



# INVESTOR REPORT

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2019

## REACH Ventures 2019 LP

430 N Michigan Ave  
Chicago, IL 60611

**REACH**  
NATIONAL ASSOCIATION OF REALTORS®

# Industry Outlook

## Dear Investor,

We are excited about the upcoming year in the property technology sector. Below are some highlights of what we witnessed in 2019 both domestically and internationally;

- Global Funding up 39% to a record high \$27.2B in 2019
- Funding into the sector has increased 4 years in a row
- Nearly 90% of funding comes from the Americas or Asia
- Funding in U.S. PropTech grew 69% YoY to \$9B in 2019
- 324 Total US PropTech deals
- 78% over \$20MM, a 105% increase over 2018
- Average deal value: \$21.4MM
- Sentiment for continued PropTech investment and M&A in 2020 remains strong with 80% of investors expecting either an increase or the same amount of M&A activity in the next twelve months
- 45% of investors plan to make more investments in 2020
- Significant M&A deals with 104 PropTech deals in 2019

We appreciate your continued support of REACH as we expand our operations across verticals and internationally. We will keep you posted on the performance of our invested capital, and as our team expands its efforts to ensure we invest in technologies that support the growth of our industry.

Sincerely,  
The REACH Management Team

## REACH Ventures 2019 *At a Glance*

**+6.43%** SINCE INCEPTION

**380** TOTAL EMPLOYEES

**14** PORTFOLIO COMPANIES

**50%** FEMALE FOUNDERS

**100%** PORTFOLIO COMPANIES STILL ACTIVE

**12** YEAR AVERAGE FOUNDERS EXPERIENCE IN REAL ESTATE

# TOTAL ROUNDS OF FINANCING **26**

TOTAL FUNDING DURING/SINCE REACH **22.3M USD**

**twofold**

**evocalize**

**klearn**

**CRESimple**

**curbio**  
Renovate Now, Pay When You Sell

**Trove**

**Amarki**  
MARKETING INTELLIGENCE

**biproxi**

**PROPY**

**LulaFit**

**STAGING & DESIGN  
NETWORK**  
SHARE. GROW. INSPIRE.

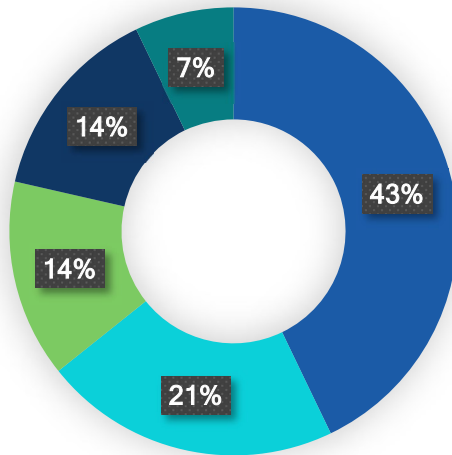
**reConsortia**

**ratemyagent**

**COEO**

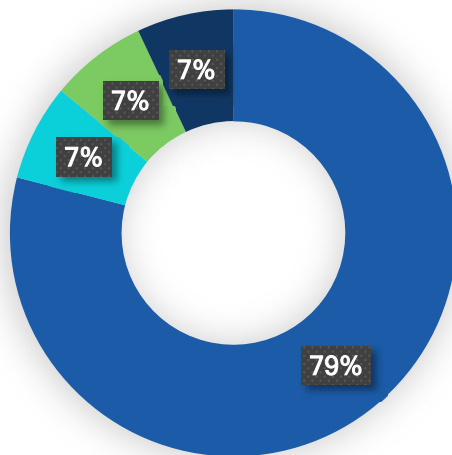
# Portfolio Overview

*Portfolio Breakdown by PropTech Sector*  
*As a % of total investments*



- Marketing & Communications
- Lending, Title & Transaction Management
- Consumer Centric
- Lead Gen & Conversion
- Agent & Broker Tools

*Portfolio Breakdown by Operating Stage*  
*As a % of total investments*



- Seed
- Series A
- Pre-Seed
- Public

# Top Portfolio News



**Amarki** ([amarki.com](http://amarki.com)) is a seamless, automated marketing platform for real estate professionals that unifies their favorite systems in one place.

#### Recent Events

[2020 HW Tech100](#)



**Biproxi** ([biproxi.com](http://biproxi.com)) is an end to end CRE platform committed to providing the best tools, data, and applications to empower brokers to sell intelligently, and buyers to invest confidently.

#### Recent Events

[Biproxi Aims to Transform CRE with Algorithmic Data Platform](#)



**Coeo** ([coeospace.com](http://coeospace.com)) is a revolutionary open data technology platform that uses scientific algorithms to match brokers and users to the perfect space in seconds.

#### Recent Events

[Coeo Space Expands With Unfinished and New Construction Commercial Property](#)



**CRE Simple** ([cresimple.com](http://cresimple.com)) is a financial services company built on an intelligent lending platform that is reinventing commercial real estate financing.

#### Recent Events

[CRE Simple Raises Seed Funding](#)



**Curbio** ([curbio.com](http://curbio.com)) is completely changing the way real estate agents and their clients approach home sales. Its tech-driven renovation process allows home sellers to "flip their own home" and keep the profit for themselves.

#### Recent Events

[Curbio Accelerates National Expansion to Meet Strong Demand in Chicago and South Florida](#)

[Curbio Raises \\$7m in Series A](#)



**Evocalize** ([evocalize.com](http://evocalize.com)) deeply connects all levels of a business to the marketing ecosystem and simplifies the efficient generation of demand when and where it's needed.

#### Recent Events

No recent events

# Top Portfolio News



**Kleard** ([kleard.com](https://kleard.com)) is an open house and showing app for real estate agents that includes robust safety features, real-time contact verification, and its own CRM.

#### Recent Events

[Kleard and Adwerx announce integration, bringing next-level automation to real estate agents](#)  
[2020 HW Tech100](#)



**Lulafit** ([lulafit.com](https://lulafit.com)) is a luxury amenities management firm working in Class A+ multifamily and commercial office spaces.

#### Recent Events

[Jeremy Werner and Nick Anthony join amenities management company, LulaFit](#)



**Propy** ([propy.com](https://propy.com)) is an end-to-end real estate transaction management platform that facilitates safe, fast & simple real estate transactions entirely online.

#### Recent Events

[Propy Partners With Leading Japanese Escrow Company EAJ](#)



**RateMyAgent** ([ratemyagent.com](https://ratemyagent.com) | ASX:RMY) is a digital marketing business that helps real estate agents collect share and promote their best customer feedback.

#### Recent Events

[2020 HW Tech100](#)



**reConsortia** ([consortia.realestate](https://consortia.realestate)) is blockchain for real estate referral tracking. The blockchain builds transparency between stakeholders, enhances professionalism and provides a better customer experience.

#### Recent Events

[2020 HW Tech100](#)



**Staging & Design Network** ([staginganddesignnetwork.com](https://staginganddesignnetwork.com)) has developed proprietary technology that drives the first member-based shared rental pool for home furnishings.

#### Recent Events

[Shared economy home staging business opens in Phoenix](#)

# Trove

**Trove** ([discovertrove.com](https://discovertrove.com)) is a boutique vacation rental service delivering exceptional consumer experiences and maximum value for property owners.

#### Recent Events

No recent events

# twofold

**Twofold** ([twofold.com](https://twofold.com)) is converting idle areas into productive, flexible workspaces. Twofold's products can improve efficiency by 25% or more, thereby increasing the capacity of smaller floor plans, or enabling greater density in existing spaces.

#### Recent Events

No recent events

REACH Ventures 2019 LP has not yet had an official first close. Below is an overview of the estimated portfolio value and current holdings;

<b>REACH VENTURES 2019 LP HOLDINGS</b>						
<b>Company</b>	<b>Original Investment</b>	<b>Est. Current Value</b>	<b>Gain/(Loss)</b>	<b>Number of Shares</b>	<b>Approx. Ownership</b>	<b>Security Type</b>
<b>Amarki</b>	\$100,000	\$100,000	-	62,500	1.431%	Preferred Shares
<b>biproxi</b>	\$100,000	\$100,000	-	74,074	0.336%	Preferred Shares
<b>Coeo</b>	\$100,000	\$100,000	-	n/a	n/a	SAFE
<b>CRE Simple</b>	\$100,000	\$100,000	-	198,400	0.750%	Preferred Shares
<b>Curbio</b>	\$100,000	\$125,000	\$25,000	48,391	0.266%	Preferred Shares
<b>Evocalize</b>	\$100,000	\$100,000	-	n/a	n/a	SAFE
<b>Kleard</b>	\$100,000	\$100,000	-	n/a	n/a	SAFE
<b>Lulafit</b>	\$100,000	\$100,119	\$119	170	0.870%	Preferred Shares
<b>Propy</b>	\$100,000	\$100,000	-	n/a	n/a	SAFE
<b>RateMyAgent</b>	\$99,602	\$164,442	\$64,840	632,469	0.154%	Common Stock
<b>reConsortia</b>	\$100,000	\$100,000	-	n/a	n/a	SAFE
<b>Staging &amp; Design Network</b>	\$100,000	\$100,000	-	n/a	n/a	SAFE
<b>Trove</b>	\$100,000	\$100,000	-	n/a	n/a	SAFE
<b>Twofold</b>	\$100,000	\$100,000	-	n/a	n/a	SAFE
<b>Add: Cash</b>	\$398	\$398	-			
<b>Total</b>	<b>\$1,399,999</b>	<b>\$1,489,958<sup>1</sup></b>	<b>\$89,959<sup>2</sup></b>			

1: Portfolio value is unaudited and subject to change

2: Portfolio gains are unrealized and subject to change