

# Investor FactSheet



**Name:** Tracks

**Legal Status:** GmbH

**CEO & Founder:** Jakob Muus

**Founded:** 22.1.2018

**Headquarters:** Berlin, Germany

**Industry:** Logistics Technology

**Employees:** 15 (May 2020)

## Mission

To significantly reduce the environmental footprint of the road freight industry.

## One Line Pitch

We empower the road freight industry to increase efficiency and reduce their environmental footprint by providing them with real-time performance analytics, and suggestions, for truck operations.

## Problem

- Truck fleet operators are operating with margins of 3%; 30% of the costs are for fuel
- The sector is responsible for 6% of CO2 emissions in the EU
- Existing systems use simple, descriptive analytics and deliver almost no actionable insights beyond driver behaviour.
- Shippers find it difficult to access real consumption data from external carriers.

## Corporate Development

### 2019

Employees: 8

Revenue (in TEUR): 3

Pretax Profit (in TEUR): -586

### 2020

Employees: 16

Revenue (in TEUR): 200

Pretax Profit (in TEUR): -988

### 2021

Employees: 24

Revenue (in TEUR): 2.441

Pretax Profit (in TEUR): -1.295

### 2022

Employees: 50

Revenue (in TEUR): 14.099

Pretax Profit (in TEUR): 5.333

**Capital Needs (in TEUR):  
2.000**

## Business Model

**Tracks' Carrier Tool** is available to fleet operators as a Software-as-a-Service solution with a subscription model.

Shippers and Logistics Service Providers will use **Tracks' Shipper Tool** on a subscription basis to manage CO2 in their supply chain.

## Business Idea

Tracks has identified an innovative way to analyze the standardized built in telematics data of trucks (rFMS) and use it for the optimization of the fleet operation and asset management (**Tracks' Carrier Tool**).

On-board data is continuously sent to the cloud which enables a precise CO2-reporting and -management for shippers, (**Tracks' Shipper Tool**).

## USP

- Application of AI-based analysis methods for the identification of operational optimization potentials
- Calculations across fleets, brands, and telematics providers, so that smaller truck fleets also benefit from analyses
- Use without additional hardware telematics in the vehicle

## Founder & CEO



Jakob Muus founded Tracks in 2018 to make road freight transport more efficient and environmentally sustainable. Prior to that, he worked for more than 5 years at Volkswagen in strategic innovation. Jakob holds an M.Sc. from Copenhagen Business School and a CEMS MIM from WU Vienna.

### Jakob Muus

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## Interested?

Tracks is raising a Pre-Series A round in Q3 2020 and is open for investors to contact them.

## Partner

