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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

**Form 6-K**

Report of Foreign Private Issuer  
Pursuant to Rule 13a-16 or 15d-16  
under the Securities Exchange Act of 1934

For the month of October 2022

Commission file number: 001-41334

**SaverOne 2014 Ltd.**  
(Translation of registrant's name into English)

**Em Hamoshavot Rd. 94**  
**Petah Tikvah, Israel**  
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F ☒      Form 40-F ☐

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulations S-T Rule 101(b)(1): ☐

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulations S-T Rule 101(b)(7): ☐

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## **CONTENTS**

On October 26, 2022, SaverOne 2014 Ltd. (the “Company”) updated its corporate presentation that it intends to use in conferences and meetings with investors from time to time. The corporate presentation has also been posted on the Company’s investor relations website at <https://ir.saver.one>. A copy of the corporate presentation is being furnished and incorporated herein as Exhibit 99.1.

The furnishing of the corporate presentation is not an admission as to the materiality of any information therein. The information contained in the corporate presentation is summary information that is intended to be considered in the context of more complete information included in the Company’s filings with the SEC and other public announcements that the Company has made and may make from time to time by press release or otherwise. All information contained in the corporate presentation is subject to the disclaimer regarding forward-looking statements at the beginning of the presentation.

## EXHIBIT INDEX

<u>Exhibit No.</u>	
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99.1	<a href="#">SaverOne 2014 Ltd, Corporate Presentation, dated October 26, 2022.</a>
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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**SaverOne 2014 Ltd.**

Date: October 26, 2022

By: /s/ Tony Klein

Name: Tony Klein

Title: Chief Financial Officer





# Investor presentation

NASDAQ: SVRE | TASE: SVRE

OCTOBER 2022

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## FORWARD-LOOKING STATEMENTS



This presentation and oral statements made regarding the subject of this presentation contain “forward-looking statements” that involve substantial risks and uncertainties. Such statements include, without limitation, references to the SaverOne 2014 Ltd. (the “Company’s”) predictions or expectations of future business or financial performance and its goals and objectives for future operations, financial and business trends, performances, strategies or expectations. Forward-looking statements include, but are not limited to, statements about: the ability of our technology to substantially improve the safety of drivers; our planned level of revenues and capital expenditures and our belief that our existing cash and the net proceeds from this offering will be sufficient to fund our operations for at least the next 12 months; our ability to market and sell our products; our plans to continue to invest in research and development to develop technology for both existing and new products; our intention to advance our technologies and commercialization efforts; our intention to use local distributors in each country or region that we will conduct business to distribute our products or technology; our plan to seek patent, trademark and other intellectual property rights for our products and technologies in the United States and internationally, as well as our ability to maintain and protect the validity of our currently held intellectual property rights; our expectations regarding future changes in our cost of revenues and our operating expenses; our expectations regarding our tax classifications; interpretations of current laws and the passage of future laws; acceptance of our business model by investors; the ability to correctly identify and enter new markets; the impact of competition and new technologies; general market, political and economic conditions in the countries in which we operate; projected capital expenditures and liquidity; our intention to retain key employees, and our belief that we maintain good relations with all of our employees; the impact of the COVID-19 pandemic, and resulting government actions on us; and other risks and uncertainties, including those listed in the section titled “Risk Factors” in the final Prospectus on Form 424b4 filed with the SEC on June 6<sup>th</sup>, 2022.

In some cases, you can identify forward-looking statements by the words “may,” “might,” “could,” “would,” “should,” “expect,” “intend,” “plan,” “objective,” “anticipate,” “believe,” “estimate,” “predict,” “potential,” “continue” and “ongoing,” or the negative of these terms, or other comparable terminology intended to identify statements about the future. These forward-looking statements may not materialize, in whole or in part, or may materialize differently than expected, or may be affected by factors that cannot be assessed in advance. We may not actually achieve the plans, intentions or expectations disclosed in our forward-looking statements, and you should not place undue reliance on our forward-looking statements. Actual results or events could differ materially from the plans, intentions and expectations disclosed in the forward-looking statements we make. You are cautioned not to place undue reliance on forward-looking statements. Except as otherwise indicated, the forward-looking statements contained in this presentation speak only as of the date of this presentation and the Company undertakes no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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On a mission to  
save lives **on the roads.**



# SAVERONE AT A GLANCE



## Who is SaverOne

We have developed proprietary technology to create an innovative two-tier solution:

- Stop **driver's cell phone** distraction.
- Protect **pedestrians** (VRU's).



## What Do We Provide

Advanced driver and pedestrian safety solution:

- Identify **cell phones** located in the **driver's** vicinity and block use of dangerous apps.
- Identify **Pedestrians** entering the road.



## What Do We Solve

The Company's patented solution eliminates driver's distractions from mobile apps and identifies pedestrians, keeping the **driver focused on the road** and not on the cellphone, **preventing mobile distractions related accidents** from happening.



**Israel**

Headquarters



**2014**

Year Founded



TASE: SVRE  
Nasdaq: SVRE\*



**40+**

Employees



**40+**

Active Customers



**20+**

Diverse IP Portfolio  
Registered & Pending

\* U.S. IPO in June 2022



# THE NEW GEN 2.0 SOLUTION ENABLES RAPID GLOBAL EXPANSION



## GEN 2.0 HIGHLIGHTS

- ✓ New platform with an improved performance and user experience
- ✓ Supports 5G cellular technology across the world
- ✓ Lower production costs to improve margin and competitive positioning
- ✓ Reduced size, improving installation and operational efficiency

Convert live pilots  
into commercial  
contracts within Israel



**2022**  
Launch Gen 2.0



Global expansion



Expand to other  
verticals



Launch fully integrated  
OEM products





CORE TECHNOLOGY, BASED ON MOBILE RF FOOTPRINT,  
USING SIGNAL PROCESSING AND AI



**IN-CABIN DRIVER DISTRACTION PREVENTION**  
[ Commercial solution ]

- Automatically identify which phone belongs to the driver, applying the Safe-Mode only onto it
- Distinguish dangerous apps, like texting and social media, from non-dangerous ones, like navigation

Target  
markets:

- Aftermarket fleets (Commercial Vehicles)
- OEMs (Vehicle manufacturers)



NEW  
**VRU** TECHNOLOGY

**VRU\* SAFETY SOLUTION - "SENSOR-4"**  
[ In development ]

- Detecting distracted VRUs, preventing collisions
- Enhancing the ADAS sensor suite

- OEMs (Vehicle manufacturers)
- Autonomous vehicle (Commercial & Passenger)

\*Vulnerable Road Users and pedestrians



## IN-CABIN DRIVER DISTRACTION PREVENTION





## DISTRACTED DRIVING



**1.35M**

Annual traffic fatalities worldwide<sup>(1)</sup>



**\$850B+**

Total economic costs of traffic accidents in the U.S. each year<sup>(2)</sup>



**\$60B**

Amount distracted driving costs employers<sup>(3)</sup>



**\$11M**

Average settlement cost for a fatal accident involving a commercial fleet driver<sup>(4)</sup>

DISTRACTED DRIVING IS NOW A GLOBAL TRAFFIC SAFETY ISSUE



### Financial & Social Costs

- In the U.S. alone, 1.6 million traffic accidents<sup>(5)</sup> and ~4,600 fatalities<sup>(6)</sup> are directly caused by cell phone distraction every year



### Difficult to Enforce

- Hard to witness violation when the phone is in the driver's lap
- Not always a primary offence—drivers can't get pulled over for only violating cell phone law



### Fines Don't Discourage Actions

- U.S. local texting-while-driving fines can range from \$20 to \$1,000



### Increased Government Regulations

- Regulators across the globe are attempting to combat this trend through increased regulatory activities





## SAVERONE SOLUTION

SaverOne offers a complete solution to stop drivers from texting while driving.



We do this by:



Automatically identifying which phone belongs to the driver



Distinguishing dangerous applications, like texting and social media, from non-dangerous ones, like navigation



Keeping the driver's phone blocked while the vehicle is in motion



Enabling fleet managers to decide which apps are permitted versus prohibited





## SAVERONE'S GLOBAL POTENTIAL

Israel has functioned as a Mega Pilot Program, showing SaverOne's Global Potential



**Diversity of customer base** (commercial fleets, privates, governmental organizations) as well as **diversity of automobile types** (trucks, buses, private cars, etc.,)



Israel has **similar regulatory regime** as Europe & the U.S.



**Israeli customers are demanding and exacting** on technology performance, service offering and pricing



Multiple active customers are **international companies** who can be targeted for future global expansion



**30+**

Pilots Across Israel

**1,600+**

Devices Ordered

**40+**

Active Customers

**1,100+**

Device Installations



## SELECTED CUSTOMERS AND STRATEGIC PARTNERS



### Technology & telecom



### Government & authorities



### Industry & manufacturing



### Infrastructure & natural resources



### Transport & vehicle



### Logistics & transportation





## NEW VRU TECHNOLOGY







## THE CHALLENGE: VRU SAFETY



**Vulnerable-Road-Users (VRUs):** pedestrians and cyclists are 'glued' to their smartphones

- VRUs are estimated to be 70% of the death cases in urban accidents, almost **40% of them are pedestrians** <sup>[1]</sup>.
- Safety risks of pedestrian crossing points with reduced visibility **are high**



The **challenge increases** due to:

- Adverse weather conditions & Non-Line-of-Sight (NLoS) – where **performance** of Radar, Lidar and Camera is **degraded**
- Limited performance of Radar, Lidar and Camera in providing vehicle's **situational awareness\***

\* Situational awareness is having an accurate understanding of 'what is going on' relating to the situation or system of context to the vehicle





# DEGRADATION OF CURRENT SENSORS' PERFORMANCE



Weather, Non-line-of-site, lightning conditions



Cities are dangerous for VRUs. The deadliest statistics are for NLoS scenarios, then low-visibility. Detecting VRUs in **NLoS and adverse weather** is a **challenge for the automotive sensors**.



Under **ideal conditions**, the perception systems (Camera, Radar & Lidar) provide enough information to secure safety to mobility.



**In practice**, several challenges impede these sensors' operability and demonstrate their **poor performance under realistic adverse weather**, such as rain, snow, fog, and hail <sup>[2]</sup> <sup>[3]</sup>.



21% of vehicle crashes annually are due to **adverse weather conditions**, and approximately half (46%) of weather-related accidents are caused by rain<sup>[4]</sup>.



Most **pedestrian deaths** occurred in **urban** settings (80%), on **open roads** (76%) vs. intersections (24%), and during **dark lighting** (76%). Most occur on Saturdays (1,005) <sup>[5]</sup>.



## DISTRACTED PEDESTRIANS, U.S. STATISTICS



Stat: National Highway Traffic Safety Administration (NHTSA) <sup>[6]</sup>



**Pedestrians** accounted for approximately **17%** of traffic deaths [2020].



Most pedestrians are **struck** by the **front of the vehicle** (83%).



Only 1.3% of fatally injured pedestrians are struck by the **rear of the vehicle**, while 3.0% are struck by the right side.



**Texting and walking** caused over **11,000 injuries** and over 5,000 pedestrian deaths [2019]<sup>[7]</sup>.



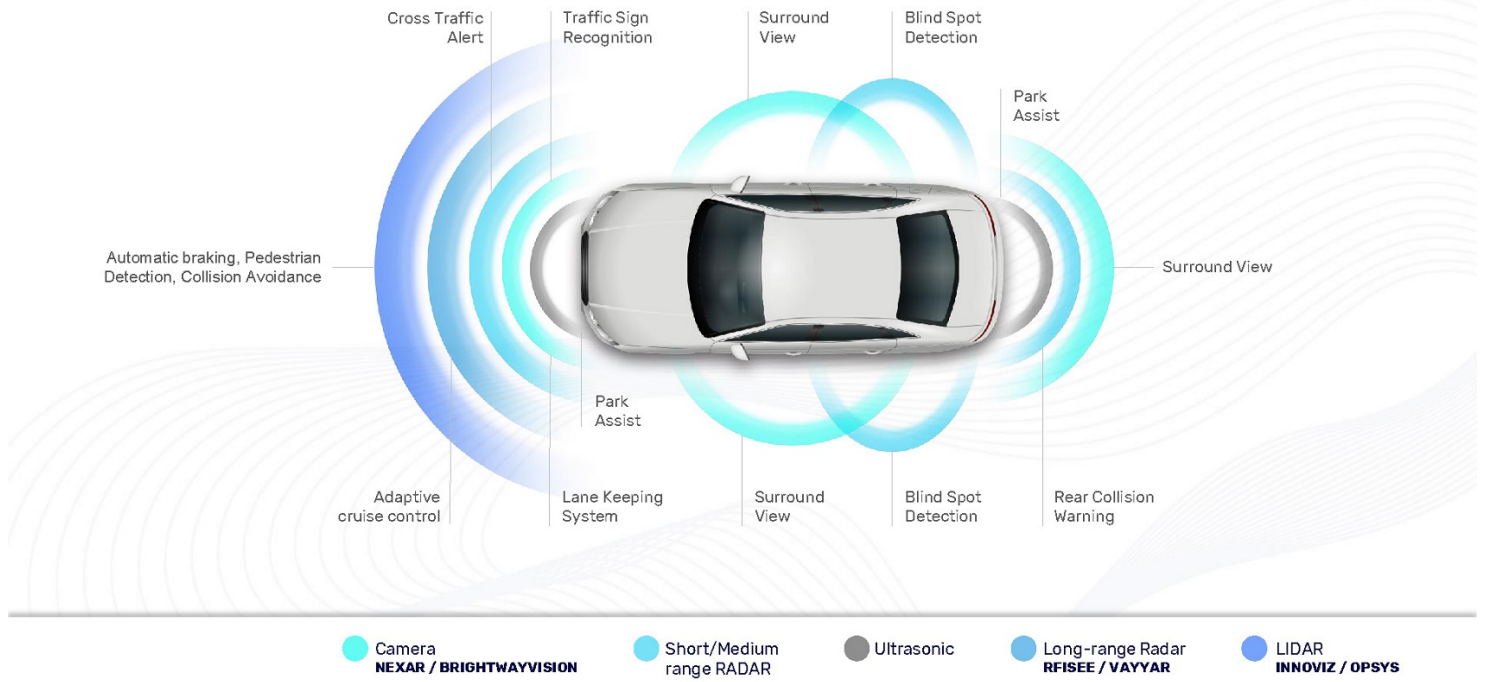
In one study, **60% of walkers** veered off course when texting, with **serious alterations** in the style and gait of walkers when texting.



The topic of the use of mobile devices by **VRU** ("distracted VRU") is much **less explored** in comparison to the use of the distracted drivers<sup>[8]</sup>.



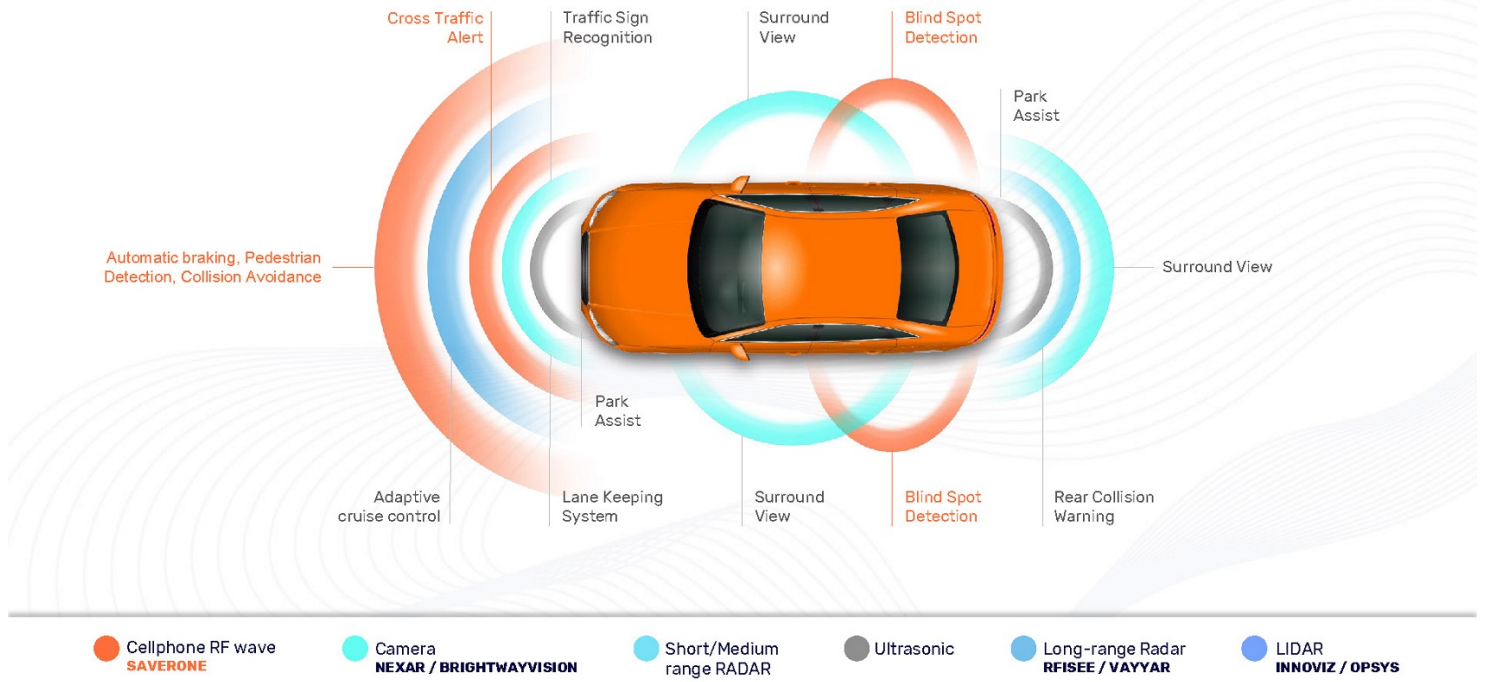
## SAVERONE - ENHANCING THE ADAS SENSOR SUITE







## SAVERONE - ENHANCING THE ADAS SENSOR SUITE





## SAVERONE SOLUTION

Detecting VRUs based on their RF footprint using Signal Processing and AI

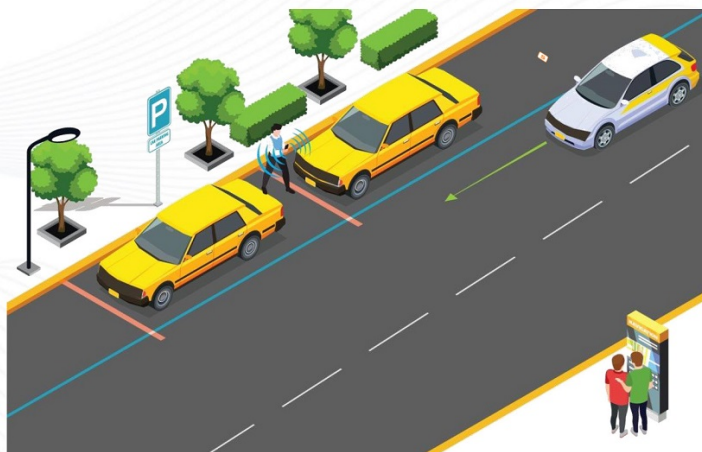


**S SAVERONE** technology **enhances the performance** of the sensor team (Camera, Lidar and Radar) through its superior abilities to deal with the NLoS, adverse weather conditions and low-visibility **in a way that no other sensor can**

**S SAVERONE** is the only sensor that **detects** if the **VRU is distracted by his smartphone**

**S SAVERONE** alerts the driver / ADAS in real-time about the **estimated time-to-collision**

**S SAVERONE** does not need an application on the VRU's smartphone for the detection





## SAVERONE VRU TECHNOLOGY OVERCOMES CURRENT SENSORS' LIMITATIONS



	Lidar	Radar	Camera	SaverOne
Primary Technology	Laser beam	Radar wave	Light	Cellphone RF wave
Affected by weather conditions	Affected	Affected	Affected	Unaffected
Affected by lighting conditions	Unaffected	Unaffected	Affected	Unaffected
NLoS* susceptibility	Poor	Poor	Poor	Good
Detects distracted Pedestrians	Poor	Poor	Poor	Very Good

Significantly enhancing the performance of existing sensors

\* Non-Line-of-Sight

## RECENT MILESTONES LEADING TO ACCELERATED GROWTH



Second Generation Technology  
and Global After Market Product  
Launch

Global Expansion



Complete Successful POC with Major  
European Truck OEM, Demonstrating  
the VRU technology

ADAS Market



Signed MOU with Iveco for  
integration of SaverOne's  
technology

OEM Solution

## EXPERIENCED MANAGEMENT TEAM



**Jacob Tenenboim**  
Chairman



- Over 35 years of experience in management and entrepreneurship in the technology arena
- In addition to executing numerous M&A transactions, Jacob has led ~10 companies and startups to successful exits within various areas of the high-tech industry



**Tony Klein**  
Chief Financial Officer



- Over 15 years of experience in the financial management of public companies
- Prior to SaverOne, Tony served as CFO for Electreon & Cannbit companies, as well as holding various senior management positions with PwC



**Ori Gilboa**  
Chief Executive Officer



- Over 25 years of experience in the automotive and retail industry
- Prior to SaverOne, Ori served as CEO for James Richardson and the Negev Group, as well as General Manager of the auto division for Mayer's cars and trucks



**Aviram Meidan**  
Vice President Research & Development



- Over 20 years of experience in automotive products' development and global roll-out.
- Experienced in developing multidisciplinary systems and managing development groups



**Yossi Cohen**  
Chief Operating Officer & Co-Founder



- Over 20 years of experience in leading global operations in the high-tech arena
- Prior to SaverOne, Yossi served as Senior Manager of Program Management & Business Operations with Motorola Solutions



**Israel Eybi**  
Chief Marketing and Sales Officer



- Over 25 years of experience in sales and business strategies
- Prior to SaverOne, Israel served as Chief Customer Officer at the Bezeq Group, as well as Chief Customer Officer at Pelephone.



# SAVERONE – THE WINNING FORMULA



## Talented Leaders

- Strong management with 100+ years of combined experience
- Clear mission, laser focus and demonstrated success
- Deep knowledge in automotive safety and insurance



## Visionary, Disruptive Technology

- Fast, accurate and robust identification of driver location
- Global leadership in preventive solutions
- Deep AI domain use



## Strong Market Validation

- Demonstrated successful programs with top-tier global companies
- Case study with major OEMs to be replicated globally



## Recurring Value

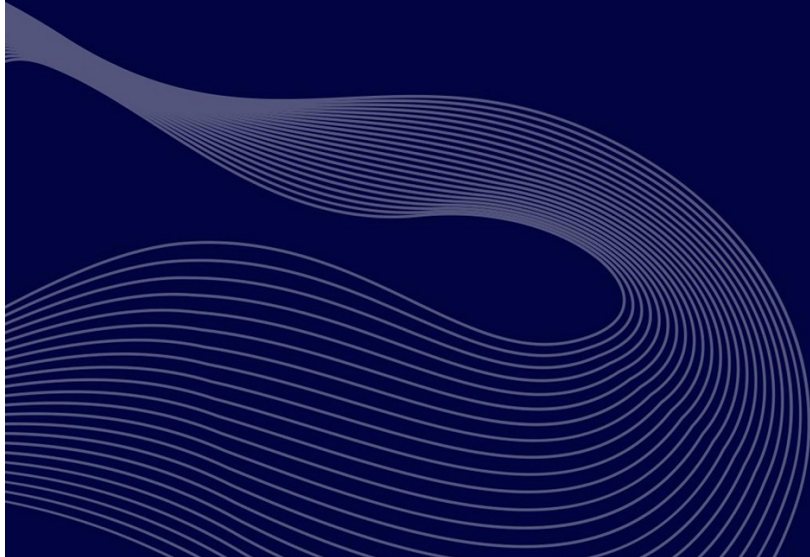
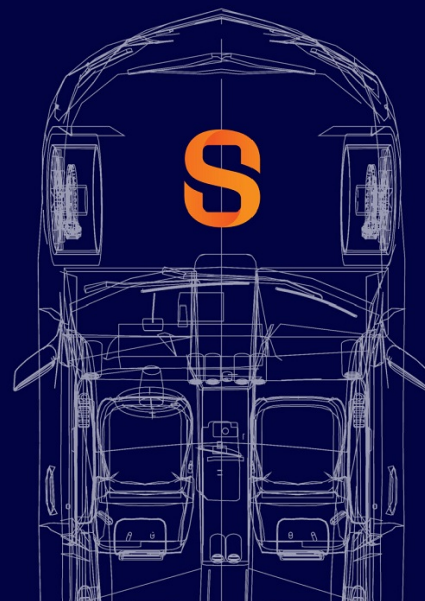
- Optimal SaaS product with a massive TAM
- Growth engine for vehicle manufacturers to drive recurring value



## Humanitarian Signature

- Potential to create a global, historic mark on humanity





## REFERENCES

- [1] Mikusova, Miroslava, Joanna Wachnicka, and Joanna Zukowska. "Research on the Use of Mobile Devices and Headphones on Pedestrian Crossings—Pilot Case Study from Slovakia." *Safety* 7.1 (2021): 17.
  - [2] Zang, Shizhe, et al. "The Impact Of Adverse Weather Conditions On Autonomous Vehicles: How Rain, Snow, Fog, And Hail Affect The Performance Of A Self-driving Car." *IEEE vehicular technology magazine* 14.2 (2019): 103–111.
  - [3] Vargas, Jorge, et al. "An Overview Of Autonomous Vehicles Sensors And Their Vulnerability To Weather Conditions." *Sensors* 21.16 (2021): 5397..
  - [4] NHTSA: How Do Weather Events Impact Roads?, 2020
  - [5] <https://injuryfacts.nsc.org/motor-vehicle/road-users/pedestrians/>, 2019
  - [6] <https://injuryfacts.nsc.org/motor-vehicle/road-users/pedestrians/>, 2019 article
  - [7] <https://www.jvelasquezlaw.com/texting-while-walking-is-dangerous/>, 2020 article
  - [8] Mikusova, Miroslava, Joanna Wachnicka, and Joanna Zukowska. "Research on the Use of Mobile Devices and Headphones on Pedestrian Crossings—Pilot Case Study from Slovakia." *Safety* 7.1 (2021): 17.
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