

CRITICAL LOOP's BLURB

The breakout startup is an ex-SpaceX / Uber / Palantir team building an off-grid energy marketplace.

They are taking on US electricity grid inefficiencies and the \$50B utility peak demand charge market. They are focused on building a high-reliability mobile energy asset management network powered by industrial load forecasting and operations scheduling software. This orchestration layer opens up the ability to share megawatt-scale mobile power assets across commercial & industrial customers, improving their cash flows by reducing their electricity bills up to 50% with no upfront capex.

There is lots to like here. It's highly scalable, with strong network effects, in an unsexy market overlooked by most. They have a smart scaling strategy that turns batteries into lucrative asset-backed securities that debt investors love which allows them to be capital-light but asset-rich. They will eventually own the energy interface in a market fragmented on both the supply and demand side. There are strong, marketplace network effects that will be hard to replicate for those that try to catch up later.

They have partnered with a megawatt-scale mobile battery integrator which is building a battery gigafactory backed by the DOE, secured vendor financing for a pilot demonstration hardware, and have candidate test sites to test the system.

DOMO

What We're Working On:

Domo is a mobile gifting app based on social data mining. We show you the "big moments" from your family & friends' lives, recommend gifts based on their interests & likes, and enable you to buy matching gifts all from your phone.

Our Team:

We're a team of Google, Wyse, and Alchemist alums who've known each other for 10+ years (since Stanford grad school)

Weiting co-founded a profitable social media marketing startup in Taiwan and grew the company to 40 employees in 18 months. Before that he was Co-Founder & CEO of SocialPicks.

Yu-Kuan was the lead PM for Google Maps China, leading it to #1 (from #4) over Baidu, et al in 2010 (prior to Google's China withdrawal). Led a 33-person eng, product & cross-fn team, and closed 2 business deals >\$5M USD.

Yu-Te was the lead engineer at Wyse for its PocketCloud remote desktop & iOS product line. He conceived and built the PocketCloud Mac Companion into App store's #1 business app, and in his spare time, built TunesAccess (www.tunesaccess.com), a cloud music storage & streaming service with iOS/Android mobile clients with over 100K downloads.

Why We're Excited:

1. For users - we eliminate the hassle and guesswork from gift giving, enabling you to never miss a big moment in your friends and family's lives.
 2. For merchants - our app and recommendation engine enables them to monetize your social activities without being spammy. By knowing the 4Ws (who, what, when, how much) you gift, Domo can help merchants with targeted product placements, adwords, analytics, and many more.
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SEVA COFFEE

Seva Coffee has developed the next generation of coffee preparation technology that radically changes the coffee market with implications for the home, commercial, and retail coffee experience.

Founded by a PhD laser physicist, Seva is applying patent-pending innovations made affordable by developments from the solar industry to the coffee industry. The result is game-changing machines that disrupt the entire coffee value chain.

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For the end user, the coffee quality is unsurpassed. By scientifically controlling all coffee process parameters in a single integrated machine, customers can precisely adjust coffee to suit their exact taste preferences. Seva Coffee creates and owns a new ecosystem that will allow consumers to enjoy the best tasting coffee ever made while maintaining long lasting value.

Coffee is a \$100B global market annually. It is estimated 400 million cups of coffee are prepared daily in the US alone. Single serve coffee is the fastest growing segment of the global coffee business with revenues >\$8B annually and growing at >25% annually. Single serve coffee pod gross margins can exceed 80% and in the last decade nearly 30 billion single serve coffee pods have been sold worldwide.

MORE INFO

[America's Coffee Cup is Half Full](#)

[Pod of Gold](#)

[The Big Trend in Brewing: Single Serve Coffee](#)

[The Case for Drinking as Much Coffee as You Like](#)

[Coffee Trends Report - T Rowe Price](#)

METADATA

What

Building upon our team's deep experience in artificial intelligence and marketing technologies, [Metadata](#) has built a patent-awarded ([U.S. Patents US9.665.885](#), [US9.886.700](#)) technology that is pioneering a new category in Enterprise SaaS: The AI execution platform for the CMO.

Metadata's powerful computing engine spins off a large number of campaigns at fast speeds. Its deep learning algorithm analyzes multiple variables and optimizes ads based on pipeline impact. CMOs at B2B companies rely on Metadata to scale their marketing operations, and produce a predictable pipeline of inbound lead flow from their target accounts.

Metadata clients include Nutanix, Mulesoft, Intel, Infoblox, Aerospike and many others

How

By connecting to the entire marketing stack of our clients, Metadata platform learns what types of companies and buyer personas to go after, and aggregates data from dozens of paid data sources (e.g. Zoominfo, HG Data, Bombora) to create targeted audiences.

The platform then automatically deploys hundreds to thousands of micro-campaign experiments, and optimizes those campaigns based on pipeline impact (vs. impressions/clicks).

Why

Metadata customers benefit from:

1. Complete automation of the campaign setup and optimization process (users never need to login to facebook, linkedin, ad-roll, setup campaigns, buy cookies, a/b test, enrich data etc)
2. Audiences targeted is very precise - users can even preview the companies and contacts they're targeting prior to targeting them
3. Predictable pipeline - Metadata customers see a clear ROI after a few months of usage, as their lead-->opportunity conversion goes up significantly

Highlights:

- Launched in 2016 as marketing technology company
- Raised \$2.9M seed from Hillsven Capital, Partech, Acorn, #500
- Q1 2017 Booked ARR at \$1.45m (360% YoY growth)
- Q1 2018 projected to grow to \$4.6m in ARR
- Intellectual Property: 2 patents approved (more filed)

We have an existing round open and are looking to bring in an additional 1-2 investors to join as stakeholder in the company.

Executive Team

Gil	CEO	https://www.linkedin.com/in/gilallouche/
Moran	COO	https://www.linkedin.com/in/moran-altarac-46016050/
Emily	VP Engineering	https://www.linkedin.com/in/emily-hoang-8038384/

Articles about Metadata

- <https://diginomica.com/2018/04/26/does-metadata-io-have-an-ai-answer-to-the-demand-generation-challenge/>
- <https://www.salesforce.com/quotable/podcasts/episode-87-build-your-abm-machine/>
- <https://www.newswire.com/news/metadata-joins-the-marketo-accelerate-partner-ecosystem-20174206>

Product Video - <https://metadata.wistia.com/medias/j6y6zxgxsw>

Customer Case Studies - <https://www.metadata.io/resources/case-studies/>

Recent Deck - <https://docsend.com/view/ej3wnmp>

VIPficated

Hi Luis,

Alchemist suggested your background might be a good fit for an enterprise SaaS.

I'm the co-founder of VIPficated, an Alchemist Accelerator-backed company that is enabling secondhand marketplaces such as eBay to sell high-end products. Below is a blurb of what we do, but in essence, we use specialty stores to verify products at the request of marketplace buyers.

Verification means trust and this boosts sales 3x.

In just one month we've achieved our first 4 customers (2 of them are really relevant) who are integrating our technological structure and we expect to reach \$50K MMR in the Q3 and \$1M in 1 year.

We're now raising our seed round, and if you may be interested, I'd love to chat!

Are you free 30 mins either next Thursday 8.00-10.00a or Friday 8.30-9.00a PT?
If it's easier, [here is a link to my calendar](#).

Team, Traction, Market:

- The three co-founders have more than 30 years of experience in markets and retail. The CEO is a serial entrepreneur and investor. Two consultants from AWS and eBay.
- Two months ago, we released our solution. Now, we are integrating Verification-as-a-Service on 4 major US marketplaces and 300+ specialty stores ready to verify goods.
- Every minute, \$190,000 worth of second-hand goods around the world go unsold due to lack of trust.

What we're working on:

We applied the scientific method to validate (on 5 marketplaces, including eBay and Facebook)

that verification drives sales 3x faster and those buyers are willing to pay 20% more if they know it is a verified product.

The approach is to have a network of specialty stores as on-demand verifiers, – that is, no fixed costs, close and convenient to marketplace users and an attractive cash conversion cycle that allows for quick scaling.

In late 2020, eBay introduced external verification on some products and disrupted the industry. Now, eBay is doing it again. Here you can see how they craft the process: ([read the story](#)).

How we're doing it:

We use technology as a facilitator of operations:

An API: for the marketplace the implementation becomes simpler, but under the hood we orchestrate the process and communication between marketplaces, verifiers and the logistics carrier;

A Verifier Platform, to provide stores with standardized quality.

Why:

Basically, for three reasons:

- It is crucial from a sustainability angle: more efficient resource management and support for qualified local commerce.
- To meet user needs. We have shown that shoppers wanted to buy pre-owned goods, but didn't do so for the fear of being scammed.
- Because the business opportunities are immense (verifications, repairs, insurance...) and the technology has no limit (ML and NFT applied to verification).

Warm regards, Luis