



MEDIA KIT

This project was co-funded
by the European Fund
for Regional Development (ERDF)



EUROPEAN UNION
European Regional Development Fund



Overview

Tracks is a Berlin-based startup pioneering the road freight industry's transformation towards greater efficiency and environmental sustainability. Tracks' flagship product provides fleet owners with analysis and recommendation tools to reduce their fleet's energy consumption and emissions.

This significantly improves the customers' bottom line and strengthens their competitive advantage in the market.

Company Name

Tracks GmbH

HQ Location

Berlin, Germany

Date Launched

January **2018**

Data from Trucks analyzed

9,600

Team Size

18

PressContact

media@tracksfortrucks.com

About Tracks



Founded by Jakob Muus in January 2018, Tracks aims to reduce the fuel consumption and carbon dioxide emissions of the road freight industry. Using AI-based analytics and prediction tools, the company's flagship product, launching in April 2020, will help road freight companies become more competitive and efficient.

Tracks' product focuses on three main service areas: 1) Fuel management, 2) Predictive pricing, and 3) Efficiency investments. Fuel management helps companies understand their fleets' fuel consumption compared to other fleets as the first step towards optimization. Predictive pricing provides advance knowledge of expected fuel consumption so that companies can price their trips more effectively. Efficiency investments reduce uncertainty and improve decision making through fleet-specific recommendations.

Tracks makes these services possible by applying machine learning algorithms to existing fleet data. Road freight companies submit their data and, in return, will be able to view real-time information about their fleet performance. With this information, companies are empowered to make informed decisions and, as a result, save money. The use of machine learning allows Tracks to continually improve the accuracy of its analytics and predictions.

Tracks' services will be introduced in stages. The first stage will feature fuel management, followed by predictive pricing and efficiency investments in the second stage. The final stage will see the launch of a platooning service that will incentivize multi-fleet platooning by automating the sharing of fuel savings between companies.

Tracks' full-time employee count at the end of 2019 stands at 15, plus an additional 4 students/trainees, comprising of 11 nationalities with close to 40% of them bringing in over 10 years of work experience. Its partners, clients, and supporters include Climate-KIC, Innovation Hub by innogy, Startport, de hub, NLA, and the INVEST support programme from the German Ministry of Economics and Energy. Tracks has received investments from NLA, InnovationHub by Innogy, Mobility Fund, Oldendorff Family, and private investors.

Press Mentions



"The climate discussion is a blessing in disguise for European logistics – Jakob Muus"

My sincere hope for 2020 is that this will be a year where the logistics industry embraces current changes as an opportunity to re-invent their processes through clever, risk-minimized experiments, preparing for a future where the quickest (not necessarily the biggest) come out as the winner.

<https://www.europeanfreightleaders.eu/the-climate-discussion-is-a-blessing-in-disguise-for-european-logistics-jakob-m>



"Der Unterschied zwischen Digitization and Digitalization."

Für das Jahr 2020 wünsche ich mir, dass die „Digitalization“ der Transport- und Logistikbranche sich so fortsetzt, wie sie im Jahr 2019 angefangen hat und, dass der europäischen Straßengüterverkehr dadurch sauberer, sicherer, effizienter und fairer wird.

<https://emobilitaetblog.de/jakob-muus-tracks-vorhersagen-transport-logistikbranche/>

eMOBILITÄT
DISCOVER THE FUTURE

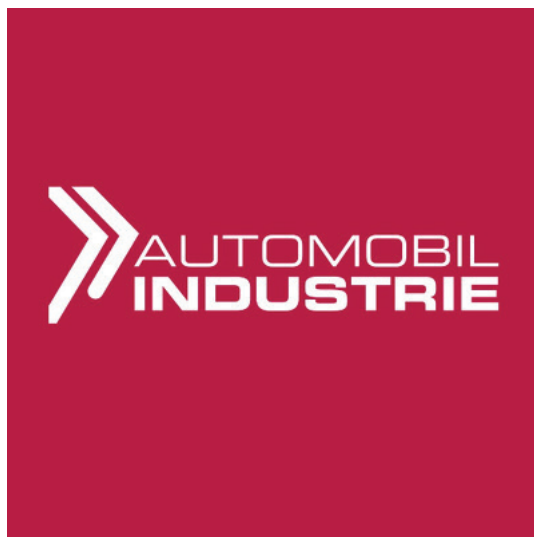
Press Mentions



"TRACKS - Tinder für Trucks."

Durch ein Echtzeit-Matchmaking ermöglicht Tracks Platooning-fähigen LKWs sich während der Fahrt zu finden und zu verbinden. Das soll sich positiv auf Umwelt, Sicherheit und Flottenmanagement auswirken. [...] Durch das Fahren im Windschatten lassen sich die CO2-Emissionen der gesamten Flotte um 7 Prozent verringern, ohne Geschäftsprozesse ändern zu müssen.

<https://etailment.de/news/start-ups/Start-ups-Tracks--Tinder-fuer-Trucks-21978>



"Platooning-Start-up Tracks: Dating für Brummis "

Das Berliner Start-up Tracks will der Technik mit schlauer Software auf die Sprünge helfen. Dabei kommt auch das Prinzip einer bekannten Dating-App zum Einsatz. [...] Die Lkw-Fahrer signalisieren per App, dass sie bereit sind, sich elektronisch mit anderen Lkws zu koppeln. Eine schlaue Software ermittelt dann passende „Partner“, und die Fahrer können dem Platooning-Vorschlag der App zustimmen oder ablehnen

<https://www.automobil-industrievogel.de/platooning-start-up-tracks-dating-fuer-brummis-a-842593/>

Fact Sheet



Automation

The process by which manual tasks are done by computers in order to increase efficiency and achieve consistent quality.



Performance Analytics

Processed data used to produce insights into a fleet's performance over a given period of time.



Artificial Intelligence (AI)

The theory and development of computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decision-making, and language translation.



Machine Learning

A subset of artificial intelligence in which computer systems are able to perform a specific task without the need for explicit instructions, relying on patterns and inference gleaned from past data instead.



Algorithm

Code designed to ingest data, process it, and then produce a result.



Platooning

Platooning means connecting two or more trucks in a convoy, using automated driving support systems. A platoon is a group of trucks traveling closely together at high speed. The vehicles maintain a fixed distance between each other, achieving fuel savings in all trailing trucks due to reduced wind drag. Manual platooning is already used on motorways across many countries. With technological support systems, Platooning will become entirely automated in the near future.



Jakob Muus

Jakob Muus is the founder and CEO of Tracks, a Berlin-based startup pioneering the road freight industry's transformation towards greater efficiency and ecological sustainability.

Jakob founded Tracks in 2018 with a vision to reduce the fuel consumption and carbon dioxide emissions of the road freight industry. Using AI-based analytics and prediction tools, the company's flagship product helps road freight companies become more competitive by reducing their ecological footprint and increasing efficiency.

Driven by a strong desire to find creative solutions to problems, Jakob began his career with the successful launch of two startups in Denmark and Germany. The first was an innovative B2C company specializing in energy efficiency; the second a marketing agency. He exited both startups by selling to private investors.

Jakob was then offered a position at the Volkswagen Group in Wolfsburg. During his time at the company, he played an important role in a variety of activities, including planning the future of mobility, building an innovation team, strategic forecasting, and developing a modular interaction space in Berlin. Jakob left Volkswagen with an acute understanding of the challenges facing the mobility industry.

Jakob completed his bachelor's degree at Copenhagen Business School (CBS) in Denmark, before being accepted into a highly competitive double masters program in Innovation Management and Business Development specifically designed for distinguished students looking to explore international careers.

Jakob is fluent in Danish, English and German. Outside of work, he likes to spend his personal time exploring the international cuisine of Berlin.





Contact

Press Contact:

media@tracksfortrucks.com

www.tracksfortrucks.com



Tracks



@tracksfortrucks



Tracks GmbH