COMPANY FACT SHEET

mash – Smart Home. Built-In AI. Always Online.

Company Overview

mash is transforming residential construction with mashNet, the first digital utility infrastructure purpose-built for AI-enabled homes. By creating a secure, unified network from every home's native devices, mash delivers always-online intelligence that works with any platform, any device, and any AI agent—without disrupting builder workflows or limiting resident choice.

Key Facts

Founded: 2024
Headquarters: Herzlya, Israel
Website: www.mash-home.com
Email: info@mash-home.com

Leadership Team:
Founded by the team that initiated the Matter smart home standard alongside Apple, Google, and Amazon
Oren Segal: linkedin.com/in/osegal5

Adam Dadon: linkedin.com/in/dadonadam

Core Product:
 mashNet: Digital utility infrastructure for AI-enabled homes

Target Markets:

- Residential homebuilders

- Property managers and developers

- Multi-family housing operators

- Planned community developers

Product: mashNet

What is mashNet?

mashNet is a digital utility creating the first ever secure, managed network that unifies a home's native infrastructure—light switches, locks, sensors, thermostats, Wi-Fi routers, and more—into a single, always-online intelligent system. It serves as the foundational utility layer that enables seamless integration of any smart device, any platform, and any AI agent.

Core Capabilities

For Builders & Property Managers:

- **Zero workflow disruption** – Integrates with existing smart home vendors and construction processes

- **Unified builder dashboard** – Remotely manage and control access to all properties from one secure platform

- **Seamless homeowner handoff** – Comprehensive integration support reduces post-sale technical burden

- **Proactive monitoring** – Identifies potential issues (leaks, HVAC anomalies) before they become warranty claims

- **Cost reduction** – Lower expenses on remote showings, security vendors, and utility wastage

- **Premium differentiation** – Deliver future-ready homes that command higher prices and sell faster

For Residents:

- **Universal compatibility** – Works with any smart home platform like Apple Home, Google Home, Amazon Alexa.

- **AI agent freedom** – Connect any preferred AI agent (ChatGPT, Gemini, Grok, others)

- **Bring your own devices (BYOD)** – Full compatibility with smart devices residents already own or will add to the system in the future

- **60-second setup** – Homeowners complete home intelligence activated in under one minute

- **Unified account experience** – One account connects everything

- **Always online, private and secure** – Continuous connectivity, secure local network, and threat resilience

- **Free** - Standard mash features are free, and additional services are powered with a small monthly subscription fee

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Competitive Advantages

1. **Builder-first design** – Developed specifically for scalability across developments, not individual homes

2. **Platform agnostic** – No ecosystem lock-in for builders or residents

3. **Matter Standard heritage** – Created by the team that launched the industry's interoperability standard

4. **Seamless integration** – Works with existing construction workflows and vendors

5. **Predictive intelligence** – Built-in AI-powered maintenance and device orchestration

6. **Security by design** – Resilient to threats, engineered for always-available critical systems

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Recent Milestones

- **Selected for IBS 2026 Start-Up Zone** – Hand-picked by advisory team of VCs, innovation experts, and builders

- **Participating in IBS New Product Zone** – Showcasing mashNet to industry leaders

- **Competing in Start-Up Pitch** – One of 10 companies selected

- **Opening 2026 Pilot Program** – The team at mash have had 3 major production builders as design partners through 2025, and have room for 3 more this year. Please schedule a demo to learn more.

IBS 2026 Presence

Event: 2026 NAHB International Builders' Show
Dates: February 17–19, 2026
Location: Orange County Convention Center, Orlando, Florida
mash Booth: Start-Up Zone, Booth 5653
Activities:

- Live product demonstrations at booth

- Start-Up Pitch Competition participation

- One of the 50 must-see products at IBS

- Private builder consultations for pilot program

- New Product Zone showcase

Contact Information

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Email: info@mash-home.com
Website: www.mash-home.com

Social Media:
LinkedIn

Key Messaging

Primary Message:
mash is defining the AI-enabled home with mashNet, the first digital utility infrastructure that makes every residence always online, intelligent, and ready for any platform or smart device—without disrupting builder workflows or limiting resident choice.

Supporting Messages:

- Founded by the team that initiated the Matter smart home standard

- Builder-first design that integrates seamlessly with existing workflows

- Universal compatibility eliminates ecosystem lock-in

- Reduces warranty claims through proactive monitoring

- 60-second resident setup delivers premium experience, with a single account

- Secure, resilient, and engineered for the next era of connected living

- Adoption to life with AI agents is becoming the norm, mashNet is the infrastructure to enable it in our homes

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Boilerplate

mash is defining the AI-enabled home with mashNet, a digital utility infrastructure built directly into residential properties. By unifying native devices—from switches and locks to sensors, thermostats, and Wi-Fi—into a secure, managed network, mashNet keeps every home always online, intelligent, and ready for any AI platform or smart device. Founded by the team that initiated the Matter standard, mash delivers builder-first solutions that integrate seamlessly with existing workflows while giving residents unprecedented freedom and simplicity. Learn more at www.mash-home.com.

Videos

https://youtu.be/u4-K07wrHKE

https://youtube.com/shorts/xzFRtmcN5Nw

https://youtu.be/1kZ5zlBlKgo

https://youtu.be/5vXp0qu4TNk