



PEAKZONE

# Logistics & Supply Chain REPORT | VENTURE TRENDS

Lorenz Hartung | Elias Maier | Juell Woldegebriel

August, 2023 | © PEAKZONE GmbH

# Logistics & Supply Chain

## TABLE OF CONTENTS

**1.**

INTRO

**2.**

INDUSTRY OVERVIEW

**3.**

SECTOR ANALYSIS


**4.**

PROMISING STARTUPS

# About PEAKZONE

# Our Venture Experts



 **Lorenz Hartung**  
CEO

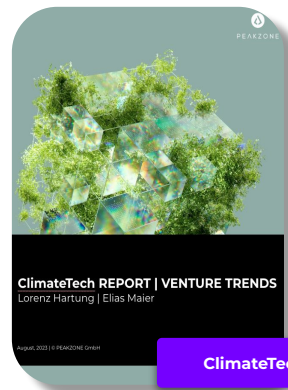


 **Elias Maier**  
Chief of Staff

# Receive our Venture Reports directly in your inbox



**LogisticsTech Report**



**ClimateTech Report**



**Edge Computing Report**



**MobilityTech Report**

Sign up for our newsletter at [peakzone.io](https://peakzone.io)

# We have a strong corporate, startup and VC network

### Startups we have worked with

### Universities and Dealflow Partners

### Corporates we have worked with

### VC Funds that we have worked with



# INTRO

# Asia Pacific region with the largest market and a constant growth rate throughout the global market



The global logistics & supply chain market reached **9.83 trillion dollars** in 2022.

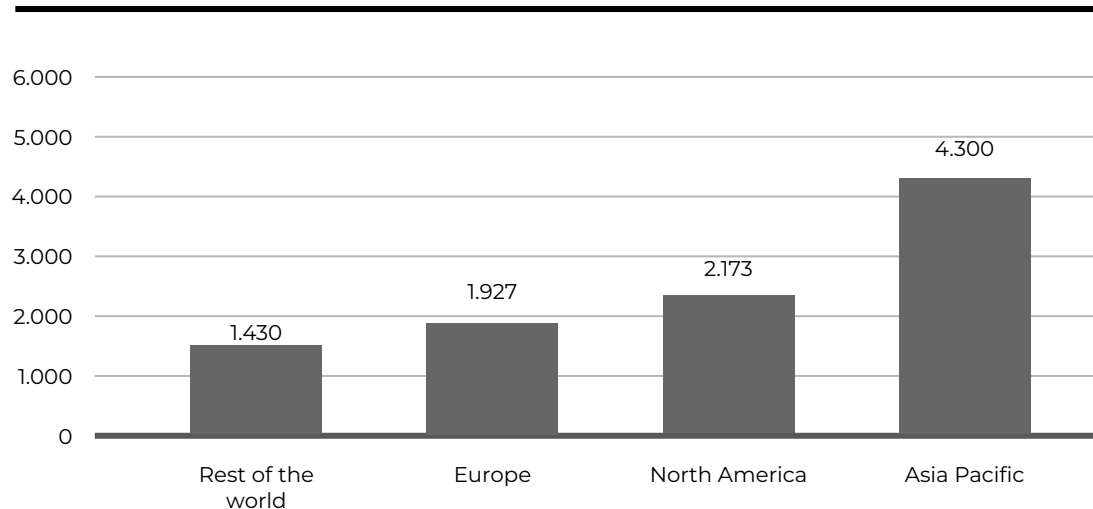


The global logistics market is expected to grow at a **CAGR of 5.6%** (2022-2027).

The market of international logistics is having a **significant growth** with growing demand for complex logistics solutions around the globe.

## Size of the global logistics market in 2022

By region (in billion euros)



The **Asia-Pacific** region is contributing significantly in terms of revenue to the logistics market share. **North America** places second and Europe completes the trio of the largest logistics & supply chain markets.

# INDUSTRY OVERVIEW

- Market Segments
- Market Sizes & CAGRs
- Logistics Performance Index
- Key Drivers
- Corporate Leaders

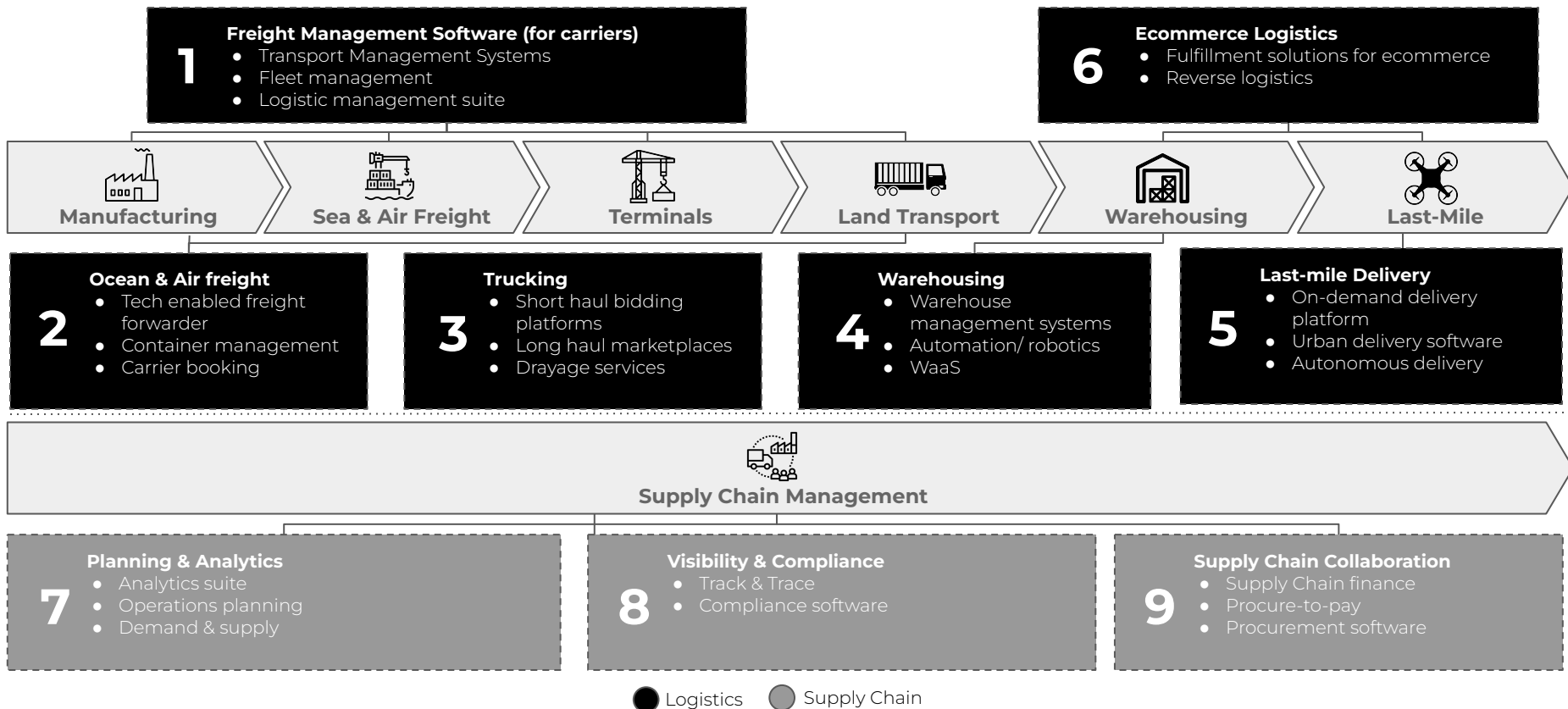


# Logistics & Supply Chain

**LogisticsTech:** “Tech companies providing or facilitating movement or storage of goods or offering software solutions for managing logistics operations.”

**SCM Software:** “Software solutions that help in executing end-to-end supply chain transactions. They assist in supplier relationship management, inventory optimization, supply chain analytics, operations planning, risk management, and supply chain visibility.”

# Nine main clusters of startup activity to be distinguished along the logistics & supply chain value chain



# Digital business models enable fast growing markets and startups to scale quickly

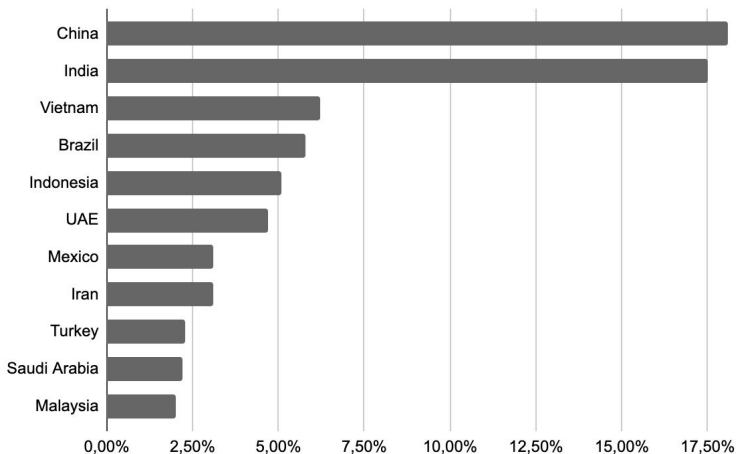
<b>Market</b> <small>According to previous taxonomy; sorted by market size</small>	<b>Market size</b> <small>\$Bn in 2022</small>	<b>CAGR</b> <small>% in 2022-2025</small>
Warehousing Management & Automation	15.6	15.3
Freight Management Software	12.2	10.1
E-Commerce Logistics Software	9.7	16.3
Supply Chain Collaboration	9.0	13.3
Last-mile Delivery Software	7.6	9.3
Supply Chain Analytics	5.2	21.0
Supply Chain Visibility Software	1.2	26.4

**Top 3** in each category

# Road transport as most popular mode of transport and Europe outperforms other continents by LPI

## Emerging Markets Growth Opportunities

Market survey from 2017 to 2022 (CAGR estimates)

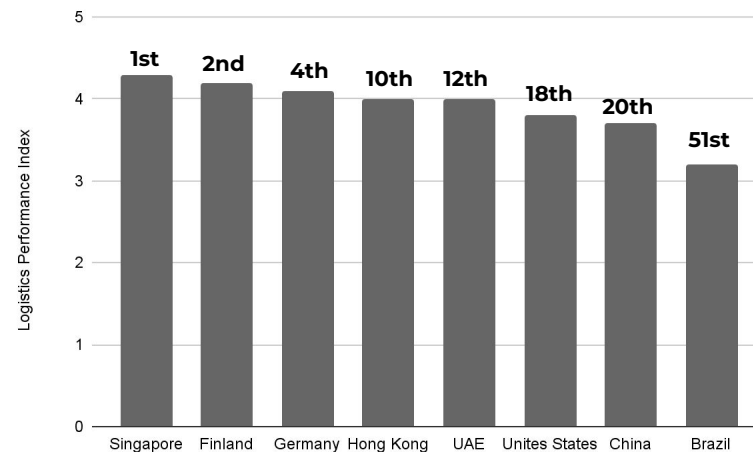


### Take-away

China and India with the highest growth opportunities by far. UAE was expected to grow significantly from 2017 to 2022, and now ranks among the top 12 countries on the LPI.

## Logistics Performance Index

Trade logistics performance across 160 countries (2023)

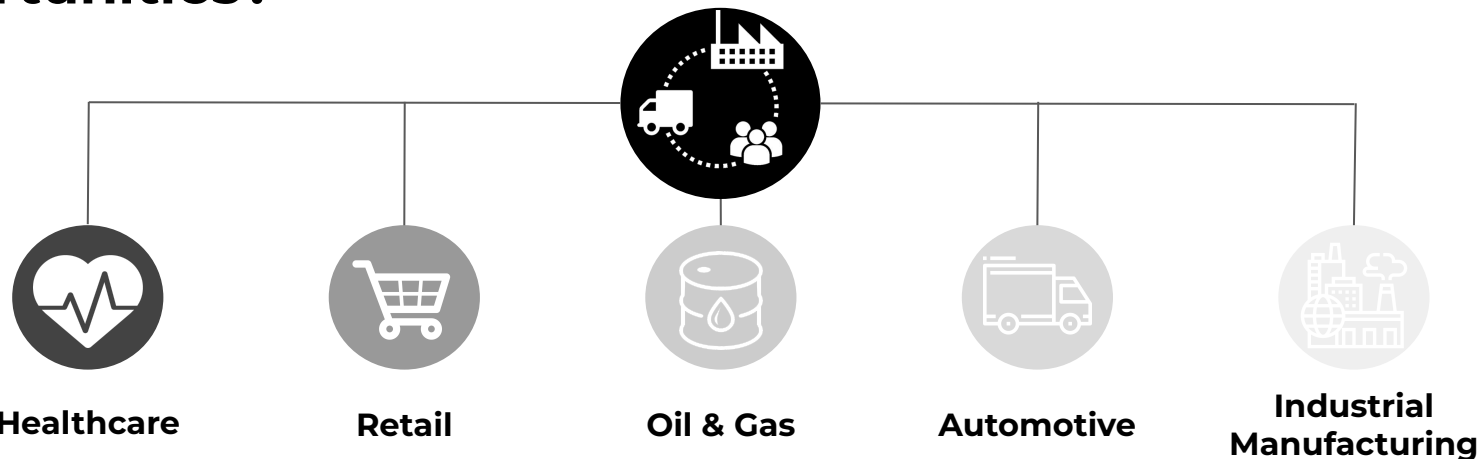


### Take-away

7 European countries plus Singapore, Canada and Hong Kong rank among the top 10. Singapore and Finland rank especially high for Infrastructure and Logistics Competence.

*\*LPI benchmarks infrastructure, logistics competence, tracking & tracing of shipments, timeliness delivery, international deliveries and customs for countries.*

# INDUSTRY VERTICALS: How are they affected? What are their opportunities?



## Healthcare

- Drug **counterfeits** as a major problem faced by pharmaceuticals companies
- **Temperature-sensitive** products

- **Track & trace** solutions are needed

## Retail

- Highly **complex retail networks**
- Food sector demands control over **cold supply chain**
- High customer **expectations**

- Efficient **last-mile** delivery
- **Warehousing automation**

## Oil & Gas

- Handling **hazardous materials**
- Highly **inflexible industry** due to long lead and transportation time

- **Track & trace**
- **Multi-modal forwarding**

## Automotive

- Increasing demand in **just-in-sequence/just-in-time**
- Cross-border transfer of parts

- **Track & Trace**
- **Risk management** of supplier network

## Industrial Manufacturing

- Availability of (raw) **materials**
- Just-in-case manufacturing
- **Communication** with supplier & customer network

- Flexible supply chains
- **Demand & supply** forecasting

### Challenges

### Opportunities

# KEY DRIVERS: What is driving the market? Which problems need to be solved?

## Globalization

- **COVID-19** has shown that complex supply chains can become fragile
- **Growth of global trade** and e-commerce



## Counterfeits

- Industries have to deal with increasing amount of **fake products**
- Customers demand **SC visibility** for better planning and operations



## Cost pressure

- Constant pressure to **reduce costs**
- Increasing international **competition**
- Volatility of **raw materials**

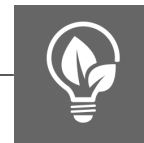


## Logistics Drivers



## Shortage of labor

- **40%** of german truck drivers **retire** until 2030
- Japan faces significant shortage due to **aging society**



## Climate change & resource scarcity

- **ESG concerns** in governments rise and lead to **restrictions** that influence the logistics industry



## Rising customer expectations

- Individuals and businesses expect to get goods faster and **more flexible**
- Demand in **visibility** and customer experience



# KEY TECHNOLOGIES: The 6 most impactful technologies that are changing how logistics & supply chain are operated

## IoT

- Improved supply chain **transparency**, safety and efficiency
- More efficient planning and monitoring enabled by sensor technology



## Cloud

- Enabling new **platform-based business** models and increasing efficiency
- Only **47% of new software rollouts are SaaS** (rest on premise)



## Robotics & Automation

- Reduction in **human workforce** and increased efficiency
- **30% of warehouse workers supplemented by 2023**



## LOGISTICS TECH

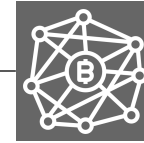
## Analytics & AI

- Improvements in customer operational efficiency
- **50% of large companies expect to use AI/ analytics in operations by 2023**



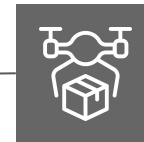
## Blockchain

- Enhanced supply chain **security** (reduction of fraud)
- 52% of LSP say blockchain is game-changing and **26% already see positive ROI**



## AV & Drones

- **Reduction in human workforce**
- Increased cost efficiency (use cases: inventory, surveillance, delivery)



# Logistic incumbents and tech giants all over the world have intensified investments into digital transformation



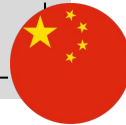
amazon

- **Strategy:** expanding in-house expertise in warehousing and develop its own delivery capabilities.
- **Startup acquisitions:** *Canvas Technology* (2019); *Kiva systems* (2012)
- Amazon's robotics division was created after the acquisition of Kiva Systems, whose shelving robotics now serve as a kind of robotic epicenter to Amazon's many fulfillment centers.



阿里巴巴  
Alibaba.com™

- **Goal:** improve delivery services for its sellers by setting up Cainiao, a JV with several logistics companies, a department store, an investment firm and a company with port logistics operations
- **Main advantage:** the access to a logistics data platform, which helps the network members to achieve efficiencies in order fulfilment by leveraging their capabilities at large scale.



DHL

- **Strategy:** Ocean tracking & tracing
- Providing near real-time shipment status, allowing forecasting of freight journey to facilitate disruption management
- Combinable with **DHL Ocean Secure** for holistic product status transparency (incl. temperature, humidity, shocks)





# SECTOR ANALYSIS

Competitive Landscape  
Venture Trends  
M&A Activity  
Unicorn Landscape

# Competitive market for startups and investors as large corporations continue to deepen their value chain

## Logistics incumbents

- Digitally **integrating into clients' supply chains** and production processes
- Optimizing own operations** and processes (e.g. warehouse robotics)



## Mobility providers

- Intelligently connecting passenger and cargo transport
- Developing **autonomous driving** solutions
- Defining **integrated trucking** solutions/ platforms



## Tech (e-commerce) giants

- Creating next generation logistics in **last-mile delivery and warehousing**
- Applying big data analytics, AI and ML in logistics and **robotics**



## VCS

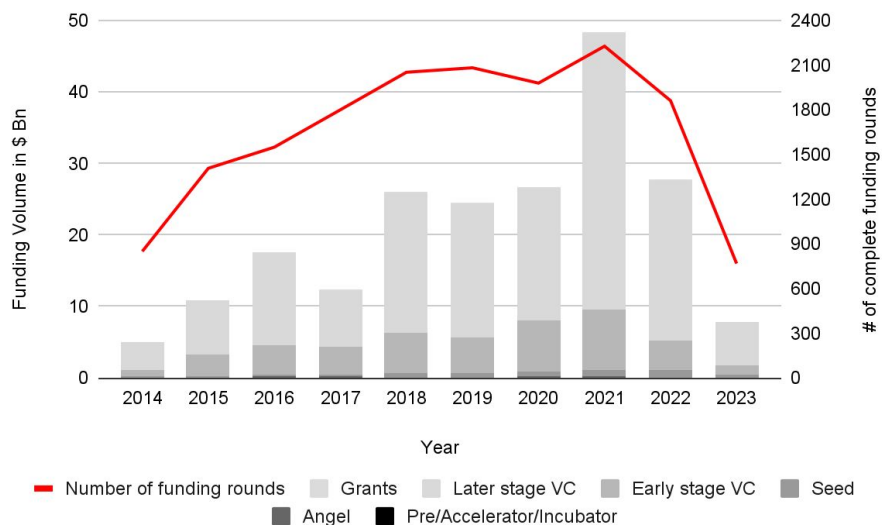
- Disintermediation of the logistics value chain
- Tapping into fastest growing, "disruptable" areas of logistics



# Accelerated rise of new technologies, sustainability policies, and changing consumer preferences are driving the market

## Annual funding Logistics & Supply Chain

Total funding & number of rounds, 2014-2023



### Take-aways

- **\$207 Bn** overall **funding** within the last 10 years
- While **2022 was able to come close to the peak year of 2021** as the second-best year, the year **2023 appears to exhibit a clear decline** in both invested capital and funding rounds.
- Between **2014-2019, early-stage VC** investments averaged **15.4%**, **later-stage VC** investments averaged **8.8%**. But, **since 2020, later-stage VCs dominated**. 2019-2023 saw early-stage VC at 12.8% and later-stage at 17.2% on average.

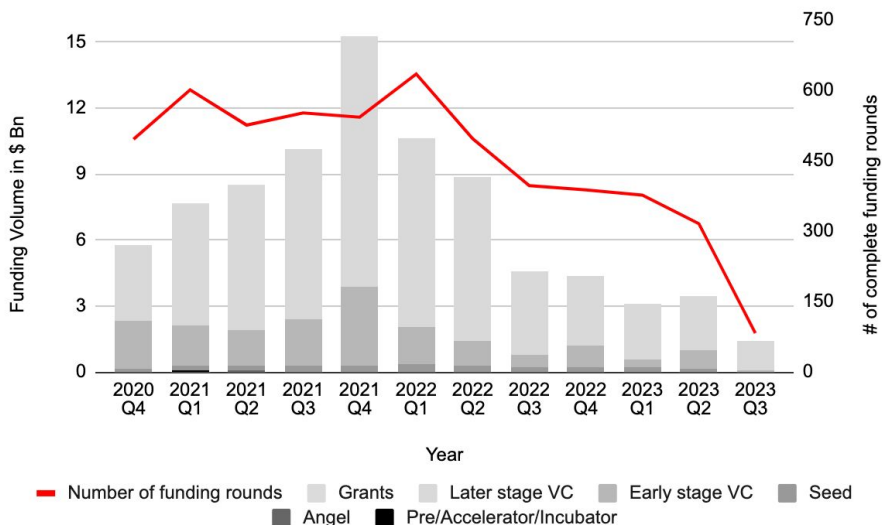
### Notable Investors

- **Corporates:** Alibaba Group, Kühne + Nagel, Continental, Intel Capital, FedEx, DB Schenker, General Electric, Sony, Monsanto, PostNord
- **VC Funds:** Y Combinator, 500 Capital, SOSV, IDG Capital, FJ Labs, Khosla Ventures
- **PE-Funds:** Blackstone, Enterprise Ireland, TPG, H.I.G. Capital, Accel-KKR, Waterland

# The Logistics & Supply Chain venture market is strongly affected by the slump in the global funding environment

## Quarterly funding Logistics & Supply Chain

Total funding & number of rounds, Q4/20 -Q3/23



### Take-aways

- **Funding volume** grew **exponentially** up until **Q4/21**, when **Q-o-Q growth** reached **50%**. **Q3/21** and **Q4/21** saw **\$10.13 Bn** and **\$15.26 Bn** invested respectively
- Funding volume then declined by **71%** until **Q4/22** falling below Covid levels to **\$4.36 Bn**
- The **number of complete rounds peaked** in **Q1/22** at **635 deals**, and **reached a low in Q2/23** at **316**. **Q3/23** could **possibly** result in **the lowest deal activity** in recent years with **only 83 rounds closed** so far
- So far, **only \$1.38 Bn** were **invested in Q3/23**, with **95%** going to **later stage startups**

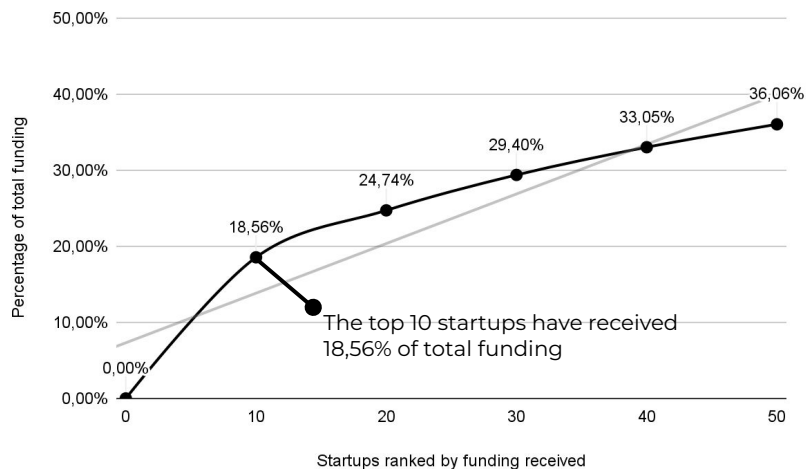
### Notable Startups & Investors

- **Notable Startups:** Uber Freight (USA), Swiggy (India), Gojek (Indonesia), Gopuff (USA), Flink (Germany), Bolt (Estonia), Einride (Sweden)
- **Notable VCs:** Tiger Global Management, Temasek, Y Combinator, Softbank, Alumni
- **Notable Corporate VCs:** GV, Leaps by Bayer, Prologis Ventures, Salesforce Ventures, Next47, Tencent, M12, Aramco Ventures, BMW i Ventures

# Highly concentrated market with below average funding growth in the last years

## Cumulative funding

Percentage of total funding

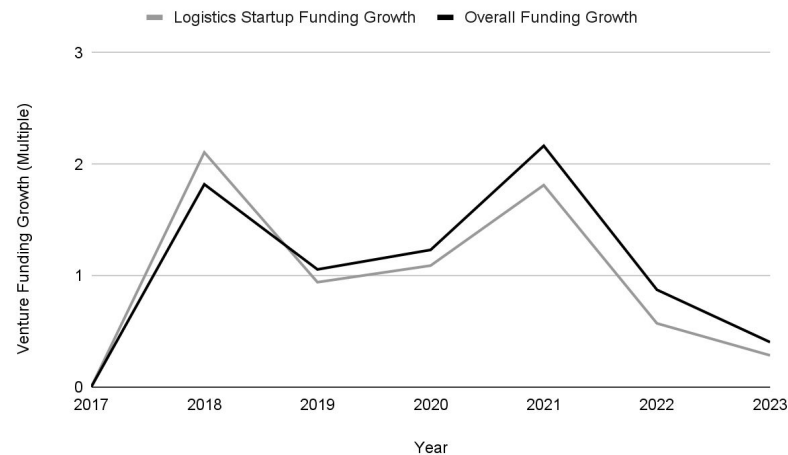


### Take-away

Market funding is **dominated by few top funded** startups, but less concentrated than other sectors (e.g. MobilityTech).

## Venture funding growth in logistics

Indexed growth, funding in 2017 indexed to 1x



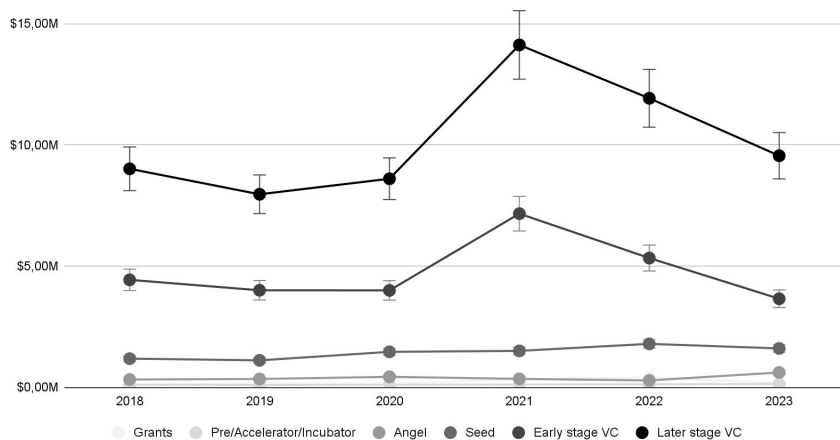
### Take-away

Funding for logistics startups is **closely correlated with the general funding trend** but has remained **below market levels** ever since 2019.

# Early Stage Valuations dropped significantly faster than Later Stage Valuations in the Logistics Sector

## Median Deal Size

in \$ Mn, by Funding Stage

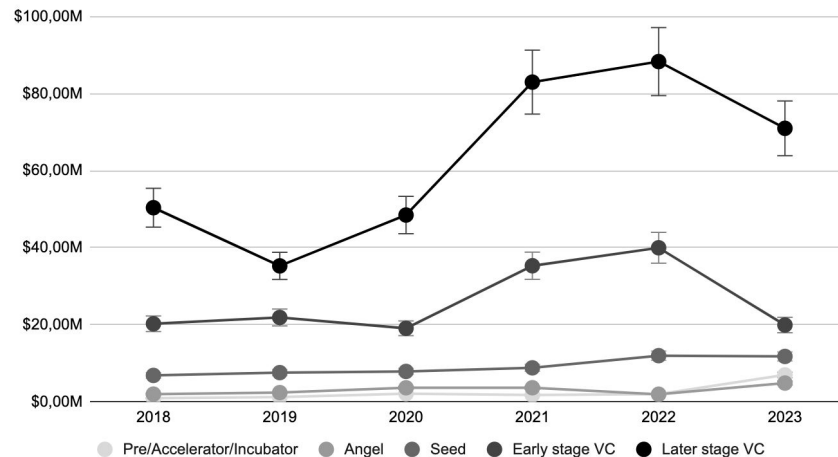


### Take-away

Funding sizes in early & later stages **grew by almost 50% from 2020 to 2021** only to fall back to similar levels by 2023.

## Median Post Valuation

in \$ Mn, by Funding Stage



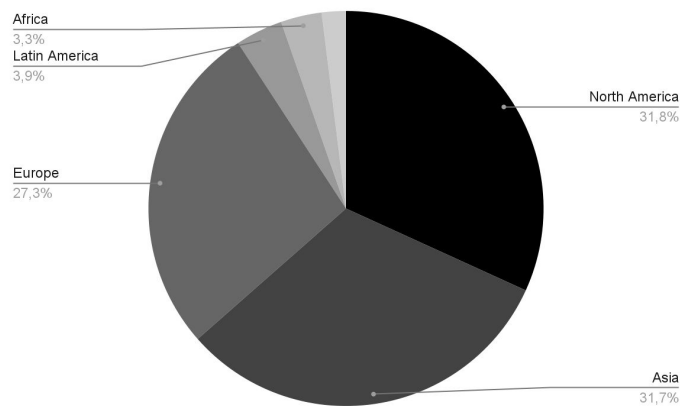
### Take-away

Late Stage Median Post Valuations grew from a low in 2019 at **\$35 Mn** to a high of **\$88 Mn** in 2022.

# India and South-East Asia still hold lots of untapped market potential with many startups being founded in the region

## Startup distribution by location

by region in %

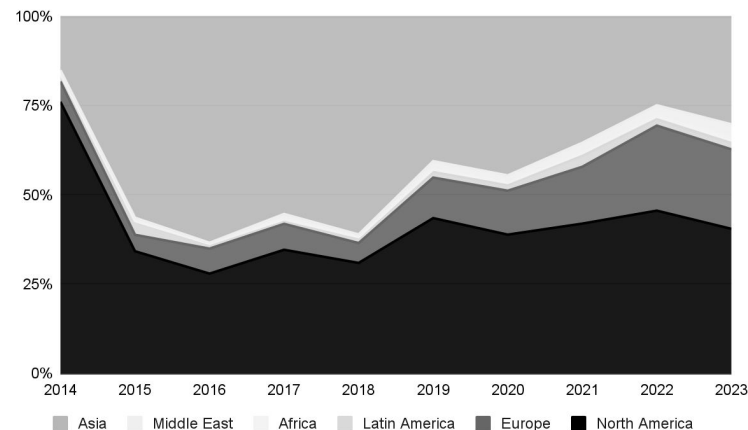


### Take-away

- In total there are **5.583 VC-backed and non-funded companies** in the logistics and supply chain sector. **In Asia, a significant amount of startups is located in China (829) and India (350).**
- **Indonesia**, stands as a **significant player** in this sector with **49 startups active** in this country, indicating a **potentially growing market** in the logistics and supply chain domain.

## Funding distribution over time

by region in %



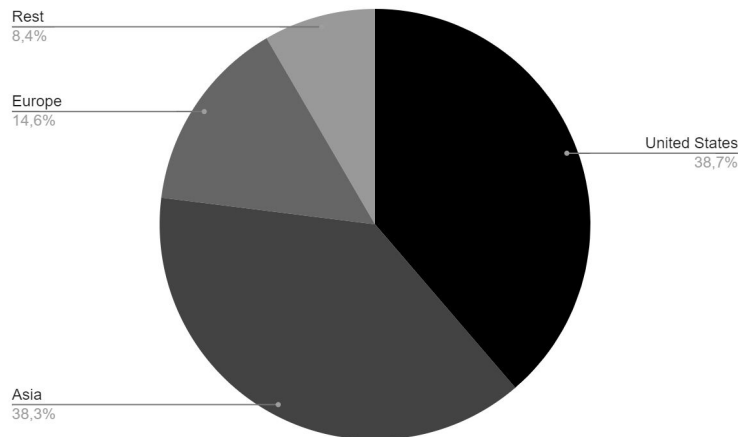
### Take-away

- Suddenly, from **2015 to 2018 Asia-based startups received the largest amount of funding** - over 50% went to the region. This came at a time when there was a lot of **hype about autonomous and electric delivery vehicles**, where China is a market leader.
- **Funding for European startups has increased in recent years**, while funding for **North American startups has remained relatively flat.**

# The US and Asia Forge Dominance in Invested Capital for Supply Chain and Logistics Startups

## Capital Invested by Global Region

by region in %



### Take-away

- Besides the typical heavyweights in the VC market like the USA and Germany, **emerging players like Indonesia and India** are also making their mark as representatives of the **Asian emerging market**.
- A standout is **Indonesia's Gojek**, with **3 appearances in Top 10** funding rounds and a total funding of **\$5.8 billion**.

## Top 10 Venture Rounds

by Funding Amount

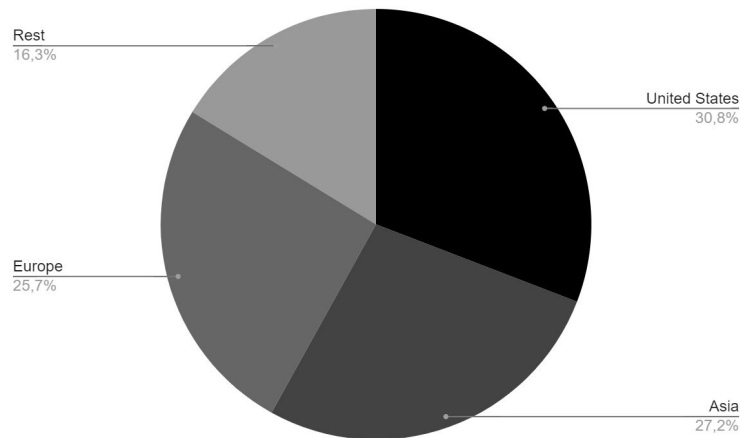
Startup Name	Funding in Mn	HQ Location
Gojek	\$3000.00	Indonesia
Uber Freight	\$2233.47	USA
Gojek	\$1500.00	Indonesia
Gopuff	\$1500.00	USA
Gojek	\$1300.00	Indonesia
Swiggy	\$1236.26	India
Gopuff	\$1150.00	USA
Celonis	\$1000.00	Germany
Flexport	\$1000.00	USA
Gopuff	\$1000.00	USA



# USA's Major VCs Player impresses unwaveringly with myriad Investments in the Supply Chain and Logistics Sector

## Deal Count by Global Region

by region in %



### Take-away

- **USA's invincibility demonstrated** not only in invested capital but also in total investments within Logistics and Supply Chain sector.
- **Top 10 investors tally 1.381 deals**, with **over 90% originating from the USA**, underscoring the nation's dominance.
- Remarkable innovative vein evident in **Supply Chain and Logistics**, establishing it as a **revered topic in the VC realm**.

## Top 10 Investors

by Deal Count

Investor Name	Deal Count	HQ Location
Plug and Play Tech Center	286	USA
Y Combinator	189	USA
Techstars	169	USA
Innovate UK	133	UK
FJ Labs	104	USA
500 Global	100	USA
SOSV	85	USA
SVG Ventures-THRIVE	76	USA
Tiger Global Management	72	USA
Accel	67	USA

# Recent Mergers & Acquisitions to watch

flaschenpost.de was acquired by **Dr. August Oetker Nahrungsmittel** for **\$1 billion** on July 1, 2021.

Big Basket was acquired by **Tata Group**, a subsidiary of Tata Sons, for **\$1.08 billion** on March 2, 2021.

Freshly was acquired by **Nestlé USA** for an estimated **\$1.5 billion** on October 30, 2020.

**Agro** was acquired by **AmeriCold Logistics** for **\$1.59 billion** to strengthen their global presence, offering them a European growth platform and complementary infrastructure

Formation through **merger of D&J China and NewEase China**, backed by several VCs, PE companies, and involvement of Warburg Pincus and the founder.

Woowa Brothers was acquired by **Delivery Hero** for **\$4 billion** on April 13, 2020.

Acquired by **DoorDash** for **\$2.8 Bn** to accelerate **international growth**

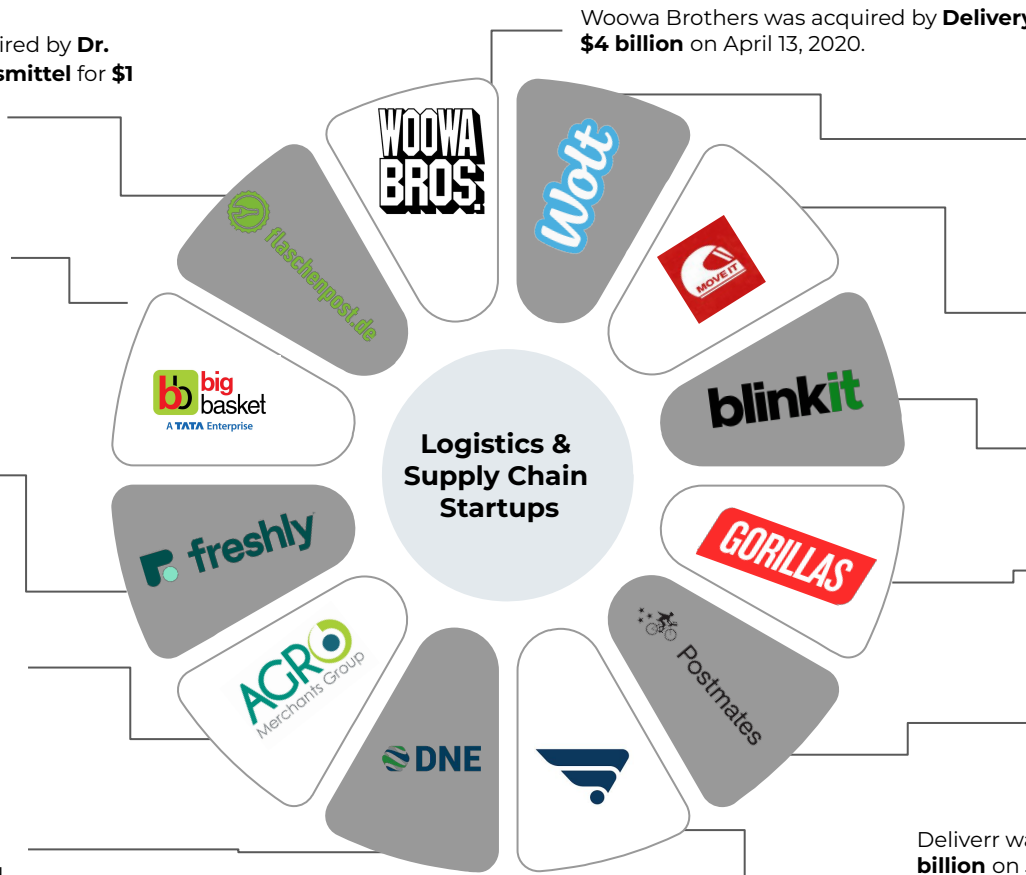
**Philippines-based** ride-hailing and delivery startup acquired by **Grab** for an **undisclosed amount**

**Grocery delivery** platform acquired by **Zomato** for **\$566 million**

Gorillas was acquired by Turkey-based competitor **Getir** for **\$1.24 Bn**

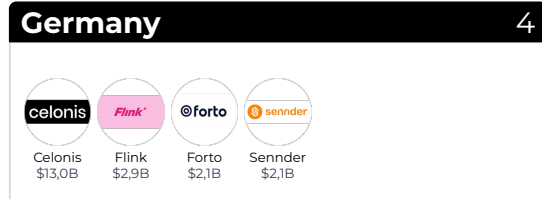
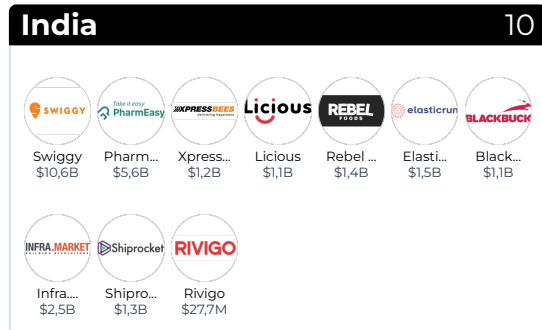
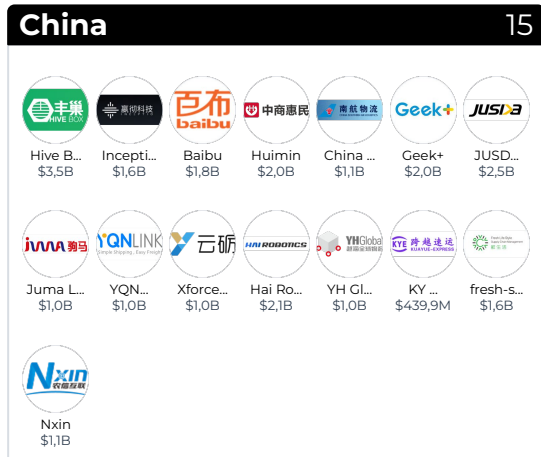
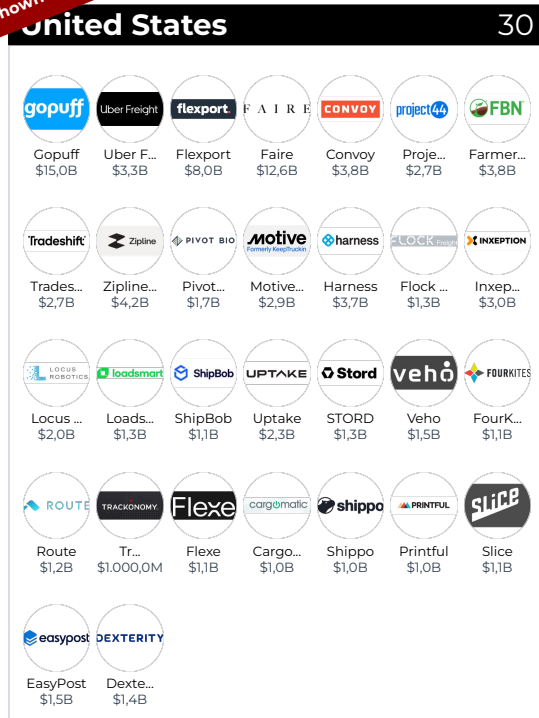
**Uber** acquired Postmates for **\$3.90 billion** on December 1, 2020, aiming to bolster Uber Eats against its rival DoorDash and leveraging its substantial cash reserves.

Deliverr was acquired by **Shopify** for **\$2.1 billion** on July 8, 2022 to enhance Shopify's fulfillment capabilities for merchants



# Unicorns in the Logistics sector come from all subsegments

Excerpt shown here

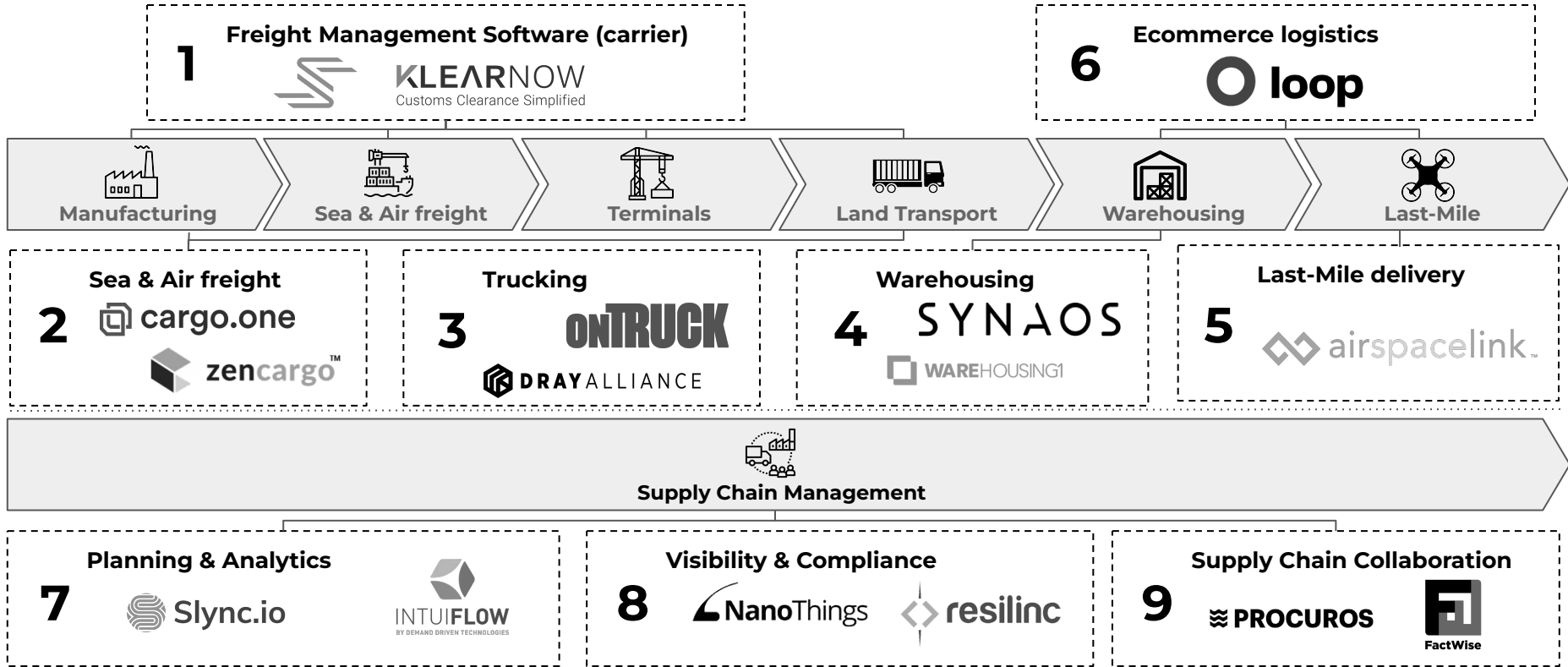


## Take-away

- Regionally, some trends are detectable - in **Germany** most unicorns emerged in the **freight-forwarding** business, while in **India** **grocery delivery and last-mile delivery** startups have emerged as unicorns
- GoPuff** is the largest unicorn in the sector with the promise to delivery anything you want - they **leverage micro fulfillment centers**

# PROMISING STARTUPS

# Nine main clusters of startup activity to be distinguished along the logistics & supply chain value chain





## Smartlane

<b>Search Field</b>	Fleet management
<b>Location</b>	Munich, Germany
<b>Year Founded</b>	2015
<b>Funding in \$ Mn.</b>	\$5.15 Mn
<b>Last Round</b>	\$5.09 Mn Series A (01.2022)
<b>Investor</b>	Freigeist Capital, Werk1, Next Logistics Accelerator
<b>Website</b>	<a href="https://smartlane.de">smartlane.de</a>

### Business Overview

- Route optimization and dispatching solution for fleet management
- Based on various inputs of load, time, capacity and other information, Smartlane provides a **optimized dispatching route**
- Adjusts route according to any addition or change in schedule in real time

### Use case & customers

- Users upload delivery address, drivers, vehicle information and Smartlane gives out and optimized route for the dispatching process
- EuroPart, Metro and Der Kurier as customers
- Claims to **reduce transport costs by 20%**

### Similar Companies

- **SimpliRoute** (Santiago, 2014, Series A - \$3,41M)
- **Foxtrot Systems** (San Francisco, 2014, Series A - \$9,14M)

## Business Overview

- AI and cloud-based software solution for logistics management
- Facilitates customs clearance, real-time tracking and documentation
- helping to navigate through complex customs clearance by reducing the human element and providing end-to-end visibility

### Use case & customers

- Solution for **importers, broker, transporter, and freight forwarder**
- Can act as white-label solution for other businesses

### Similar Companies

- **HighJump** (Bangalore, 2015, Series B - \$32,5M)
- **LogiNext** (Fremont, 2013, Series B - \$50M)

## KlearNow

<b>Search Field</b>	Logistic Management System
<b>Location</b>	Santa Clara, US
<b>Year Founded</b>	2017
<b>Funding in \$ Mn.</b>	\$68.98 Mn
<b>Last Round</b>	\$50.00 Mn Series B (12.2021)
<b>Investor</b>	GreatPoint Ventures, Plug & Play Tech Center, Argean Capital
<b>Website</b>	<a href="https://klearnow.com">klearnow.com</a>



## Cargo.one

<b>Search Field</b>	Marketplace for air freight forwarding
<b>Location</b>	Berlin, GER
<b>Year Founded</b>	2017
<b>Funding in \$ Mn.</b>	\$63.40 Mn
<b>Last Round</b>	\$42.00 Mn Series B (12.2020)
<b>Investor</b>	Next 47, Creandum, Point 9 Capital, Lufthansa Cargo
<b>Website</b>	<a href="https://cargo.one">cargo.one</a>

### Business Overview

- Online **marketplace for air freight** forwarding
- Comparison and booking of air freight services from multiple carriers Features includes **real-time pricing and tracking** of cargo/ shipments
- Airlines include **Lufthansa, Dachser, Cargo, JAS** among others

### Use case & customers

- Also offers a **white-label** booking platform for freight forwarders by integrating their offers
- Customers include SMEs and global companies like **DHL, JAS, Agility**

### Similar Companies

- **Haven** (San Francisco, 2014, Series A - \$19,2M)
- **Yunquna** (Shanghai, 2014, Series C - \$102M)

## Business Overview

- Provider of AI-enabled **freight forwarding** services
- Platform enables **instant quotes, booking & tracking** of freight shipments, warehousing, and **multi-modal freight forwarding**
- Additional analytics allow for consolidating and **optimizing** the supply chain process

### Use case & customers

- addition analytics drives intelligent supply chain decisions
- Caters to **FMCG, construction** and **packaging** industries
- Clients include Ribble and Catapult

### Similar Companies

- **Beacon** (London, 2018, Series A - \$15M)
- **Freighthub** (Berlin, 2016, Series B - \$51,9M)

## Zencargo

<b>Search Field</b>	Ocean & Air freight forwarding
<b>Location</b>	London, UK
<b>Year Founded</b>	2017
<b>Funding in \$ Mn.</b>	\$70.58 Mn
<b>Last Round</b>	\$41.60 Mn Series B (05.2021)
<b>Investor</b>	Holtzbrinck Ventures, LocalGlobe, Laurence Modiano
<b>Website</b>	<a href="https://zencargo.com">zencargo.com</a>



## Ontruck

<b>Search Field</b>	Long haul marketplace
<b>Location</b>	Madrid, Spain
<b>Year Founded</b>	2016
<b>Funding in \$ Mn.</b>	\$62.34 Mn
<b>Last Round</b>	Undisclosed
<b>Investor</b>	OGCI, Idinvest Partners, Atomico, Endeavor, Point Nine Capital
<b>Website</b>	<a href="https://ontruck.com">ontruck.com</a>

### Business Overview

- Online marketplace for booking **on-demand trucking** services.
- Including **carrier network**, regional & urban distribution, partial & full transportation, route **optimizing and shipment visibility**
- Focus relies on data handling and integration of different systems into **single platform**

### Use case & customers

- Plans to expand to France/ Netherlands
- Claims to have a turnover of **\$22.5M** and 250% **increase in net revenue**
- Clients including Decathlon, **P&G** and Alcamp
- Listed in EU startups to watch in 2020

### Similar Companies

- **Sennder** (Berlin, 2015, Series C - \$112M)
- **Flock Freight** (Solana Beach, 2014, Series B - \$90M)

## Business Overview

- AI-enabled online **marketplace** for **container drayage services**
- Users can send & receive quotes, see estimated **transit times, track in real time and making online payments**
- Available as white-label solution/ API for freight forwarder and carriers

### Use case & customers

- Users, freight forwarders and import/export shippers can **book drayage services** from **multiple operators**
- Customers include Mattel, Universal Cargo and YTO Express Group

### Similar Companies

- Equll (Seattle, 2019, n.a.)
- Dryage.io (Hayward, 2018, n.a.)

## Dray Alliance

<b>Search Field</b>	Online Trucking Marketplace
<b>Location</b>	Lakewood, US
<b>Year Founded</b>	2016
<b>Funding in \$ Mn.</b>	\$55.06 Mn
<b>Last Round</b>	\$40.00 Mn Series B (12.2021)
<b>Investor</b>	Matrix Partners, Craft Ventures, Wonder Ventures
<b>Website</b>	<a href="https://drayalliance.com">drayalliance.com</a>



# ONTRUCK

## 3

Trucking

Trucking

## 3



## Warehousing1

<b>Search Field</b>	Warehousing marketplace
<b>Location</b>	Berlin, GER
<b>Year Founded</b>	2018
<b>Funding in \$ Mn.</b>	\$11.01 Mn
<b>Last Round</b>	\$11.01 Mn Series A (04.2022)
<b>Investor</b>	Holtzbrinck Ventures, Discovery Ventures, Base10 Partners
<b>Website</b>	<a href="https://www.warehousing1.com">warehousing1.com</a>

### Business Overview

- Tech enabled fulfillment, distribution & **warehousing service provider**
- On-demand warehousing by variable network, centralized data visibility and flexible cost optimization
- **Warehouse-as-a-Service**
- Over 500 partner locations Europe and the US

### Use case & customers

- **AI-based software** identifies best suited service provider from the network
- Customers include **Unilever and Samsung**
- Ecommerce logistic, flexible warehousing, contract logistics

### Similar Companies

- **Waresix** (Jakarta, 2017, Series B - \$127M)
- **Hive Logistics** (Berlin, 2020, Seed - (undisclosed) Picus Capital)

## Business Overview

- Developer of AI and cloud-based **intralogistics automation software**
- Develops software for the control of automated trucks, forklifts, robotics and autonomous systems to enable planning, management, and connectivity of warehouse logistics

### Use case & customers

- Plans to be the **operating system** for autonomous transportation, machines and other equipment within warehouses
- **Volkswagen** as customer

### Similar Companies

- **6River Systems** (Boston, 2015, acquired at \$47M)
- **IAM Robotics** (Pittsburgh, 2012, Series B - \$20,5M)

## Synaos

<b>Search Field</b>	AI & Cloud-based warehouse automation
<b>Location</b>	Hannover, GER
<b>Year Founded</b>	2018
<b>Funding in \$ Mn.</b>	\$11.01 Mn Series A (04.2022)
<b>Last Round</b>	\$6.84 Mn Corporate (12.2018)
<b>Investor</b>	Forbes, Volksbank Braunschweig
<b>Website</b>	<a href="https://www.synaos.com">synaos.com</a>

## Airspace Link

<b>Search Field</b>	Flight Planning
<b>Location</b>	Detroit, US
<b>Year Founded</b>	2018
<b>Funding in \$ Mn.</b>	\$37.07 Mn
<b>Last Round</b>	\$23.00 Mn Series B (06.2022)
<b>Investor</b>	Techstars, Indicator Ventures, Invest Detroit
<b>Website</b>	<a href="https://airspacelink.com">airspacelink.com</a>

### Business Overview

- Develops **drone and air logistic tools** to tackle administrative issues of drone flights
- Partnering with local government to **enable commercial drone operations**
- All-in-one **drone planning & authorization** system by enabling communication and collaboration between stakeholders

### Use case & customers

- Federal and local **data is aggregated** into view of **high and low risk areas**
- **Integrating UAS** into national airspace
- Customers include **government and pilots**

### Similar Companies

- **Skyports** (London, 2017, Series A - \$7,83M)
- **AirMap** (Santa Monica, 2014, Series C - 75,8 M)

## Business Overview

- Operator of an **exchange-first return platform for e-commerce businesses**
- Platform **utilizes post-purchase insights** for improved buying and merchandising decisions

### Use case & customers

- Aims to retain revenue by simplifying product discovery and **shortening return cycles**
- Offers **full automation to streamline processes** for the team

### Similar Companies

- **Return Logic** (Camp Hill, 2022, Series A - \$9,5M)
- **Happy Returns** (Los Angeles, 2015, Series B - \$25M) (in-person return in physical store)

## Loop Returns

<b>Search Field</b>	Reverse logistics
<b>Location</b>	Columbus, US
<b>Year Founded</b>	2016
<b>Funding in \$ Mn.</b>	\$118.35 Mn
<b>Last Round</b>	\$108.35Mn Series B (12.2022)
<b>Investor</b>	Burch Creative Capital, CRV, FirstMark Capital, etc.
<b>Website</b>	<a href="https://loopreturns.com">loopreturns.com</a>



## Slync.io

<b>Search Field</b>	Operations Management
<b>Location</b>	Dallas, US
<b>Year Founded</b>	2017
<b>Funding in \$ Mn.</b>	\$79.22
<b>Last Round</b>	\$24.58 Mn Later Stage VC (02.2023)
<b>Investor</b>	Plug & Play, Blumberg Capital, Correlation Ventures, SAP.io
<b>Website</b>	<a href="https://slync.io">slync.io</a>

### Business Overview

- AI-enabled software solutions for **supply chain visibility**
- Features include intelligent workflow management, AI-enabled analytics & insights, **blockchain-based verifiable transactions**
- Connectivity layer for end-to-end **communication**

### Use case & customers

- **Global SCM orchestration** as API-first company works as **operating system for global logistics**
- Customers include **Kuehne + Nagel, DHL & Expeditors**

### Similar Companies

- **ScanTrust** (Beijing, 2014, Series A - \$6M)
- **TagBox** (Bangalore, 2016, Series A - \$4.4M)

## Business Overview

- **Operations planning solution** provider of manufacturing and distribution industries
- Offers **resource planning** and **modeling of supply chain activities**
- Features include lead time calculation, buffer status of materials, dynamic rope length calculation and more

### Use case & customers

- Provides materials, inventory and production control planning to **align inventory and true market demand**
- Clients include primarily customers from the **automotive** & food sector e.g. LeTourneau Tec, Oregon Freeze Dry

### Similar Companies

- **Chainanalytics** (Atlanta, 2001, Series A - \$10M)
- **Anaplan** (San Francisco, 2006, Public)

## Intuiflow

<b>Search Field</b>	Operations Planning
<b>Location</b>	Atlanta, US
<b>Year Founded</b>	2012
<b>Funding in \$ Mn.</b>	\$22.79 Mn
<b>Last Round</b>	\$1.18Mn Undisclosed (03.2023)
<b>Investor</b>	Alerion Ventures, Mosley Ventures, Service Provider Capital
<b>Website</b>	<a href="https://demanddriventech.com">demanddriventech.com</a>

## Nanothings

<b>Search Field</b>	Track & Trace
<b>Location</b>	New York City, US
<b>Year Founded</b>	2016
<b>Funding in \$ Mn.</b>	\$2.20 Mn
<b>Last Round</b>	Undisclosed
<b>Investor</b>	Plug & Play, Momenta Partners
<b>Website</b>	<a href="https://nanothingsinc.com">nanothingsinc.com</a>

### Business Overview

- Claims to be the only developer of **PBC-less, disposable tags** for industrial applications
- Offering a software platform for **processing the collected data** by the tags
- Enables **asset tracking and cold supply chain** through **temperature monitoring**

### Use case & customers

- Services **medical & pharmaceuticals**, distribution market and food industry
- Customers include Trident Seafoods, **United States cold Storage**, Semtech

### Similar Companies

- **Williot** (San Diego, 2017, Series B - \$70M)
- **Cloudleaf** (Santa Clara, 2014, Series B - \$39M)
- **Isitfresh** (Aachen, 2017, -)

## Business Overview

- **Software** offers **supply-chain resiliency and risk management** services
- Helps **identify and quantify supply-chain vulnerabilities**
- **Maps** actual **manufacturing sites** for **better visibility**

### Use case & customers

- Provides **early disruption notifications** near **supplier locations**
- Enables **access to advanced multi-tier mapping** and **part origin intelligence**

### Similar Companies

- **NAVEX Global** (Lake Oswego, 2012, acquired)
- **Rikonnnect** (Kennesaw, 2007, \$10M acquired)

## Resilinc

<b>Search Field</b>	Supply Chain Risk
<b>Location</b>	Milpitas, US
<b>Year Founded</b>	2010
<b>Funding in \$ Mn.</b>	\$40.95 Mn
<b>Last Round</b>	Undisclosed Later Stage VC (05.2023)
<b>Investor</b>	Vista Equity Partners, Escalate Capital Partners, Inventus Capital Partners, etc.
<b>Website</b>	<a href="https://resilinc.com">resilinc.com</a>

## Procuros

<b>Search Field</b>	Procure-to-Pay
<b>Location</b>	Hamburg, GER
<b>Year Founded</b>	2021
<b>Funding in \$ Mn.</b>	\$12 Mn
<b>Last Round</b>	\$9 Mn Early Stage VC (04.22)
<b>Investor</b>	b2venture, Creandum, Plug and Play, European Investment Fund, Point Nine Capital, etc.
<b>Website</b>	<a href="https://procuros.io">procuros.io</a>

### Business Overview

- The **digital integration platform** enables the **connection of supplier companies** with trading partners through **direct data exchange** between IT systems
- **Automates** order document processing and **operational processes** like data entry in a **central integration hub**

### Use case & customers

- The **target group** is **medium-sized suppliers**, particularly in the **mechanical engineering** industry and the **food retail sector**
- Customers already include **Koro, yfood, Ankerkraut, mymuesli, Sievert and more**

### Similar Companies

- **Tradeshift** (San Francisco, 2009, Later Stage - \$70 Mn)
- **VARIS** (Boca Raton, 2020, Undisclosed - \$29.63 Mn)

## Business Overview

- Building an **end-to-end procurement journey** to **modernize** and simplify the **interaction between suppliers and buyers** to create a global efficient marketplace
- **Leveraging ML, NLP and Advanced Analytics** to make interactions smarter, easier, and more efficient

### Use case & customers

- Offers **supplier recommendations**, customized analytics, effortless **RfX creation**, e-2-e **tracking of goods** and seamless **payments**
- Could not identify customers, yet

### Similar Companies

- **Tradeshift** (San Francisco, 2009, Later Stage - \$70 Mn)
- **VARIS** (Boca Raton, 2020, Undisclosed - \$29.63 Mn)

## FactWise

<b>Search Field</b>	Source-to-Pay
<b>Location</b>	Mumbai, India
<b>Year Founded</b>	2021
<b>Funding in \$ Mn.</b>	Undisclosed
<b>Last Round</b>	Pre-Seed Early Stage VC
<b>Investor</b>	Picus Capital
<b>Website</b>	<a href="https://factwise.io">factwise.io</a>

## PROCUROS

9

Supply Chain  
CollaborationSupply Chain  
Collaboration

9



# SUMMARY

**1.**

In the past, startup solutions focused on Ecommerce Logistics or Freight Management software. **In the future**, we see the **highest market growth** in **Supply Chain Analytics** and **Supply Chain Visibility Software**.

**2.**

Investment **ticket sizes have decreased** across most funding stages. **Median valuations** have **decreased by 50% in early stage startups**, while **valuations of later stage ventures** have **stayed elevated**.

**3.**

**European startups** are receiving **over 20% of funding** in the sector, **up from 5.5% just 5 years prior**. In the emerging economies, **India** and **Indonesia** are receiving **large amounts of VC money** - startups are capitalizing off **last-mile delivery trends**.

**4.**

**M&A activity** has been **running hot for last-mile delivery startups** with major deals done by **Uber Eats**, **DoorDash** and **Getir** acquiring **PostMates**, **Wolt** and **Gorillas** respectively.

## SUMMARY

# CONTACT DETAILS



**Lorenz Hartung | CEO PEAKZONE GmbH**

**Sollner Str. 24h | 81479 Munich**

**e-mail:** [l.hartung@peakzone.io](mailto:l.hartung@peakzone.io)

**phone:** +49 176 4889 5000



**Elias Maier | Chief of Staff PEAKZONE GmbH**

**Sollner Str. 24h | 81479 Munich**

**e-mail:** [e.maier@peakzone.io](mailto:e.maier@peakzone.io)

**phone:** +49 176 4709 4134