The Rise of the On-Demand Economy

A data-driven look at the trends and emerging players in the burgeoning on-demand landscape. Who will arise as winners?
In God we trust, all others must bring data
WE’LL COVER...

1. The booming on-demand space
   Financing trends to U.S. and international on-demand startups

2. The growing class of investors
   Who’s who in on-demand investing? Who are the “unusual suspects” and crossover investors moving in?

3. Momentum within on-demand – areas & companies
   What are the hot areas within on-demand, and which companies have traction?

4. Case study – Whole Foods Market
   Resource allocation is strategy. How has Whole Foods moved strategically in the on-demand economy? Who else is at risk?

5. Where is on-demand headed next?
   Where are the next innovations in on-demand
THE BOOMING ON-DEMAND SPACE

Everything on-demand
WHAT IS AN ON-DEMAND STARTUP?

“Applications that aggregate demand on mobile devices but fulfill that demand through offline services.”
ON-DEMAND EVERYTHING

Transportation
- Uber
- Lyft
- Getaround
- Sidecar
- RelayRides
- Getaround
- Gett

Marijuana
- lyft
- eaze
- sprig
- DOORDASH
- MUNCHERY
- POSTMATES
- caviar
- spoon
- rocket

Food / Grocery Delivery
- UBER
- lyft
- shuddle
- eaze
- sprig
- DOORDASH
- MUNCHERY
- POSTMATES
- caviar
- spoon
- rocket

Home Services
- healthy
- C
- favor
- Maple
- Instacart
- TaskRabbit
- Thumbtack
- Alfred
- LawnStarter
- breather

Travel & Lounging
- Airbnb
- keychain
- cargomatic
- Shipster
- shipboard
- breather

Shipping
- shyp
- zipments
- ZIRX
- LUXE
- SpotHero
- Parking
- Parking Panda
- Curb

Parking
- UBER
- lyft
- shuddle
- eaze
- sprig
- DOORDASH
- MUNCHERY
- POSTMATES
- caviar
- spoon
- rocket

Laundry
- medicast
- heal
- CLEANLY
- Washio
- Rinse
- FlyCleaners
- Hand
- HOMEJOY
- Alfred
- zeel
- StyleSeat
- Soothe

Health & Beauty
- ONDEMAND NEXT
- www.cbinsights.com
THE ON-DEMAND ECONOMY: $9.4B RAISED AND RISING

From $57M in 2010 to over $4B in 2014. YoY funding jumped 514% to hit $4.12B in 2014.

Source: https://www.cbinsights.com/research-on-demand-report
THE ON-DEMAND ECONOMY IS BIGGER THAN UBER...
On-demand startups minus Uber have raised $3.89B across 250+ deals since 2010. 2015 is on pace for a funding record that could more than double 2014’s total.

Source: https://www.cbinsights.com/research-on-demand-report
...BUT UBER HAS RAISED MORE THAN ALL OTHER ON-DEMAND STARTUPS COMBINED

Uber’s $5.5B raised is 28% more than all other U.S. on-demand mobile services combined. The chart below highlights the “power law”-like distribution of funding totals to U.S. on-demand companies.

Source: https://www.cbinsights.com/blog/uber-bigger-entire-on-demand-economy/
THE BUSINESS SOCIAL GRAPH
The Business Social Graph lets you visualize the investment, acquisition, competitor and partner & customer relationships between players in a space. It makes mapping an understanding an ecosystem dead simple.

Source: https://www.cbinsights.com/business-social-network
FOMO VENTURES? VENTURE CAPITAL INVESTORS ARE HERDING INTO ON-DEMAND STARTUPS

20 unique VC investors in the on-demand economy in 2010. Now 198 and rising.

Investors in the On-Demand Economy: Then and Now

Source: https://www.cbinsights.com/research-on-demand-report
ARE THE BIGGEST ON-DEMAND COMPANIES ALREADY IN EXISTENCE?

In 2010, 7 of every 10 deals in the on-demand economy came at the Angel / Seed stage. But the space is maturing. In 2014, 31% of deals were at the Series A, while Series B deal share hit a five-year high in 2014.

Source: [https://www.cbinsights.com/research-on-demand-report](https://www.cbinsights.com/research-on-demand-report)
ON-DEMAND DEAL SIZES BLOW PAST TYPICAL MOBILE DEALS

On-demand mobile startups have seen larger checks than the average mobile software deal size – most notably at the Series A and Series B stages.

Source: https://www.cbinsights.com/research-on-demand-report
ON-DEMAND HAS SEEN FEW EXITS TO DATE

Fewer than 10 to date.

U.S. On-Demand Exit Activity
Q1 2011-Q1 2015

Source: CB Insights
THERE HAVE BEEN CASUALTIES – AND STARTUPS THAT HAVE LOST MOMENTUM

Commuter shuttle startup RidePal runs out of money, ceases operations

by Kla Kokaltcheva // @mkalikethecar // JUNE 25, 2015, 9:09 PM EDT

Cleaning and repairs startup Homejoy is up for sale

By Carolyn Said // Updated 9:21 pm, Thursday, May 28, 2015

Prim Laundry Startup Throws In The Towel

All But Dead, Private Bus Startup Leap Auctions Off Buses

BY CALEB PERSHAN IN NEWS ON JUN 15, 2015 10:05 AM

Alfred Purchases WunWun Tech, Employees In Fire Sale

Posted May 11, 2015 by Ryan Lawler (@ryanlawler)
THE INCREASINGLY CROWDED FOOD DELIVERY MARKET

Dozens of U.S.-based companies are following the same two basic business models: delivering either prepared meals or “cooking boxes,” with ingredients and instructions.

Source: https://www.cbinsights.com/blog/food-delivery-startups-crowded-market/
# ON-DEMAND STARTUP WATCHLIST

Using CB Insights company search, we identified a few startups that haven’t raised funding in more than a year and who may be worth keeping an eye on for hiring/M&A purposes.

<table>
<thead>
<tr>
<th>Company</th>
<th>Last funding date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOMEJOY</td>
<td>December 2013</td>
<td>On-demand home cleaning app. Recently reported to be on the block with Handy and Helpling expressing earlier interest.</td>
</tr>
<tr>
<td>spoonrocket</td>
<td>May 2014</td>
<td>On-demand prepared meals app. Rivals Sprig and Munchery have each raised $45M+ rounds in recent months. Shut down in Seattle only 4 months after launch.</td>
</tr>
<tr>
<td>FlyCleaners</td>
<td>December 2013</td>
<td>On-demand laundry delivery startup that last raised funding in 2013. Space has since seen Rinse, Washio and Cleanly all raise VC funding.</td>
</tr>
</tbody>
</table>

Source: CB Insights
ON-DEMAND IS A GLOBAL PHENOMENON: $2B RAISED IN 2015 YTD
Over 55 deals to international on-demand startups so far this year.

Source: https://www.cbinsights.com/blog/international-on-demand-uber-for-x-trends/
CHINA AND INDIA LEAD THE WAY
China and India dominate international on-demand financing with 40+ deals each since 2012 and a combined $4B in equity financing raised.

Source: https://www.cbinsights.com/blog/international-on-demand-uber-for-x-trends/
UBER HAS ALSO OUT-RAISED ALL INTERNATIONAL ON-DEMAND STARTUPS COMBINED

While international taxi-hailing apps including Kuaidi, GrabTaxi and Olacabs have raised huge sums, Uber has raised 6% more funding than all other international on-demand startups combined.

Source: https://www.cbinsights.com/blog/uber-funding-tops-international-on-demand-startups/
ON-DEMAND INVESTOR ANALYSIS
Who is most active, who are the unusual suspects
AN ATTRACTIVE MARKET MEANS THE SMART MONEY IS INCREASINGLY ACTIVE

Some VC investors (top decile funds) are good at seeing around corners

Source: CB Insights
ON-DEMAND IS ATTRACTIONS A WIDE RANGE OF STRATEGICS (AND SOME UNUSUAL SUSPECTS)

The Growing Crop of Strategic Investors in U.S. On-Demand Mobile Services

Source: https://www.cbinsights.com/blog/tiger-cubs-investments/
MAJOR CORPORATIONS ARE PLACING BETS ON ON-DEMAND STARTUPS
Google Ventures has done 11 on-demand deals to 5 companies in the last 5 years

<table>
<thead>
<tr>
<th>Corporate Investor</th>
<th>On-Demand Investments / Acquisitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>Uber, RelayRides, Sidecar, Homejoy, LUXE</td>
</tr>
<tr>
<td>COMCAST</td>
<td>Instacart, Shuddle</td>
</tr>
<tr>
<td>VOLVO</td>
<td>Cargomatic, RidePal™</td>
</tr>
</tbody>
</table>
PACK OF HEDGE FUNDS AND MUTUAL FUNDS ALSO MOVING IN AT THE LATE-STAGE

And in some cases earlier.

<table>
<thead>
<tr>
<th>Crossover Investor</th>
<th>On-Demand Investments</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIGER</td>
<td>POSTMATES</td>
</tr>
<tr>
<td>Dragoneer</td>
<td>airbnb</td>
</tr>
<tr>
<td>Valiant</td>
<td>Instacart</td>
</tr>
<tr>
<td>T. Rowe Price</td>
<td>airbnb</td>
</tr>
<tr>
<td></td>
<td>Eventbrite</td>
</tr>
</tbody>
</table>
Hedge funds Valiant Capital, Glade Brook, Lone Pine, Falcon Edge, Coatue Management and Tiger Global have made bets on e-hailing startups in the U.S. and/or internationally.

Source: [https://www.cbinsights.com/blog/tiger-cubs-investments/](https://www.cbinsights.com/blog/tiger-cubs-investments/)
WHICH VC INVESTORS ARE MOST ACTIVE IN ON-DEMAND?

<table>
<thead>
<tr>
<th>VC Investor</th>
<th>Select On-Demand Investments</th>
</tr>
</thead>
<tbody>
<tr>
<td>SV Angel</td>
<td>washio, DOORDASH, HOMEJOY, Instacart</td>
</tr>
<tr>
<td>SHERPA VENTURES</td>
<td>MUNCHERY, shyp, LUXE, Alfred</td>
</tr>
<tr>
<td>ANDREESSEN HOROWITZ</td>
<td>Airbnb, Instacart, lyft, DogVacay</td>
</tr>
<tr>
<td>First Round CAPITAL</td>
<td>BLOOM, THAT, Boxed, Hotel Tonight, UBER</td>
</tr>
<tr>
<td>SLOW VENTURES</td>
<td>Handy, LUXE, StyleSeat, Wag!</td>
</tr>
</tbody>
</table>

See all the most active on-demand investors by stage in the On-Demand Report.
WHICH VC INVESTORS ARE MOST ACTIVE IN ON-DEMAND?

<table>
<thead>
<tr>
<th>VC Investor</th>
<th>Select On-Demand Investments</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Catalyst</td>
<td>spoon rocket, HANDY, airbnb, Getaround</td>
</tr>
<tr>
<td>500 startups</td>
<td>CLEANLY, TaskRabbit, StyleSeat, eaaze</td>
</tr>
<tr>
<td>CRUNCH FUND</td>
<td>SILVERCAR, Wag!, Getaround, Alfred</td>
</tr>
<tr>
<td>greylock partners.</td>
<td>sprig, airbnb, EatWith, Wag!</td>
</tr>
<tr>
<td>FOUNDER'S FUND</td>
<td>airbnb, lyft, POSTMATES, TaskRabbit</td>
</tr>
</tbody>
</table>

See all the most active on-demand investors by stage in the On-Demand Report
THE STARTUP CHALLENGERS
Emerging companies with momentum
COMPANY MOSAIC – ILLIQUID DOESN’T HAVE TO MEAN OPAQUE
Assessing the health of opaque private companies using public data. The National Science Foundation has funded the development of Company Mosaic.

What is Company Mosaic?
Quantitative framework to algorithmically measure the overall health and growth potential of private companies.

Companies scored on a 0 to 1000 scale.

It tracks 3 Ms for each company based on non-traditional signals such as:

- **Momentum** – Uses signals ranging from hiring growth, exec turnover, news volume and sentiment, customer & partner signings, product development velocity, web traffic, mobile app data, and social media chatter
- **Market** – Uses Market Mosaic to assess health of industry the company competes in
- **Money** – Financial strength and viability of company based on burn rate, financing history and investor quality
COMPANY MOSAIC IN REALITY

Munchery munchery.com

Munchery offers an online marketplace where users can purchase meals prepared daily by chefs and have it delivered for that night.

Company (Alive / Active)

Series A
$3.3M
2012

$700K
2013

$28M
2014

$85M
2015

Total Funding $117M
33 days since last funding

13 Investors
- Menlo Ventures
- Northgate Capital
- Greycroft Partners
- e.ventures
- Mousse Partners

All investors data

MOSAIC
950
-10 1-month
Momentum 910
Market 1000
Money 980 -10

Phone: 888-458-5376
375 Alabama Street
Suite 300
San Francisco, 94110
California, United States

Source: https://www.cbinsights.com/c-8e02f73ba9044458c5168ebf6883a423?term=munchery
HIGH COMPANY MOSAIC SCORES - TRANSPORTATION

These transportation companies have a strong Mosaic trend. They’re in the top 10% of companies based on their Company Mosaic scores.

<table>
<thead>
<tr>
<th>Company</th>
<th>Company Mosaic Score</th>
<th>Recent Headlines / Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uber</td>
<td>980</td>
<td>Uber poaches 40 people from ‘partner’ Carnegie Mellon</td>
</tr>
<tr>
<td>Lyft</td>
<td>950</td>
<td>Lyft Names Rakuten CEO Mikitani to Board of Ride-Sharing Startup</td>
</tr>
<tr>
<td>Getaround</td>
<td>890</td>
<td>Ford partners with Getaround car-sharing program</td>
</tr>
<tr>
<td>Shuddle</td>
<td>800</td>
<td>Uber For Kids: Shuddle Raises $10 Million To Replace Mom's Minivan</td>
</tr>
</tbody>
</table>
HIGH COMPANY MOSAIC SCORES – PARKING
These parking companies have demonstrated consistent Mosaic strength. They’re in the top 10% of companies based on their Company Mosaic scores.

<table>
<thead>
<tr>
<th>Company</th>
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</tr>
</thead>
<tbody>
<tr>
<td>ZIRX</td>
<td>840</td>
<td>Zirx brings its on-demand valet service to Brooklyn</td>
</tr>
<tr>
<td>SpotHero</td>
<td>820</td>
<td>You Can Use Your iPhone to Pay For Parking Now That SpotHero Accepts Apple Pay</td>
</tr>
<tr>
<td>LUXE</td>
<td>810</td>
<td>Luxe Launches Drive Home Service And Four New Markets Designated Driver Option Now Available in San Francisco</td>
</tr>
<tr>
<td>ParkWhiz</td>
<td>750</td>
<td>ParkWhiz, StubHub team up to ease parking pains at events, concerts</td>
</tr>
</tbody>
</table>
# HIGH COMPANY MOSAIC SCORES – FOOD DELIVERY

These food delivery companies have demonstrated consistent Mosaic strength. They’re in the top 10% of companies based on their Company Mosaic scores.

<table>
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<tr>
<th>Company</th>
<th>Company Mosaic Score</th>
<th>Recent Headlines / Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td>DoorDash</td>
<td>950</td>
<td>DoorDash is testing delivery from Whole Foods and Trader Joe’s</td>
</tr>
<tr>
<td>Munchery</td>
<td>950</td>
<td>Munchery meal delivery raises money at $300m valuation</td>
</tr>
<tr>
<td>Sprig</td>
<td>920</td>
<td>Meal delivery service Sprig raises $45 million in funding</td>
</tr>
<tr>
<td>Postmates</td>
<td>920</td>
<td>McDonald’s joins the Postmates lovefest, inks delivery deal in New York</td>
</tr>
</tbody>
</table>

@cbinsights  #ondemandnext
JANUARY 2013: WHOLE FOODS EYES FRESHDIRECT FOR NEXT STEPS

“(FreshDirect) is definitely a serious competitor for Whole Foods and they definitely price against us and we do pay attention to them and study them. I’m not saying we are going to get into the Internet/home delivery business like they are but if anyone figures it out, it’ll probably be FreshDirect.”

- John Mackey, Whole Foods CEO, January 17, 2013, Talk at 92Y

WHOLE FOODS FORMS NOTABLE ON-DEMAND PARTNERSHIPS OVER TIME

Whole Foods Ventures into On-Demand Grocery Delivery

- **Bloomberg**: Whole Foods Eyes Fresh Direct For Next Steps
- **Instacart**
- **Postmates**
- **Google Express**
- **Doordash**: Test (no partnership)

Date of Partnership:
- Jan 2011
- Jan 2012
- Jan 2013
- Jan 2014
- Jan 2015
### Whole Foods List of Partnerships

<table>
<thead>
<tr>
<th>Company</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Postmates</strong></td>
<td>October 12, 2012</td>
<td>Postmates adds Whole Foods to ‘Get It Now’ app for menu of items that can be purchased and delivered in an hour.</td>
</tr>
<tr>
<td><strong>Google</strong></td>
<td>September 25, 2013</td>
<td>Whole Foods is an early test partner of Google Shopping Express</td>
</tr>
<tr>
<td><strong>Instacart</strong></td>
<td>September 8, 2014</td>
<td>Instacart and Whole Foods partner to offer one-hour delivery across 15-major cities</td>
</tr>
<tr>
<td><strong>DoorDash</strong></td>
<td>June 12, 2015</td>
<td>DoorDash begins delivering groceries from Whole Foods in the LA area</td>
</tr>
</tbody>
</table>

Test (no partnership)
“The early read is very positive, indicating a 100 percent increase in awareness for our target audience with increases in both value perception and intent to shop versus our measured competitors. We are now providing fresh grocery delivery options to more homes in America than any other food retailer. Since announcing our 15-market partnership with Instacart in September, our average weekly online delivery sales have already passed the $1 million mark.”

- John Mackey, Whole Foods CEO on Q4 2014 Earnings Call

THE FASTER PACE OF DISRUPTION
Why incumbent players need to move quickly
IT’S HARDER THAN EVER TO STAY ON TOP...

The lifespan of an S&P 500 company is shorter and shorter.

---

**Average company lifespan on S&P 500 Index (in years)**

*Year (each data point represents a rolling 7-year average of average lifespan)*

DATA: INNOSIGHT/Richard N. Foster/Standard & Poor’s
TODAY’S EMERGING BUSINESS MODELS & STARTUPS BECOME TOMORROW’S PROBLEMS

Source: Clay Christensen Disruptive Innovation Framework
INCUMBENTS ARE VALIDATING NEW ON-DEMAND MODELS

Matt Maloney, CEO of GrubHub, said new non-restaurant kitchen food delivery models a la Munchery and Sprig are a new opportunity for the $3B company.

Maloney said orders from delivery-only kitchens comprise somewhere in the low-single digits of current orders but “expects the segment to grow exponentially in the near future.”

INCUMBENTS ARE VALIDATING NEW ON-DEMAND MODELS

Hyatt Invests in Onefinestay to Figure Out Sharing Economy Appeal

Hyatt CEO Mark Hoplamazian says the company invested in onefinestay to help the chain learn about the new ways that customers look at the guest experience, a differentiation he calls “really interesting.”

Hoplamazian, who notes that hotel chains have participated in vacation rentals and timeshares for years, says engaging with onefinestay through an investment was a particularly good way to enhance Hyatt’s learnings about the guest experience.

He says Hyatt has partnered with several companies to consider how to pilot new ideas. Cases in point included integrating Uber into the Hyatt app, and partnering with Reaction Housing, which is creating pod-like structures — something akin to pop-up hotels — for disaster relief.

Source: http://skift.com/2015/06/01/hyatt-invests-in-onefinestay-to-figure-out-sharing-economy-appeal/
MOBILE IS ENABLING ON-DEMAND COMPANIES TO EAT AWAY AT NON-TECH INDUSTRIES

AirBnB is poised to become more valuable than Marriott, Starwood, and Expedia.

Source: https://www.cbinsights.com/blog/airbnb-hospitality-industry-valuation-breakdown/
MOBILE IS ENABLING ON-DEMAND COMPANIES TO EAT AWAY AT NON-TECH INDUSTRIES

Startups are invading the domain of FedEx and UPS

Source: https://www.cbinsights.com/blog/startups-disrupting-fedex-ups/
WHAT’S NEXT IN ON-DEMAND?
ON-DEMAND INFRASTRUCTURE & SERVICES
A growing set of emerging companies now provide tech and software to enable and facilitate the end-to-end marketplaces that make up the on-demand economy.

“When a major new technology trend emerges – say, the rise of online video or social media – entrepreneurs can try to capitalize on the trend by creating a consumer product (mining for gold), or by creating tools to enable consumer products (selling pickaxes). For most technology trends, the number of successful companies created in gold mining and pickaxes are comparable, yet the gold mining businesses tend to get much more attention.”

- Chris Dixon, Andreessen Horowitz, Feb 5, 2011

Source: http://cdixon.org/2011/02/05/selling-pickaxes-during-a-gold-rush/
## On-Demand Infrastructure & Services

<table>
<thead>
<tr>
<th>Route / Vehicle Optimization &amp; Logistics</th>
<th>Background Checks</th>
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<tbody>
<tr>
<td>Onfleet</td>
<td>Checkr</td>
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<tr>
<td>ZENDRIVE</td>
<td>Confido</td>
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<tr>
<td>Narvan</td>
<td>trooly</td>
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<td>Routific</td>
<td>GoodHire.</td>
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<tr>
<td>MileIQ</td>
<td>BeenVerified.com</td>
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<table>
<thead>
<tr>
<th>On-boarding / Supply Side Optimization / 1099 Economy</th>
<th>Deep Links / App Promotion</th>
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<tbody>
<tr>
<td>Pillow</td>
<td>Button</td>
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<tr>
<td>BREEZE</td>
<td>branch</td>
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<td>Guesty</td>
<td>METRICS</td>
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<td>ZEN99</td>
<td>ondlink.me</td>
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<td>guesthop</td>
<td>RELCY</td>
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<td>HyreCar</td>
<td>WILDCARD</td>
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<td>Inmetromile</td>
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<td>kung fu</td>
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<td>proprrly</td>
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<td>OnboardIQ</td>
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<td>SherpaShare</td>
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<tr>
<td>TIEMPO</td>
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</tbody>
</table>

Source: CB Insights
HEALTHCARE
The rise of mobile healthcare on-demand. Converting bits to atoms (pharmacy delivery, house calls, marijuana delivery and more).

Source: https://www.cbinsights.com/blog/mobile-healthcare-startups-list/
BUSINESS-TO-BUSINESS

New modes of applying on-demand business models to corporations rather than individuals are sprouting up.

Office Cleaning

Customer Service

Delivery/Logistics

Source: CB Insights
QUESTIONS, GETTING UNDERLYING DATA & HELPFUL LINKS
## INVESTOR / ACQUIRER PROFILES

<table>
<thead>
<tr>
<th>Investor/Acquirer</th>
<th>Profile Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>SV Angel</td>
<td><a href="#">SV Angel Investor Profile</a></td>
</tr>
<tr>
<td>Sherpa Ventures</td>
<td><a href="#">SherpaVentures Investor Profile</a></td>
</tr>
<tr>
<td>Andreessen Horowitz</td>
<td><a href="#">Andreessen Horowitz Investor Profile</a></td>
</tr>
<tr>
<td>Investor/Acquirer</td>
<td>Profile Link</td>
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<td>----------------------------------------------</td>
</tr>
<tr>
<td>First Round Capital</td>
<td><a href="#">First Round Capital Investor Profile</a></td>
</tr>
<tr>
<td>Google Ventures</td>
<td><a href="#">Google Ventures Investor Profile</a></td>
</tr>
<tr>
<td>Company</td>
<td>Mosaic Score</td>
</tr>
<tr>
<td>---------------</td>
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</tr>
<tr>
<td>Uber</td>
<td>980</td>
</tr>
<tr>
<td>Lyft</td>
<td>950</td>
</tr>
<tr>
<td>Getaround</td>
<td>890</td>
</tr>
<tr>
<td>Shuddle</td>
<td>800</td>
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</tbody>
</table>
## COMPANY PROFILES – HIGH MOSAIC SCORES

<table>
<thead>
<tr>
<th>Company</th>
<th>Company Mosaic Score</th>
<th>Company profile page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZIRX</td>
<td>840</td>
<td>Zirx Company Profile Page</td>
</tr>
<tr>
<td>SpotHero</td>
<td>820</td>
<td>Spothero Company Profile Page</td>
</tr>
<tr>
<td>LUXE</td>
<td>810</td>
<td>Luxe Company Profile Page</td>
</tr>
<tr>
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## COMPANY PROFILES – HIGH MOSAIC SCORES

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<thead>
<tr>
<th>Company</th>
<th>Company Mosaic Score</th>
<th>Recent Headlines / Highlights</th>
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<td>Postmates</td>
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