

# **AUTOMOTIVE VENTURES**

**AUTO INTEL REPORT \\ DECEMBER 2021** 

## Highlights of the NAVIcon Conference Las Vegas November 18, 2021



















DECEMBER 2021

AUTOMOTORIA VENTURES MIEL REPORT This will be our last Intel Report in 2021, and it's been a busy year across the Mobility space for M&A and investments.

In this edition we introduce the *Automotive Ventures Mobility Index,* to better help the industry track the performance of the publicly-traded mobility companies.

We also have several notable key transactions to highlight, not the least of which was the IPO of Rivian, the largest IPO of 2021.

As always, please send me a note if there's anything I've missed, or that comes to mind while reviewing this month's content.

Many thanks and have a great month!

Steve Greenfield steve@automotiveventures.com



- 05 WHITEPAPERS AVAILABLE
- 06 IN THE NEWS
- 08 THEY SAID IT
- **NEW** 11
- 11 AV MOBILITY INDEX
  - 15 MOBILITY TECH LANDSCAPE
  - 17 COMPANY VALUATIONS
  - 21 DEALERSHIP AUTO TECH LANDSCAPE
  - 23 AUTO TECH TRANSACTIONS
  - 32 KEY TRANSACTION OVERVIEW
  - 40 GUEST OP-ED: DIGITAL RETAILING DATA
  - 44 COMPANIES TO WATCH

### >>> WHITEPAPERS AVAILABLE

#### **AUCTION DISRUPTORS**





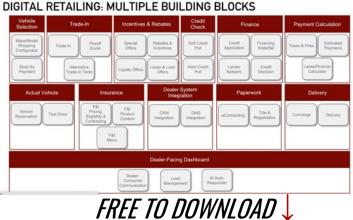








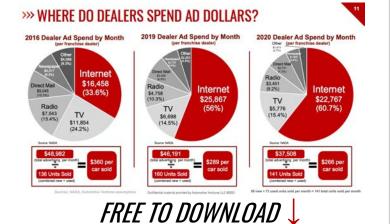


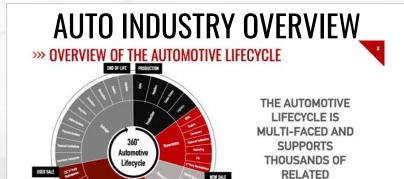




FREE TO DOWNLOAD

#### **AUTOMOTIVE ADVERTISING**





FREE TO DOWNLOAD \

COMPANIES

#### **INVESTORS IN AUTO TECH**









# IN THE NEWS



#### > IN THE NEWS,

Auto dealer stocks fall on Wall Street after bearish Morgan Stanley report

No<sub>V 18</sub>, 2021

Automotive News

Dealerships have already beat 2020's

profit record Nov 15, 2021 **Automotive News** 

Average dealership profit on pace to shatter 2020 record, NADA data shows Nov 1<u>0</u>, 2021

**Automotive News** 

Public auto retailers' Q3 per-vehicle F&I profit grows

**Automotive News** 

Amazon And Other Big Winners In Rivian's Supercharged IPO

Nov 9, 2021

crunchbase news

Apple reportedly aims to debut a fully self-driving car in 2025

Nov 18, 2021



Ford's stake in EV truck start-up Rivian is worth more than \$10 billion in first day of trading CNBC

Nov 10, 2021

Under Honda CEO's radical vision, will company by recognizable in 20 years?

Nov 14, 2021

**Automotive News** 

Honda profit falls 30% as chip crunch hits production

Nov 5, 2021

**Automotive News** 

Can Ford's build-to-order strategy work in long term? **Automotive News** 

Nov 15, 2021

Tesla's Musk halfway through his pledge with \$9 bln stake sale REUTERS

Nov 17, 2021

Toyota operating profit up 48% despite chip shortage

Nov 4, 2021

**Automotive News** 

### >>> THEY SAID IT



"I mean we could have never predicted another \$1,600, \$1,700 used margins and \$7,400 new vehicle margins including F&I and now pushing what 16.5% total margins on new. That's pretty massive when pre-COVID we were flirting with just below 10%."

- Lithia Motors CEO Bryan DeBoer

#### >>> THEY SAID IT



"Leveraging the same technology and dealer network that powers Instant Max Cash Offer, we are now offering dealers ConsumerLane, a powerful trade-in tool for their own website that enables them to instantly purchase vehicles directly from consumers with the confidence of a standing bid from another CarOffer dealer."

- CarGurus CEO, Jason Trevisan



#### >>> AUTOMOTIVE VENTURES MOBILITY INDEX

To say that the mobility space is hot would be an understatement.

According to Bank of America, a worldwide push toward electrification is causing a three-year wave of initial public offerings in the electric vehicle space that could raise more than \$100 billion by the end of 2023.

According to PitchBook, in the first three quarters of 2021, venture investors poured \$74.5 billion into global mobility tech startups — more than the total amount raised in any prior year.

The largest IPO of 2021 was electricpickup manufacturer Rivian Automotive, who raised \$13.7 billion in its U.S. listing and has gone on to soar 47% from its offer price.

Tesla is now the sixth largest company in the world, ranked by market cap, at \$1.149 trillion.

It seems that the world has taken a renewed interest in the automotive and mobility sectors.

As a result, we have decided to launch the **Automotive Ventures Mobility Index**, to

better help the industry track the performance of the publicly-traded mobility companies. We kick off this issue of the Intel Report by introducing this new Index.

I look forward to hearing your feedback and appreciate your continued support.

Steve Greenfield
CEO and Founder
Automotive Ventures





#### >>> AUTOMOTIVE VENTURES MOBILITY INDEX

#### WHAT IS THE INDEX?

The Automotive Ventures Mobility Index is a group of publicly traded mobility stocks that tracks the health of the mobility market.

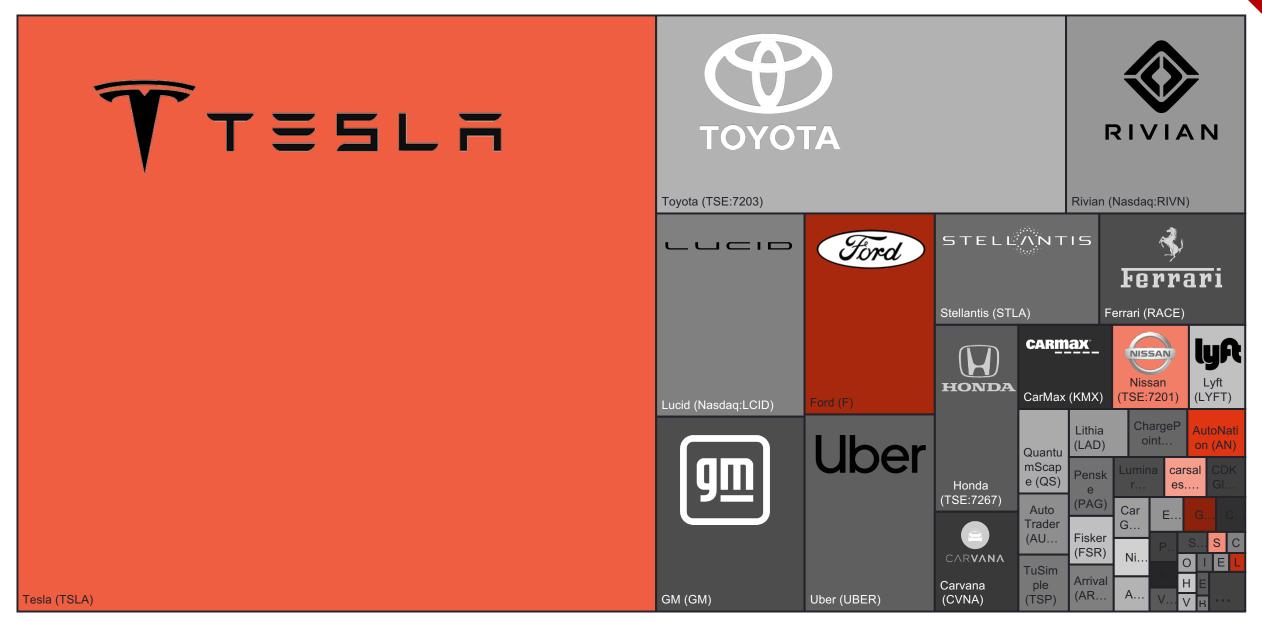
#### **METHODOLOGY**

The Automotive Ventures Mobility Index is composed of the global publicly traded mobility companies, weighted by market capitalization of each company and indexed back to 100 as of January 1, 2015

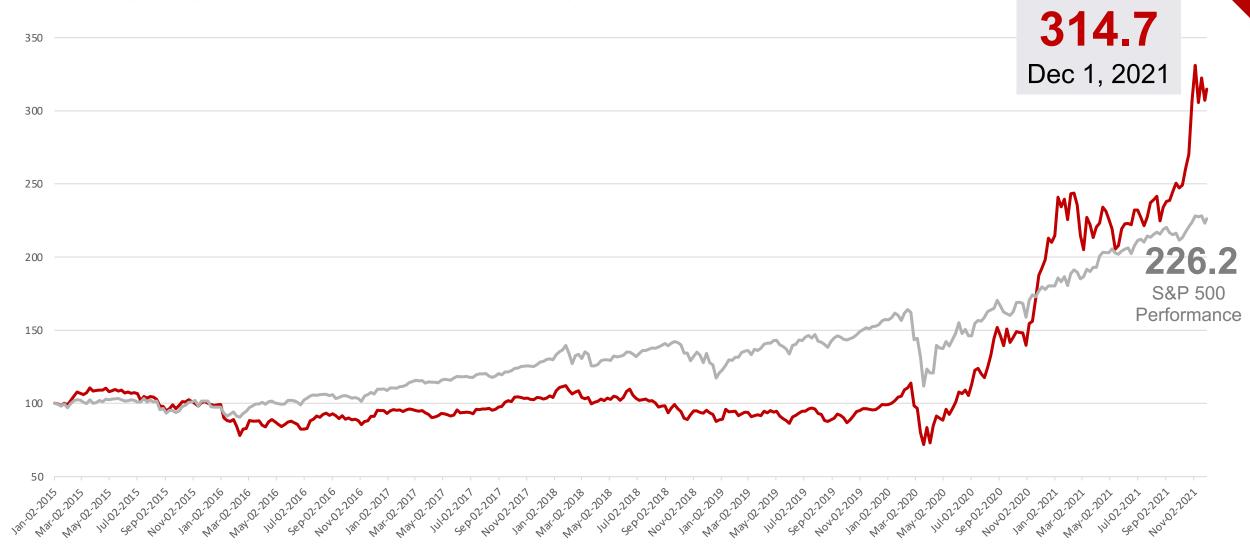
#### WHICH PUBLIC STOCKS ARE INCLUDED?



#### >>> AV MOBILITY INDEX: RELATIVE MARKET CAPS



#### >>> AUTOMOTIVE VENTURES MOBILITY INDEX



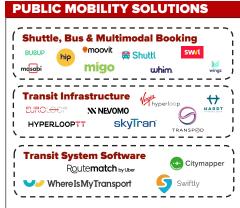
Source: Automotive Ventures; Market Cap weighted; Indexed back to Jan 2015



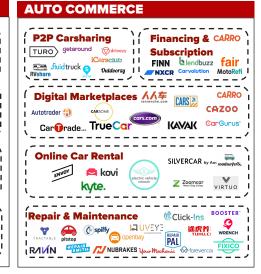


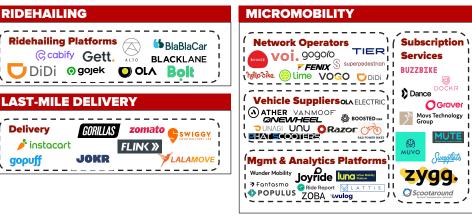
## >>> MOBILITY TECHNOLOGY LANDSCAPE



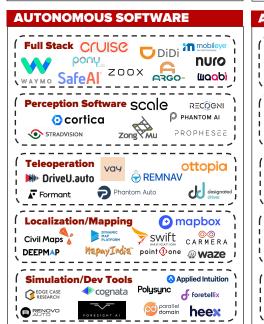




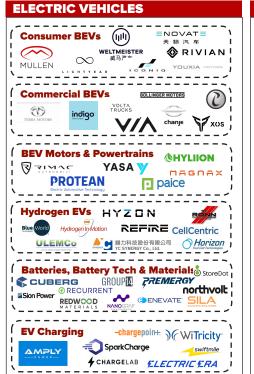




















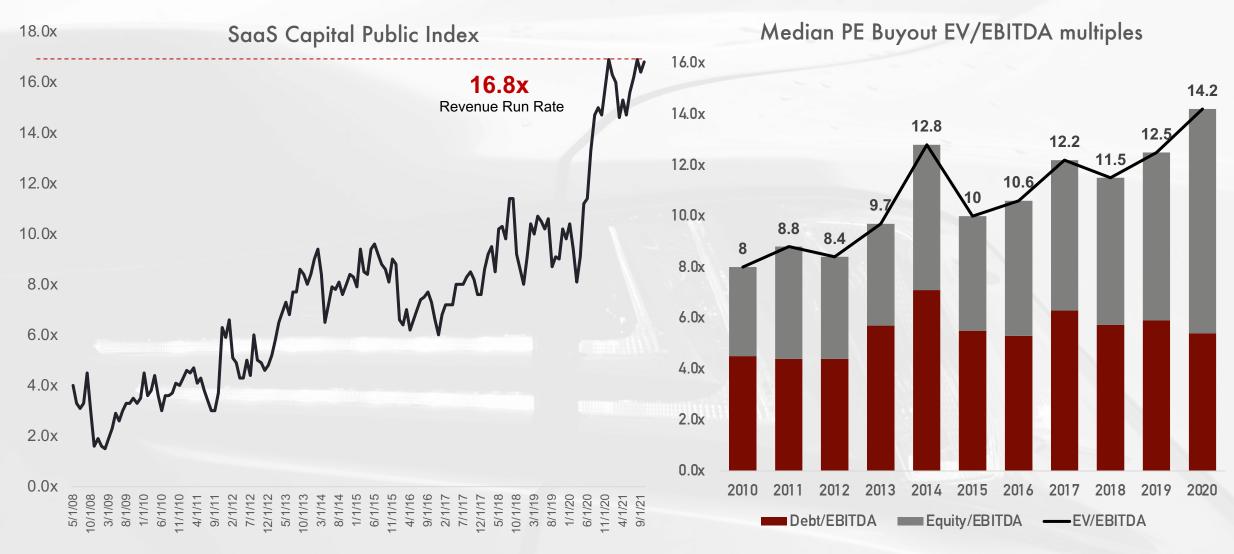
### FUNDING LEVELS (Categories are rough estimates only)



Source: Christoph Janz at Point Nine Capital

	PRE-SEED	SEED	SERIES A	SERIES B	SERIES C
ARR	\$0	\$0 - \$200k	\$1m - \$1.5m	\$3m - \$5m	\$10m+
ARR GROWTH (Y/Y)	NA	300%	300%	250%	200%
VALUATION	\$1m - \$3m	\$4m - \$11m	\$15m - \$40m	\$50m - \$140m	\$100m+
ROUND SIZE	\$200k - \$500k	\$1m - \$4m	\$5m - \$14m	\$15m - \$40m	\$20m+
INVESTORS	Friends, Family, Angels	Angels, Micro VCs	VCs	VCs	VCs, PE
TEAM	Smart, committed team with relevant experience	Strong fit between founders' skills and market need	Proven ability to attract and manage great hires	Experienced leaders in most functions; Proven ability to recruit senior people	Complete senior management team
PRODUCT/MARKET FIT	Market research indicates strong need for the project	Product is loved by early users; strong engagement & stickiness	High usage, low churn; passionate customers; large TAM	Increasing evidence of strong product/market fit in huge market	Clear and increasing evidence of product/market fit
SALES/MARKETING & UNIT ECONOMICS	Understanding best practices; good ideas	Signs of organic traction	Early evidence of a repeatable, scalable, profitable sales model; CAC payback <12 months	Short sales cycle relative to ACV; Net dollar retention>100%; LTV:CAC >3:1	Predictable, profitable, scalable sales/marketing machine
TRACTION	Growing waiting list of first pilot customers	Engaged first users; adding a few \$k in MRR per month	Get from 0 to \$100k MRR within 12 – 18 months; Growing 300%/year	Growing 250% per year	Growing 200% per year; negative net MRR churn
DEFENSIBILITY	None	Speed to market	Brand is emerging; evidence of unique data asset	First signs of a successful brand, platform or data play	Strong signs of a successful brand, platform or data play
MARKET POTENTIAL	Belief in \$10M+ ARR potential	Conviction there's \$100m - \$300m+ ARR potential	Increasing evidence of \$500m+ ARR potential	Increasing confidence in exit potential	Increasing confidence in strategic buyer or IPO potential

### >>> PUBLIC MARKET SAAS AND PE BUYOUT MULTIPLES



Source: The SaaS Capital Index

Source: PitchBook





### >>> AUTOMOTIVE TECHNOLOGY TRANSACTION MULTIPLES

Business Model	Definition	Revenue Multiple
Pure SaaS	Uses software to provide customers with a service. Creates, develops, hosts, and updates the product. Has access to a global market and can scale without increasing product delivery costs.	10.0x+
Tech- Enabled Services	Brings new or innovative user-experiences using existing technologies to the market. Consumes and/or creates technology (physical infrastructure, hardware or software) designed and configured into a solution delivered to an end user customer.	3.0x-5.0x
Pure Services	A business that generates income by providing services instead of selling physical products.	1.0x-2.0x

# Multiples higher for companies that have:

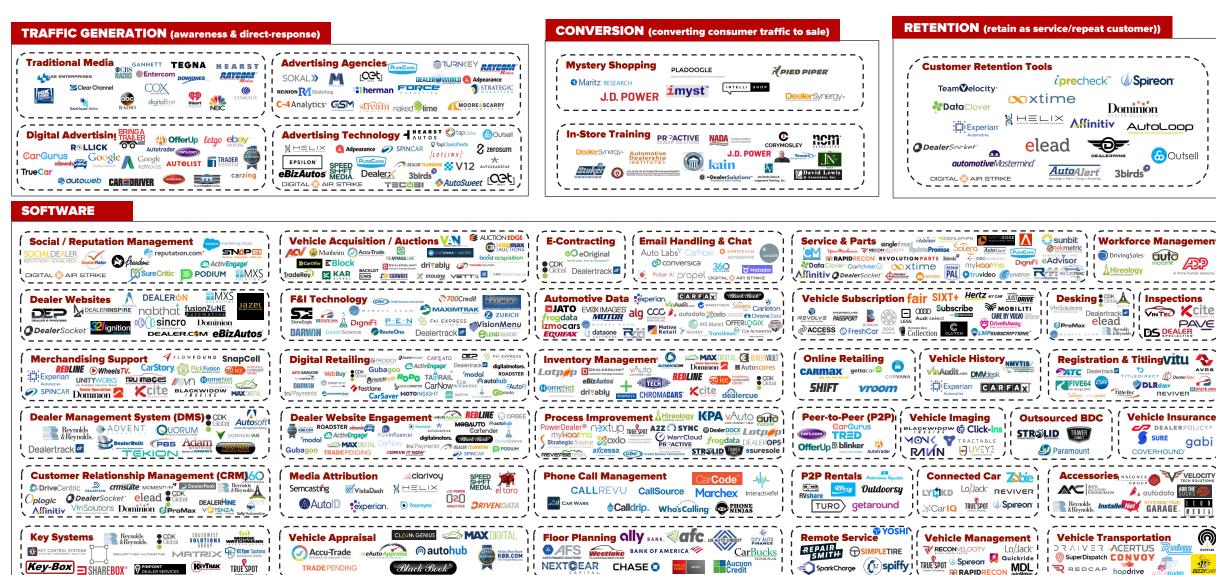
- 1. Predictable, recurring revenue
- 2. Low churn
- 3. High gross margins
- 4. High growth rates
- 5. High annual revenue growth
- 6. Strong upsell opportunities







#### >>> DEALERSHIP AUTO TECH LANDSCAPE







### >>> NOVEMBER 2021 TRANSACTIONS























































































































































### >>> 2021 TRANSACTIONS: JAN - MAR

Jan 2021



Mar 2021













































































(KEEPS

SSM





















































R/I/N

S15m Series A

× KAR







\$590m Series F

GROUP DAIMLER



\$200m Financing







ENEVATE

\$81m Series E

**Fidelity** 



**SmartHop** 

\$12m Series A

USV







Ш

\$2m Funding







Confidential materials provided by Automotive Ventures LLC

**'c/** 

buser

\$138M Fundraise

**Auto Exchange** 

Acquisition by

Λ'n

₹ELECTRA

#### >>> 2021 TRANSACTIONS: APR - JUN

**Apr 2021** 









polestart

\$550m Funding

**IDELIC** 

\$20m Funding

HIGHLAND AXA
Venture Partner

WaveSense

\$15m Fundraising

RHAPSODY IMPOSSIBLE VENTURES

AxleHire

S20m Series B

AJAX STRATEGIES















**May 2021** 

PDM >

\$4m Fundraising

FUSE

(II) OCULII

\$55m Series B

CATAPULT CONDUCTIVE

Auction Frontier

**KAR** 

:) Affectiva

Acquired by

smart eye

**MotoRefi** 

\$45m financing

Goldman

@DealerSocket

**Acquisition by** 

Solera

monoDrive

**Acquisition By** 

carsales

Acquiring 49% of

TRADER

Sachs

**Acquisition by** 



Pulsar Al

Acquired By

SPINCAR

E/NRIDE

\$110m Series B

\$15m Series A

ROCSYS

\$6.3m Fundraising

FORWARD.one

Series C Funding

OD AUTOPAY

Merger

% rategenius

Passport \$90m Funding

Car Trade...

Filed for IPO

SIXTH

STREET

WeRide

























Solid Power

Potential Merger

DCRC

Lender Compliance Technologies

\$4.15M Series A

Шaabi

\$83.5M Series A

khosla ventures

**DEEPMAP** 

**Acquisition By** 

ON INVIDIA.

Cruise

S5B Line of Credit

gm FINANCIAL

II EMBARK

Narthern Genesis

**SPAC Merger** 









**DRIVENDATA** 

\$4.5M Series Seed B

**CARRO** 













**Jun 2021** 

TRACTABLE

\$60M Series D

INSIGHT GeorgianPartners

CABANA

S10M Series A

CRAFT

**QUANERGY** SPAC Merger

CITIC CAPITAL 中信資本

L**®**CUS





KENSINGTON





Justos

Raised S2.8M

KaszeK

sennder

S80M Series D

BAILLIE GIFFORD

WeRide 文选知行

\$310M Fundraising

locoNav

QUIET CAPITAL

Zong

\$190M Series D

ELECTRIC ERA

S3M Seed Round

G2 VENTURE PARTNERS

m xiaomi

S37M Series B



Joyride

\$3.7M Financing

**X**Exeter

Acquisition by

WARBURG PINCUS





**₩** USAA®

Mister

Filed To Go Public

northvolt









Confidential materials provided by Automotive Ventures LLC

@2021

Confidential materials provided by Automotive Ventures LLC @ 2021

### >>> 2021 TRANSACTIONS: JUL - AUG

#### Jul 2021





















**Aug 2021** 



















60

DEALERPOLICY

















TRANSPLACE









































































































FIX

\$7.2m financing

TACTICO



CarlQ

\$25m Series B

FORTÉ



CEPTON

SPAC IPO

GROWTH CAPITAL





Gatik













Series A

 $\mathcal{M}$ 









\$50m Series C

CELOT



Blu Venture

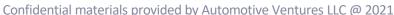












### >>> 2021 TRANSACTIONS: SEP - OCT

#### Sep 2021



















Oct 2021

















































































Just

\$8m Funding











TACTILE

\$27m Series C

D

AutoLeap<sup>7</sup>

\$18m Series A

**BainCapital** 



Infinitum

\$40m Series C

Energy Innovation Capital





Oxbolica

5% Investment

**(TF**)



Flock Freight

\$215m Financing

SoftBank Vision Fund



\$100m Series C

coatue









VOLTA TRUCKS

€37m Financing

LUXOR

EDGE CASE RESEARCH

\$12m Series A

wabeo 🞾



marshmallow

S85m Series B

gogolo

\$2.3b SPAC



Acquired by

TRADE

Series C Funding

**ByteDance** 



\$21m Series A

ryd

€10m Financing

bp ventures





Acquisition by

GO>TO



\$15m Series A

CALIBRATE (>

\$46m Acquisition

**FLi**Xmobility



**OUSTER** 

S69m Acquisition

SENSE





SUN MOBILITY

\$50m Financing

Vito



\$25m Series A

bp ventures



AlgoDriven

global. ventures

\$2.0m Series A











































### >>> 2020 TRANSACTIONS



ebay classifieds acquired by Adevinta















































































































































finn.auto

€20 million

Series A



**AFFIVAL** 

\$5.4b+ SPAC

(((















































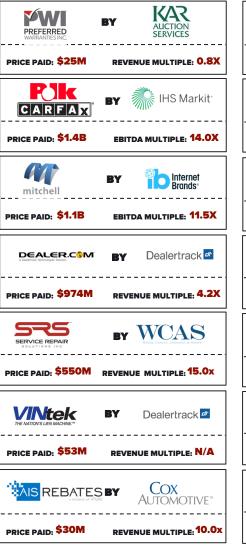






### >>> MOST IMPORTANT AUTO TECH DEALS BY YEAR: 2012-2016





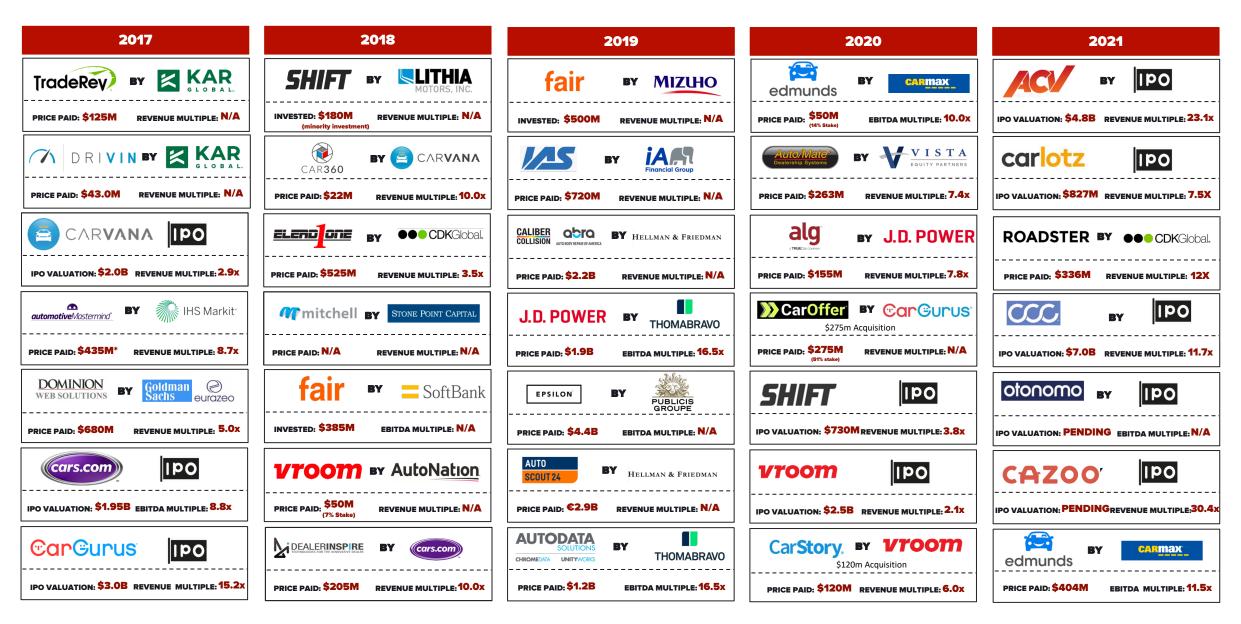
2013







### >>> MOST IMPORTANT AUTO TECH DEALS BY YEAR: 2017-2021









### >>> DEAL DETAILS: RIVIAN HAS LARGEST IPO OF 2021

#### **OVERVIEW OF TRANSACTION**

Rivian's highly anticipated IPO didn't disappoint. Shares popped 37% higher than the listed price on the first day of trading. Rivian shares were listed at \$78 and its opening trade was \$106.75. Rivian's market valuation rose past \$110 billion.

Amazon currently owns about 22% of Rivian, while Ford owns about 12% of the company. Ford initially made about \$820 million in equity and bond investments in Rivian. Those shares, about 102 million according to filings, are now worth \$13.15 billion.

#### SIGNIFICANCE TO INDUSTRY

Rivian's strong IPO performance (one of the largest IPOs in U.S. history) is likely to draw additional investor attention to the EV automaker space and may provide a tail-wind for other EV OEMs looking to go public.

Rivian now has a market cap larger than either GM or Ford, two legacy automakers that produce and sell millions of vehicles each year. Rivian aims to deliver its first 1,000 vehicles before the end of 2021.

Rivian is supposed to deliver the first 10 vans (out of an order of 100,000) to Amazon in December. So, investors will be keenly paying attention to how those first deliveries go.



11.9b IPO offering

## >>> DEAL DETAILS: AV TRUCK COMPANY EMBARK IPOs

#### **DEAL COMMENTARY**

Autonomous trucking firm Embark Trucks began trading on the Nasdaq exchange after completing its merger with a special-purpose acquisition company Northern Genesis Acquisition Corp II.

The company, which trades under the ticker symbol "EMBK," IPO'd at a \$5 billion valuation, raising more than \$600 million from the sale.

#### SIGNIFICANCE TO INDUSTRY

Embark takes a different approach to autonomous trucking: As opposed to manufacturing and operating a fleet of trucks, Embark offers its AV software as a service. Carriers and fleets can pay a permile subscription fee to access it.

Carriers purchase trucks with compatible hardware directly from OEMs, so Embark has designed its system to be "platform agnostic" across multiple components and manufacturers.

The company's software can simulate up to 1,200, 60-second scenarios per second, and make adaptive predictions using those scenarios for the behavior of other vehicles on the road.



\$5b SPAC IPO



## >>> DEAL DETAILS: TWO INVESTMENTS IN EV BOATS

#### PURE WATERCRAFT TRANSACTION

GM has taken a 25% stake in electric boating company Pure Watercraft, as part of the automaker's commitment to invest \$35 billion in electric and autonomous technology through 2025.

Pure Watercraft makes all-electric outboard motor systems that can be used as a drop-in replacement for boats that would use a 25 to 50 horsepower gas-powered motor.

Pure Watercraft's current setup uses modular batteries with a rapid charger left at the dock. It says its boats can charge from half to full in 90 minutes.

#### **ARC TRANSACTION**

Arc, a startup that launched 10 months ago with the goal to eventually electrify all mobility on the water, is starting with a limited-edition \$300,000 boat.

To date, Arc has raised \$37 million, including earlier investment from Andreessen Horowitz, the funds of Will Smith's Dreamers VC, Kevin Durant and Rich Kleiman's Thirty Five Ventures and Sean "Diddy" Combs' Combs Enterprises.

Arc has plans that expand beyond building and selling a couple of dozen high-priced boats. But at least in the near term, Arc is focused on delivering the Arc One.





## >>> DEAL DETAILS: CLUTCH RAISES \$100m CAD FROM D1

#### **OVERVIEW OF TRANSACTION**

Clutch Canada has raised \$100 million CAD in Series B financing round led by D1 Capital Partners with participation from Flight Deck Capital, Canaan Partners, Upper90, Real Ventures, GFC, Brand Project, and FJ Labs.

#### SIGNIFICANCE TO INDUSTRY

Founded in 2016, Clutch Canada is a vertically-integrated online car retailer for pre-owned vehicles in Canada, similar to Carvana in the U.S.

Clutch aims to provide a consumer-centric car buying experience for its customers by bringing a best-in-class ecommerce experience to the Canadian pre-owned car industry.

With this funding and support from D1's Scott Baxter, who will join the company's board of directors, Clutch aims to strengthen operations in the existing markets it serves, which includes Alberta, British Columbia, New Brunswick, Nova Scotia, Ontario and Prince Edward Island, as well as expand to new markets in the coming months.

Early this year, Clutch Canada raised \$20 million in Series A funding led by Canaan and \$40 million in debt financing from Upper90.



\$100m CAD Series B



### >>> DEAL DETAILS: AMPLE RAISES \$50m FROM BLACKSTONE

#### **OVERVIEW OF TRANSACTION**

Ample, a startup developing battery swapping technology for electric vehicles, has raised \$50m, with \$25m coming from The Blackstone Group and the remainder from Spanish multinational financial services company Banco Santander.

The San Francisco-based company should be at or near \$1 billion, considering its valuation back in August was \$890 million.

#### SIGNIFICANCE TO INDUSTRY

Ample's concept is relatively straightforward: instead of an EV pulling up to a charging station to get more power, the company proposes outfitting vehicles with Ample's modular battery packs, which can be swapped out at dedicated stations.

Earlier this year, Ample landed a partnership with Uber to use the company's battery swapping stations at a few locations in the Bay Area. Both companies have agreed to extend their partnership to Europe, where Uber aims to electrify half the rides that are booked across seven European capitals — London, Amsterdam, Brussels, Berlin, Paris, Madrid and Lisbon — by 2025.



\$50m Financing from

Blackstone





### >>> DEAL DETAILS: LEMONADE ACQUIRES METROMILE

#### **OVERVIEW OF TRANSACTION**

Lemonade Inc. is bolstering its nascent auto-insurance business by acquiring pay-per-mile insurer Metromile in its first acquisition.

The deal values Metromile, which went public via a merger with a blank-check company earlier this year, at roughly \$500 million.

#### SIGNIFICANCE TO INDUSTRY

SoftBank Group Corp.-backed Lemonade, which went public last year, recently debuted an auto-insurance product called Lemonade Car, currently being sold in Illinois with plans to roll out the offering in other states. Buying Metromile helps Lemonade build up that business while giving it auto-claims data and a team that's worked in the business for a decade.

Investors haven't fared well in recent quarters with Metromile. Metromile is being sold for a fraction of its \$1.3 billion equity value in an earlier merger with a special purpose acquisition company.

Metromile's shares have declined 79% this year, and Lemonade has fallen 49%.



\$500m Acquisition by

Lemonade

### >>> DEAL DETAILS: IONITY RAISES €700m FROM BLACKROCK

#### **OVERVIEW OF TRANSACTION**

Ionity, an electric vehicle fast-charging charging network provider whose owners include Daimler and Volkswagen, has raised a €700 million (\$783 million) investment from BlackRock Global.

Founded in 2017, Ionity was launched as a joint venture between a coalition of major automakers that includes Hyundai, Ford and BMW.

#### SIGNIFICANCE TO INDUSTRY

The investment will allow lonity to increase the number of charging points to 7,000 by 2025 — a more than four-fold increase from the 1,500 that are installed today.

The new charging stations will be situated on highways and other major roads as well as near major cities. Six to 12 charging points will be at each location. The firm is also planning on adding more charging points to existing sites with high demand.

Ionity's planned expansion includes owning and operating full-service stations for drivers to "recharge" while charging their vehicles. These stations, a concept it's calling "Oasis," are similar to roadside rest stops today.

BlackRock's participation in this round is a sign that institutional investors are increasingly interested in decarbonization technologies.



€700m Investment from



## » GUEST OP-ED

# Digital Retailing Data: The Blind Spot of Better Business Decisions

PETE BATTEN

### >>> GUEST OP-ED: PETE BATTEN

# "If you can't measure it, you can't improve it." - Peter Drucker

Throughout my career, Peter Drucker's philosophy has always resonated with me.

Today, it has taken on greater importance, especially in my new role at Automotive Ventures and most specifically when I reflect on the hundreds (if not thousands) of digital retailers that have launched in our industry in recent decades.

Put simply, a fundamental lack of Digital Retailing data is a major industry blind spot.

First and foremost, this long-standing lack of

data has made it impossible for dealers, OEMs, vendors, investors, and acquirers to make well-informed decisions about the numerous digital retailers that exist. What's more, if you believe in Peter Drucker's philosophy like I do, a lack of data makes it extremely challenging for our industry to improve Digital Retailing as a whole.

After 20+ years of building software and data products at well-known automotive companies, I joined Automotive Ventures this year to offer my expertise about where people should commit their resources for growth.

Every single client I've had the pleasure of advising has requested "better market data." My work to fulfill these requests reaffirms the monumental challenge that comes with navigating the complex automotive landscape,

as well as the overall importance of Digital Retailing data.

### Hyper-accelerated DR adoption requires the best data possible

Seemingly overnight, the pandemic caused millions of consumers to turn to a fully digital car buying process and thousands of dealers to lean more heavily on companies that offer these services. In actuality, Digital Retailing has been an industry focus for some time, running the gamut from solutions built by dealer groups, to those developed and/or sponsored by OEMs, to those offered by dozens of third-party providers.

Even still, the holy grail of a complete online and





### >>> GUEST OP-ED: PETE BATTEN

omnichannel sales process remains aspirational for 99%+ of U.S. consumer car purchases.

So, how do we navigate these complex waters, how do we make better DR decisions, and most importantly, how do we improve the car buying and selling process for both consumers AND dealers?

The Auto Intel Report you're reading right now has provided tons of insight into the market and brands in each category, but there's plenty more information our industry needs in order to build new products and make wise investment choices.

This is precisely why I joined forces with automotive veterans Andrew Gordon, Steve Greenfield, and Brian Reed to launch

Automotive Market Data. Our goal is to provide the industry with better data to empower smarter decisions and better investment returns. In answer, we've developed the Digital Retailing Market Share Database.

#### **Solving the Digital Retailing Puzzle**

The Digital Retailing Market Share Database evaluates more than 35 digital retailers, each day, across approximately 18,000 U.S. automobile dealer websites to identify the top digital retailers among car dealers, predominant digital retailers by brand, and leading technology providers in the automotive space – as well as unique digital retailing trends and emerging technologies.

Just some of the information we provide includes:

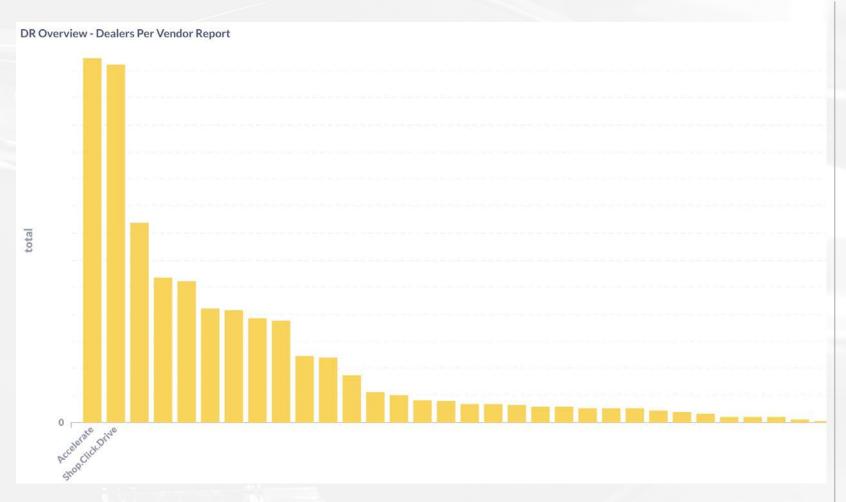
- Digital Retailer growth rate, churn rate, and market penetration
- The Digital Retailing tool(s) that are currently being used, or have just been added, to particular dealership websites
- Digital Retailer dealer count changes over specified periods of time and within specific geographic regions
- Digital Retailer market share by automotive manufacturer
- Dealer and/or manufacturer customer longevity among Digital Retailers
- Fully customizable reporting

We're vetting our beta version findings with dealers and vendors, right now. Our primary





### >>> GUEST OP-ED: PETE BATTEN



goal is to help the industry with more transparency and better data. We're excited to share more details about brands, hard numbers, percentages, and overall trends.

We are particularly eager for your feedback and direction on the data you would appreciate most. What would you like to know?

Please share your thoughts at <a href="mailto:info@automotivemarketdata.com">info@automotivemarketdata.com</a>.



Pete Batten
Advisor at
AVStrategy, an
Automotive
Ventures Enterprise









### >>> DECEMBER COMPANIES TO WATCH



#### tailhand.com

Transforms your tailgate into a reliable and highly versatile mobile workstation, so you can do more with confidence and precision. TailHand provides pickup truck users a stable and reliable way to work directly from their tailgate while improving their productivity and safety. Awarded 2021 Best New Truck Product of the Year by the SEMA Truck & Off-Road Alliance.



Operator of a vehicle as a service platform created to provide an elastic supply of vehicles serving any source of demand. The company's platform helps car rentals maximize their revenues and margins, increasing fleet utilization through aggregating demand, controlling supply and optimizing rides, enabling fleet managers to supply their underutilized vehicles as an ondemand service to any source of demand including ride-hailing companies.

### **Upstream**

upstream.auto

Developer of a cloud-based automotive cybersecurity platform intended to protect the technologies and applications of connected and autonomous vehicles. The company's platform provides big data and machine learning which utilizes several layers of security gateway and analytics engine, enabling customers to get real-time visibility on security, privacy, and fraud alerts.



#### rhombusenergysolutions.com

Developer of power electronic products designed to help solve the world's energy challenges. The company's power electronic products are focused on power management, power conversion, energy storage control systems and provides engineering services, enabling businesses to access a range of products that suit their requirements.



EVPassport provides their customers with the most seamless payment experience to charge any electric vehicle without requiring a separate app, account or a top-up balance. EVPassport is the only platform that enhances customer engagement by providing custom branded hardware with API-powered software that easily integrates with existing applications and services.



#### WeaveGrid

#### weavegrid.com

Using machine learning, optimization, and predictive analytics, their software solution solves several EV-grid integration challenges for utilities in a systems-oriented manner; helps integrate renewable energy resources on the grid; and saves utility customers money on their bills. Their vision is to drive the rapid decarbonization of the transportation and electric networks by intelligently connecting EVs to the grid.



#### smartcar.com

Empowers developers to build the future of mobility. Their API allows web and mobile apps to locate and unlock cars using simple HTTP requests. The Smartcar platform is compatible across car brands. It works without aftermarket hardware like OBD dongles. Their customers have built apps for peer-to-peer car sharing, mobile car wash, and fleet management.



#### motionintelligence.com

A technology platform capable of precisely locating and identifying mobile devices inside any vehicle using equipment that already exists in cars.. The Motion Intelligence service can prevent distracted driving while simultaneously allowing targeted interactions with passengers, based on their location within the vehicle, for entertainment, climate control, and navigation.





DEC

TAILHAND.

tailhand.com

autofleet

autofleet.io

**Upstream** 

upstream.auto

Rhombus

EV-

WeaveGrid

weavegrid.com

smartcar

### >>> 2021 COMPANIES TO WATCH



**JAN** 



**FEB** 















### **MAR**

FIXED OPS D I G I T A L













#### **APR** MAY

CARPAY

carpay.com

autoAPR

Installe Net

installernet.com

**Dealer**×

dealerx.com

FAPID

















### JUN



















**AUG** 

wepaythemax.com

JUL

wrapmate.com

















SEP























OCT



enerjazz

enerjazz.tech

**AUTORITY** 

autority.io

everrati

everrati.com

(7) Coulomb

coulomb.ai

♦ interplai

interpl.ai







NOV

cognomotiv.









autocorp.ai







Griiip

griiip.com

& F L U E N C Y

www.fluency.inc

**Data**Clover

Integrated Auction Solutions

### >>> 2020 COMPANIES TO WATCH



www.autohub.io





















**=**AutoFi

www.autofi.com

www.darwinautomotive.com

digitalmotors:

www.digitalmotors.com

♠ PRODIGY

https://getprodigy.com

www.edealerdirect.com

www.carwave.com

**@-DFALFR** 



**Quickride** 

www.goguickride.com



















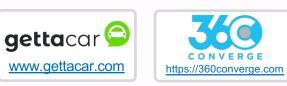












**WORK TRUCK** 

SOLUTIONS

www.worktrucksolutions.com

**Spireon** 

www.spireon.com

**№** Wheels TV<sub>®</sub>

http://wheelstvnetwork.com

ONEAUCTIONVIEW"

www.oneauctionview.com

winfooz

www.winfooz.com









boost acquisition

www.boostacquisition.com





https://curbside.ai









www.suresale.com





















Confidential materials provided by Automotive Ventures LLC © 2021



### PROVIDING EXPERT ADVICE AND COMPREHENSIVE SERVICES TO PLAYERS IN THE AUTOMOTIVE TECHNOLOGY ECOSYSTEM

Automotive Ventures, LLC 1922 Wildwood PL NE Atlanta, GA 30324 www.automotiveventures.com Steve Greenfield
CEO/Founder
(470) 223-0227
steve@automotiveventures.comx