

## Revital Amar Shalom /TopMentor

**Role: Founder & CEO**

**Industry: Organizational Behavior**

Revital Amar Shalom is the founder and CEO of TopMentor, an expert agency that focuses on investor's risk management. By using organizational psychology and communication tools, Revital creates **an assessment of the team's social capabilities that helps the investors make a better decision**, but more than that, if he or she chooses to invest, Revital will **provide the insight of what will be the best way to build a strong relationship with the team**.

When asked what is the most important thing to look at when assessing a startup, everyone will say "people". Today investors understand that social capital is the most important thing and that start-ups with the strongest team will be the ones to excel. But how does one make that assessment? It is a complicated task.

The start-up's ecosystem is wonderful, exciting and noisy. Investors are looking for the next game changer and in order to find that, they meet with tens of startups each month, all of which seem worthy, smart and capable.

**So how does one find the special musical note hiding in the noise?** That is where the due diligence process kicks in, but there is a key ingredient that is missing in that process today, the Dynamics of the team. That is what Revital does; Revital helps investors to **reduce risk by making an expert assessment of the true nature of the team**.

The purpose of this process is to develop managers who have a wide perspective on a broad spectrum of managerial-start-ups issues. The sub-specialty areas include corporate management, covering topics such as organizational change; team behavior, focusing on issues such as motivation, group dynamics, team culture and more. In sum, to equip the entrepreneurs with knowledge about all formal and informal managerial processes.

**Team Assessment:** in-depth assessment of the team's social capital is made by using tools from the world of organizational psychology. This eliminates investor's risks. The goal is to provide the opportunity for all employees in the team to cooperate and to share information thus examining their decision-making process. Revital will provide the answers to the most important questions: 1. How much do they truly believe in the Idea? 2. How do the founders interact with each other? 3. Are there any hidden conflicts under the surface? 4. Does the CEO inspire his or her employees and how does he or she interact with them? Those questions cannot be answered by looking at their resumes. This will significantly eliminate risks for the investor since ideas can change and startups can pivot, but the founders remain the same people. Once an investment



is made, Revital's insights will help to build a stronger relationship between all stakeholders and thus a stronger company.

Revital started her career at Bank Hapoalim, Israel within the managerial program as an investment advisor. Revital is an entrepreneur with rich financial and banking experience and throughout her career, more than 20 years, she has been in various leadership interactive positions, in the fields of finance, technology procurement, and innovation. IN the Municipality city of Kfar Saba, Revital is a Director and Council member & Small Business Holder and Co-Founder of Kfar Saba SMB Business Clubhouse.

She is a Top-leading mentor at Merkspace Tel Aviv, focusing on Social Behavior and entrepreneur's dynamics for investors and founders, and a Member of the Board of Directors at the Forum for Business Administration and Industrial Areas and a Member of Israeli Director Union. voluntarily as an Economic and Business's advisor of Social Organizations and Write in GOMORE, a Digital business magazine in Israel. Revital holds a Master of Business Administration-Information systems & Organizational Behavior Studies (MBA) Bar Ilan University, Israel and Political Science & Sociology (B.A)/ Bar-Ilan University and three-year program for family and couple therapy / Tel Aviv University. She is Certified Professional in Supply Management® (CPSM®) Business College, Chamber of Commerce. She is married to Benni and is the mother of Liron (24), Moran (23) and Shaked (17)

