

Decarbonising the freight industry



Decarbonisation and CO₂ allocation SaaS raising €2m bridge financing priced on series A

Our Mission

To drive decarbonisation and accelerate the transition to a carbon-free freight industry

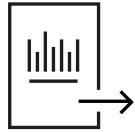
A message from Jakob Muus, Founder, CEO

"I founded Tracks with the vision of a decarbonised freight sector. My time in strategic innovation at Volkswagen showed me the huge, untapped potential of a digitised and efficient freight industry **where real data will make a real difference**. Tracks is going to empower companies to meet and exceed their emissions targets."

- ✓ M.Sc. In innovation & Business Development from CBS and CEMS MIM from WU Wien
- ✓ 5.5 years Strategic Innovation in the Volkswagen Group Research and in Volkswagen Financial Services
- ✓ 3 Startup Exits in 2008-2012
- ✓ Founded Tracks GmbH in January 2018
- ✓ Speaker on Logistics for German Startup Association



Global freight **emissions are on pace to double by 2050**

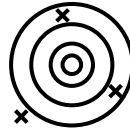


As of May 2021, any company that buys transport is **required to measure, and disclose CO₂ emissions**

In all three scopes:

- *Scope 1: direct emissions,*
- *Scope 2: electricity, heating or cooling costs*
- *Scope 3: all other indirect emissions produced in a company's supply chain¹*

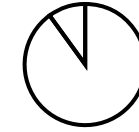
¹ <https://internationalbanker.com>



Scope 3 emissions make up more than **90% of a company's carbon footprint²**

Scope 3 emissions are the most difficult emissions to account for

² Nike Sustainability Report. In 2020, Nike's Scope 3 Emissions made up 98% of their total emissions



Current methods for tracking CO₂ emissions yield **inaccuracies of up to 400%**

Current methods rely on estimated data leading to inflated offset fees³

³ Proprietary market research

Green legislation puts **additional pressure on existing business models**¹

The European Union's Sustainable Finance Disclosure Regulation – **SFDR** – comes into effect

2021

2025

EU-wide **15% reduced emissions** for new trucks

EU-wide **30% reduced emissions** for new trucks

2030

Germany **65% reduced emissions** overall

2035

Paris Agreement to **reduce GHG emissions by 40%**

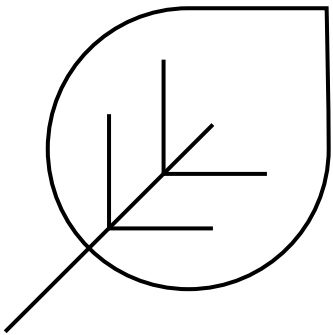
2040

2050

EU **Net Zero**

¹Learn more about the SFDR [here](#), and for information on Germany's emissions plans [here](#).

To be eligible for funding by
"green" investors, companies
must set strategies for lowering
CO₂ emissions and conduct
proper CO₂ accounting



Tracks streamlines data sharing between market players, enabling precise measurements and actionable insights to meet climate targets

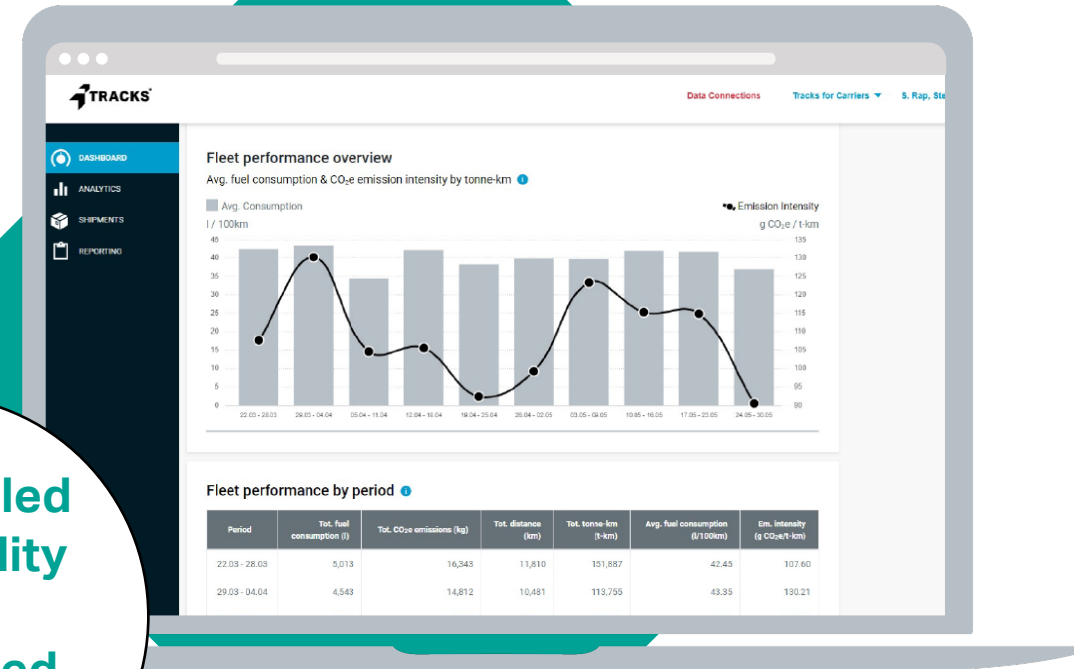
Primary data directly from onboard telematics systems based on **real consumption**

Buyers of transport (Shippers)

Logistics Service Providers (LSPs)

Sellers of transport (Carriers)

**Unparalleled
Data Quality
and
Unmatched
Precision**

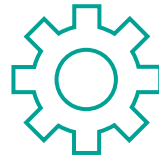
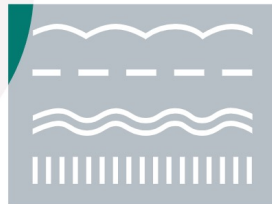


Tracks is the world's **first accredited platform** to offer **simple, automated** solutions that empower companies to **precisely measure**, manage and mitigate **Scope 3 CO₂ emissions**



Accredited
and audit-proof
reporting

GLEC
GLOBAL
LOGISTICS
EMISSIONS
COUNCIL



Automated

- API-integration into existing tools and processes
- Automated data-export



Effortless

- No hardware required
- Simply create an account
- Use existing telematics data

Resulting in **immediate benefits** on both cost and revenue side

Cost levers

45%

Immediate lowering of **measured CO₂ emissions** by using primary data

7-9%

Short-term **lowering of CO₂ emissions** through optimised planning

50%

Long-term **lowering of CO₂ emissions** through investments

Revenue levers



Improved competitiveness through sustainable procurement processes



More innovative Use of primary data unlike traditional estimation methods



Clear and accredited green profile to underpin existing sustainability messaging

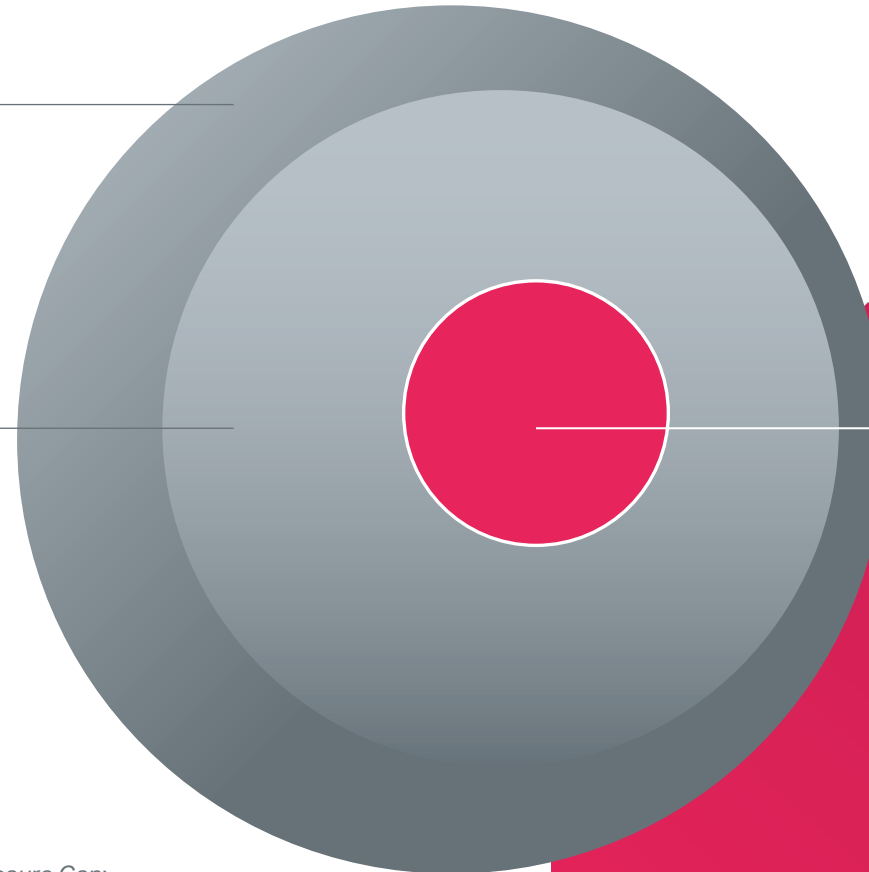
Enormous savings potential in CO₂ emissions from road freight and transport operations alone

2.922 bn tons CO₂

Global freight emissions in 2019¹

1.811 bn tons CO₂

Global road freight emissions in 2019²



326 m tons CO₂
savings with
Tracks*

Sources:

¹ [Smart Freight Centre, Closing the Logistics Emissions Disclosure Gap;](#)

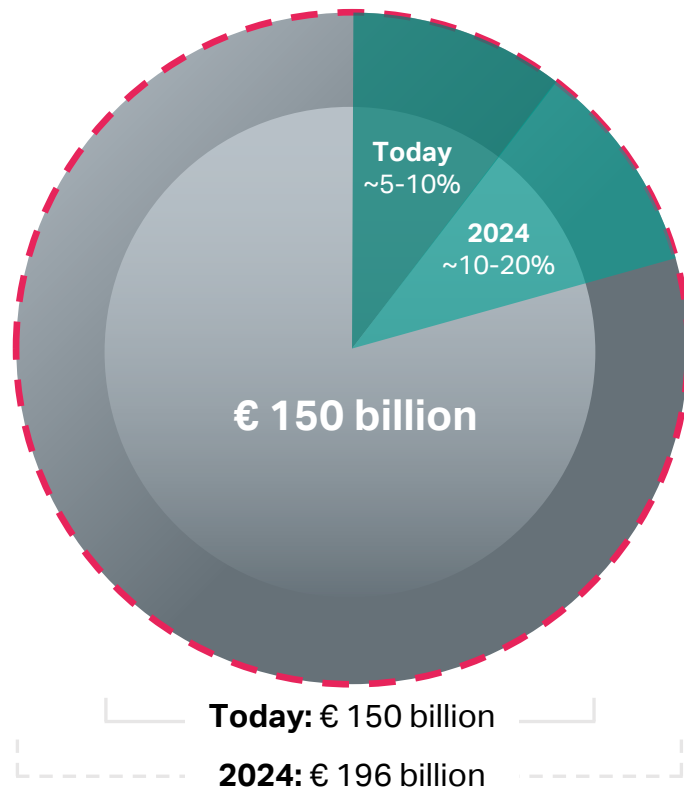
² [Same report](#)

³ ["EU Carbon price on track to reach €90 by 2030, ICIS - Euractiv.com"](#)

*Independent impact assessment completed by Climate-KIC, the EU's main climate innovation initiative.

The opportunity is huge and fast growing with +150 billion growing at 20 - 30%

A €150 bn market with strong network effects*



... resulting in 20-30% annual growth

Digital platforms' share is growing

+































Total market growing ~7%

↓

Underlying serviceable share of market growing 20-30% p.a.

*Sources: Closing the Logistics Emissions Disclosure Gap. Smart Freight Centre, July 2020. Market size based on 06.2021 EUA benchmarks of 50,91€ per ton; Smart Freight Centre; Mark Sullivan - Chief sustainability strategist BNP PARIBAS

Tracks is the first solution in the world accredited to work with primary consumption-based data, and the only one to go beyond simple measuring towards real decarbonisation"

	CO ₂ Footprinting	GLEC Accreditation	Use of primary data	Fuel optimization	Scalability
					
					
					
					
					

Other companies estimate, **we measure.**

Through a platform strategy, we are positioned to service multiple players with bespoke solutions

Shipper Solution

Effortless emissions management for shippers who want to start decarbonising their supply chain

Subscription model + Setup fee

LSP Solution

Automated CO₂ solutions for Logistic Service Providers start adding sustainability to their services

Licensing model plus tracking fee + Setup fee

Enterprise Partner Solution

For service providers who want to improve their service offering through sustainable supply chain solutions

Licensing model plus tracking fee + Setup fee

Carrier Solution

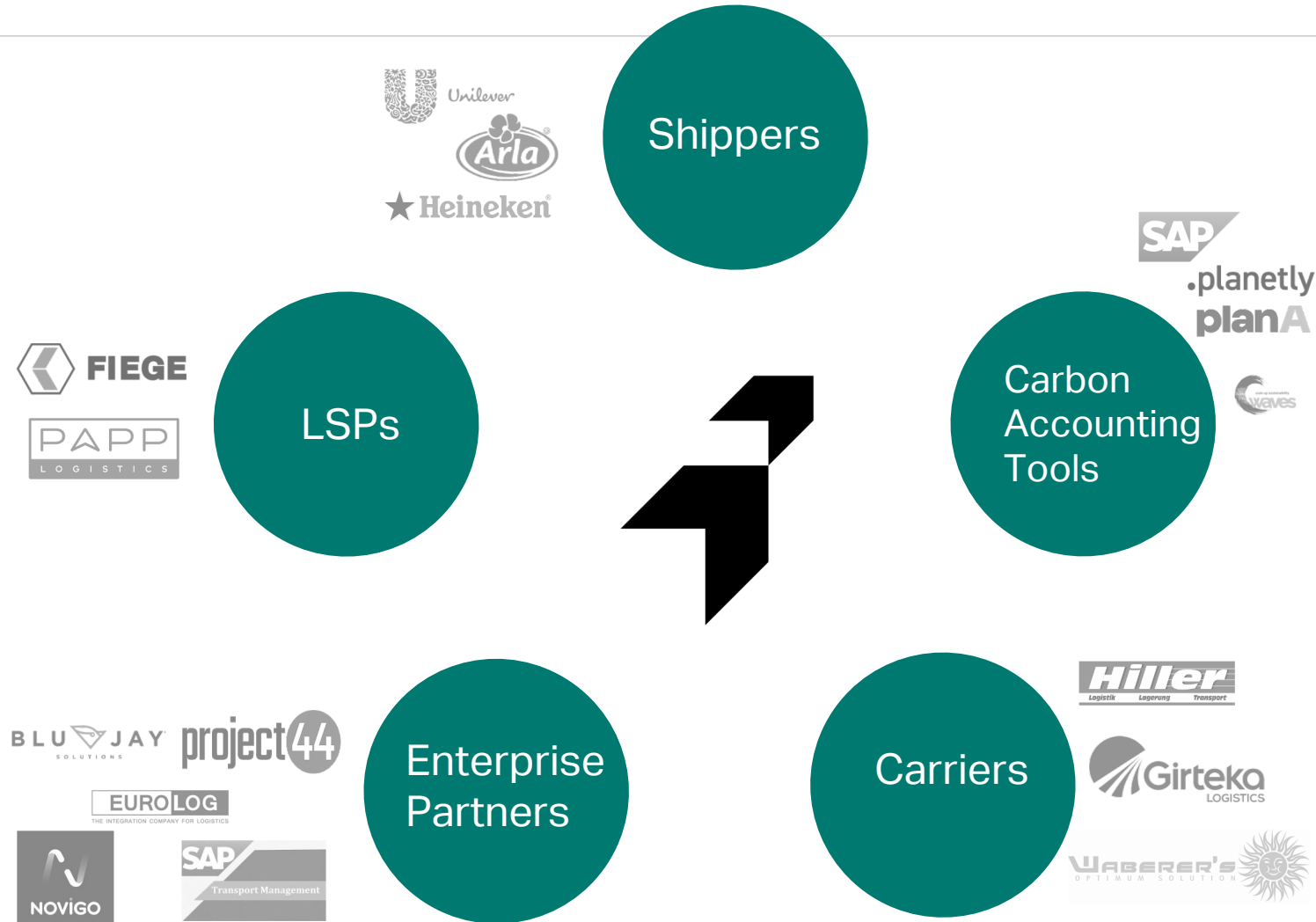
Effortless emissions management for carriers who want to start decarbonising their businesses

One-time set-up fee + Discounted subscription model

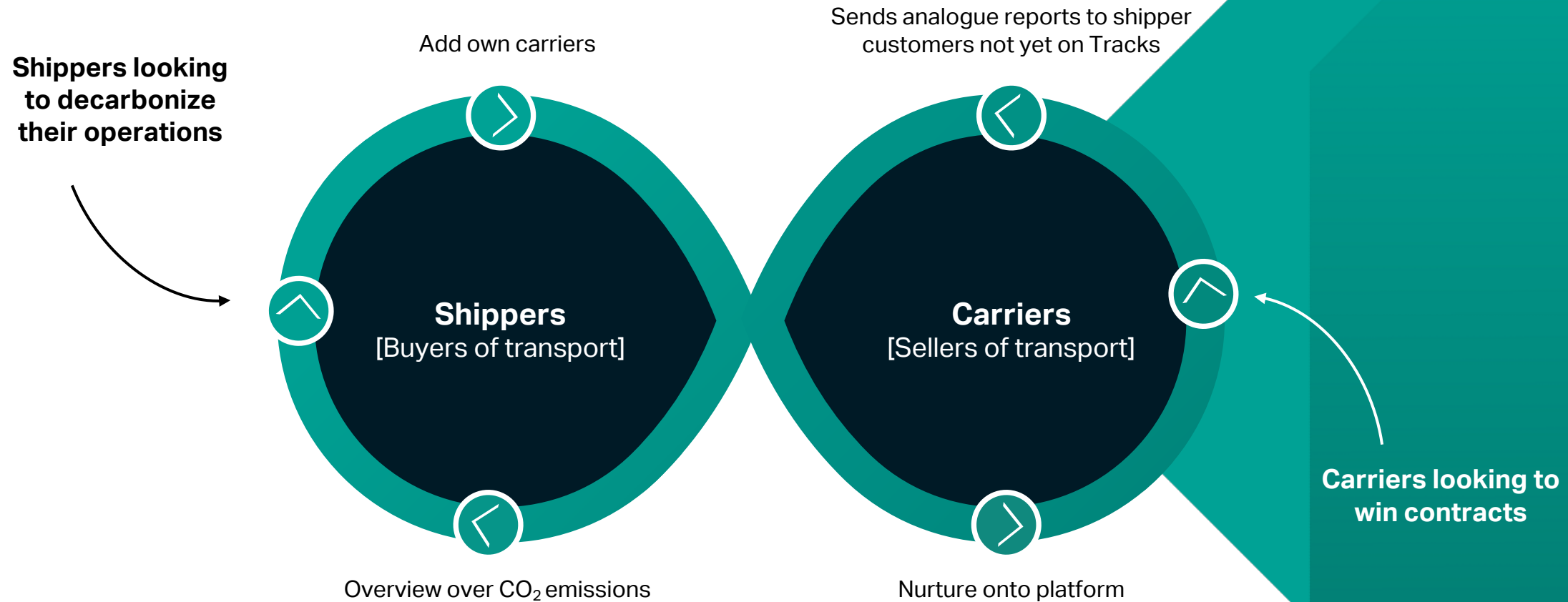
Carbon Accounting Tools Solution

Offering complementary data infrastructure to enhance existing carbon accounting efforts

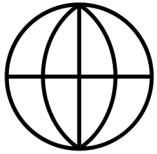
Licensing model plus tracking fee + Setup fee



Tracks platform is being build to create a flywheel effect and unlock exponential growth of both shippers and carriers



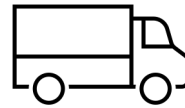
Our go-to-market strategy considers a growing penetration in the EU and USA focusing initially on road freight and partnership agreements



Germany and **France** will be our initial focus followed by **Scandinavia, Austria, Switzerland** and **Benelux**.

By 2023, we will expand throughout the **EU**. Due to legislation requirements, all companies in the EU will have to account CO₂ in their supply chains.

Tracks has also been getting attention from the USA, Australia and New Zealand. In two years, we plan to expand into the **USA**.



Tracks covers all five modes of transportation (air, sea, river, road and rail) but we will **focus initially on overland transport**.

Due to its complexity, road freight yields the biggest gap in CO₂ measured emissions, and **thus the biggest opportunity**.

Intermodal roll-out in 2022,
Multimodal roll-out to follow in 2025.



We will leverage the existing infrastructure and sell our services through **partnerships** in the short term.

Just before the inflection point



Signed

Four flagship customers

operating EU-wide:

- **Three specialised LSPs with own fleets** servicing the food and industrial sectors
- A **bulk tank transport solutions** company with a fleet of **50 highly-specialised vehicles**.



FIEGE



weigand

Three partnerships

- **Global supply chain visibility platform, Project44**
- **Global TMS and system integrator, Novigo**
- **Global truck OEM, RIO**

project44



NOVIGO



In negotiation

Tracks has **three shipper clients** and **two high-profile partnerships** in the pipeline. All are expected to close in Q1 2022.



Prospects

We have built a solid sales funnel and we are filling it with large and mid-sized companies.

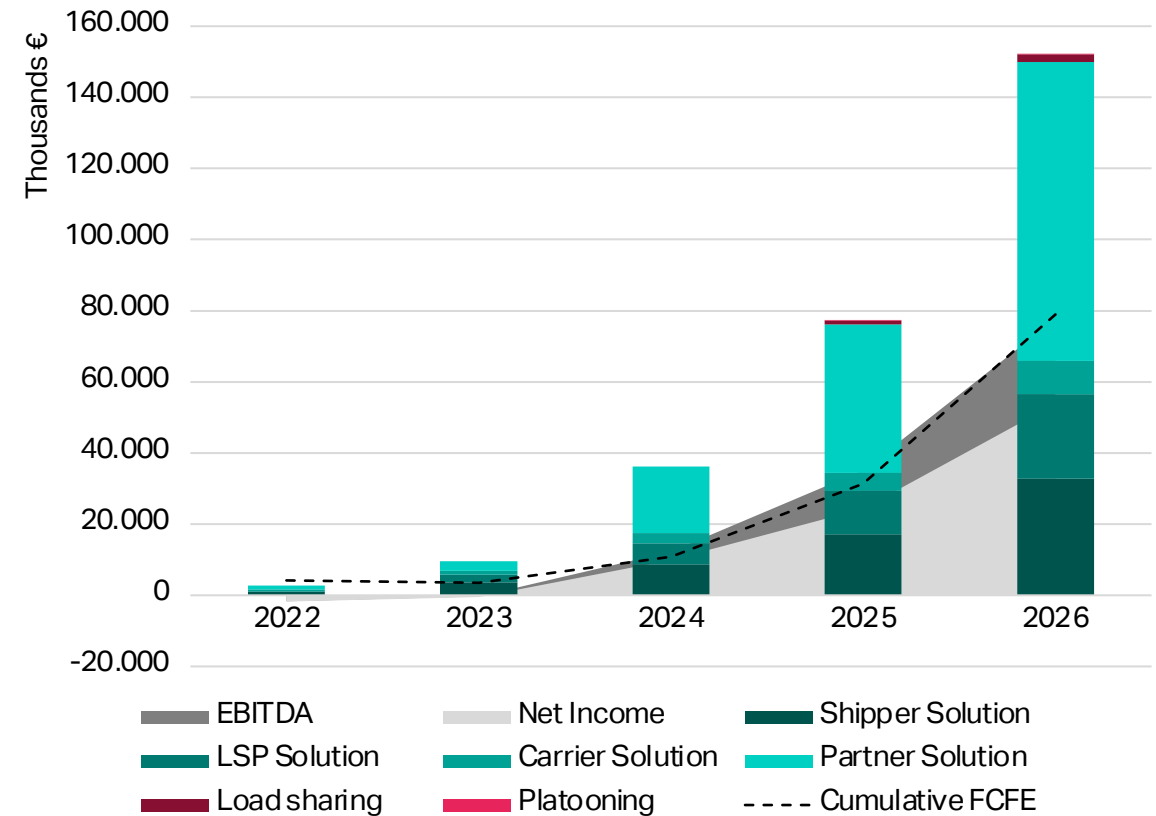
Tracks revenue growth and scalable operating platform helps drive significant cash returns

Our sales will reflect a growing penetration in our target markets with the shipper, carrier, LSP and partner solutions.

From 2025 we expect an additional income coming from Load Sharing and Platooning, two innovative solutions that will follow the expected evolution in the logistics market.

200k€ MRR expected by Q3-4 2022 and break-even in 2024.

EBITDA margin 50% by 2026.



We are expanding our current team of 18 FTEs and will hire for one key leadership role every quarter



Jakob Muus
Founder & CEO

VOLKSWAGEN
AKTIENGESellschaft

VOLKSWAGEN
FINANCIAL SERVICES
AKTIENGESellschaft



Bheesham Talwar
Head of Strategic Partnering

FOX
MOBILE GROUP

hp

real

NOKIA



Dr. Igor Nikolaev
Co-Founder & CTO

 Fidelity

 Grover

 Fyber



Dominik Hengge
Head of Product

 SIGNAVIO

 CGM



René Meyer
CFO

 innogy

 SkySails



Gunnar Larsson
Head of Sales

 UNIVERSITÄT
TUBINGEN

 BLACK BOX EVENTS

 BSP
Business School Berlin
Hochschule für Management

Hiring



Head of Network Partnering
Head of Business Development
Head of People and Organization
Head of Customer Service

We have built a world-class solution for CO₂ optimization in transport and logistics and will now take it to the next level

Phase 01: SEED Product-market fit

- ✓ Built core team
- ✓ Obtained GLEC accreditation
- ✓ Launched solutions for shippers and carriers
- ✓ Secured and monetised first customers
- ✓ Generated first channel partners

2021

Phase 02: SERIES A Prepare for hyper-growth

- Implement LSP solution
- Set up marketing channel mix for hyper growth
- Expand partner network (sales, integrations, white label)
- Validate KPI assumptions
- Prepare fleet management roll-out
- Expand leadership team

2022

Phase 03: SERIES B Execute hyper-growth

- Execute data monetisation
- Launch fleet management services to carriers
- Expand internationally
- Prepare multi-modal expansion

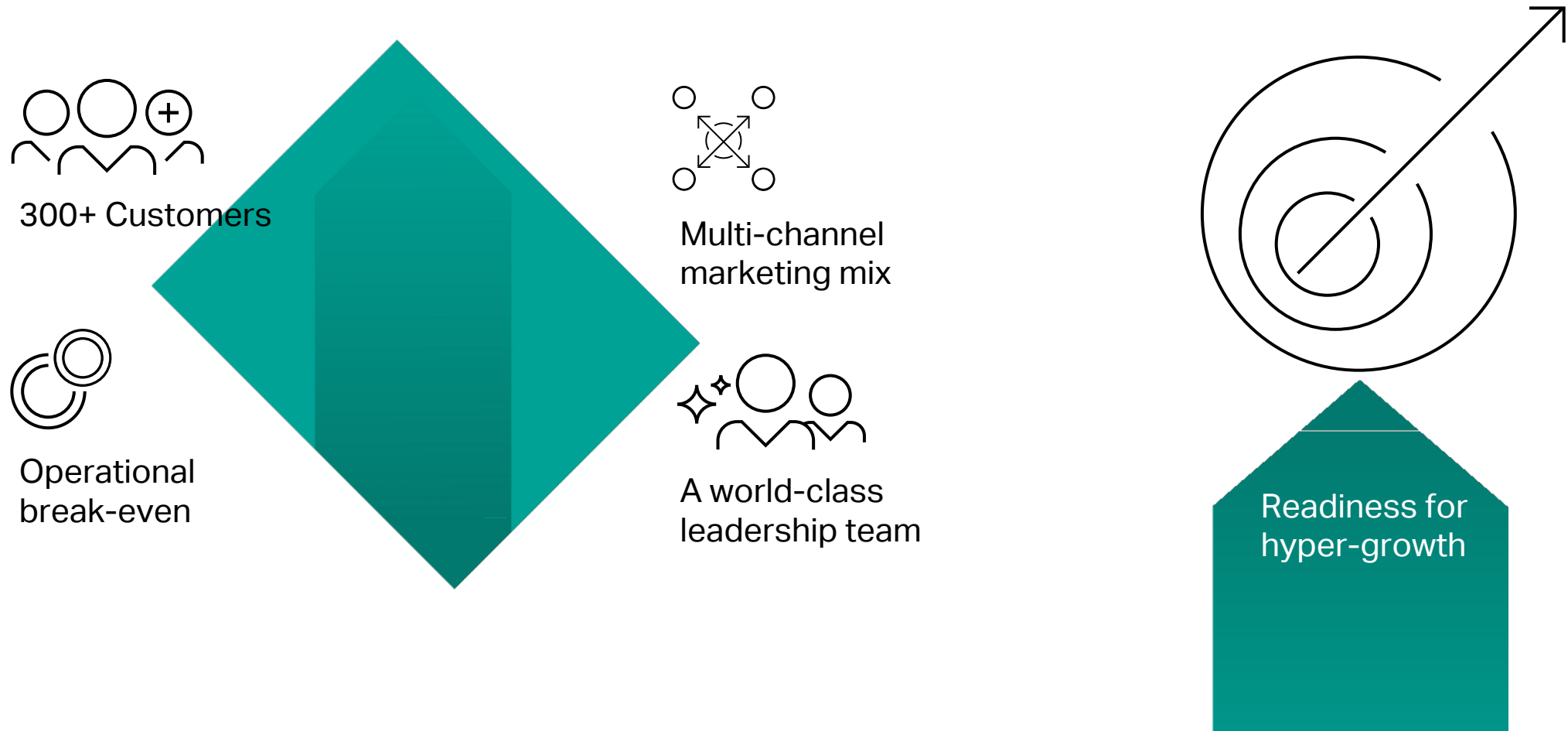
2023

Phase 04: SERIES C Capture entire value chain

- Launch multi-modal solution
- Become fully differentiated CO₂ visibility company for logistics operations
- Empower businesses to decarbonise their supply chains
- Reach €100m ARR

2026

Raising a €2m bridge round priced on Series A to start **Phase 02** of the Tracks playbook, resulting in:



Contact us for detailed
figures and a live product
demonstration

Jakob Muus, CEO

+49 162 749 0408

jakob.muus@tracksfortrucks.com

[linkedin.com/in/jakobmuus](https://www.linkedin.com/in/jakobmuus)

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