

## AutoFi | Private Company Profile

## General Information

pbID: 152767-81

## Description

Developer of a online auto financing platform designed to help prospective car buyers purchase and finance vehicles from a dealership's website. The company's online auto financing platform connects car buyers to authorized dealerships and lenders to automate the car buying process through the mobile application, including vehicle selection and financing process, enabling auto buyers to finance and purchase vehicles online in minutes.

## Most Recent Financing Status (as of 07-Dec-2018)

The company raised \$11.5 million Series A of venture funding from Crosslink Capital, Hard Yaka Lerer Hippeau Ventures, Ford Motor Credit, Santander InnoVentures and other undisclosed investors on February 14, 2018. The funds will be used to grow beyond Ford Credit and expand into international markets.

<b>Entity Type</b>	Private Company	<b>Year Founded</b>	2014
<b>Website</b>	www.autofi.com	<b>Universe</b>	Venture Capital
<b>Legal Name</b>	AutoFi, Inc.	<b>Primary Industry</b>	Financial Software
<b>Business Status</b>	Generating Revenue	<b>Other Industries</b>	Vertical Market Software
<b>Ownership Status</b>	Privately Held (backing)	<b>Verticals</b>	FinTech, Mobile, SaaS, TMT
<b>Financing Status</b>	Venture Capital-Backed	<b>Employees</b>	17

## Contact Information

## Primary Contact

Kevin Singerman

Co-Founder, Chief Executive Officer &amp; Board Member

Phone: [REDACTED]

## Primary Office

444 De Haro Street

Suite 220

San Francisco, CA 94107

United States

Phone: [REDACTED]

## Top 5 Similar Companies

#	Name	Competitor	Financing Status	HQ Location	Growth Rate	Size Multiple	Last Financing Date/Type	Last Financing Amount
1	Octane Lending		Venture Capital-Backed	New York, NY	0.12%	2.64x	2018/Series B	\$13.45M
2	LendTech		Venture Capital-Backed	San Francisco, CA	-0.06%	0.53x	2017/Accelerator/Inc	\$0.02M
3	Nimble Australia		Private Equity-Backed	Southport, Australia	-0.06%	0.64x	2016/Unsecured Debt	\$20.00M

4	Payfare	Corporation		0.00%	0.35x	
5	B+m Informatik	Private Equity-Backed	Melsdorf, Germany	-0.10%	1.91x	2015/Buyout/LBO

## Comparisons

	 <b>Autofi</b>	 <b>Octane Lending</b>	 <b>LendTech</b>	 <b>Nimble Australia</b>
<b>Description</b>	Developer of a online auto financing platform designed to help prospective car buyers purchase and finance vehicles from a dealership's website.	Developer of a point of sales financing platform created to simplify power-sports financing process.	Provider of a loan point of sale platform designed for banks, credit unions and private lenders.	Developer of mobile application for online lending services.
<b>Primary Industry</b>	Financial Software	Financial Software	Vertical Market Software	Vertical Market Software
<b>HQ Location</b>	San Francisco, CA	New York, NY	San Francisco, CA	Southport, Australia
<b>Employees</b>	17   2017	6   2016	20   2018	86   2015
<b>Total Raised</b>	\$31.00M	\$69.14M	\$0.02M	\$41.50M
<b>Post Valuation</b>	\$66.50M   14-Feb-2018	\$128.45M   29-May-2018	\$0.33M   01-Jun-2017	-
<b>Last Financing Details</b>	\$11.50M   2018/Early Stage VC (Series A)	\$13.45M   2018/Early Stage VC (Series B)	\$0.02M   2017/Accelerator/Incubator	\$20.00M   2016/Unsecured Debt

## Current Executives (5)

Name	Title	Board Seats	Office	Phone	Email
Kevin Singerman	Co-Founder, Chief Executive Officer & Board Member	1	San Francisco, CA	+1 (888) 447-9360	[REDACTED]
Mandar Gokhale	Co-Founder & Chief Technology Officer		San Francisco, CA	+1 (888) 447-9360	[REDACTED]
Chris Trailer	Chief Architect & Chief Information Security Officer		San Francisco, CA	+1 (888) 447-9360	[REDACTED]
Jonathan Schenk	Chief Revenue Officer		San Francisco, CA	+1 (888) 447-9360	[REDACTED]
Steve Vines	Director, Sales		San Francisco, CA	+1 (888) 447-9360	steve@autofi.io

## Current Board Members (2)

Name	Title	Representing	Role	Since	Phone	Email
David Silverman JD	Partner	Crosslink Capital	Board Member	Oct 2015	[REDACTED]	[REDACTED]
Kevin Singerman	Co-Founder, Chief Executive Officer & Board Member	AutoFi	Co-Founder, Chief Executive Officer & Board Member	Jul 2015	[REDACTED]	[REDACTED]

## Deal History (4)

#	Deal Type	Date	Amount	Raised to Date	Pre-Val	Post-Val	Status	Stage
4.	Early Stage VC (Series A)	14-Feb-2018	\$11.50M	\$31.00M	\$55.00M	\$66.50M	Completed	Generating Revenue
3.	Corporate	23-Jan-2017		\$19.50M			Completed	Generating Revenue
2.	Seed Round	23-May-2016	\$17.00M	\$19.50M	\$18.64M	\$21.46M	Completed	Startup
1.	Seed Round	15-Oct-2015	\$2.50M	\$2.50M	\$8.76M	\$11.26M	Completed	Startup

† Indicates an Add-On  
E Estimated

## CAP TABLE HISTORY (as of 14-Feb-2018)

Stock	# Of Shares Authorized	Par Value	Original Issue Price	Liquidation	Liquidation Pref. Multiple	Conversion Price	% Owned
Series A	3,464,509	\$0.000100	\$3.42	\$3.42	1x	\$3.42	15.38%
Seed-1	2,427,838	\$0.000100	\$1.48	\$1.48	1x	\$1.48	12.78%
Seed	2,835,000	\$0.000100	\$0.90	\$0.90	1x	\$0.90	14.92%

## Series Terms for: A, Seed, Seed-1 (as of 14-Feb-2018)

<b>Participating vs. Non-participating Dividend Rights</b>	Non-participating Yes	<b>Cumulative/Non-cumulative Anti-dilution Provisions</b>	Non-Cumulative
		<b>Redemption Rights</b>	Weighted Average
		<b>Board Voting Rights</b>	No
		<b>General Voting Rights</b>	Yes
			Yes

## Deal #4: Early Stage VC (Series A), \$11.5M, Completed; 14-Feb-2018

<b>VC Round</b>	3 Round	<b>Financing Status</b>	Venture Capital-Backed	<b>Total Invested Capital</b>	\$11.50M
<b>Deal Types</b>	Early Stage VC, Series A	<b>Financing Source</b>	Venture Capital	<b>Pre-money Valuation</b>	\$55.00M
<b>Deal Amount</b>	\$11.50M	<b>Raised to Date</b>	\$31.00M **	<b>Post Valuation</b>	\$66.50M
<b>Deal Status</b>	Completed	<b>Total Invested Equity</b>	\$11.50M	<b>CEO/Lead Mgt</b>	Kevin Singerman
<b>Deal Date</b>	14-Feb-2018	<b>Investor Ownership</b>	43.09%	<b>Site</b>	San Francisco, CA
<b>Announced Date</b>	22-Jun-2017	<b>Stock Split</b>	1 : 1	<b>Business Status</b>	Generating Revenue

**Deal Synopsis**

The company raised \$11.5 million Series A of venture funding from Crosslink Capital, Hard Yaka Lerer Hippeau Ventures, Ford Motor Credit, Santander InnoVentures and other undisclosed investors on February 14, 2018. The funds will be used to grow beyond Ford Credit and expand into international markets.

‡ Not necessarily a summation of individual debt figures

\*\* Includes \$14.18M of known debt; Does not include grant funding

E Estimated

## Stock Info + Cap Table History

<b>Type of Stock</b>	Preferred	<b>Conversion Ratio</b>	1
<b>Series of Stock</b>	A		
<b>Shares Sought</b>	3,464,509		
<b>Price Per Share</b>	\$3.42		

E Shares Sought and Price Per Share calculated using the Weighted Average Method

**SERIES A TERMS**

<b>Participating vs. Non-participating Dividend Rights</b>	Non-participating	<b>Cumulative/Non-cumulative Anti-dilution Provisions</b>	Non-Cumulative
	Yes	<b>Redemption Rights</b>	Weighted Average
		<b>Board Voting Rights</b>	No
		<b>General Voting Rights</b>	Yes

**CAP TABLE HISTORY**

Stock	# Of Shares Authorized	Par Value	Original Issue Price	Liquidation	Liquidation Pref. Multiple	Conversion Price	% Owned
Series A	3,464,509	\$0.000100	\$3.42	\$3.42	1x	\$3.42	15.38%
Seed-1	2,427,838	\$0.000100	\$1.48	\$1.48	1x	\$1.48	12.78%
Seed	2,835,000	\$0.000100	\$0.90	\$0.90	1x	\$0.90	14.92%

## Investors (4)

Investor Name	Status	Lead/Sole	Comments
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1. <a href="#">Crosslink Capital</a>	Follow-On Investor	No	Lead Partner: Form of Payment: Fund 1:	<a href="#">David Silverman JD</a> Cash <a href="#">Crosslink Ventures VII</a>
2. <a href="#">Hard Yaka</a>	New Investor	No	Form of Payment:	Cash
3. <a href="#">Lerer Hippeau Ventures</a>	Follow-On Investor	No	Form of Payment: Fund 1:	Cash <a href="#">Lerer Hippeau Ventures CS</a>
4. <a href="#">Santander InnoVentures</a>	New Investor	No	Form of Payment: Fund 1:	Cash <a href="#">Santander InnoVentures Fund</a>

*E Estimated*

#### Advisors (1)

#	Advisor Name	Service Type	Hired By	Comments
1.	<a href="#">Fenwick &amp; West</a>	Legal Advisor	AutoFi	

#### Tranches (2)

Tranche Date	Amount	Financing Type	Comments
1. 23-Aug-2017	\$10.00M	Early Stage VC	Stock Type: Preferred Tranche Size Status: Actual Stock Series Type: A
2. 14-Feb-2018	\$1.50M	Early Stage VC	Stock Type: Preferred Tranche Size Status: Actual Stock Series Type: A

#### Deal #3: Corporate, Completed; 23-Jan-2017

<b>Deal Types</b>	Corporate	<b>Financing Status</b>	Venture Capital-Backed	<b>CEO/Lead Mgt Site</b>	Kevin Singerman San Francisco, CA
<b>Deal Status</b>	Completed	<b>Financing Source</b>	Corporate	<b>Business Status</b>	Generating Revenue
<b>Deal Date</b>	23-Jan-2017	<b>Raised to Date</b>	\$19.50M **		

## Deal Synopsis

The company received an undisclosed amount of financing from Ford Motor Credit on January 23, 2017.

‡ Not necessarily a summation of individual debt figures

\*\* Includes \$14.18M of known debt; Does not include grant funding

E Estimated

### Advisors (1)

#	Advisor Name	Service Type	Hired By	Comments
1.	Financial Technology Partners	Advisor: General	AutoFi	

### Deal #2: Seed Round, \$17M, Completed; 23-May-2016

<b>VC Round</b>	2 Round	<b>Financing Status</b>	Venture Capital-Backed	<b>Total Invested Capital</b>	\$17.00M
<b>Deal Types</b>	Seed Round	<b>Financing Source</b>	Venture Capital	<b>Pre-money Valuation</b>	\$18.64M
<b>Deal Amount</b>	\$17.00M	<b>Total New Debt</b>	\$14.18M ‡	<b>Post Valuation</b>	\$21.46M
<b>Deal Status</b>	Completed	<b>Raised to Date</b>	\$19.50M **	<b>CEO/Lead Mgt</b>	Kevin Singerman
<b>Deal Date</b>	23-May-2016	<b>Total Invested Equity</b>	\$2.82M	<b>Site</b>	San Francisco, CA
<b>% Acquired</b>	13.13%	<b>Investor Ownership</b>	32.72%	<b>Business Status</b>	Startup
		<b>Stock Split</b>	1 : 1		

## Deal Synopsis

The company raised \$17 million of Seed-2 funding from lead investor Crosslink Capital on May 23, 2016, putting the company's pre-money valuation at \$18.64 million. Lerer Hippeau Ventures, Bruce Toll, Eniac Ventures, Silicon Valley Bank and other undisclosed investors also participated. The round included a \$14.18 million debt portion. The company will use funds to scale the company's online point of sale financing solution at participating dealers.

‡ Not necessarily a summation of individual debt figures

\*\* Includes \$14.18M of known debt; Does not include grant funding

E Estimated

### Stock Info + Cap Table History

<b>Type of Stock</b>	Preferred	<b># of Shares Acquired</b>	1,899,772
<b>Shares Sought</b>	2,427,839	<b>Conversion Ratio</b>	1
<b>Price Per Share</b>	\$1.48		

E Shares Sought and Price Per Share calculated using the Weighted Average Method

### SEED-1 TERMS

<b>Participating vs. Non-participating Dividend Rights</b>	Non-participating Yes	<b>Cumulative/Non-cumulative Anti-dilution Provisions</b>	Non-Cumulative Weighted Average
		<b>Redemption Rights</b>	No
		<b>Board Voting Rights</b>	Yes
		<b>General Voting Rights</b>	Yes

### CAP TABLE HISTORY

Stock	# Of Shares Authorized	Par Value	Original Issue Price	Liquidation	Liquidation Pref. Multiple	Conversion Price	% Owned
Seed-1	2,427,839	\$0.000100	\$1.48	\$1.48	1x	\$1.48	13.13%
Seed	2,835,000	\$0.000100	\$0.90	\$0.90	1x	\$0.90	19.59%

#### Investors (6)

Investor Name	Status	Lead/Sole	Comments
1. <a href="#">Alrai Capital</a>	New Investor	No	Form of Payment: Cash
2. <a href="#">Bruce Toll</a>	New Investor	No	Lead Partner: <a href="#">Bruce Toll</a> Form of Payment: Cash
3. <a href="#">Crosslink Capital</a>	Follow-On Investor	Yes	Lead Partner: <a href="#">David Silverman JD</a> Form of Payment: Cash Fund 1: <a href="#">Crosslink Ventures VII</a>
4. <a href="#">Eniac Ventures</a>	New Investor	No	Form of Payment: Cash Fund 1: <a href="#">Eniac Special Beta</a>
5. <a href="#">Lerer Hippeau Ventures</a>	Follow-On Investor	No	Form of Payment: Cash Fund 1: <a href="#">Lerer Hippeau Ventures CS</a>
6. <a href="#">Silicon Valley Bank</a>	New Investor	No	Form of Payment: Cash

*E Estimated*

#### Lenders & Debt Financings (0)

#### Debt Summary

<b>Total New Debt</b>	\$14.18M (Not necessarily a summation of individual debt figures)
<b>Other Debt</b>	\$14.18M

*E Estimated*

Deal #1: Seed Round, \$2.5M, Completed; 15-Oct-2015

<b>VC Round</b>	1 Round	<b>Financing Status</b>	Venture Capital-Backed	<b>Total Invested Capital</b>	\$2.50M
<b>Deal Types</b>	Seed Round	<b>Financing Source</b>	Venture Capital	<b>Pre-money Valuation</b>	\$8.76M
<b>Deal Amount</b>	\$2.50M	<b>Raised to Date</b>	\$2.50M **	<b>Post Valuation</b>	\$11.26M
<b>Deal Status</b>	Completed	<b>Total Invested Equity</b>	\$2.50M	<b>CEO/Lead Mgt</b>	Jonathan Palan
<b>Deal Date</b>	15-Oct-2015	<b>Investor Ownership</b>	22.20%	<b>Site</b>	San Francisco, CA
<b>% Acquired</b>	22.20%	<b>Stock Split</b>	1 : 1	<b>Business Status</b>	Startup

### Deal Synopsis

The company raised \$2.5 million of seed funding in a deal led by Crosslink Capital on October 15, 2015, putting the company's pre-money valuation at \$8.76 million. Follow on Sandy Cass, ZenStone Venture Capital, 500 Startups, Laconia Ventures, FJ Labs, Fabrice Grinda, Basset Investment Group and Lerer Hippeau Ventures also participated in the round.

‡ Not necessarily a summation of individual debt figures

\*\* Does not include grant funding

E Estimated

### Stock Info + Cap Table History

<b>Type of Stock</b>	Preferred	<b># of Shares Acquired</b>	2,778,087
<b>Series of Stock</b>	Seed	<b>Conversion Ratio</b>	1
<b>Shares Sought</b>	2,835,004		
<b>Price Per Share</b>	\$0.90		

E Shares Sought and Price Per Share calculated using the Weighted Average Method

### SEED TERMS

<b>Participating vs. Non-participating</b>	Non-participating	<b>Cumulative/Non-cumulative</b>	Non-Cumulative
<b>Dividend Rights</b>	Yes	<b>Anti-dilution Provisions</b>	Weighted Average
		<b>Redemption Rights</b>	No
		<b>Board Voting Rights</b>	Yes
		<b>General Voting Rights</b>	Yes

### CAP TABLE HISTORY

Stock	# Of Shares Authorized	Par Value	Original Issue Price	Liquidation	Liquidation Pref. Multiple	Conversion Price	% Owned
Seed	2,835,004	\$0.000100	\$0.90	\$0.90	1x	\$0.90	22.20%

### Investors (11)

Investor Name	Status	Lead/Sole	Comments
1. <a href="#">500 Startups</a>	New Investor	No	Form of Payment: Cash Fund 1: <a href="#">500 Startups III</a>
2. <a href="#">Basset Investment Group</a>	New Investor	No	Form of Payment: Cash

3. <a href="#">Crosslink Capital</a>	New Investor	Yes	Lead Partner: Form of Payment: Fund 1:	<a href="#">David Silverman JD</a> Cash <a href="#">Crosslink Ventures VII</a>
4. <a href="#">Fabrice Grinda</a>	New Investor	No	Lead Partner: Form of Payment: Fund 1:	<a href="#">Fabrice Grinda</a> Cash <a href="#">Fabrice Grinda T8F</a>
5. <a href="#">FJ Labs</a>	New Investor	No	Form of Payment:	Cash
6. <a href="#">Laconia Capital Group</a>	New Investor	No	Form of Payment:	Cash
7. <a href="#">Lerer Hippeau Ventures</a>	New Investor	No	Form of Payment: Fund 1:	Cash <a href="#">Lerer Hippeau Ventures CS</a>
8. <a href="#">Max Ventures</a>	New Investor	No	Form of Payment:	Cash
9. <a href="#">Paul Holliman</a>	New Investor	No	Lead Partner: Form of Payment:	<a href="#">Paul Holliman</a> Cash
10. <a href="#">Sandy Cass</a>	New Investor	No	Lead Partner: Form of Payment:	<a href="#">Sandy Cass</a> Cash
11. <a href="#">ZenStone Venture Capital</a>	New Investor	No	Form of Payment:	Cash

*E Estimated*

## Investors (17)

### Active Investors (17)

Name	Investor Type	Holding	Investor Since	Board	Related Deals
<a href="#">Hard Yaka</a>	Venture Capital	Minority	Feb 2018		<a href="#">#4. Early Stage VC (Series A): New Investor, Feb 2018, \$11.50M</a>
<a href="#">Santander InnoVentures</a>	Corporate Venture Capital	Minority	Feb 2018		<a href="#">#4. Early Stage VC (Series A): New Investor, Feb 2018, \$11.50M</a>
<a href="#">Alrai Capital</a>	Venture Capital	Minority	May 2016		<a href="#">#2. Seed Round: New Investor, May 2016, \$17.00M</a>
<a href="#">Bruce Toll</a>	Angel Group	Minority	May 2016		<a href="#">#2. Seed Round: New Investor, May 2016, Bruce Toll, \$17.00M</a>

Eniac Ventures	Venture Capital	Minority	May 2016		#2. Seed Round: New Investor, May 2016, \$17.00M
Silicon Valley Bank	Lender/Debt Provider	Minority	May 2016		#2. Seed Round: New Investor, May 2016, \$17.00M
500 Startups	Accelerator/Incubator	Minority	Oct 2015		#1. Seed Round: New Investor, Oct 2015, \$2.50M
Basset Investment Group	Venture Capital	Minority	Oct 2015		#1. Seed Round: New Investor, Oct 2015, \$2.50M
Crosslink Capital	Venture Capital	Minority	Oct 2015	✓	#1. Seed Round: New Investor, Oct 2015, David Silverman JD, \$2.50M #2. Seed Round: Follow-on, May 2016, David Silverman JD, \$17.00M #4. Early Stage VC (Series A): Follow-on, Feb 2018, David Silverman JD, \$11.50M
Fabrice Grinda	Angel (individual)	Minority	Oct 2015		#1. Seed Round: New Investor, Oct 2015, Fabrice Grinda, \$2.50M
FJ Labs	Venture Capital	Minority	Oct 2015		#1. Seed Round: New Investor, Oct 2015, \$2.50M
Laconia Capital Group	Venture Capital	Minority	Oct 2015		#1. Seed Round: New Investor, Oct 2015, \$2.50M
Lerer Hippeau Ventures	Venture Capital	Minority	Oct 2015		#1. Seed Round: New Investor, Oct 2015, \$2.50M #2. Seed Round: Follow-on, May 2016, \$17.00M #4. Early Stage VC (Series A): Follow-on, Feb 2018, \$11.50M
Max Ventures	Venture Capital	Minority	Oct 2015		#1. Seed Round: New Investor, Oct 2015, \$2.50M
Paul Holliman	Angel (individual)	Minority	Oct 2015		#1. Seed Round: New Investor, Oct 2015, Paul Holliman, \$2.50M
Sandy Cass	Angel (individual)	Minority	Oct 2015		#1. Seed Round: New Investor, Oct 2015, Sandy Cass, \$2.50M
ZenStone Venture Capital	Venture Capital	Minority	Oct 2015		#1. Seed Round: New Investor, Oct 2015, \$2.50M

## Service Providers

### General Service (1)

Service Provider Name	Service Provided	Comments			
Fenwick & West	Legal Advisor				
<b>Service on a Deal (2)</b>					
Service Provider Name	Service Provided	Service To	Deal Date	Deal #	Comments
Fenwick & West	Legal Advisor	AutoFi	14-Feb-2018	4	
Financial Technology Partners	Advisor: General	AutoFi	23-Jan-2017	3	

## Lead Partners on Deals (7)

### Investors (7)

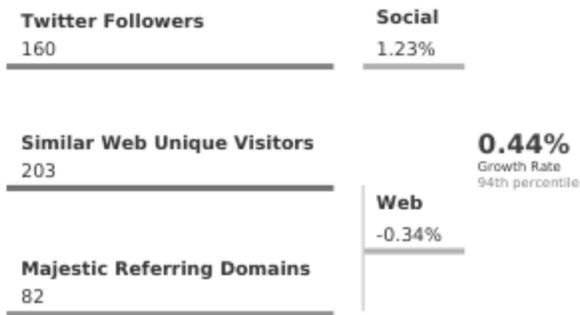
Name	All Deals	Title	Representing	Deals	Phone	Email
David Silverman JD	24	Partner	Crosslink Capital	#4. Early Stage VC (Series A): Feb 2018, \$11.50M, Completed	[REDACTED]	[REDACTED]
Bruce Toll	1	Angel Investor	Bruce Toll	#2. Seed Round: May 2016, \$17.00M, Completed	[REDACTED]	[REDACTED]
David Silverman JD	24	Partner	Crosslink Capital	#2. Seed Round: May 2016, \$17.00M, Completed	[REDACTED]	[REDACTED]
David Silverman JD	24	Partner	Crosslink Capital	#1. Seed Round: Oct 2015, \$2.50M, Completed	[REDACTED]	[REDACTED]
Fabrice Grinda	129	Angel Investor	Fabrice Grinda	#1. Seed Round: Oct 2015, \$2.50M, Completed	[REDACTED]	[REDACTED]
Paul Holliman	107	Angel Investor	Paul Holliman	#1. Seed Round: Oct 2015, \$2.50M, Completed	[REDACTED]	[REDACTED]
Sandy Cass	10	Angel Investor	Sandy Cass	#1. Seed Round: Oct 2015, \$2.50M, Completed	[REDACTED]	[REDACTED]

## Signals Summary

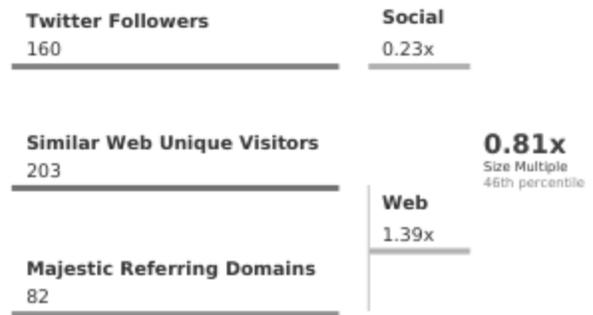
This company has a weekly growth rate of 0.44%, placing it in the 94th percentile of all growth rates tracked within PitchBook. Its underlying data points generate a size multiple that is 0.81x times larger than the median of all size multiples tracked within PitchBook, placing it in the 46th percentile of all size multiples tracked within PitchBook.



### Growth Rate Summary (Weekly)

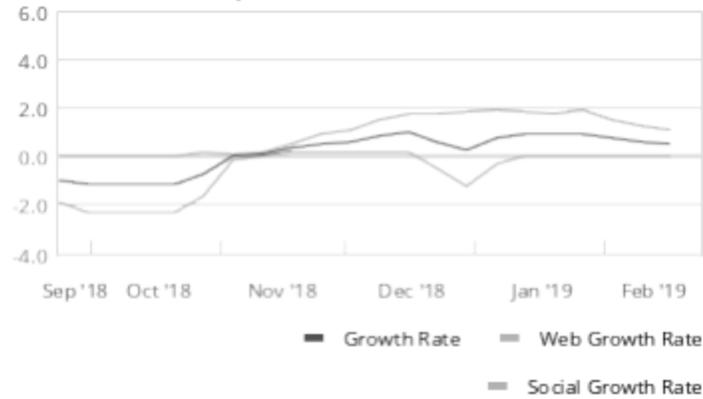


### Size Multiple Summary (x Median)

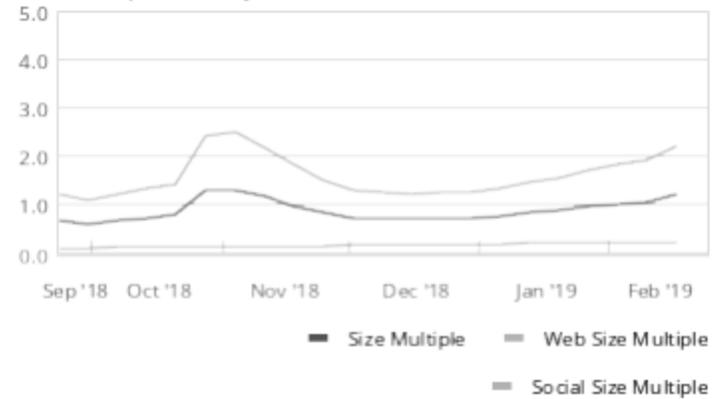


## Signals History

### Growth Rate History

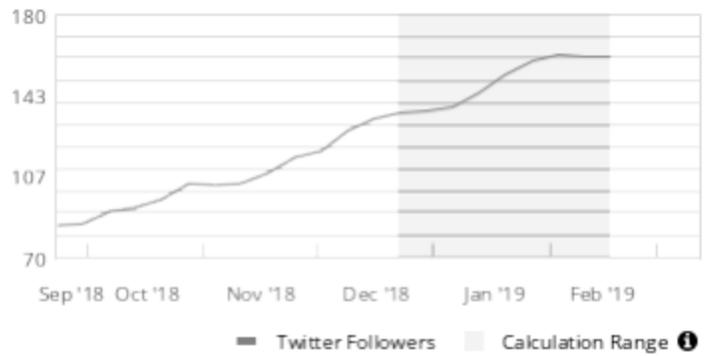


### Size Multiple History



## Social Media Signals

### Twitter Followers 160



Metric	AutoFi	All Companies Average
Twitter Followers	160	11,958
Growth Rate	2.45%	0.10%
Growth Rate Percentile	100th	44th
Size Multiple	0.45x	34.0x
Size Multiple Percentile	36th	50th

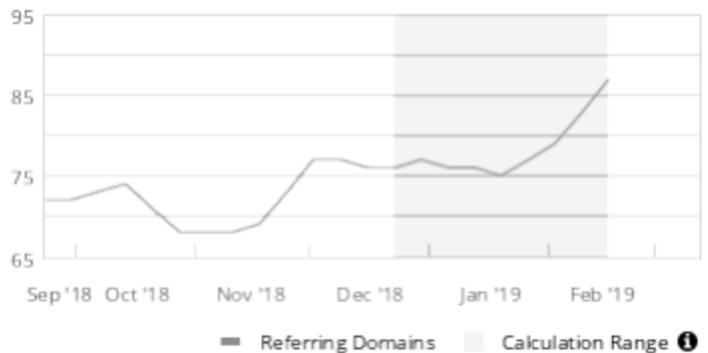
## Web Signals

### SimilarWeb Unique Visitors 203



Metric	AutoFi	All Companies Average
SimilarWeb Unique Visitors	203	21,451
Growth Rate	-0.68%	-0.55%
Growth Rate Percentile	28th	39th
Size Multiple	0.28x	39.2x
Size Multiple Percentile	21st	50th

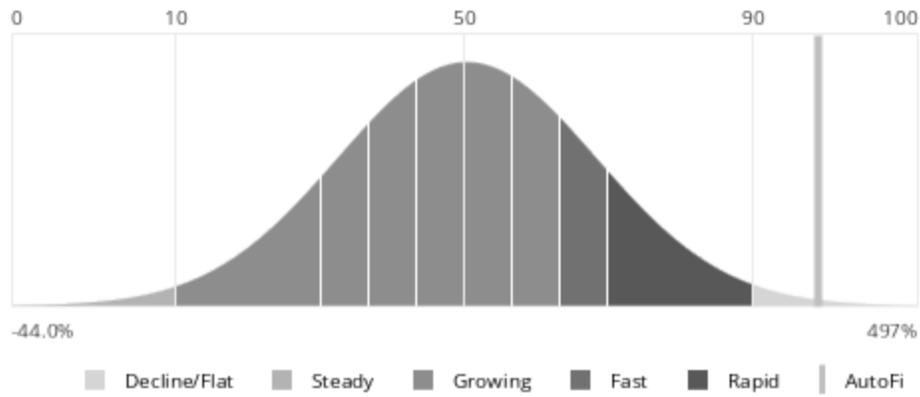
### Majestic Referring Domains 82



Metric	AutoFi	All Companies Average
Majestic Referring Domains	82	365
Growth Rate		-0.01%
Growth Rate Percentile	11th	23rd
Size Multiple	2.50x	10.8x
Size Multiple Percentile	70th	50th

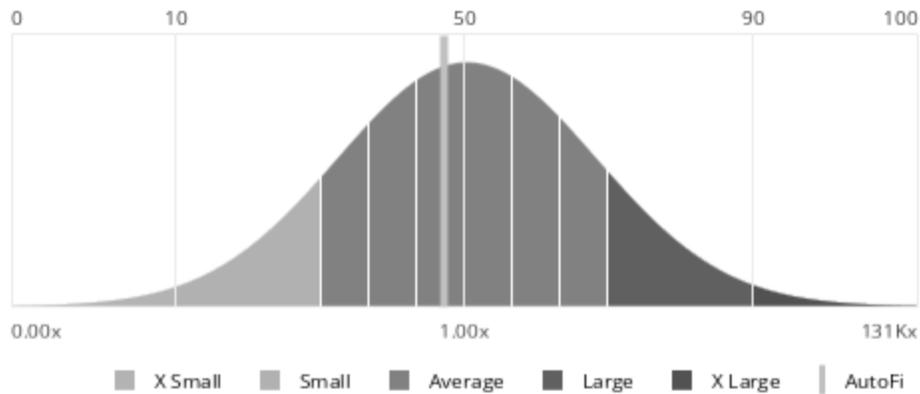
## Ranking And Distribution

**Weekly Growth** 0.44%, 94th %ile



Percentile	Min Rate	Max Rate	Avg. Rate
0-10	-44.0%	-0.16%	-1.34%
10-20	-0.15%	0.00%	-0.01%
20-30	-	-	-
30-40	-	-	-
40-50	-	-	-
50-60	-	-	-
60-70	-	-	-
70-80	0.01%	0.03%	0.02%
80-90	0.04%	0.26%	0.13%
90-100	0.27%	497%	1.21%

**Size Multiple** 0.81x, 46th %ile



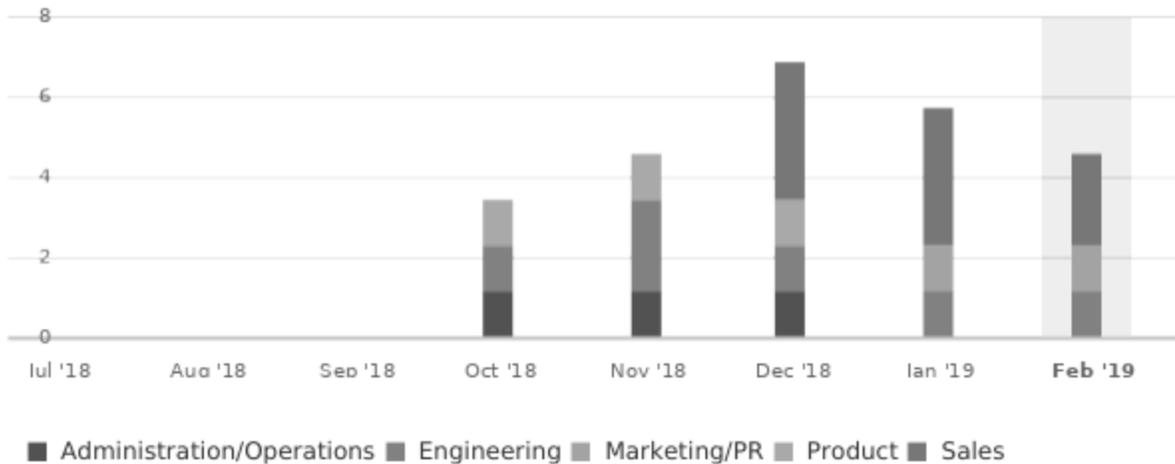
Percentile	Min Size	Max Size	Avg. Size
0-10	0.00x	0.12x	0.07x
10-20	0.13x	0.26x	0.20x
20-30	0.27x	0.44x	0.36x
30-40	0.45x	0.65x	0.55x
40-50	0.66x	0.99x	0.81x
50-60	1.00x	1.49x	1.22x
60-70	1.50x	2.35x	1.88x
70-80	2.36x	4.15x	3.12x
80-90	4.16x	10.7x	6.59x
90-100	10.7x	131Kx	117x

## Employee Signals

Company	Employee Count	Growth Rate	Growth Percentile	Size Multiple	Size Percentile
AutoFi	17	-	-	-	-
All Companies Average	2,626	0.28%	49th	22.6x	50th

### Indeed Current Job Openings: 4

#### Openings by Department



### FEBRUARY 2019

Department	Open Jobs	% Change 1m	% Change 3m	% Change 6m	% Change 1y
Sales	2	▼ 33.33%	—	—	—
Marketing/PR	1	0.00%	—	—	—
Engineering	1	0.00%	▼ 50.00%	—	—
Administration/Operations	0	—	▼ 100.00%	—	—
Product	0	—	▼ 100.00%	—	—
<b>Summary</b>	<b>4</b>	<b>▼ 20.00%</b>	<b>0.00%</b>	<b>—</b>	<b>—</b>

Company signals data was calculated against 843794 companies within all companies.

Company Signals Population: Company Signals data is tracked for active companies (i.e. have not gone out of business) that haven't been exited from VC, PE, or Incubator/Accelerator. Social media presence is tracked only for companies that have a Twitter account; web presence is tracked only for companies whose websites are tracked by SimilarWeb and Majestic.

## News

### Car finance fintech closes \$10m Series A

AutoFi raises money from existing investors including Ford...

AltFi | 24-Aug-2017

Tagged entities: [AutoFi](#), [Ford](#)

### 8.24.17: Your morning briefing

Welcome to the PaymentsSource Morning Briefing, delivered daily. The information you need to start your day, including top headlines from PaymentsSource and around the Web: Australia's agenda for payments; developers flock to blockchain; fraud sp...

Payments Source | 24-Aug-2017

Tagged entities: [AutoFi](#)

### [AutoFi Secures Financing from Ford Motor Co.](#)

AutoFi Secures Financing from Ford Motor Co. Target Overview Transaction Details SUGGEST TRANSACTION UPDATE AutoFi [REDACTED] 449 Bryant St, 2nd floor San Francisco, CA 94107 United States FinTech Sector: Banking / Lending Announce...

FT Partners | 25-Jan-2017

Tagged entities: [AutoFi](#), [Ford](#)

### [Ford Motor Credit Carpools with AutoFi to Provide Digital Financing](#)

Ford Motor Credit has partnered with fintech startup AutoFi to provide digital financing options to consumers, the companies announced in a joint press release. The program is available today to consumers near Ricart Ford in Groveport, Ohio — just ...

Crowdfund Insider | 24-Jan-2017

Tagged entities: [AutoFi](#), [Ford Motor Credit Company](#)

### [Ford invests in digital financing outfit AutoFi](#)

Ford invests in digital financing outfit AutoFi 2 minutes ago|51 views|0 Source: AutoFi There's a new way for customers to purchase or finance a new Ford vehicle in minutes – right from a dealership website from anywhere, on any device – through a...

FinExtra | 23-Jan-2017

Tagged entities: [AutoFi](#), [Ford](#)

### [Ford Motor : Credit and AutoFi Debut Platform for Faster, Smoother, Simpler Digital Vehicle Buying and Financing](#)

( [REDACTED] ) New platform allows customers to purchase and finance a new vehicle via the dealer website; platform introduced at Ohio dealership and will roll out over time to more U.S. Ford and Lincoln dealerships Platform makes it fast and con...

4-traders | 23-Jan-2017

Tagged entities: [AutoFi](#)

### [Autofill on Chrome and Safari Can Give Hackers Access to Your Credit Card Info](#)

Autofill on Chrome and Safari Can Give Hackers Access to Your Credit Card Info Getty Images: RichLegg With a simple exploit, browsers like Chrome and Safari can be tricked into handing over your credit card information to hackers. And you wouldn't...

Gizmodo | 10-Jan-2017

Tagged entities: [AutoFi](#)

### [AutoFi Adds New Equity Venture Capital](#)

San Francisco, California -- Financial services technology companyAutoFihas received \$2.8 million in new equity venture capital investment, according to an SEC regulatory filing. AutoFi has developed technologies that make it easier for consumers...

Venture Deal | 24-May-2016

Tagged entities: [AutoFi](#)

SEC Filings (3)

Type	Date	Title	CIK
<a href="#">D/A</a>	15-Feb-2018	Notice of Exempt Offering of Securities: [Amend]	<a href="#">1656140</a>
<a href="#">D</a>	24-Aug-2017	Notice of Exempt Offering of Securities:	<a href="#">1656140</a>
<a href="#">D</a>	23-May-2016	Notice of Exempt Offering of Securities	<a href="#">1656140</a>

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