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Toucan: A Convenient Way to Learn New Languages

By: Sergio Santisteban



When was the last time you travelled to a country where you did not speak the local language? Do you remember the difficulties you faced? Travelling is not just about going to a foreign land; it's about learning from the locals, and experiencing an entire country's culture and traditions. However, it becomes difficult if you cannot communicate fluently with the locals, and this difficulty increases exponentially the further you go from the city.

Learning languages has many other benefits. It allows us to become more employable in a globalized world, create better relationships, and gain access to more information. In fact, studies have shown that being multilingual has benefits to the brain and may even delay Alzheimer's disease. However, in a fast-moving world, it's hard to find the time and place to learn a new language.

Toucan, a new immersive way to learn new languages, aims to fix this problem. It was founded in 2019, in California, by a group of three friends who acknowledged the difficulty of learning new languages due to a lack of time and habit. They created Toucan, a browser extension capable to help people learn without specially allocating extra time; ensuring they get the satisfaction and benefits of expanding their language base. Just imagine it, you are browsing, on your laptop/desktop, and at the same

time, you are learning. What is even better is that the software not just translates words to a different language, but provides the pronunciation as well. Due to the words being shown and taught in context, it becomes easier for the human brain to learn the language.

But how does it work? This company has a team of human translators, including foreign language professors and grad students that hand-translate every language. By integrating machine learning to constantly improve the contextual accuracy of translations, with an AI called "Natural Language Processing", they ensure the users are getting the right understanding of the languages. The more a user browses, the more complex the translation will become so that the user remains engaged and challenged.

This software offers two versions: a free and a premium version. While they both offer the core service, language education for the browser, the premium version allows users to select words to translate and learn. What is more important, it lets you play minigames, as a way to test your knowledge. This way, users know they are learning. With over 60,000 monthly active users, Toucan has 7 languages available and there are more to come. In addition, they are already available in many app stores and browsers, such as Google Chrome, and

more recently, Safari.

Toucan is well backed, with investors such as GSV Ventures, Lightspeed Ventures, Next Play Ventures, and strategic angel investors. Regarding their rounds of funding, in September 2020, they raised \$3 million and in their latest round in April 2021, they managed to raise \$4.5 million. With this funding, the company is planning to expand their team and offer more languages. As for the future holds for Toucan, they will try to expand their ways of learning, by integrating with audio, voice, AR, VR and more.

Save your valuable time and use Toucan. It's a great way to start your journey to becoming multilingual.

OGCP comment: In a fast-moving world, it gets more and more difficult to find time to do the things we would like to do, like learning a new language. There are many apps and software that offer translation services and others that teaches new languages. However, Toucan allows the user to learn while doing an everyday activity like browsing online. We believe this is a company that wants to revolutionize the language learning landscape with many projects ahead.

Mixing of the Old and New Ways to Get Medications: Capsule

By: Ronak Parikh

We have all been to a pharmacy to get medications. While nobody wishes to have anything happen where getting a prescription is required, pharmacies are an essential place for many people. Going to a pharmacy has become somewhat of a routine to them. Each of them will be able to tell you a story of a frustrating experience they had when going to pick up their medication.

These experiences, along with discretion and convenience gave the rise to online pharmacies. All you have to do is upload your prescription and order the medication. It will arrive right at your doorstep. However, there are drawbacks to this method as well. In cases, where expert domain knowledge is required, this model seems to be lacking.

Both scenarios need to be solved for a good experience. This became the goal of Capsule, combining the right elements from the old way and the new ways to ensure the best experience. As a result, Capsule has been an intriguing platform since inception in 2016.

Eric Kinariwala, Founder and CEO, says “The brand, and the experience, is based on the idea that if your mom was a pharmacist and there was only one person in the world that she had to take care of, and it was you, what would that interaction look like? And that’s what we’ve really built the whole business around. She would make sure you knew about how to take your medication. You could text her with questions. She’d make sure you got the best price. She’d make sure you never ran out and of course, she’d bring it right to your door. And digitizing that idea has always been the driving force for consumer experience, and the brand, and what we set out to do in the early days.”

In this digital age, human interactions



were already decreasing, with much of the customer service being automated by bots. It’s safe to say that nobody is a fan of the automated system when we call customer service. In fact, all we can think about is how can I get away from this bot and speak with an actual person that can help me. However, Capsule remembers the importance of human interactions. “Every interaction that we have with our customers, whether that’s in person with the messenger dropping off their medications, whether that’s how someone responds to your text message, whether that’s how someone answers your question on the phone, whether that’s what the app feels like-- you should feel looked after and cared for and loved” said Kinariwala.

In the second half of 2019, the company started to expand beyond its roots in New York City. The objective was to be in all of the major cities nationwide within the next 18-36 months. As of now, Capsule operates in 6 cities, and still focuses on expanding their presence nationwide.

During the pandemic, Capsule gained momentum. Much of the increase seen during the pandemic was in the 50+ age demographic. A lot of this came by necessity due to the health and safety concerns when going outside. From this initial trial, new customers found it more convenient that they can engage with an online pharmacy in the way they felt comfortable, ensuring a repeat

customer. The growing customer base was not just limited to the 50+ demographic but throughout all age groups.

Recently, Capsule secured \$300 million in funding. This was their Series D round, which took place on 28th April, 2021. As a result, Capsule achieved unicorn status, securing a post-money valuation of \$1.2 Billion. The round was led by Durable Capital Partners and saw many major firms such as Baillie Gifford, T. Rowe Price and Whale Rock Capital Management participating.

Capsule has successfully recognized the elements of old and new that are required for a great customer experience. To not just be able to gain traction in a less tech-savvy generation but sustain it as well, is no small feat. Especially when the concept of online pharmacies has existed for quite some time, yet had little success in such a demographic. For individuals living on their own, it provides a feeling of warmth. Readers who still prefer going to a retail pharmacy, give Capsule a chance and you will be surprised.

OGCP comment: Capsule is a great company with significant potential as they expand nationwide. The human interaction element is a unique USP which has been significantly neglected in the digital age, and Capsule truly focuses on that experience. Capsule is definitely a company we will be monitoring for quite some time.

Cybereason: Combatting Ransomware and Upsetting Hackers

By: Anushka Mathur

Cybersecurity, an area rarely brought to people's attention yet an extremely important thing in today's digital age. Usually, cybersecurity is mentioned when there are headlines about companies being victims of ransomware attacks. Over the past month, the need to improve crucial infrastructure, the lifeline of an economy, has been made imperative following cyberattacks on JBS, the world's largest meatpacker; and the Colonial Pipeline, the largest fuel pipeline in the United States. It is evident from these attacks that indispensable supply chains, logistics and transportation, the backbone of a functioning society, continue to remain vulnerable to all forms of cyberattacks.

It is intriguing to note that cyberattacks have evolved beyond just theft of data. So, what exactly is ransomware? It is the act of stealing corporations' private data and issuing threats to make the information public unless the hacker is compensated. Cybercriminals create and sell this malware to other groups, enabling the creation of greater havoc. Hackers usually encrypt the data on IT systems and then demand payment to decrypt it. What we can notice is an increase in the targets being shifted to consumer goods businesses such as food, infrastructure, and intellectual property supply chain.

The hack of the Colonial Pipeline, which controls about 45% of fuel on the East coast, led to the panic buying of gas and serious disruption in supply within the region for about a week. Several gas stations were shut and others saw lines that stretched for miles. Colonial Pipeline confirmed it paid \$4.4 million to the hackers, in an effort to resume operations. While CEO Joseph Blount confirmed that the attack was due to the infiltration of Colonial's computers through an old Virtual Private Network (VPN) with single-factor authentication,



the incident has nonetheless exposed the underlying cyber issues of several consumer-facing companies.

With cyberattacks becoming more and more sophisticated, it takes disruptive companies to stay ahead of the curve and ensure data always secure. Cybereason is one such company, created with the aim to protect business networks against advanced cyber and ransomware attacks. Following the news of the Colonial Pipeline incident, Cybereason CEO Lior Div identified the group responsible for the attack. Div announced that the same outfit behind the Colonial Pipeline breach had tried to infiltrate one of Cybereason's clients nine months prior. Despite the group's sophisticated hacking technology, Cybereason successfully detected the attack through their global encompassing web of sensors, that automatically identify any suspicious activity hitting its network.

According to Cybersecurity Ventures, ransomware damages are anticipated to reach \$20B this year. The impact of this is seen in Cybereason's revenue, which doubled in 2020 and exceeded \$120 million. Cybereason earned unicorn status in their last funding round conducted in 2019, where the company raised \$200 million and gained a \$1B valuation. Notable investors include Lockheed Martin Ventures and Softbank.

In such a critical time, attacks like these are exposing the vulnerabilities in the nation's infrastructure. It is becoming increasingly clear that essential infrastructure requires a significant upgrade to their cybersecurity. For years, hackers attacked companies for financial gain, however just like all of Cybereason's clients, all businesses will have to implement strong cybersecurity measures to prevent hackers from being successful.

OGCP comment: We believe that all businesses must be prepared to protect their data and infrastructure from hackers lurking around in cyberspace. Hackers not only understand the lucrative nature of such attacks, but are also becoming sophisticated in their approaches. The recent incidents have demonstrated that cybersecurity is crucial and that fundamental infrastructure is still fragile. It is essential for every organization to exercise a standard of care and implement robust systems, protecting consumers that in-turn are dependent on them. With many great companies in the space, we believe Cybereason will be a major player in the market due to their continued efforts to protect corporations' critical operational technology and embed quality control systems.

Focus List

ByteDance		
Description	Latest Funding	Our Reasoning
The company focuses on developing and applying artificial intelligence technology to mobile internet applications. They own multiple brands developed in-house such as Toutiao and TikTok.	<u>Late-Stage VC</u> Date: December 18, 2020 Price/Share: \$ - Funds Raised: \$2.00B Total Raised: \$9.45B Pre-Money Valuation: \$178.00B Post-Money Valuation: \$180.00B	ByteDance is a large corporation with unique technology and outlook compared to other major social media players. With the global popularity, continuing to grow, of TikTok, ByteDance is a business with global opportunity. However, what truly gives ByteDance an edge is operating in the world's second-largest economy without much competition, making it a strong investment for investors.

Chime		
Description	Latest Funding	Our Reasoning
A banking services mobile platform. The company sets aside a pre-determined amount of money in saving after a transaction. The company earns revenue through fees paid by the merchant, enabling the users to avoid fees and save money.	<u>Late-Stage VC – Series F Round</u> Date: October 15, 2020 Funds Raised: \$533.83M Total Raised: \$1.54B Pre-Money Valuation: \$14.02B Post-Money Valuation: \$14.55B	Chime is rapidly growing in the field of fintech, with a disruptive mindset for how people are accustomed to banking. With the mass adoption of fintech and the movement towards no/minimal banking fees, Chime has tremendous opportunity to introduce new banking products. All of this is done with the utmost security for users, placing Chime in the right place for maximum growth.

Dapper Labs		
Description	Latest Funding	Our Reasoning
An online platform intended to offer games built upon blockchain technology. The platform, through blockchain applications, brings fans closer to the brands they love, give people a real stake in communities they contribute to growing and create new ways for consumers to become creators. This enables users to access new forms of digital engagement and manage their ownership securely.	<u>Late-Stage VC – Series H Round</u> Date: December 17, 2020 Funds Raised: \$100.05M Total Raised: \$593.93M Pre-Money Valuation: \$6.90B Post-Money Valuation: \$7.00B	Dapper Labs is one of the major players in the Blockchain/DeFi space. The world is changing and it is time to accept and embrace this technology. What makes Dapper Labs a great investment is their partnerships and their consistently high rankings in the eco-space for dapps (decentralized apps). Furthermore, the company is well funded and backed by major investment firms who believe in the potential of the company.

DiDi Chuxing		
Description	Latest Funding	Our Reasoning
DiDi Chuxing is a mobile ride-hailing platform designed to match customers with local drivers in China. Enables users to request rides through their smartphone, offering vehicles, taxis, chauffeur services, minibus and ride-sharing.	<u>Late-Stage VC</u> Date: August 14, 2020 Funds Raised: \$2.00B Total Raised: \$25.54B Pre-Money Valuation: \$60.00B Post-Money Valuation: \$62.00B	DiDi Chuxing is a growing company that focuses on mobility services, from transportation to car insurance. Uber has made a significant amount around the world but failed to operate in China, whereas DiDi holds significant market share in the largest populated country in the world. DiDi has also gained an international footprint and has operations in various countries. It is a company that will take the mobility services to the next level both by expanding operations and product offerings.

Epic Games		
Description	Latest Funding	Our Reasoning
A video game and software developer whose platform is designed for gamers and game developers. The company provides game developers the ability to build high-fidelity, interactive experiences for PC, console, mobile and virtual reality devices.	<u>Late-Stage VC</u> Date: April 13, 2021 Funds Raised: \$1.00B Total Raised: \$4.36B Pre-Money Valuation: \$27.70B Post-Money Valuation: \$28.70B	In the last few years, Epic Games has been gaining significant popularity, since the release of Fortnite in July 2017. Since then, Epic Games has only further developed their platform, development engines, games store and customer base. While video games were always popular, they have gained significant importance in the last year due to the lifestyle changes experienced. Much of the changes experienced will continue to stay and Epic Games is perfectly positioned to grow as a result.

Focus List

Impossible Foods

Description	Latest Funding	Our Reasoning
A producer of plant-based meat substitute that provides an authentic food experience to vegetarians and vegans. Through a combination of ingredients like fats, amino acids and vitamins from plants that deliver the texture and taste of conventional beef, consumers now have a health alternative.	<u>Late-Stage VC – Series G Round</u> Date: August 12, 2020 Price/Share: \$16.15 Funds Raised: \$200.00M Total Raised: \$1.51B Pre-Money Valuation: \$5.00B Post-Money Valuation: \$5.20B	Impossible Foods is part of a new growing space. When it comes to plant-based burgers, Beyond Meat and Impossible Foods are the two major brands controlling the market. What makes Impossible Foods unique is their focus on providing the entire experience. With significant growth opportunity in the market, Impossible Foods is a great investment.

SpaceX

Description	Latest Funding	Our Reasoning
SpaceX is a manufacturer of aerospace and space transport systems. Founded in 2002, SpaceX was created to revolutionize access to space and enable a multi-planetary society. Their purpose is to reduce space transportation costs and enable the colonization of Mars. SpaceX actively controls the design, manufacturing and launch of their spacecrafts.	<u>Late-Stage VC – Series N Round</u> Date: February 16, 2021 Funds Raised: \$850.00M Total Raised: \$6.37B Pre-Money Valuation: \$73.15B Post-Money Valuation: \$74.00B	SpaceX is an innovative, growing and revenue generating, disruptive company focusing on space technology. The company operates in a fairly small space with very few competitors and high barriers to entry. SpaceX has various aspects to its business, just starting the beta test for their Starlink internet service, and is poised to further grow. Under the leadership of Elon Musk, SpaceX will be a great investment for investors, just like PayPal and Tesla.

Stripe

Description	Latest Funding	Our Reasoning
An online payment processing platform designed to integrate electronic payments and enable secure transactions for online businesses. Enables clients to accept payments from anyone in a secure manner by using application program interfaces (APIs), streamlines coding focused on fraud prevention and helps manage business operations.	<u>Late-Stage VC – Series H Round</u> Date: March 14, 2021 Funds Raised: \$850.00M Total Raised: \$1.89B Pre-Money Valuation: \$35.15B Post-Money Valuation: \$36.00B	Stripe is an innovative, growing and revenue generating company in the fintech space. The company is one of the leading players in offering payment solutions, supporting a significant number of daily transactions. With the growth of the company, global coverage and a shift to tremendous shift to online purchases over the past year, Stripe has immense potential.

Disclaimer: This Focus List is a proprietary list of the top-8 private companies for which OGCP is currently interested in completing a transaction. This is list based off of the various opportunities and demand OGCP has seen in the private markets, as well as companies OGCP feels are a good investment. Companies on this list are included at the discretion of the author and are subject to change. There is no assurance that any company on the Focus List will be a profitable investment for investors. The Focus List is for informative purposes only and should not be considered as investment advice.

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