

**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 June 2024 (Report No. 1)

Commission file number: 001-41387



**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 ☐



In accordance with Regulation FD, SaverOne 2014 Ltd. ("the Company") hereby furnishes the Investor Presentation the Company will present to analysts and investors on or after June 3, 2024. The slides are attached hereto as Exhibit 99.1 and will be available on the Company's website at <https://saver.one>.

The information contained in the Investor Presentation is summary information that is intended to be considered in the context of the Company's Securities and Exchange Commission ("SEC") filings and other public announcements that the Company may make, by press release or otherwise, from time to time. The presentation does not provide information concerning the financial condition of the Company. To the extent that estimates or targets have been provided concerning 2024 or any subsequent years, these reflect statements that have previously been made in the Company's securities filings. The Company undertakes no duty or obligation to publicly update or revise the information contained in this presentation, although it may do so from time to time. Any such updating may be made through the filing of other reports or documents with the SEC, through press releases or through other public disclosure.

The information furnished, including Exhibits 99.1 furnished herewith, shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

## **EXHIBIT INDEX**

<b><u>Exhibit No.</u></b>	<b><u>Description</u></b>
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99.1	SaverOne 2014 Ltd. Presentation
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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.

Date: June 3, 2024

SAVERONE 2014 LTD.

By: /s/ Ori Gilboa

Name: Ori Gilboa

Title: Chief Executive Officer



Making roads safer  
for drivers,  
passengers, and  
pedestrians

VRU solution – pitch deck



## Legal notice

This investor deck contains forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. All statements other than statements of historical fact in this deck are forward-looking statements, including but not limited to, the ability of SaverOne's technology to substantially improve the safety of drivers; SaverOne's planned level of revenues and capital expenditures; SaverOne's ability to market and sell its products; SaverOne's plans to continue to invest in research and development to develop technology for both existing and new products; SaverOne's intention to advance its technologies and commercialization efforts; SaverOne's plan to seek patent, trademark and other intellectual property rights for our products and technologies in the United States and internationally, as well as its ability to maintain and protect the validity of its currently held intellectual property rights; SaverOne's expectations regarding future changes in its cost of revenues and our operating expenses; interpretations of current laws and the passage of future laws; acceptance of SaverOne's business model; 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 SaverOne operates; projected capital expenditures and liquidity; SaverOne's intention to retain key employees, and our belief that we maintain good relations with all of its employees; any resurgence of the COVID-19 pandemic and its impact on SaverOne's business and industry; security, political and economic instability in the Middle East that could harm SaverOne's business, including due to the current war between Israel and Hamas; and other risks and uncertainties, including, but not limited to, the risks detailed in the Company's Annual Report on Form 20-F filed with the U.S. Securities and Exchange Commission (the "SEC") on March 25, 2024 and in subsequent filings with the SEC. The Company's filings are available on its website at [www.sec.gov](http://www.sec.gov). These forward-looking statements involve known and unknown risks and uncertainties and are based on current expectations, assumptions, estimates and projections about the Company and the industry. The Company undertakes no obligation to update forward-looking statements to reflect subsequent occurring events or circumstances, or to changes in its expectations, except as may be required by law. Although the Company believes that the expectations expressed in these forward-looking statements are reasonable, it cannot assure you that its expectations will turn out to be correct, and investors are cautioned that actual results may differ materially from the anticipated results.

## We are SaverOne



**Israel**  
Headquarters



**2014**  
Year Founded



**SVRE**  
Nasdaq & TASE  
listed since 2020/22



**50+**  
Employees

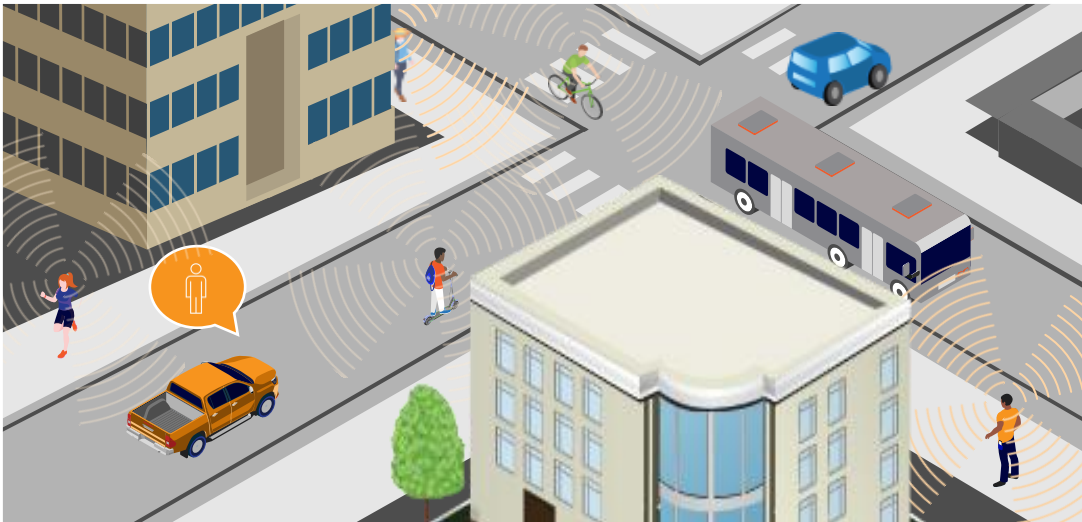


**100+**  
Active Customers



**20+**  
diverse IP Portfolio  
registered & pending

Our mission is to make roads safer for drivers, passengers, and pedestrians alike – through cellular network-based technological solutions



## 2 products



### Vulnerable Road User safety solution

Detection & localization of Vulnerable Road Users (VRUs) outside the vehicle even in non-line-of-sight (NLOS) and adverse weather conditions through mobile signals

*Focus of this pitch*

### In-cabin driver distraction prevention

Driver safety solution designed to combat distracted driving by identifying and monitoring cell phones located in the driver's vicinity and selectively blocking distracting apps



# Our experienced leadership team



**Jacob Tenenboim**  
Chairman

35+ years in technology management & entrepreneurship

Among his exits are:



InsureWorx™



**Ori Gilboa**  
Chief Executive Officer

25+ years in automotive & retail industries

CEO **JR/DUTYFREE**  
JAMES RICHARDSON

CEO **נגב**

Manager **MAYER**  
CARS AND TRUCKS CO. LTD



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

20+ years in leading global operations in high-tech areas

Senior Manager of Program Management & Business Operations



**Yoav Zilber**  
Head of Business Development

20+ years in international marketing & business development

VP Business Development Africa



CEO



**Aviram Meidan**  
Vice President Research & Development

20+ years in automotive product development

VP R&D



CTO



Senior Manager



**Omri Hagai**  
Chief Financial Officer

10+ years of experience in financial management of public companies

Director of Finance



Disclosure & Reporting controller





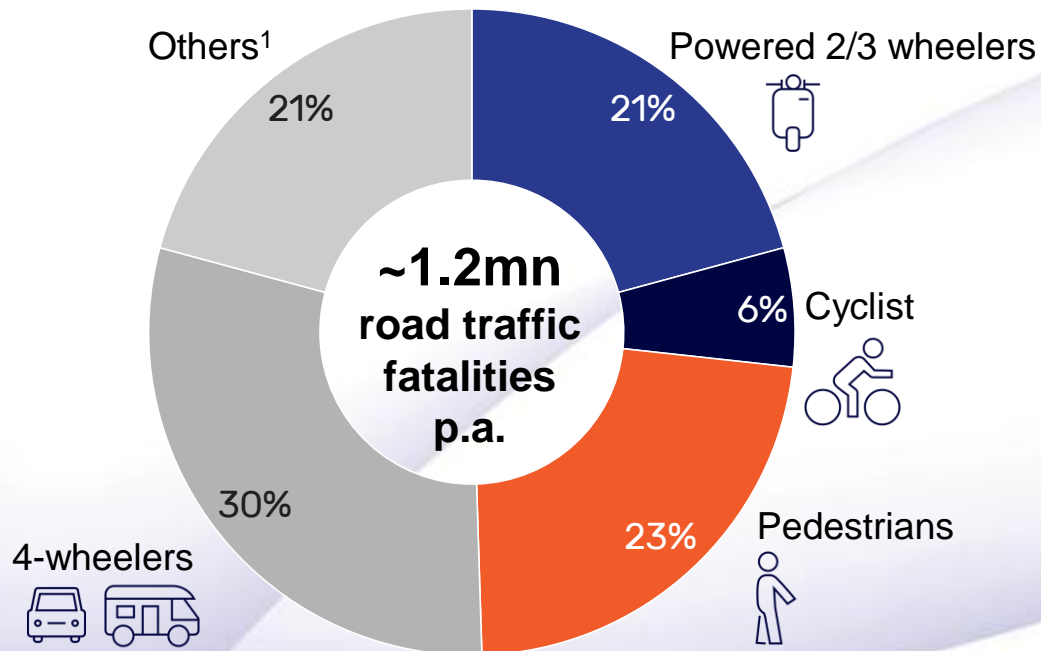
## Vulnerable road users (VRU) require special attention & protection

**Non-motorised road users such as pedestrians (especially children), cyclists, motor-cyclists and persons with disabilities/ reduced mobility & orientation are unprotected in case of collisions**



# Despite developments in vehicle safety, vulnerable road users (VRUs) are still at risk today

## Distribution of deaths by road user type, globally



- > VRUs account for **~50%** of fatalities
- > Every **53 seconds** a VRU dies on the road
- > Already slight injuries cost **~6.3k USD** per injury<sup>2</sup>
- > Serious injuries cost **~140k USD** per injury<sup>2</sup>
- > **~5bn USD** total injury cost in Germany annually<sup>3</sup>

1. Occupants of vehicles carrying more than 10 people, heavy goods vehicles and "other" users

2. Average cost of road-traffic injuries in Germany

3. ~160k VRU injuries in road traffic in Germany 2019

# While the industry is aware of the issue, current solutions cannot detect VRUs in non-line-of-sight, posing a safety challenge

## Existing sensors today...

### LiDAR



- + Range, night operation, Distance detection, classifications of objects
- No NLOS<sup>1</sup> detection, weather impact, no color detection



### Radar



- + Velocity detection, night operation, weather resistance
- Very limited NLOS<sup>1</sup> detection, no color detection, limited classification



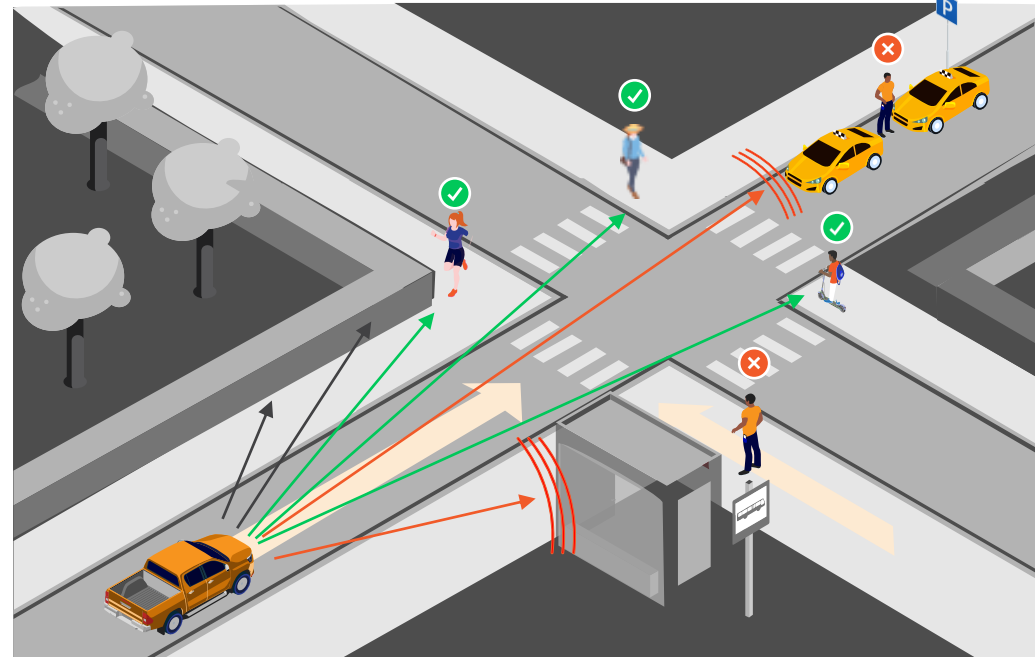
### Camera



- + Color detection, object classification
- No NLOS<sup>1</sup> detection, weather impact, limited range detection



## ... cannot detect VRUs in non-line-of-sight



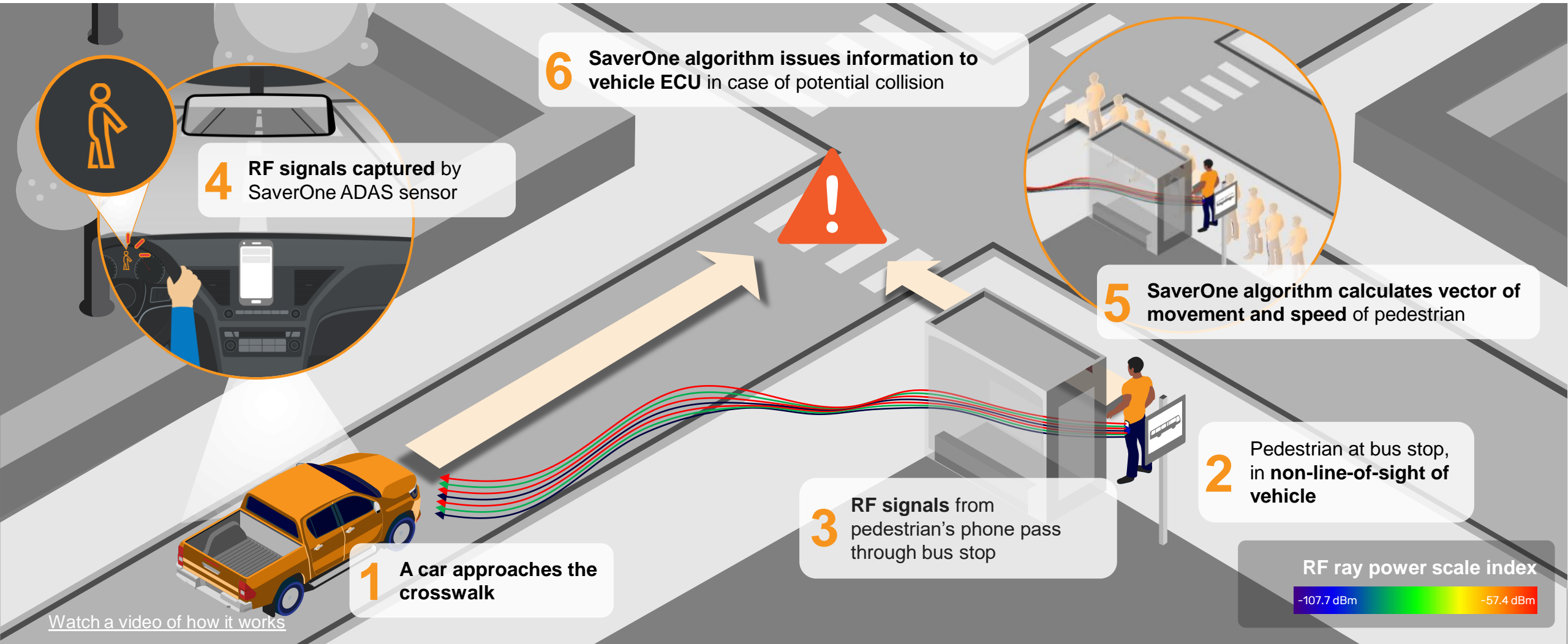
Detection of potential VRU is blocked by bus stop – no information about VRU and potential collision can be provided to driver

“ ” Detection of VRUs is a big problem in bad weather and darkness – current sensor technology cannot address these issues sufficiently

*Former VP, Head of LiDAR Segment at Tier-1 supplier*

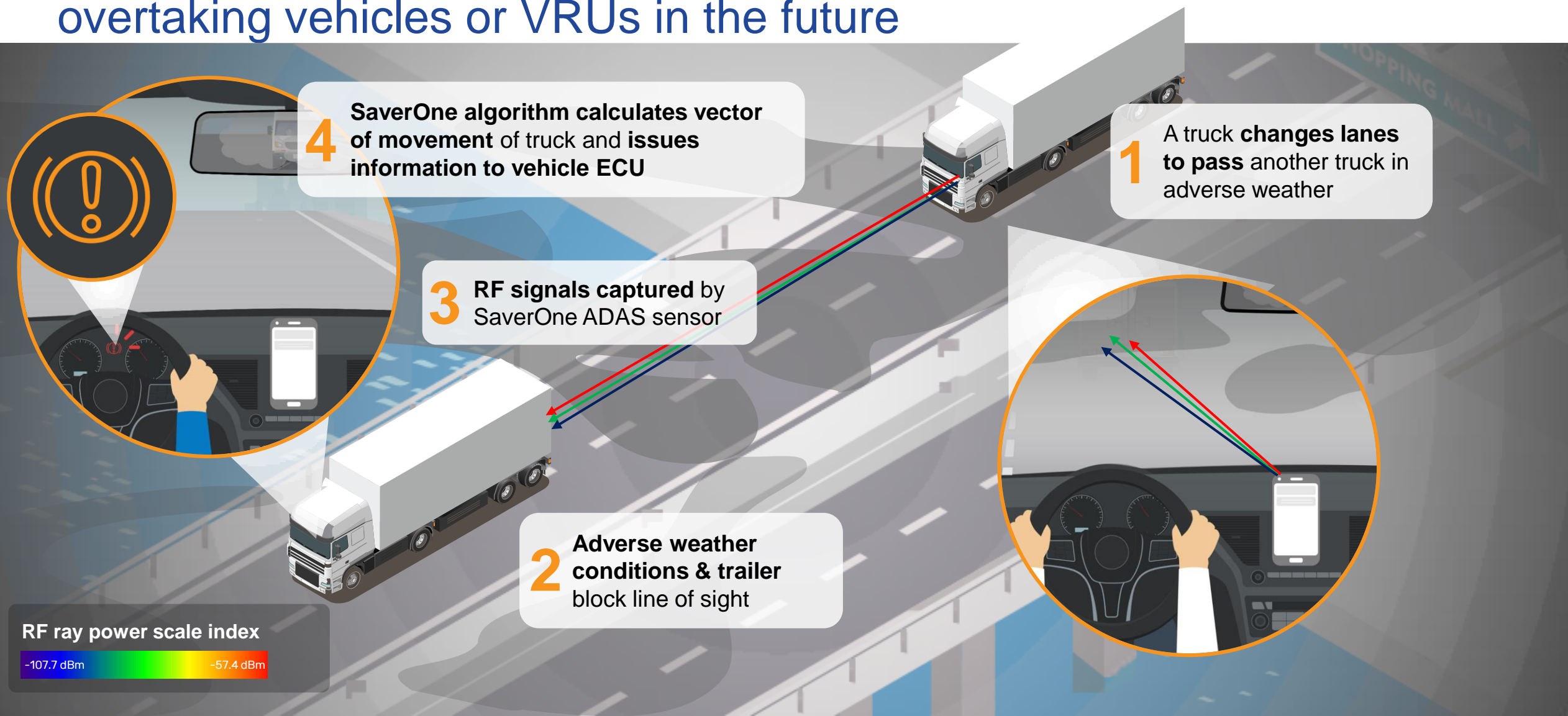
1. Non-line-of-sight

# Our radiofrequency-based VRU solution solves this issue & makes roads safer for everyone



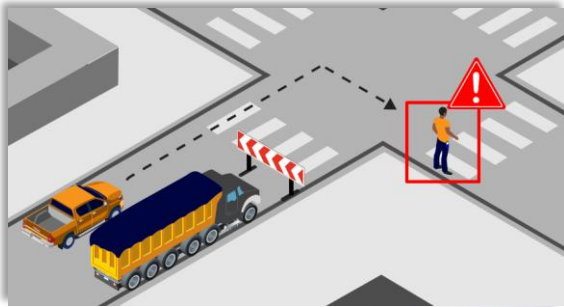


## Our radiofrequency-based sensor could even detect rear overtaking vehicles or VRUs in the future



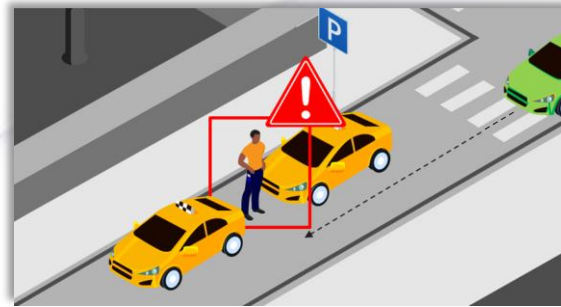
# The VRU solution can specifically detect VRUs around corners or hidden by obstacles – and in the future, also rear blindspots

## Main use cases



### VRUs around corners

Pedestrian approaching road from around the corner, not visible to the driver and not detectable by other sensors



### VRUs behind obstacles

Pedestrian emerging between 2 parked cars, not visible to the driver and only detectable by strategically low or highly placed LiDAR systems

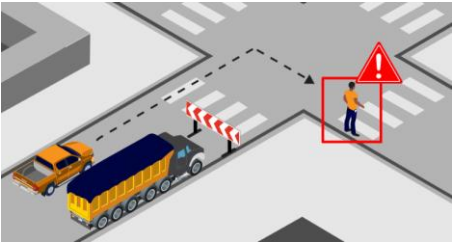
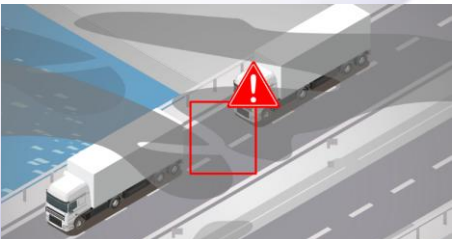
## Future use case



### Blind spot detection

Detection of cars and VRUs in blind-spots (especially relevant for trucks or in poor weather/ lighting)

# No other sensor set-up today can do this – our solution is required to detect VRUs in non-line-of-sight

Safety use case	Individual sensors			Relevant sensor combinations				
	Camera	Radar	LiDAR	RF VRU solution SAVERONE	Radar + camera	Radar + LiDAR + camera	Radar + camera + SAVERONE	Radar + LiDAR + camera + SAVERONE
 VRU in non-line-of-sight	⊗	⊗ <sup>1</sup>	⊗	✓	⊗ <sup>1</sup>	⊗ <sup>1</sup>	✓	✓
 Rear overtaking vehicles <sup>2</sup>	⊗	⊗	⊗	⊗	⊗	⊗	✓	✓






The VRU sensor complements the existing ADAS sensor suite to detect VRUs in bad weather & lighting and outside-line-of-sight situations

1. Only basic detection of (moving) VRUs between cars through low-positioned sensors
2. Especially relevant for trucks, given limited availability of rear sensors and large trailers



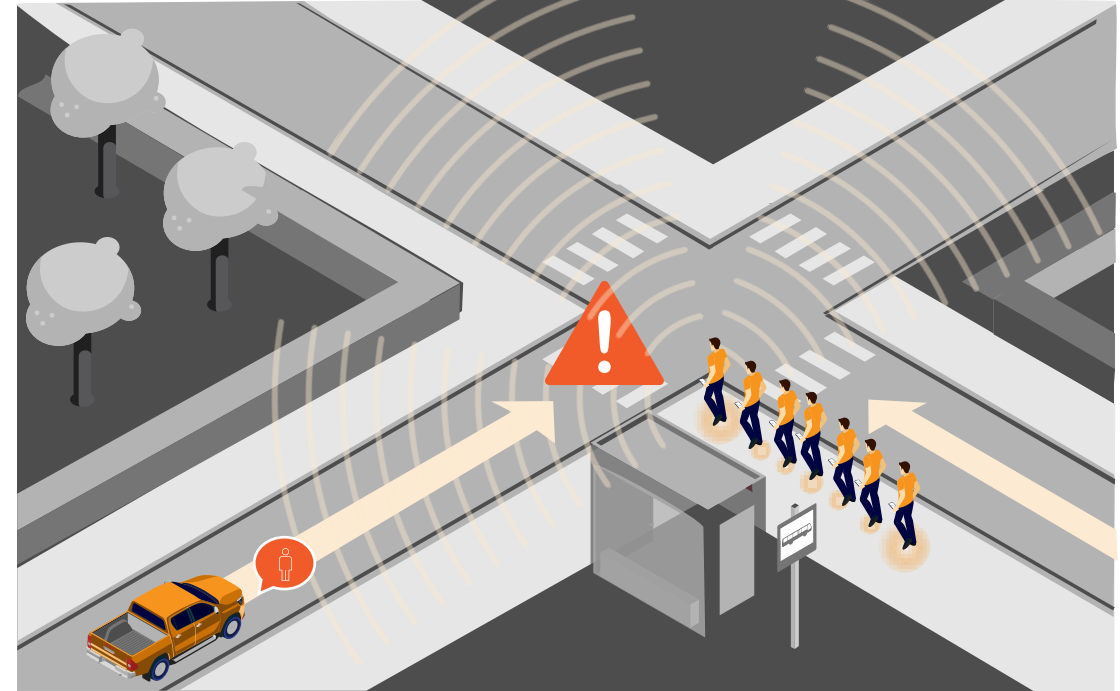
# The VRU solution in a nutshell


## Technical details

-  Detection, classification, localization, tracking of VRUs and notification of driver in case of potential collision
-  Reception and analysis of radiofrequency signals<sup>1</sup>
-  Operating range up to 150 meters
-  Capacity Up to 50 phones
-  High accuracy with <1 meter error<sup>2</sup>

1. Cellular & Wifi supported (700-3,800 MHz, 5800-5900 MHz BLE)
2. Simulation conducted in Wireless Insite


## High Accuracy: error <1 meter





-  Error of algorithm in predicting pedestrian position depends on distance from the car (20-50m) and obstacle between pedestrian and car (glass, concrete) – depicted relative to body size, details in appendix


# The VRU solution in a nutshell


## Technical details

 Detection, classification, localization, tracking of VRUs and notification of driver in case of potential collision

 Reception and analysis of radiofrequency signals<sup>1</sup>

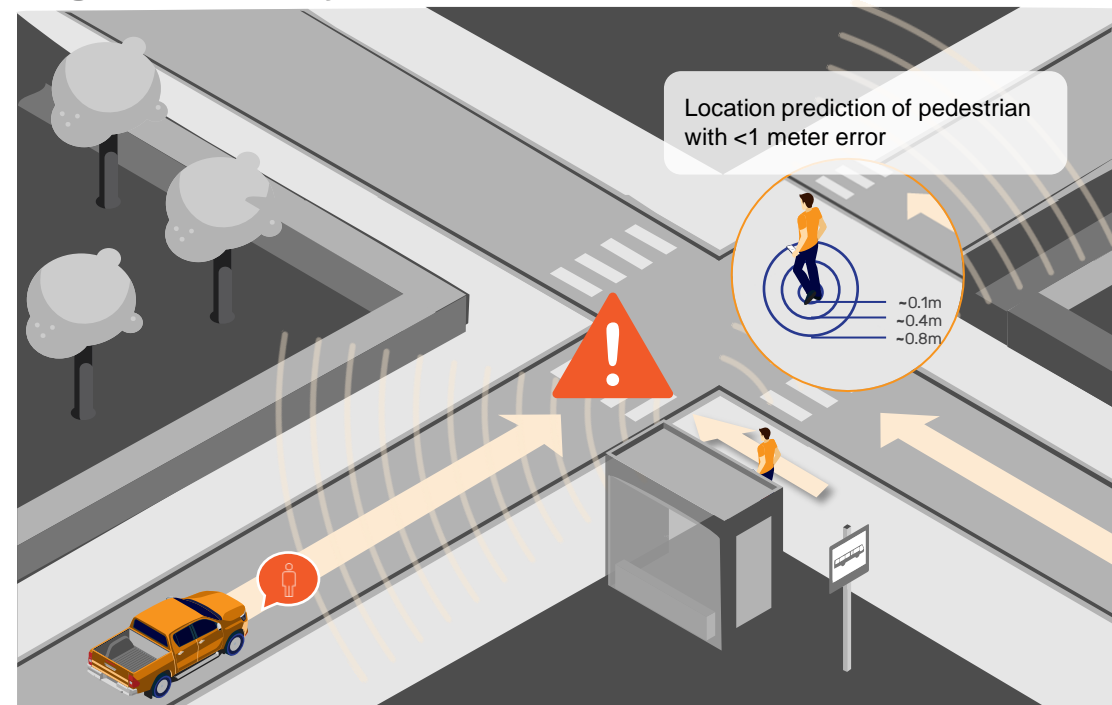
 Operating range up to 150 meters


 Capacity Up to 50 phones

 High accuracy with <1 meter error<sup>2</sup>

1. Cellular & Wifi supported (700-3,800 MHz, 5800-5900 MHz BLE)
2. Simulation conducted in Wireless Insite

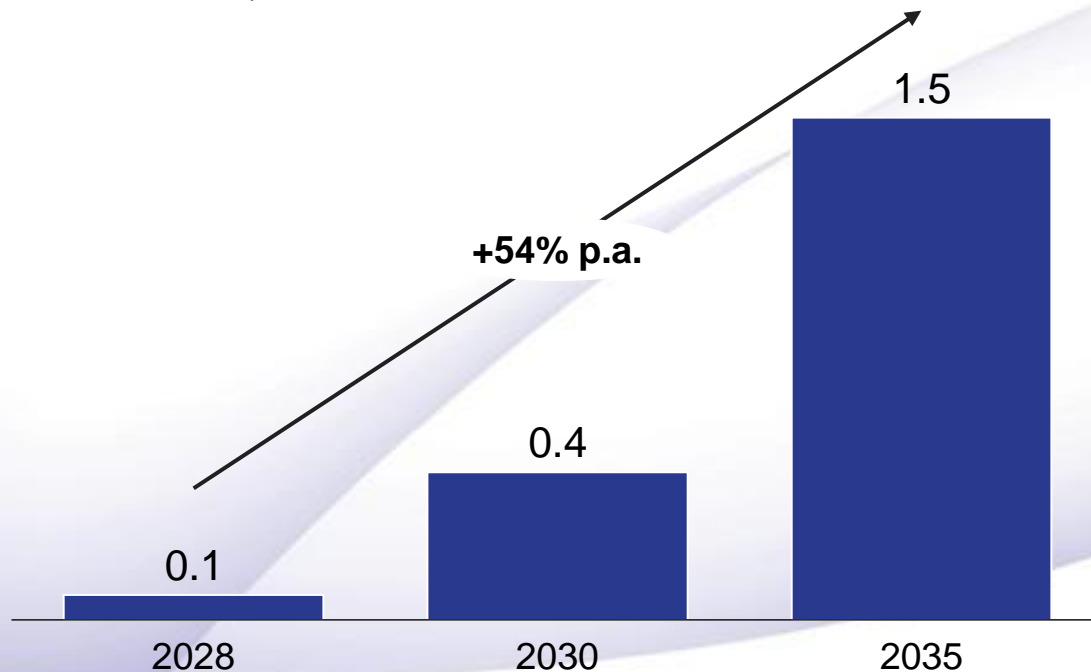
## High Accuracy: error <1 meter



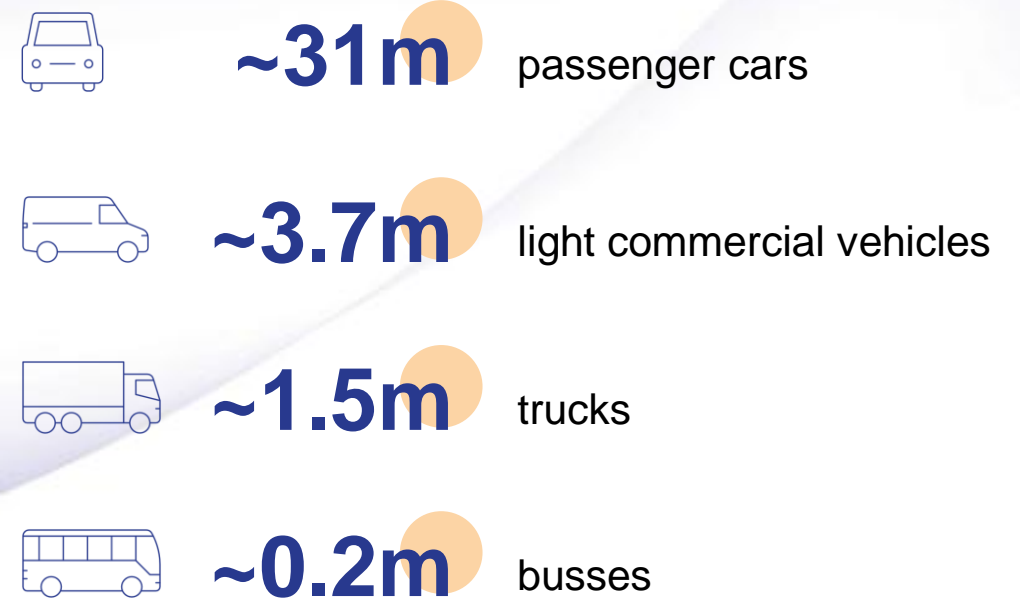
-  Error of algorithm in predicting pedestrian position depends on distance from car (20-50m) and obstacle between pedestrian and car (glass, concrete) – depicted relative to body size, details in appendix

# Our VRU solution addresses a new market of ~1.5 bn USD in 2035

## Global automotive RF-sensor market for VRU detection<sup>1</sup>, in USDbn











## 2035 TAM<sup>2</sup> consists of....



1. Including passenger cars, light commercial vehicles, truck, busses, robo-taxis
2. TAM = Total addressable market

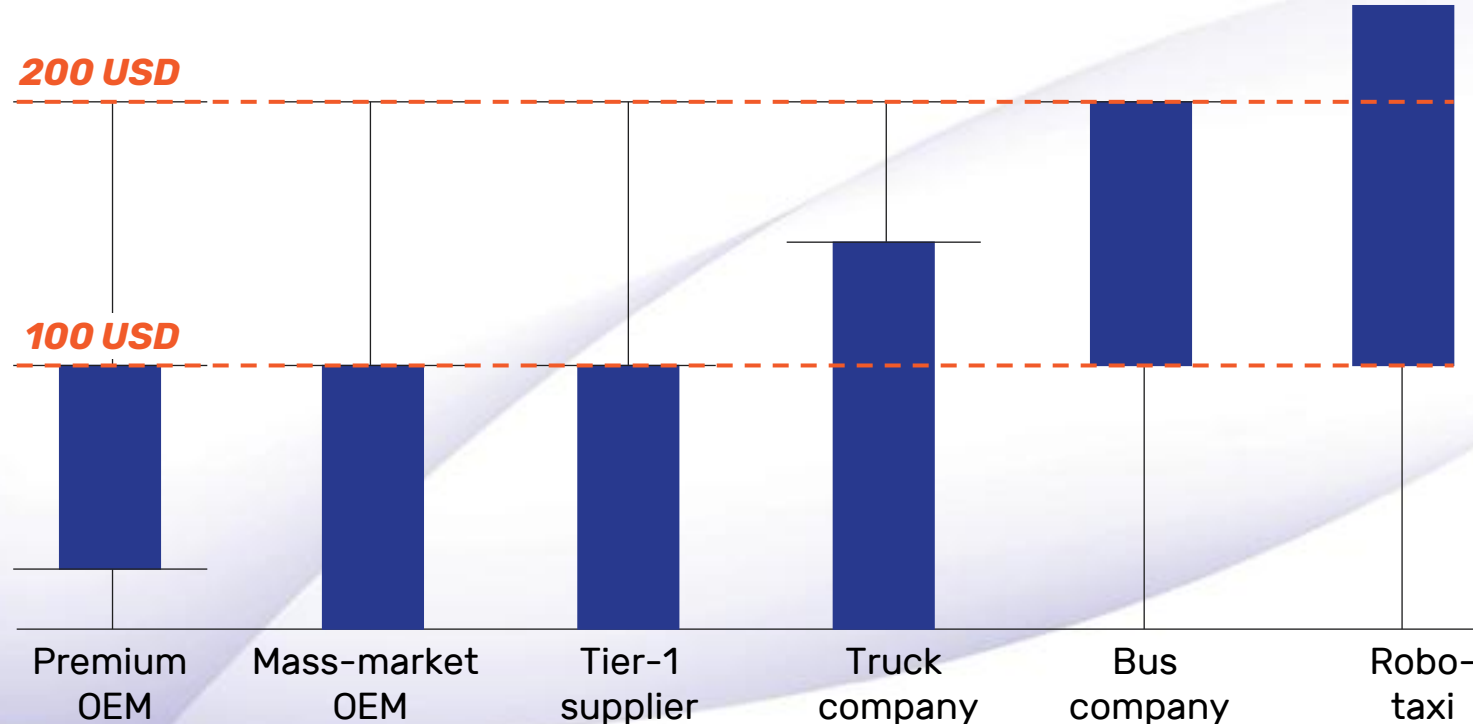
# We address core pain points of our customers

						
Core value proposition	Passenger car OEMs			Truck & Bus OEMs		Robo-taxis
Enhanced safety, improving value and selling proposition	✓			✓		✓
Potential improved safety ratings/regulatory benefits <sup>1</sup>	✓			✓		✓
Reduced risk of liability claims <sup>2</sup>	✓			✓		✓
Lower insurance cost	✓			✓		✓
Optimized vehicle utilization (driving speed of AD <sup>3</sup> potentially limited due to safety)	✗			✓		✓
Projected take rates from expert survey <sup>4</sup>	Entry 10-30%	Volume 20-40%	Premium 50-80%	40-80%		~80%
						

1. If testing procedures and/or scoring criteria are adjusted
2. In autonomous driving modes
3. AD = Autonomous Driving
4. Based on Expert interview with n=24 experts

# Target customers show a high willingness to pay for a new sensor technology like ours

Willingness to pay by customer type, in USD



“If there was a working VRU detection sensor, there would for sure be a willingness to pay, I would estimate ~50 USD”

– *Former Chief Safety Officer at premium OEM*

“If performance, accuracy and reliability are proven, I believe OEMs would be willing to pay ~100 EUR for such a sensor”

– *Former VP, Head of LiDAR Segment at Tier-1 supplier*

# The VRU solution could save insurance claim costs of up to ~260+ USD over the lifetime of a passenger car

**~260** USD

Insurance claim cost could be saved on average over the lifetime of a vehicle from avoidance of collisions with VRUs

**0.064**

Collision claims  
per vehicle p.a.<sup>1</sup>

**0.74%**

Claims  
involving VRU

**12y**

Over  
lifetime

**45.3k**

Average spend  
per claim

## Potential upsides



**7x**



**30x**

**Potential value of up to ~1,875 USD on average for taxis generally** given higher utilization and even further upside for robotaxis due to no breaks required

**Potential value of up to ~8,400 USD on average in the US** given higher cost for VRU accidents with large tail towards high-end (about 1/3 of accidents with costs >600k USD)

cruise


e.g., **~8-12mn USD settlement** with a pedestrian hit by robotaxi

1. p.a. = per annum

Note: Rounding of individual numbers

Source: Global tier-1 Management Consultancy

# There is no direct competition – our solution is the only one that protects VRUs even if they do not have an app

			Competitor 1	Competitor 2
<b>Passive reception of signals</b>	Independent of active communication between two media	✓ Passive radio-frequency signal detection	✗ Active V2X app-based communication	✗ Active V2X app-based communication
<b>Works without an app for the VRU</b>	Independent of installation of specific app or software at VRU-end	✓ No installation required on VRU-end	✗ e.g., specific app, maps apps, or firmware package <sup>1</sup>	✗ Add-on integration into location-based 3 <sup>rd</sup> party apps
<b>Integrated into vehicle safety features</b>	Could be integrated into specific ADAS features e.g., automatic emergency braking	✓ Deep integration with other ADAS sensors	? Phone-based warning function, potentially with ADAS integration <sup>2</sup>	✗ Phone-based warning function only (no ADAS integration)
<b>On track to scale</b>	Active development with tangible plan for strong roll-out	✓ Currently in MVP development	? Pilot phase, testing ended in 2020 due to lack of data/ user coverage	? Low scale, given reliance on SDK <sup>3</sup> integration

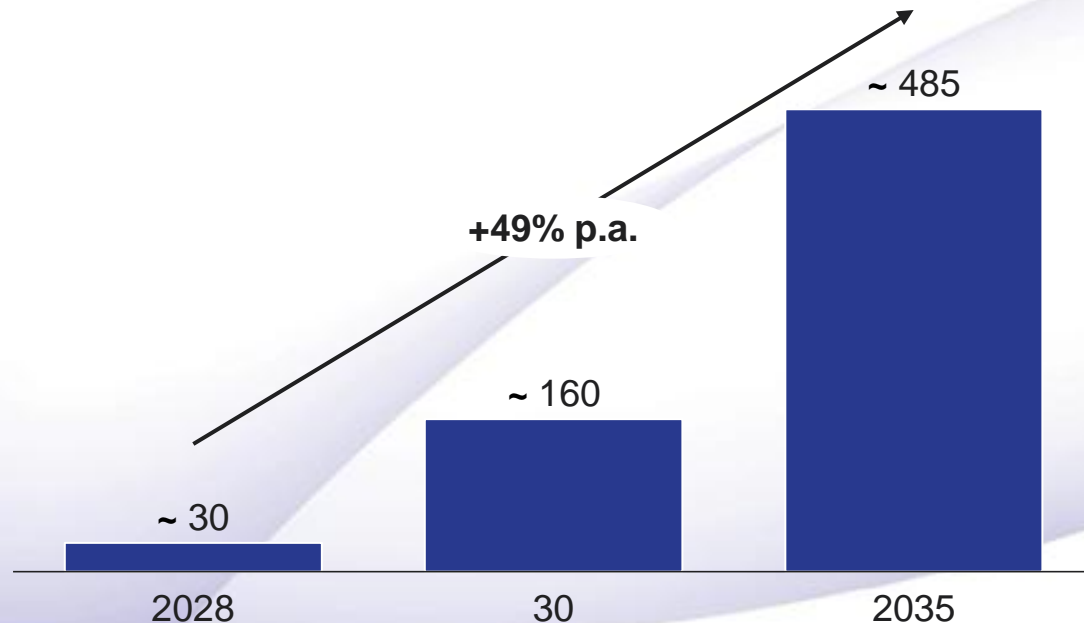
1. Based on radio transmitter and receiver
2. Published as communication with engine ECU
3. Software development kit



# We have strong ambitions and estimate a revenue potential of >480m USD by 2035

Business plan

Revenues, in USDm



**2028**

First revenues<sup>1</sup>

**11m**

Sensors sold 2035

**~12%**

EBITDA margin 2035

**2030**

Profitability reached<sup>2</sup>

**~30%**

Gross margin 2035

**51M**

NPV<sup>3</sup>, in USD

1. From premium passenger cars and commercial vehicles

2. Measured in EBITDA

3. Based on cash flows until 2035, excl. terminal value. WACC of 8.5% used for discounting cashflows

■

We will spin-off the VRU business into a separate entity – and are looking for a financial investment to support product development

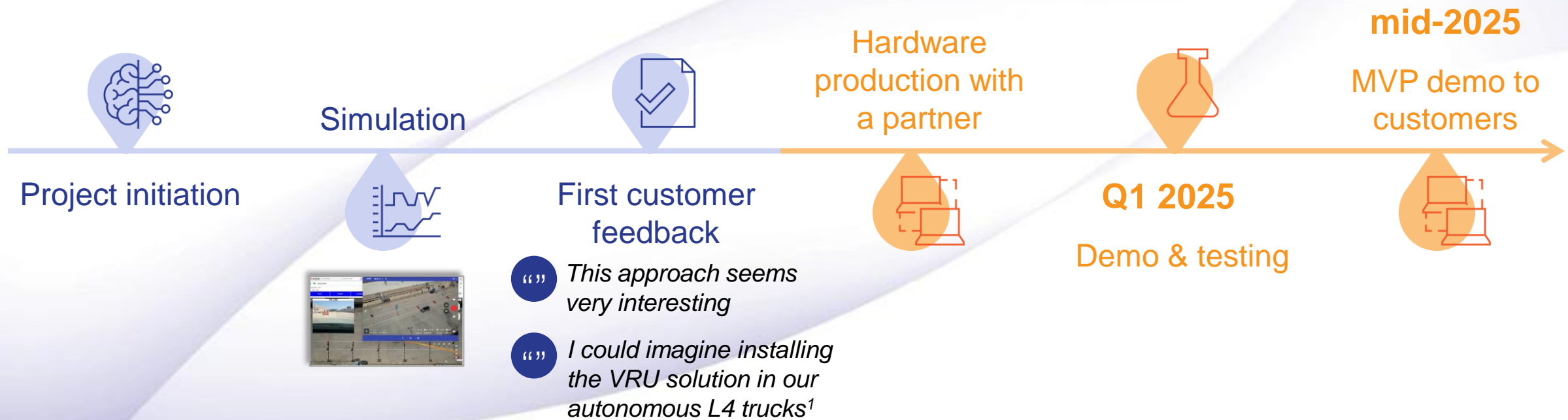


1. Will contribute technical expertise (e.g., chip design, sourcing, industrialization, manufacturing, logistics), commercial expertise (e.g., OEM relationships, sales channels, automotive grade process excellence), financing

We are ready to start, and will get the product MVP to customers in 2025

We have already achieved a lot...

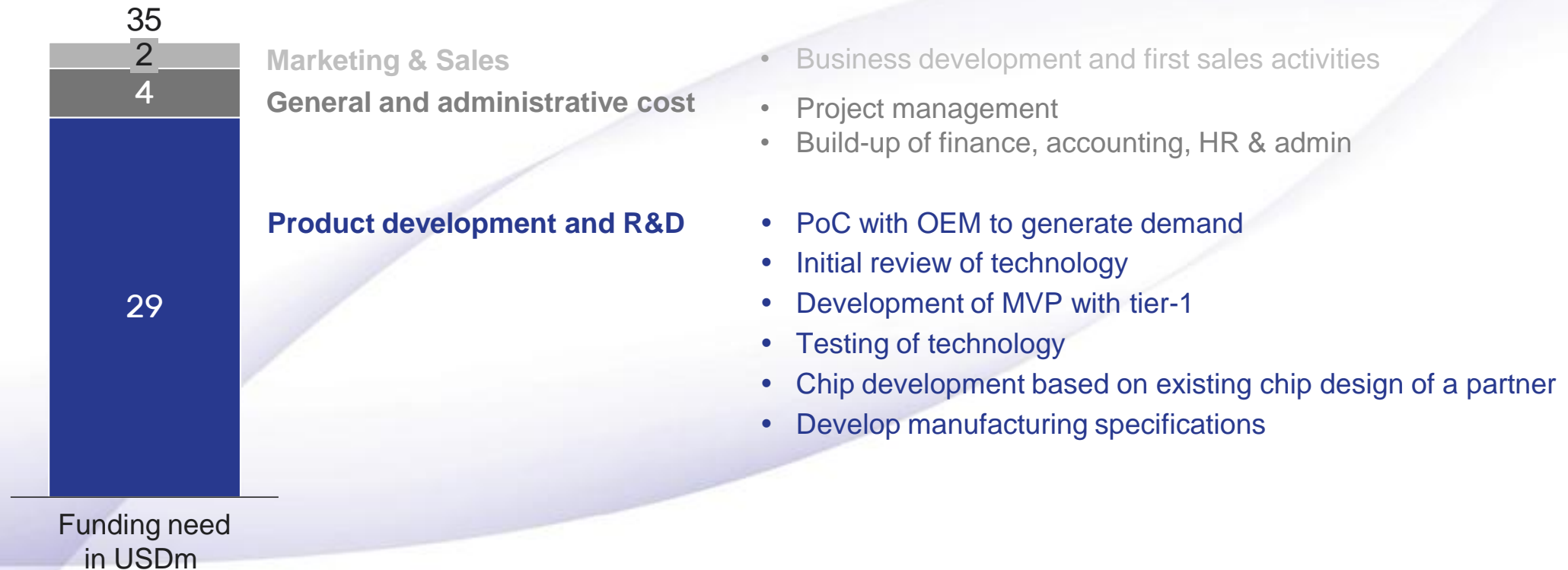
... and will continue at full speed



1. Expert interview

# We need ~35m USD to develop the commercial VRU solution and win first customers

Capital need until product commercialization 2028



## Investment highlights in a nutshell

**1<sup>st</sup>**

ADAS sensor to look  
beyond line-of-sight

**~30bn USD**

Annual economic cost of VRU  
injuries in US & EU<sup>1</sup>

**>50 USD**

Willingness to pay by  
OEM customers<sup>2</sup>

**1.5bn USD**

Market opportunity

**>485m USD**

Revenue opportunity 2035

**~59m USD**



















EBITDA opportunity 2035

- 1. Based on VRU injuries and related economic cost in road traffic in Germany 2022 (extrapolated to EU) and US
- 2. As of expert survey



# APPENDIX

# Our product is addressing the market for active safety and ADAS/AD

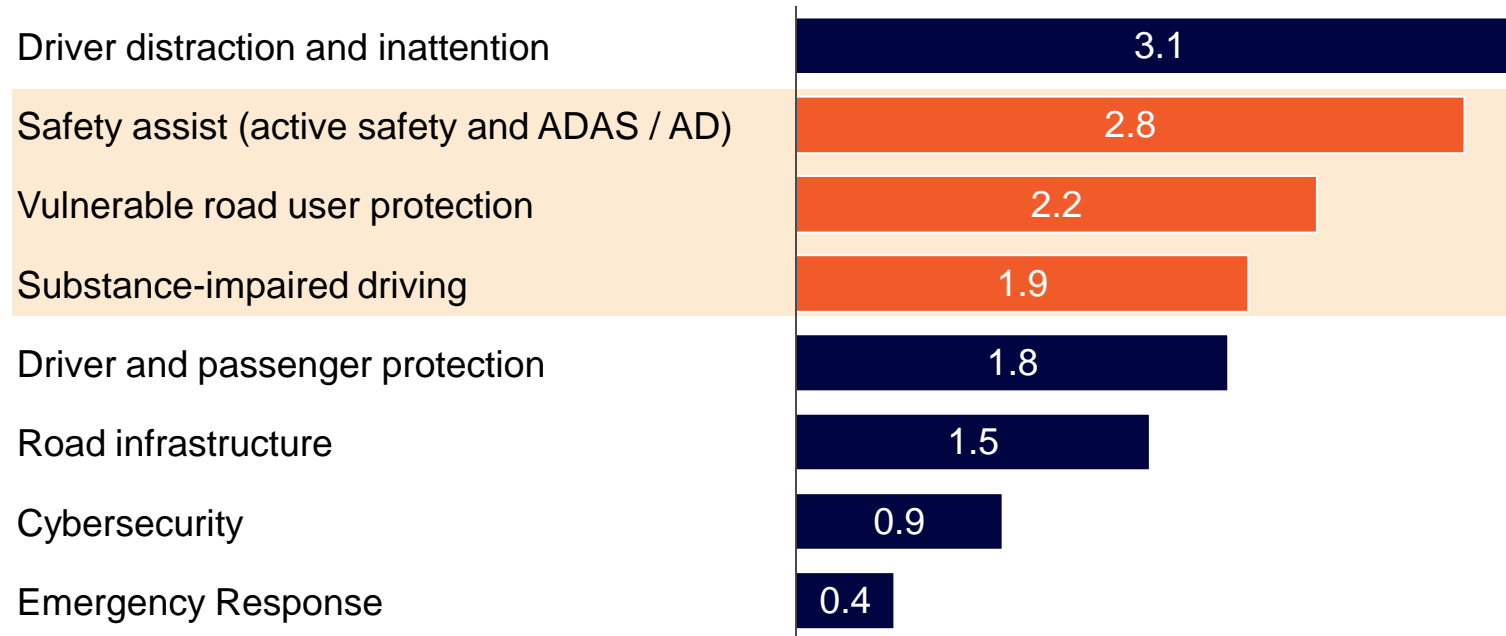
	<b>Passive Safety</b>		<b>Active Safety</b>	<i>Focus of our VRU solution</i> <b>ADAS/Autonomous Driving (AD)</b>
 <b>Main objective</b>	Mitigation of impact of collisions for occupants and VRUs		Avoidance of collisions	Enhanced comfort
 <b>SAE levels</b>	n/a		0	1 2 2+ 3 4 5
 <b>Examples of systems</b> Occupants		Airbag	 Automatic emergency braking system Car-to-Car	 Adaptive Cruise Control
		Safety belt	 Driver Distraction Monitoring	 Lane Centering
		Chassis construction	 Blind Spot Detection	
		Fuel Pump Shut-Off Switch	 Electronic stability program	
 <b>Examples of systems</b> VRU		Chassis construction to reduce impact	 Automatic emergency braking system Cyclist & Pedestrian	 L2+ or L4 in urban environments
		eCall system <sup>1</sup>		

1. For both VRUs and occupants



# Our VRU solution addresses the most important unsolved problems in vehicle safety

Largest unsolved problems in vehicle safety today, (5 being highest)



Our VRU solution addresses the most important problems in vehicle safety through:

**Improving existing ADAS systems**  
&  
**Providing resilient VRU detection**