



Portfolio Asset Summary

Q4 2024

TABLE OF CONTENTS

- KEY TAKEAWAYS
- PERFORMANCE SUMMARY
- GRANULAR CORE FUND PERFORMANCE
- GRANULAR SPV PERFORMANCE
- FUNDS III & IV QUALITATIVE REPORT

KEY TAKEAWAYS

MACRO/GEOPOLITICAL VOLATILITY + HERD MENTALITY KEEP DEPLOYMENT CONDITIONS OPTIMAL

Despite a 40% increase in venture financing in Israel this past year, 50% of all capital went to growth stage 'mega' deals of \$100M or more. At the same time, 50% of all transactions were cyber security related. Combine this with most early-stage American investors remaining sidelined for the time being, exceptional talent in Israel solving 'unsexy' high value enterprise problems are being forced to raise more modest sized rounds at valuations 30-40% less than 2-3 years prior.

BUYING UP WITHIN THE PORTFOLIO IS SHOWING REAL ROI

Across 2023 and 2024, Joule IV specifically wrote six bridge or interim financing checks within the portfolio at highly advantageous pricing to ensure that we could 'buy up' as a company was starting to hit its stride. This strategy is only available during more challenging macro economic periods where deal velocity is slower. While most managers refuse to "price down to buy up" because it has a significant, near-term negative impact on fund IRR, we are optimizing for concentration by increasing our ownership from 10-11% to 14-15% on average with much smaller checks. The result – in 2024 four of those six companies grew their revenue by more than 400%, three of which surpassed the \$1M ARR mark. And a fifth company went from a pre-revenue state to generating more than \$1M ARR in a single year and raised a pre-empted \$15M Series A round of funding. As we've stated – our goal is to focus on long term cash generation, not short-term paper marks. This is that strategy playing out.

PERFORMANCE SUMMARY:

LP I-III and SPV I-V

LP I-III
2011-2015
Status: Harvesting

TOTAL INVESTED: \$20,461,438
TOTAL REALIZATIONS: \$47,815,297
REMAINING FAIR MARKET VALUE: \$12,105,288
CUMULATIVE PORTFOLIO VALUE: \$59,920,585
GROSS MOIC: 2.85x
NET TVPI: 1.80x
NET DPI: 1.41x
NET IRR: 13.51%

SPV I-V
2014-2024
Status: Upside Amplification

TOTAL INVESTED: \$15,668,083
TOTAL REALIZATIONS: \$19,559,776
REMAINING FAIR MARKET VALUE: \$6,488,865
CUMULATIVE PORTFOLIO VALUE: \$46,048,641
GROSS MOIC: 2.94x
NET TVPI: 2.94x
NET DPI: 1.25x
NET IRR: 22.92%

GROSS MOIC: 2.89x NET IRR: 17.51% NET DPI: 1.34x

UNREALIZED ASSET:  **Coralogix**

~90% of remaining FMV across all legacy funds is in Coralogix. Blended return for LPs I-III and SPVs I-V could produce a 4-5x+ net cash return (DPI) upon liquidity event.

- 2024: \$85M ARR / '25 Goal: \$135M ARR
- 80% average YoY growth rate
- 60%+ margins
- Diverse array of enterprise customers, including numerous Fortune 500 logos

Joule entry valuation: \$2.5M
Current valuation (April 2024 Series E): \$800M

[KEY](#)
TVPI - Total Value to Paid In (Capital) / The total value, both realized and unrealized, relative to the amount of money contributed
DPI - Distributions to Paid In (Capital) / The amount of capital returned to investors
MOIC - Multiple on Invested Capital
Realizations - Cash distributions
Remaining Fair Market Value - Value of unrealized portfolio value
Cumulative Portfolio Value - Value of cash distributions + unrealized portfolio value

LP I SUMMARY

- 2011 Vintage
- \$5 Million Partnership
- 10 Portfolio Investments
- 2.47x Gross Cash Return
- 1.85x Net TVPI
- 1.85x Net DPI
- 9.4% Net IRR (12.9% Gross)

FUND STATUS – FULLY EXITED

COMPANY	AMOUNT INVESTED	% OF FUND ALLOCATION	FAIR MARKET VALUE	CASH REALIZATIONS	STATUS
BioCatch	\$780,000	15.6%	\$0	\$11,477,334	EXITED
Unomy (WeWork)	\$300,000	6.00%	\$0	\$110,271	EXITED
eVision Systems	\$325,450	6.50%	\$0	\$291,039	EXITED
CrowdX (Cellwize)	\$650,000	13.0%	\$0	\$129,079	EXITED
Hybrid Security	\$500,000	10.0%	\$0	\$0	SHUT DOWN
Booking Direction	\$500,000	10.0%	\$0	\$0	SHUT DOWN
Sensegon	\$500,000	10.0%	\$0	\$0	SHUT DOWN
SevenPop	\$400,000	8.00%	\$0	\$0	SHUT DOWN
TodaCell	\$400,000	8.00%	\$0	\$0	SHUT DOWN
TotalBoox	\$500,000	10.0%	\$0	\$0	SHUT DOWN
TOTAL	\$4,855,450	97.1%	\$0	\$12,007,723	

Aggregate performance for Fund I investors that took advantage of the BioCatch SPV I and SPV II opportunities:

NET MOIC: 3.92x NET IRR: 19.6% NET DPI: 3.54x

LP II SUMMARY

- 2013 Vintage
- \$5 Million Partnership
- 10 Portfolio Investments
- 5.20x Gross Cash Return
- 2.80x Net TVPI
- 2.67x Net DPI
- 25.9% Net IRR (30.1% Gross)

ASSET STATUS

COMPANY	AMOUNT INVESTED	% OF FUND ALLOCATION	FAIR MARKET VALUE	CASH REALIZATIONS	STATUS
Coralogix	\$900,000	18.00%	\$0	\$21,132,642	EXITED
Presenso	\$500,000	10.00%	\$0	\$2,116,644	EXITED
BioCatch	\$401,350	8.00%	\$0	\$2,700,531	EXITED
Cronus	\$500,000	10.00%	\$0	\$7,799	EXITED
Lingacom	\$500,000	10.00%	\$1,197,220	\$0	ACTIVE
Atomation	\$520,000	10.04%	\$110,200	\$0	ACTIVE
Dove	\$550,000	11.00%	\$0	\$0	SHUT DOWN
Sensegon	\$120,000	2.40%	\$0	\$0	SHUT DOWN
IsItYou	\$500,000	10.00%	\$0	\$0	SHUT DOWN
BackAnd	\$500,000	10.00%	\$0	\$0	SHUT DOWN
TOTAL	\$4,991,350	99.44%	\$1,307,420	\$25,957,616	

LP III SUMMARY

- 2015 vintage
- \$10 Million Partnership
- 13 Portfolio Investments
- 0.98x Gross Cash Return
- 1.38x Net TVPI
- 0.69x Net DPI
- 9.7% Net IRR (16.3% Gross)

ASSET STATUS

COMPANY	AMOUNT INVESTED	% OF FUND ALLOCATION	FAIR MARKET VALUE	CASH REALIZATIONS	STATUS
BioCatch	\$802,701	8.03%	\$0	\$5,401,142	EXITED
Reposify	\$1,657,000	16.57%	\$0	\$2,106,357	EXITED
Presenso	\$350,000	3.50%	\$0	\$1,404,071	EXITED
Unomy (WeWork)	\$600,000	6.00%	\$0	\$186,086	EXITED
Cronus	\$250,000	2.50%	\$0	\$2,201	EXITED
Simpo	\$1,000,000	10.00%	\$0	\$830,332	EXITED
Altostra	\$1,000,000	10.00%	\$1,000,002	\$0	ACTIVE
Atomation	\$1,230,000	12.30%	\$1,252,299	\$0	ACTIVE
Lingacom	\$675,000	6.75%	\$1,023,658	\$0	ACTIVE
Outgage	\$1,200,000	12.00%	\$2,083,460	\$0	ACTIVE
ShieldIoT	\$1,050,000	10.50%	\$5,538,448	\$0	ACTIVE
Darillium	\$500,000	10.00%	\$0	\$0	SHUT DOWN
Hybrid Security	\$520,000	10.04%	\$0	\$0	SHUT DOWN
TOTAL	\$10,614,638	102.10%	\$10,797,868	\$9,994,208*	

*In December 2025, the final \$24,785 of the Simpo transaction will be distributed to the Limited Partners

LP IV SUMMARY

- 2020 vintage
- \$56.7 million partnership
- 13 portfolio investments
- 0.74x Net MOIC
- -13.7% Net IRR (-6.1% Gross)
- 0.05x Net DPI

Strategy extrapolation on
the next page



ASSET STATUS

COMPANY	2024 INVESTMENT	AMOUNT INVESTED	% OF FUND ALLOCATION	FAIR MARKET VALUE	CASH REALIZATIONS	STATUS
Mirato	Bridge	\$3,356,761	5.92%	\$1,702,251	\$0	ACTIVE
Swish		\$2,000,000	3.52%	\$2,000,000	\$0	ACTIVE
IronVest		\$3,654,329	6.45%	\$3,654,329	\$0	ACTIVE
Rupert		\$1,975,000	3.48%	\$2,353,523	\$0	ACTIVE
Perfect	Bridge	\$3,530,601	6.22%	\$763,287	\$0	ACTIVE
Arnica	Bridge	\$3,322,999	5.86%	\$3,611,132	\$0	ACTIVE
Reeco	Series A Pro Rata	\$4,320,413	7.62%	\$6,197,546	\$0	ACTIVE
Acsense	Bridge	\$2,400,000	3.53%	\$2,000,000	\$0	ACTIVE
Corbel		\$1,000,000	1.76%	\$1,000,000	\$0	ACTIVE
Pynt		\$2,000,000	3.53%	\$2,000,000	\$0	ACTIVE
Obsecure*		\$1,500,000	2.64%	\$0	\$1,154,332	EXITED
TRSTai		\$1,300,085	2.29%	\$0	\$0	SHUT DOWN
Twang (Vox)**		\$2,000,000	3.53%	\$0	\$700,000	SHUT DOWN
TOTAL		\$26,436,176	46.62%	\$25,176,861	\$1,854,332	

BRIDGE INVESTMENT: Financing between seed and A rounds where Joule had the opportunity to 'buy up' in existing portfolio companies at advantageous pricing. Those rounds result in depressed IRR but dramatically increase ownership with an emphasis on long-term net cash returns

*In Q1 2022 Obsecure was merged with Joule portfolio company IronVest – the \$1,154,332 realization was issued to Fund IV in IronVest stock as consideration

**Twang is in the process of shutting down and distributing the remaining assets, which Joule estimates is around \$700,000 to be recycled in the fund

LP IV STRATEGY EXTRAPOLATION



Trading IRR for Increased Ownership

SUMMARY: The theme of trading near term paper gains for long term cash return is not just a slogan but something we put into practice. Our Fund IV position is negative by design. While that can create some consternation when reviewing an early vintage capital account statement, it is the best investment in long term cash returns. Joule IV portfolio company *Perfect* is a great example of this strategy in practice. After leading the seed round in 2021, we invested additional capital as they showed initial signs of product market fit and competitive differentiation. Once the company hit its stride and started closing customers, instead of marking the company up, we did the opposite and marked it down. This helped us clean up the cap table and ownership structure as well as buy-up. While on paper this deal looks like a huge loss (-\$2.7M), the company grew its revenue 650%, did over a million in annually recurring revenue in 2024, and established a run rate to over \$6MM in 2025 - all while the stock remains priced at a significant fund-level loss. As the valuation normalizes, our larger ownership stake will create a much more significant return opportunity. This strategy also helped Joule avoid some of the challenges in the venture industry that simply provided valuation increases/mark-ups at each stage regardless of underlying fundamentals.

Initial Investment	Product Maturation	Cap Table Cleanup	Business Acceleration
<ul style="list-style-type: none">• Date: July 2021• Investment: \$1,500,000• Pre-Money Valuation: \$8M• Ownership: 12.0%• Revenue: \$0	<ul style="list-style-type: none">• Date: November 2022• Investment: \$1,450,000• Pre-Money Valuation: \$2.6M Cap SAFE• Ownership: TBD at Oct. 2023 round• Revenue: \$0	<ul style="list-style-type: none">• Date: October 2023• Investment: \$580,000• Pre-Money Valuation: \$3M• Ownership: 16.0%• Revenue: \$150,000	<ul style="list-style-type: none">• Date: January 2025• Investment: \$620,000• Pre-Money Valuation: \$10M• Ownership: 12.5%• 2024 Revenue: \$1.3M• 2025 Est. Revenue: \$6M+

LP V SUMMARY

Actively Investing

- 2024 vintage
- \$75 million partnership / \$50M+ committed
- 1 portfolio investment / 1 investment underway

First investment executed
September 2024



DEAL DYNAMICS & TRACTION

Joule V co-led ControlMonkey's \$5M seed round with a \$1.8M investment at a \$12M pre-money valuation. At the time of due diligence, the company was generating around \$200K in ARR. At deal execution seven weeks later, that revenue had climbed to north of \$500K in ARR. By the end of 2024, ControlMonkey recorded 300% revenue growth.

Second investment underway-
to be completed in Feb. 2024



DEAL DYNAMICS & TRACTION

Joule V is aiming to lead a \$4M seed round in a hybrid New York-Tel Aviv-based startup run by two Israeli entrepreneurs introducing autonomous money management capabilities for financial institutions. The company is currently negotiating 7-figure annually recurring revenue agreements with multiple U.S. banks and credit bureaus. Joule V will own 10-15% of this business post-round for a \$2M investment.

SPV I SUMMARY

- 2014/2016 Vintage
- \$1.25 Million Partnership
- 1 Portfolio Investment
- 4.74x Gross Cash Return
- 4.74x Net TVPI
- 4.74x Net DPI
- 32.7% Net IRR*

* Net and Gross performance are the same in Joule’s SPVs as these are no-fee vehicles

FUND STATUS – FULLY EXITED

COMPANY	AMOUNT INVESTED	% OF FUND ALLOCATION	FAIR MARKET VALUE	CASH REALIZATIONS	STATUS
BioCatch	\$1,245,949	100%	\$0	\$5,911,376	EXITED
TOTAL	\$1,245,949		\$0	\$5,911,376	

SPV II SUMMARY

FUND STATUS – FULLY EXITED

- 2018 Vintage
- \$1.77 Million Partnership
- 1 Portfolio Investment
- 0.00x Gross Cash Return
- 7.20x Net TVPI
- 7.20x Net DPI
- 37.2% Net IRR*

* Net and Gross performance are the same in Joule’s SPVs as these are no-fee vehicles

COMPANY	AMOUNT INVESTED	% OF FUND ALLOCATION	FAIR MARKET VALUE	CASH REALIZATIONS	STATUS
BioCatch	\$1,799,946	100%	\$0	\$12,964,023	ACTIVE
TOTAL	\$1,799,946		\$0	\$12,964,023	

SPV III SUMMARY

ASSET STATUS

- 2019 vintage
- \$5 million partnership
- 3 portfolio investments
- 0.0x Gross Cash Return
- 0.13x Net DPI
- 3.15x Net TVPI
- 30.7% Net IRR*

* Net and Gross performance are the same in Joule’s SPVs as these are no-fee vehicles

COMPANY	AMOUNT INVESTED	% OF FUND ALLOCATION	FAIR MARKET VALUE	CASH REALIZATIONS	STATUS
Coralogix	\$3,430,788	68.6%	\$14,934,765	\$0	ACTIVE
Altostra	\$500,000	10.0%	\$0	\$0	SHUT DOWN
Simpo	\$1,003,042	20.0%	\$0	\$664,474	EXITED
TOTAL	\$4,933,840	98.6%	\$14,934,765	\$664,474	

SPV IV SUMMARY

ASSET STATUS

- 2021 Vintage
- \$6.0 Million Partnership
- 1 Portfolio Investment
- 0.0x Gross Cash Return
- 0.0x Net DPI
- 1.69x Net TVPI
- 17.6% Net IRR*

* Net and Gross performance are the same in Joule’s SPVs as these are no-fee vehicles

COMPANY	AMOUNT INVESTED	% OF FUND ALLOCATION	FAIR MARKET VALUE	CASH REALIZATIONS	STATUS
Coralogix	\$5,549,656	92.5%	\$9,395,026	\$0	ACTIVE
TOTAL	\$5,549,656	92.5%	\$9,395,026	\$0	

SPV V SUMMARY

- 2024 Vintage
- \$2.1 Million Partnership
- 1 Portfolio Investment
- 0.0x Gross Cash Return
- 0.0x Net DPI
- 1.02x Net TVPI
- 1.73% Net IRR*

* Net and Gross performance are the same in Joule’s SPVs as these are no-fee vehicles

ASSET STATUS

COMPANY	AMOUNT INVESTED	% OF FUND ALLOCATION	FAIR MARKET VALUE	CASH REALIZATIONS	STATUS
Coralogix	\$2,121,524	100%	\$9,395,026	\$0	ACTIVE
TOTAL	\$2,121,524	100%	\$2,159,084	\$0	

Fund III Qualitative Review

Q4 2024



JOULE III QUALITATIVE REVIEW

FUND STATUS: Portfolio Monetization – positioning remaining assets for acquisition



VALUE PROPOSITION:
Provides data, connectivity and monitoring capabilities to unconnected off-grid infrastructure (utility poles, etc.)

2023 STATUS:
\$1.1M in ARR

2024 STATUS:
\$1.3M in ARR

Expecting \$3-5M in revenue in 2025 as projects with Marmon, a Berkshire Hathaway company, expand

Received a \$1M+ investment in Q4 2024 to expand sensor production and fulfillment capabilities for larger enterprise customers



VALUE PROPOSITION:
Delivering the market’s only military-grade tunnel detection platform

2023 STATUS:
\$1.8M in Bookings

2024 STATUS:
\$3.8M in Bookings

Post-October 7th, Lingacom saw sales momentum pick up considerably to the point that Lingacom is cash flow positive.

If the company can achieve the same 2-3x revenue growth in 2025, management believes the company will be a very attractive acquisition target specifically amongst defense contractors



VALUE PROPOSITION:
Delivering the market’s most robust and accurate AI-driven 5G and cellular IoT cybersecurity platform

2023 STATUS:
\$100,000 in ARR

2024 STATUS:
\$780,000 in ARR

Significant partnership underway with Mastercard for point-of-sale security

Selected by Nvidia as telco edge IoT security solution

Has hired an investment banker to source acquirers and to manage the sale process



VALUE PROPOSITION:
Providing a fully digital corporate gifting platform to enterprise marketing teams

2023 STATUS:
\$900,000 in ARR

2024 STATUS:
\$600,000 in ARR

The company is in a high growth space; however, capital has been hard to come back to fuel expansion as investors have moved away from ‘marketing tech’. Regardless, the company is cash flow positive and as such will continue to seek out a buyer for their platform.

Fund IV Qualitative Review

Q4 2024



JOULE IV QUALITATIVE REVIEW

STATUS: Picking Winners

Joule IV has built a portfolio of 13 investments and is now ‘doubling down’ on companies where revenue is increasing year over year, market demand is growing, and the team continues to operate at a high level.

DIVERSE PORTFOLIO CONSTRUCTION:

Cyber Security: 34%
Enterprise Software: 25%
Fintech/Payments: 17%
ML/AI: 8%
DevOps: 8%
Data Enablement: 8%

INVESTMENT DATA:

Pre-Seed Investments: 2
Seed Investments: 11
Number of Interim Rounds: 7 (54% of existing portfolio companies)
Average Initial Investment: \$1.67M
Average Interim Investment: \$579K (increasing ownership by 25% on avg.)
Average Ownership: 14.0% (includes primary and interim investments)

JOULE IV QUALITATIVE REVIEW

2024 MOMENTUM 'WINNERS'



VALUE PROPOSITION:

Building the first marketplace for hospitality brands to buy fast moving goods with real-time pricing and the introducing of free market pricing and competition

2023 STATUS:

Pre-revenue, 12+ properties in South Florida utilizing their platform

2024 STATUS:

\$1.0M+ in ARR,

In the process of onboarding 500+ properties with a partnership emerging with a publicly traded hotel group that will create distribution to 7,000 properties

Raised a \$15M pre-empted Series A round of financing by Israel's preeminent growth investors



VALUE PROPOSITION:

Using proprietary Generative Artificial Intelligence to enable automated and highly accurate talent recruitment

2023 STATUS:

\$200,000 in ARR

2024 STATUS:

\$1.3M in ARR

Closing a \$6M financing round to fuel an aggressive 2025 sales plan that could see the company generate up to \$7M in annually recurring revenue.

Will aim for a \$20-25M Series A round of funding in late 2025 to early 2026.



VALUE PROPOSITION:

Building the market's first security-first developer workflow platform to allow enterprises to more quickly deliver secure and cost-efficient software

2023 STATUS:

\$800,000 in ARR

2024 STATUS:

\$2.2M in ARR

Will aim to raise a \$15-20M Series A round of financing in 2025 while pursuing aggressive growth targets of \$7-10M in ARR.

JOULE IV QUALITATIVE REVIEW

2024 MOMENTUM 'WINNERS'



VALUE PROPOSITION:

Provide enterprises with the market's robust backup and recovery platform for their Identity and Access Management Systems in the event of breach

2023 STATUS:

\$220,000 in ARR

2024 STATUS:

\$860,000 in ARR

Enhancing their product offering from just focusing on Okta to also include a Microsoft product that will grow their TAM 5x in the coming years.

Joule led a \$3M interim round of financing in Acsense this year at a \$9M pre-money valuation.



VALUE PROPOSITION:

Allow for enterprises to more seamlessly and securely onboard vendors and ensure they remain compliant with an organization's security policies

2023 STATUS:

\$150,000 in ARR

2024 STATUS:

\$960,000 in ARR

Aims to triple revenue in 2025 with customers including USAA and Pacific Life, as well as through upsell opportunities with existing customers.

Will aim for a \$10-15M Series A round of funding in H2 2025



VALUE PROPOSITION:

AI Intelligence layer that helps IT teams assume a preventative posture as opposed to reacting to the mass of inbound tickets

2023 STATUS:

\$1.0M in ARR

2024 STATUS:

\$2.0M in ARR with a completely rebuilt platform and a pipeline of 140 prospective customers

New customers include Nestle, Mondelez, ING Bank, Schreiber Foods,

Will aim to raise a \$10-15M Series A round of financing in 2025 while pursuing aggressive growth targets of \$7-10M in ARR.

JOULE IV QUALITATIVE REVIEW

PUTTING THE PIECES IN PLACE FOR A BIG 2025



VALUE PROPOSITION:

Eliminating fraud through a zero-interruption digital banking experience with a significant reduction in operational expense

2023 STATUS:

\$798,000 in ARR

2024 STATUS:

\$650,000 in ARR

Ironvest began divesting from their B2C offering and focusing exclusively on their enterprise bank offering. That pipeline for 2025 is highly lucrative and prominent including 6- and 7-figure deals with Citibank, JP Morgan Wealth, Scotiabank, Rockefeller Capital Management, and Banco Azteca.

The culmination of these opportunities could translate into \$5-7M in ARR for 2025 with a pipeline 3x the size for 2026.



VALUE PROPOSITION:

Pre-production real-time API testing to boost API security and in turn reduce the time required by developers to maintain API integrity

2023 STATUS:

\$0 in ARR

2024 STATUS:

\$300,000 in ARR

Reduced significant friction in the sales and product integration processes that limited some of their go-to-market potential in 2023

Will look to generate \$1M+ in ARR in 2025 and improve their posture for a Series A round of funding later in the year

JOULE IV QUALITATIVE REVIEW

BUSINESS STAGNATION CREATING SIGNIFICANT RISK

Corbel

VALUE PROPOSITION:

A finance-first digital sales platform for equipment distributors and OEMs

2023 STATUS:

\$0 in ARR

2024 STATUS:

\$25,000 in ARR

The company's initial equipment financing product was taking longer to sell and integrate and so the company pivoted their offering in Q3 to focus more on enabling equipment sales teams to sell faster and easier.

Without additional capital, the company will need to consider an early sale or a shut down of their business.



VALUE PROPOSITION:

Providing enterprises with early warning signals on customer churn, upsell opportunities and other valuable insights by aggregating and processing an array of unstructured data.

2023 STATUS:

\$125,000 in ARR

2024 STATUS:

\$130,000 in ARR

Rupert has yet to nail down product-market fit – as such, the company is struggling with customer traction, pipeline building, revenue generation, and the need to attract additional capital.

In 2025, Rupert will either need to improve their operations or face a shut down.

JOULE IV QUALITATIVE REVIEW

SHUT DOWN BUSINESSES



VALUE PROPOSITION:

As enterprises were aiming to adopt and leverage Artificial Intelligence, TRST was building a platform that would eliminate some of the modeling risk that comes with unsupervised AI including algorithm bias, drift, and underperformance.

JOULE IV WRITE-OFF:

\$1,300,000 (2.29% of fund capital)

LESSON LEARNED:

AI is clearly the topic of the day in tech; however, enterprises are not spending blindly on AI initiatives and in fact are more cautious than expected in their adoption of AI with an eye towards tools and platforms that can have the greatest impact on shareholder value. Therefore, we at Joule need to be even more thoughtful about the business value of our AI investments and continue to avoid 'hype cycle' investing.



VALUE PROPOSITION:

Voice commerce capabilities were limited only to large enterprises that could engage in voice application building – Twang wanted to create off-the-shelf voice app building for SMBs that would allow them to distribute their products on Alexa, Siri, etc.

JOULE IV WRITE-OFF:

\$1,127,000 (1.99% of fund capital)

LESSON LEARNED:

While the market expected voice commerce to take off, the bulk of investment in the space was via Amazon and Facebook. When Facebook shut down their voice commerce department that destroyed investor and enterprise confidence in the market. Twang's bet on the space also collapsed and as such the company shut down early, returning 56% of invested capital to investors for recycling into other opportunities. For Joule, we will no longer be investing in technologies where just one or two vendors can make or break a market.