# 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

Employees: 16 Revenue (in TEUR): 200 Pretax Profit (in TEUR): -988

Employees: 24 Revenue (in TEUR): 2.441 Pretax Profit (in TEUR): -1.295

### 2022

USP

Employees: 50 Revenue (in TEUR): 14.099 Pretax Profit (in TEUR): 5.333

## Capital Needs (in TEUR): 2.000

 Application of Al-based analysis methods for the

operational optimization

· Calculations across fleets,

providers, so that smaller truck fleets also benefit

brands, and telematics

identification of

potentials

vehicle

# **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.

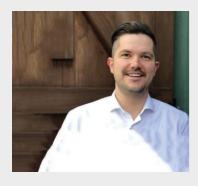
## **Business Idea**

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

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).

> from analyses Use without additional hardware telematics in the

# 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**

www.linkedin.com/in/jakobmuus Tel.: +49 162 749 0408 E-Mail: jakob.muus@tracksfortrucks.com

# Interested?

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

# **Partner**











