

Decarbon8-US

TIME TO TRANSFORM TRANSPORTATION

DECARBON8-US 2021

Automotus, C-Motive and GoPowerEV are live investment opportunities from E8 for those looking for impact and potential returns as climatetech's economic transformation begins.

 See the world in five years with these investees

INVEST FOR PHILANTHROPIC OR PERSONAL GAIN IN HIGH-IMPACT D8 COMPANIES

Everyone can participate in these investments in two ways:

1. **Make a new gift or grant to our philanthropic Decarbon8 Fund** to have a piece of all three deals. You can contribute any amount to the D8 fund hosted by 501(c)(3) partner Realize Impact. It's easy with a [credit card](#), appreciated stock, or a grant from your donor advised fund or foundation. Learn more from the [fund and legal briefs](#)—and your philanthropic capital may grow just like any other investment.
2. **Make a personal investment in any of the deals**, if you are an accredited investor. E8 Members can review our due diligence and join additional Q&A with the entrepreneurs; if you're not yet a member, please inquire about our investment community and the new E8 Ventures fund.

Contact us

Learn more

These deals are only possible thanks to the effort of judges Amy Bann, Kathleen Hebert, John McGarry, Ramez Naam. Molly Shor, Jeff Thiel and Ken Vaughn. Our due diligence included hours with gracious entrepreneurs, client calls, technology and patent reviews from our Fellows, financial modeling and review from Craft3, and more. We also thank our sponsors and the Stolte Family Foundation.

Decarbon8-US

Taking the power of entrepreneurship and technology to address the climate crisis

Makes equity and debt investments in early stage companies with market-ready solutions, with almost \$1M invested in 3 ventures in 2020.

Is philanthropic and open to everyone, accepting donations and grants of any size.

2021 focus on entrepreneurs who are **decarbonizing transportation**, following 2020 fund and personal investments in **3 companies whose revenues have grown 300% or more**.

Helps accredited investors co-invest to boost impact.

Reinvests returns to amplify progress; larger contributions may share returns with a donor advised fund or foundation.

Leverages a diverse coalition and is led by cleantech angel network E8. Veteran investors and subject matter experts form the Investment Committee; the Fund is hosted by Realize Impact, a 501(c)(3) nonprofit.

Our Partners:





C·MOTIVE



SOLUTION & VALUE PROPOSITION

C-Motive Technologies is developing revolutionary electrostatic motors and generators that are 67% lighter and 91% more energy efficient than electromagnetic motors. The tech uses plastics and aluminum, eliminating steel and rare earth materials, and has lower maintenance and lifecycle costs. They have been gaining traction with automotive suppliers and leaders in industries such as conveyance and fan systems. The team has deep technical expertise and strong intellectual property. Given their unique profile of high torque/low speed, their technology has category-defining potential.

DECARBONIZATION POTENTIAL

C-Motive estimates they can reduce well over a gigaton of carbon emissions by 2050 by increasing motor efficiencies in massive global applications that have not need innovation in decades, if not longer. They also use a tenth of the copper, in addition to no rare earth minerals. The most energy intense component is the production of the aluminum case, and they can ultimately use polymer cases, steel, or aluminum depending on the application needs.

THE OFFER

The company is planning a Series A I early 2022 and is considering an interim round based on recent interest and to further fuel growth.



■ Use-Case

There are a wide variety of applications for C-Motive motors, including industry, wind turbines and renewable energy generation, and e-mobility. Their current commercialization prospects include conveyor belts for mass shipping and packaging operations, as well as automotive uses.

■ Momentum & Projections

After years in development, C-Motive is accelerating their commercialization efforts, is staffing accordingly, and have a number of paid pilots and development efforts with prospective customers. They seen meaningful revenue hitting in 2022, and revenue to date has come from funded product development contracts including from a Japanese Tier 1 automotive supplier (interested in C-Motive's machines for urban electric vehicles) and a domestic Fortune 500 company that is a leader in diesel engines and drivetrains (looking for heavy vehicle hybrid motors).

■ Team & Competitive Advantage

The team is led by Matt Maroon, CEO; Justin Reed, CTO, who has a Ph.D. in electrical engineering, power electronics; and Dan Ludois, CSO, also professor at UW-Madison in Electrical and Computer Engineering. The team has very strong technical background and expertise in electrostatics, with several well-known investors' support such as PRIME, Clean Energy Trust, Wisconsin Alumni Research Foundation (WARF), UW School of Business Neviasser Entrepreneurship Fund, Clean Energy Venture Group, N29 Capital Partners, and various angels.

■ Financial Summary & Exit Scenario

According to Craft3, C-Motive has been operated responsibly and seems to be entering a pivotal stage with paid development and potential for early sales with the development partners. Potential acquirers have large product portfolios that could benefit from a new, well protected platform technology such as electrostatic motors.

[Learn more from CEO Matt Maroon](#)



Notable additional interest:

Read more in about C-Motive's tech innovation momentum in University of Wisconsin-Madison news; investors include PRIME Impact Fund and Clean Energy Trust

GOPOWEREV



SOLUTION & VALUE PROPOSITION

Using an innovative new-category IOT device, GPEV sells electric vehicle charging infrastructure-as-a-service to multi-family property owners and their tenants. Tenants use the charger that comes with the vehicle and plug into the GPEV device, which provides a hybrid 120V/240V set of Level I and Level II outlets, along with advanced power management features for property owners. GPEV's solution allows for greater coverage, at a fraction of the cost, relative to other charging options, with projections verified by an [E8 member expert in EV](#) charging in apartments! They can be an important catalyst for EVs to reach the 40% of the population that lives in multi-family housing. The owner's value proposition includes increased occupancy, customer loyalty and appeal to EV-owning market segment.

DECARBONIZATION POTENTIAL

GPEV offers an affordable, effective starting place for mid-range EV buying tenants and mid-/upper-range apartments and condos. It could play a valuable role in accelerating uptake of EVs, especially in buildings where a new class of cheaper EVs gives everyone access to their environmental and cost of ownership benefits. Even with a fraction of the emerging market they could achieve >80,000 units covered in five years or less.

THE OFFER

GPEV is raising a Seed round of \$1M up to \$1.5M, with a \$8M pre-money valuation. Their lead investor is Good Growth Ventures.

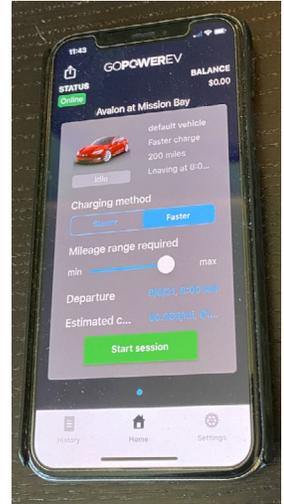


Use-Case

It's a pretty simple and compelling offer to Mike B., owner of over a thousand apartment units across several states: he wants to offer tenants easy and affordable access to EV charging without having their experience marred by reservations, queues, penalties or having to move their cars at odd hours, or at all. He also can't invest excessively in systems, especially with few current tenants with EVs! Mike hosts a GPEV pilot site and shares John's ultimate vision of chargers powered by solar panels atop very carport.

Momentum & Projections

GPEV is in final product certification and has letters of intent with 5 properties of various types and sizes in Northern California, ranging from 24 units up to 95 and 200+. Through demand and regulatory requirements for EV chargers such as in California, EV charger installation should spike in the coming years, and a low-cost option with sufficient power for most users should be very appealing, especially as actual EV ownership by tenants lags.



Hear from founder John Reister about the major tailwinds at their back

You can be a part of their seed round with lead investor Good Growth Capital.



Team & Competitive Advantage

GPEV is led by John Reister, CEO, who played an active role in two IPOs, with Copper Mountain Networks and Big Band Network. John was actively engaged in sales support and helping close deals. He is joined by a host of developers and a lead for electrical installations.

Financial Summary & Exit Scenario

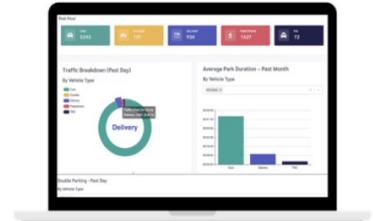
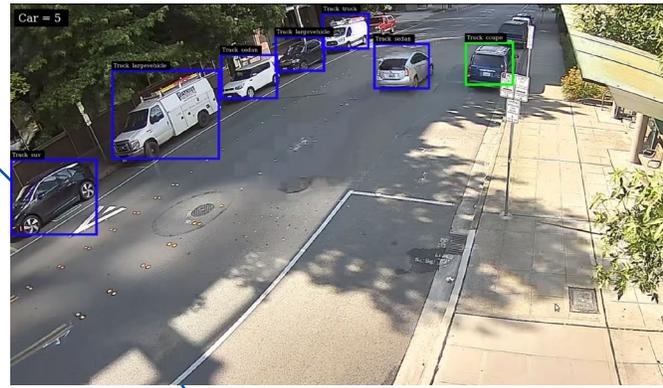
GPEV makes money off of subscriptions based on the number of spaces served, for a 7 year contract, and margins from charging revenue. This is a grab for market share, and GoPowerEV will tackle the stiff competition with a product tailored for a very clear niche. Recent consolidation in the charger space indicates that, provided a growing installed customer base and some IP, they could be acquired over time.



Automotus

SOLUTION & VALUE PROPOSITION

The future of cities depends on effective policies and solutions that accommodate the curb's growing number of users and the rapid influx of commercial vehicles. Otherwise, residents will be left to deal with unprecedented increases in congestion, emissions, pollution and safety hazards. Automotus has developed a suite of solutions powered by its computer vision technology to help cities manage the rise in commercial congestion and emissions at the curb. With its data collection and curb analytics on cars, e-scooters, e-bikes and more, cities can collect and analyze comprehensive traffic data, allowing them to re-code their curbs based on real-time demand and align policies and pricing to meet the needs of all curb users.



DECARBONIZATION POTENTIAL

In cities where their tech has been deployed, results have shown a 10% drop in congestion and a 20% drop in drivers searching for parking, minimizing emissions caused by vehicles idling or circling. They are creating a blueprint for how cities and tech companies can better partner on last-mile delivery challenges and incentivize commercial adoption of EVs.

Hear from Kelly Ferguson



THE OFFER

Now offering its Series A, with Decarbon8 the last money in for their seed round.



Use-Case

Santa Monica is now testing a first-of-a-kind, one square mile electric vehicle delivery zone which will prioritize all manner of emission free vehicles. On some of the most congested streets, up to twenty spots will be designated as zero-emission vehicle loading zones. More than a dozen companies are participating in the pilot, including IKEA.

Momentum & Projections

Automotus offers two pricing structures: a subscription based on the number of monitored zones, and revenue sharing, which requires no upfront cost for cities. Customers include Pittsburgh, PA, and Columbia, OH, with signed MOUs with Bellevue, WA and Los Angeles, CA. They've also officially signed a >\$2M MOU with the city of Aurora, IL to support 100 smart loading zones across the downtown area for a three-year term expecting to launch in December.

Team & Competitive Advantage

While Automotus is not the only company focused on curb management, its computer vision technology is groundbreaking since cities now have complete access to real-time data about traffic and curb activity, and fully automated payment and enforcement solutions that do not require an app or a meter. Individual privacy and data security are paramount to Automotus' product. They are led by Jordan Justus, CEO, Chief of Staff Kelly Ferguson, formerly of LACI, and Aryan Dayani, Head of Partnerships.

Financial Summary & Exit Scenario

A review of their financial projection showed strong top-line revenue and margins. The competition is their primary risk, which they plan to mitigate with their robust product roadmap and growing their intellectual property.

Notable additional interest:

[Department of Energy grant](#) and clients include Pittsburgh, Columbus and the [Santa Monica Zero Emissions Delivery Zone](#). Investors include [Quake Capital Partners](#), Techstar Ventures and Baron Davis.