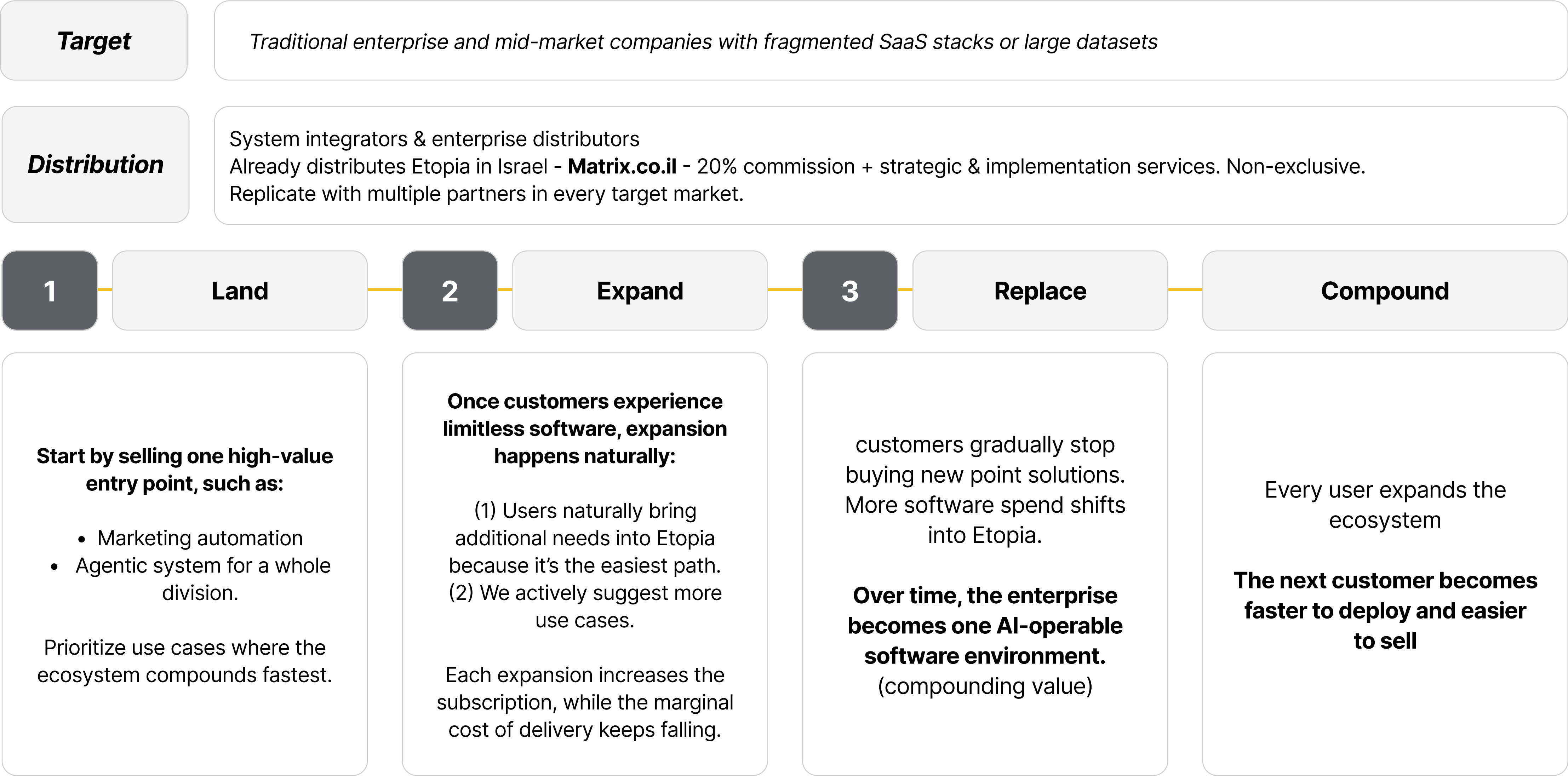
Tammuz built a campaign workflow that included sending WhatsApp messages



The component sending WhatsApp messages becomes an agent tool - encoding how Tammuz sends WhatsApp messages.



Now their agents can use this tool either for agentic work: it's extremely token-efficient, prevents retries, and has the protocol encoded - or to build other apps using the same protocol.



Moat

New Competitors

Every deployment compounds Etopia's intelligent software and agent tools.
50,000+ tools by 2028.

Existing SaaS / Deployment Companies

Similar to new competitors, because competing requires a fundamentally different architecture and business model - including exposing their features code. Etopia can naturally consume SaaS. For SaaS to consume Etopia, it would have to become a different company.

Moat in the face of AI progression

Better frontier AI expands what can run on Etopia - while reducing the value of fixed SaaS.

2026-28 Complexity + ecosystem

Enterprise infrastructure AI still can't reliably operate autonomously.

2029-30 Accumulated Tools and Intelligent Components

50,000+ agent-tools and components already operating in real enterprises.

2031+ Accumulated Outcomes Data

Years of intelligent components tied to real-world outcomes.

Etopia

Etopia

Team

Dor Yehudai CEO, founder

Founded Lessoons, Israel’s largest private tutoring platform with +13,000 registered tutors and thousands of paying students.

Hoshen Kadosh Backend Architecture

Founded Tzofar at 16, a rocket alert app with 2M+ downloads, and was later recruited by the IDF Home Front Command.

Lior Bedok CTO, founder

Founded Persona, an agent for collecting reviews, in use by large brands including MASHBIR365, Shoofra, susatt.com.

Nate Michaeli Backend Engineer

First employee at Persona, worked alongside Lior building the platform and serving large ecommerce brands.

Partners



Raising \$5M Seed Round to prove the expansion model

15 months → prove the expansion model → growth round

15-month objective:

30+ Enterprises progressively replacing major SaaS with Etopia

Together we'll prove we repeatedly land with one use case and expand into 2–5 major software categories:

Enterprises	SaaS replaced	Avg. Contracted ARR	Total Contracted ARR
12	2	\$120,000	\$1,440,000
15	3	\$180,000	\$2,700,000
3	5	\$400,000	\$1,200,000
30 Total			\$5,340,000

Every problem is a code problem

AI will never reach its potential using SaaS it cannot code

Join Etopia to free Enterprise-AI

Thank you
Dor@Etopia-ai.com
+972 54 6348 447

Appendix

Category-level Strategic difference		The industry is trying to unify data . Etopia unifies software . a fundamentally different problem .
<div><div> Palantir</div><div></div><div>AI layers On Top Of SaaS</div><div> servicenow</div><div> glean</div></div>		Etopia
Connect the data trapped across SaaS		Unify the software itself
Build on top of SaaS - underlying code remain inaccessible		Instant code access by default
Never-ending catch-up to keep data access unified		Instant data access by default

Single-SaaS Strategic difference		SaaS gives a closed black-box software . Etopia gives open software that continuously builds itself .
Traditional SaaS	Etopia	
To win: need to build the right features	To win: need to enable any feature on demand	
Protect value by keeping features black-boxed - part of the moat	Protect value by making features open	
Protect accumulated internal data - part of the moat	Build the moat around what compounds, nothing is locked in.	

SaaS or Build? Remove the tradeoff

	SaaS	Build	Etopia
AI-Utopia capabilitties	Impossible without code access	Become a software company	Built for it
New Requirement	Months integrating new product	Build it for months - maintain forever	AI builds it - Etopia Infrastructure maintains it. If it exist, one-click install.
One Enterprise Reality	Every new capability added in every SaaS creates new separated data. A real unified data layer becomes a never ending project.	Become a software company	Every new capability is added by default into the same data, logic, permissions and software reality
Maintenance	Vendors maintain it - Your agents can't access the code	You maintain it - and access everything	Etopia maintains it - you access everything



Building humanoids



Compromising
capability for **deployability**



Makes sense

the physical world is extremely hard to rebuild



Building humanoids

Force AI to use closed software through MCP like an incapable human would

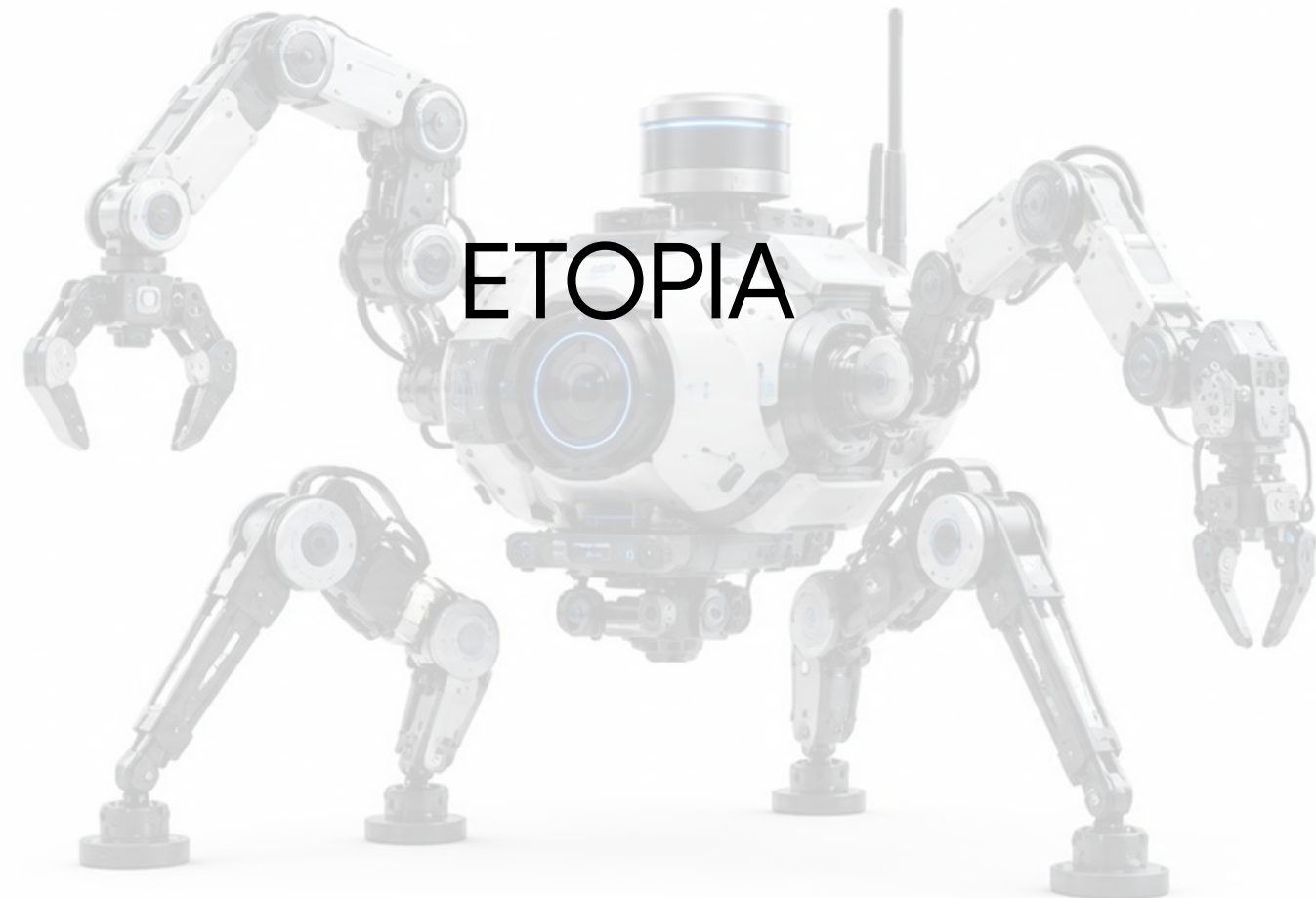


Compromising
capability for **deployability**



Makes no sense

deploying code keeps getting easier



Building for the machine

Give AI software freedom while providing tools and maintaining the infrastructure



Compromising
deployability for **capability**



Makes sense

deploying code keeps getting easier