While Dozens of Tech Companies Are Collapsing and Laying Off Employees, Which Company Is Actually Growing Stronger?

The Story of Dr. Adi Hod and Velotix — A CEO Who Managed to Grow His Company While Israel's High-Tech Industry Is Going Through Its Most Difficult Upheaval in Years

Tel Aviv, Israel Aug 13, 2026 (Issuewire.com) - At a time when many Israeli startup companies are dealing with a difficult economic reality, with some laying off large numbers of employees and others reaching collapse or insolvency, the story of Velotix tells a different story: the story of a CEO and founder who refused to give up, injected substantial funds into the company, and saved it from collapse.

Several months ago, Velotix, an Israeli-American cybersecurity startup in the field of data security, faced one of the most challenging moments in its history, when a cash-flow crisis put the continuation of its operations at real risk.

The severe cash-flow difficulties also led to employee layoffs, after the company no longer had the resources required to continue paying salaries and social benefits.

Some Velotix employees turned to the court with a request to declare the company insolvent. From their perspective, this was a step intended to allow them to exercise their rights and receive the money owed to them through Israel's National Insurance Institute, following months of uncertainty surrounding salary payments and the company's continued operations.

Dr. Adi Hod Chooses Not to Give Up on Velotix

When it seemed that the company was approaching a point of no return, Dr. Adi Hod, CEO and founder of Velotix, chose not to close the company and not to walk away from his responsibility toward the employees and suppliers.

Dr. Hod has so far injected more than NIS 11 million of his personal funds into the company — an exceptional step in its scale.

Dr. Adi Hod settled the company's obligations toward former employees, as well as toward the majority of its suppliers, all out of a sense of responsibility toward investors, genuine confidence in the technology, the future of the company, and its ability to grow again.

It should be emphasized that, alongside the settlement with those who filed the claim, the company is also settling its obligations with employees who were not part of the legal proceedings.

Velotix Launches a Structured Recovery Process

Alongside Dr. Hod's personal efforts, in recent months the company has also led a structured recovery process through a dedicated team established for this purpose.

The team is led by Hagar Livne Goldberg, COO, together with Naora Elimelech, Finance Manager; attorney Yair Caspi, who is leading negotiations with employees and suppliers; and Haim Rubinstein, strategic adviser.

The recovery team formulated arrangements with employees, suppliers, investors and other stakeholders and worked to stabilize the company's operations, restore trust among all the parties involved, and ensure implementation of the recovery plan until Velotix returns to a path of growth and development.

Following the agreement signed several days ago, the court ordered the case closed and the employees' insolvency petition withdrawn after the required arrangements had been reached.

A New Investor and a New Chapter for Velotix

At the same time, a strategic move is taking shape to bring a new investor into the company — a move that marks the beginning of a new stage for Velotix and strengthens its ability to continue growing and developing.

The entry of the investor, precisely during such a complex period for the Israeli high-tech market, represents another significant expression of confidence in Velotix's new direction.

The new investor is an entrepreneur whose activities are centered in Singapore, with a background in several software and gaming companies and who has served as a director of various companies.

Under the agreement, the investor will participate in the ongoing expenses required for the establishment, development and operation of the system and will also be responsible for managing relationships with existing customers and leading activities with new customers.

Dr. Adi Hod, CEO of Velotix: "True Entrepreneurship Is Not Tested Only in Moments of Success"

Dr. Adi Hod, CEO of Velotix, said:

"True entrepreneurship is not tested only in moments of success, but mainly in the ability to stand at the forefront during a crisis. I chose not to give up, to take responsibility, to work to settle the company's obligations, and to protect the future of Velotix even during the most difficult moments."

Dr. Hod continued:

"I believed then, and I still believe today, in the technology, the team, and the company's ability to return to a path of growth. The recovery process is still ongoing and there are still challenges ahead, but today the company is in a more stable and stronger position."

He added:

"I thank the investors and all of our partners for their trust and support during this challenging period. Their support helped us stabilize the company and continue building the next chapter of Velotix."

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