



# INVESTOR REPORT

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December 31, 2020

## REACH Ventures 2019 LP

430 N Michigan Ave  
Chicago, IL 60611

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**REACH**  
NATIONAL ASSOCIATION OF REALTORS®

# 2020 Year End Review

To paraphrase Dickens - it has been the best of times, it has been the worst of times. And history will prove 2020 to be a pivotal year. A year where the unexpected replaced the norm. A year of evolving circumstances. A year where bold decisions will shape not just the future of the industries we serve, but humanity as a whole. But it is not the circumstances that make the times good or bad, rather our reactions to these circumstances. That is our responsibility - to chart our path. To direct our reactions.

Our team made the decision early to respond to this year's circumstances with vigor, an open mind, and a spirit of helpfulness to our families and friends in need. With this as a foundation, coupled with the need to promote healthy, safe work environments, we dramatically evolved our programs and offerings to better serve our community and the practitioners under the real estate umbrella. We advanced and improved the lenses by which we view investment opportunities. We are including broader, diverse perspectives from entrepreneurs in new regions around the globe that are tackling the biggest problems in an industry that impacts us all.

"Place" has taken on new meaning in this era of social distancing. Where we choose to live, to work, and to play has never been highlighted as prominently on a global scale. And the technologies that serve these decisions, and how we interact with the built world have evolved in dramatic fashion. We are proud to be supporting the growth of entrepreneurs paving the way for a new generation of technologies impacting places around the world.


As REACH continues to expand globally and vertically, the exposure to groundbreaking ideas that serve the practitioner and their clients will be enhanced exponentially. And as our portfolio of top-notch entrepreneurs expands, so too does the opportunity for collaboration and partnership among our Second Century Ventures community.

While many are eager to leave 2020 behind and move forward, we do want to take a moment and express our gratitude for those who have supported our team and our network of companies around the globe through these turbulent and challenging times.

We look forward to a new era of SCV and REACH in 2021 and beyond. There will be new faces. There will be enhanced programs and opportunities. We want to reiterate our intent to serve you and the real estate community and look forward to seeing each and every one of you in person again soon.

Sincerely,

  
Dave Garland  
Partner

  
Tyler Thompson  
Partner

## REACH Ventures 2019 *At a Glance*

**+19.16%**  
SINCE INCEPTION

**14**  
PORTFOLIO COMPANIES

**100%**  
STILL ACTIVE

**50%**  
FEMALE FOUNDERS

# TOTAL ROUNDS OF FINANCING  
**32**

TOTAL FUNDING SINCE REACH  
**55.65M USD**

**twofold**

**evocalize**

**kleard**

**CRESimple**

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

**Trove**

**Amarki**  
MARKETING INTELLIGENCE

**biproxi**

**PROPY**

**LulaFit**

STAGING & DESIGN  
NETWORK  
SHARE. GROW. INSPIRE.

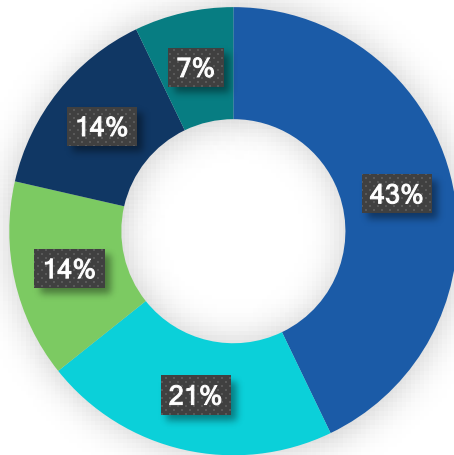
**reConsortia**

**ratemyagent**

**COEO**

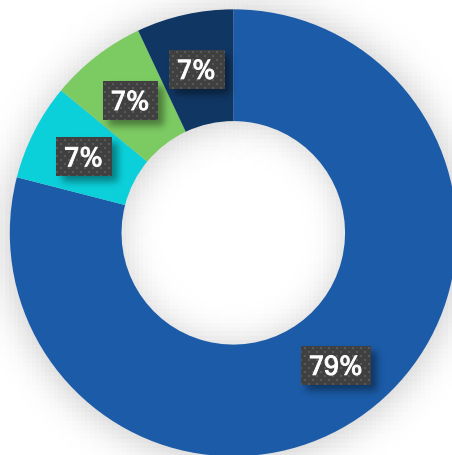
# Portfolio Overview

*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 C
- 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 Real Estate Winner](#)

[Amarki Announces New CEO](#)

[BOSS Capital Partners Raises Follow-On Seed Funding for Amarki](#)



**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 Announces Partnership With FRE, Expanding Broker Services Into Auction](#)

[biproxi Acquires Commercial Real Estate Listing Site OfficeSpace.com](#)



**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 Enables Brokers and Companies to Tour Commercial Real Estate Remotely](#)



**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's Software Accelerates Growth with Over \\$1B in Managed Deals, Increased Broker User Adoption, and New Product Offerings](#)



**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 rolls out campaign to help realtors adjust to COVID-19](#)

[Real estate startup Curbio expands to Seattle, aims to speed up home renovation projects](#)

[Curbio Raises \\$25M in Funding](#)

# Top Portfolio News



**Evocalize** ([evocalize.com](https://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

[Evocalize Adds Google Display Network \(GDN\) to Embedded Digital Marketing Infrastructure](#)

[2020 Facebook Advertising Report](#)



**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 Partners with Kangaroo to Bring Simple, Affordable, DIY Home Security to the Real Estate Industry](#)

[2020 HW Tech100 Real Estate Winner](#)



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

#### Recent Events

[CRE Future Leaders: Maggie McDaris](#)

[LulaFit adjusts to coronavirus crisis by shifting to virtual amenities programs](#)

Lulafit closes funding round led by ACP, joined by SCV.



**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

[2020 HW Tech100 Real Estate Winner](#)

[Propy, a blockchain-verified platform for selling houses, raises funding from Tim Draper](#)

# Top Portfolio News



**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

[RateMyAgent Closes Funding Round](#)

[Bill Risser Joins RateMyAgent](#)

[RateMyAgent Gains Traction in U.S. Market](#)

[2020 HW Tech100 Real Estate Winner](#)



**reConsortia** ([reconsortia.com](https://reconsortia.com)) 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 Real Estate Winner](#)

[US Capital Global Securities Engaged by Consortia to Facilitate \\$2M Capital Formation](#)



**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

No recent events



**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** ([twofoldspaces.com](https://twofoldspaces.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	\$131,988	\$31,988	62,500	1.320%	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	\$175,919	\$75,919	48,391	0.231%	Preferred Shares
<b>Evocalize</b>	\$100,000	\$125,000	\$25,000	n/a	n/a	SAFE
<b>Kleard</b>	\$100,000	\$100,000	-	n/a	n/a	SAFE
<b>Lulafit</b>	\$100,000	\$140,923	\$40,923	170	0.780%	Preferred Shares
<b>Propy</b>	\$100,000	\$124,999	\$24,999	123,711	1.084%	Preferred Shares
<b>RateMyAgent</b>	\$99,602	\$134,608	\$35,006	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	\$125,000	\$25,000	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
<i>Add: Cash</i>	\$498	\$498	-			
<b>Total</b>	<b>\$1,400,099</b>	<b>\$1,668,391<sup>1</sup></b>	<b>\$268,292<sup>2</sup></b>			