



Business Fact Sheet



Registered Name: Tracks GmbH

Trade Name: Tracks

Founded: 2018

Headquarters: Berlin, Germany

Industry: Logistics Technology

Employees: 18 (December 2019)

CEO: Jakob Muus

Business Description

Tracks is a German technology company pioneering the road freight industry's transformation towards greater efficiency and environmental sustainability. Its flagship product provides fleet owners with fuel consumption analysis and prediction tools to improve their bottom line and strengthen their competitive advantage in the market.

Mission

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

Vision

A future powered by sustainable freight transport.

Services

Tracks leverages machine learning, performance analytics, and automation in its suite of services for road freight companies:

- 1. Fuel management** - helps companies understand their fleets' fuel consumption compared to other fleets as the first step towards optimization.
- 2. Efficiency investments** - reduce uncertainty and improve decision making through fleet-specific recommendations.
- 3. Predictive pricing** - provides advance knowledge of expected fuel consumption so that companies can price their trips more effectively.
- 4. Platooning service (Future)** - incentivizes multi-fleet platooning by automating the sharing of fuel savings between companies

Investors

- NLA
- InnovationHub by Innogy
- Mobility Fund
- Oldendorff Fam.
- Private investors

Key Metrics

- European Road Freight Industry has an average margin of 3%
- Fuel counts for 30% of industry operating costs
- Tracks has a pre-launch sales pipeline worth 380k Euro
- Onboarded more than 9600 Trucks, worth 10m trips
- Prediction precision of more than 93%

Milestones

- **Company Launched**
Jan 2018
- **Secured Funding**
Mid 2019
- **Expanded Team**
October 2019
- **9600 Trucks analyzed**
December 2019
- **Soft-launched Product**
December 2019

Key Goals For 2020

Brand Awareness

Consolidate our position as the leading authority on emissions management.

Employer Branding

Become an employer of choice in our industry.

Business Growth

Capture a significant portion of the road freight market in 2020.

Founder & CEO Partners



Jakob Muus

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