

THE ELEPHANT SECONDARY MARKET PLATFORM

ACCESS THE NEW PRIVATE
MARKET



THE ELEPHANT

THE ELEPHANT MARKETPLACE

Thelephant.io is an Israeli-owned global platform that operates as a secondary market place for private tech shares. The platform presents a portfolio of private shares in pre-IPO companies, which are offered for sale by private shareholders.

The Company was declared as a one of the [top 100 innovative companies in Europe in 2016](#).

VISION

To unlock the value of shares of private unicorn and late-stage companies.

OUR MISSION

Our mission is to open the door to investments in shares of the world's most auspicious, important and interesting private companies (unicorns and high-profile companies), prior to their liquidity event.

The platform enables shareholders of pre-IPO companies to sell their shares prior to a liquidity event and investors to invest in such shares through **The Elephant solutions**.

THELEPHANT.IO

- Global secondary market platform focusing on cutting edge unicorn tech companies.
- The platform bridges the gap between sellers and buyers, otherwise dependent on the company's actions to liquidate their assets (IPO/M&A/primary combined with secondary)
- Check us out at: [theelephant marketplace](https://theelephantmarketplace.com)



Search Companies

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MARKETPLACE

ABOUT US ▾

Quick Search

SEARCH BY NAME

e.g. Uber

Filters

FILTER BY SECTOR

Select



Aqua Security

Cybersecurity

Last Val \$1.00B

Private Stocks Seller



Flywire

FinTech

Last Val \$1B

Private Stocks Seller



Dataminr

Analytics/Big Data

Last Val \$4.14B

Private Stocks Seller

SPAC



Most Viewed



Most Viewed

3

23andMe

THE ELEPHANT RESEARCH

We understand the importance of breaching the gap of lacking information relating to the target companies.

In order to provide investors a better way to evaluate and reach a well-informed investment decision, we provide them with a deep and thorough analysis of the companies.

The analysis includes information about:

- the companies
- the market in which they operate and its potential
- competitors (direct and indirect)
- comparable companies
- summary of the equity structure (preference rights such as liquidation preference, Water-Fall structure, voting rights) of Preferred Shares existing in the company.

This information serves the sellers in parallel (in some cases they are no longer familiar with the company and its valuation).



THE ELEPHANT SECONDARY FUNDS

A PORTFOLIO OF VENTURE-BACKED PRE-IPO
COMPANIES

In light of the growing global demand for direct investment opportunities in tech unicorns, we built the Elephant Funds.

The platform serves the funds as a means of locating and pooling opportunities for investment, while also providing the funds with research, analysis and market access for liquidity needs, as well as support in the share purchase process.

INVESTMENT STRATEGY AND PROCESS

GUIDELINES FOR INVESTMENT METHODOLOGY:

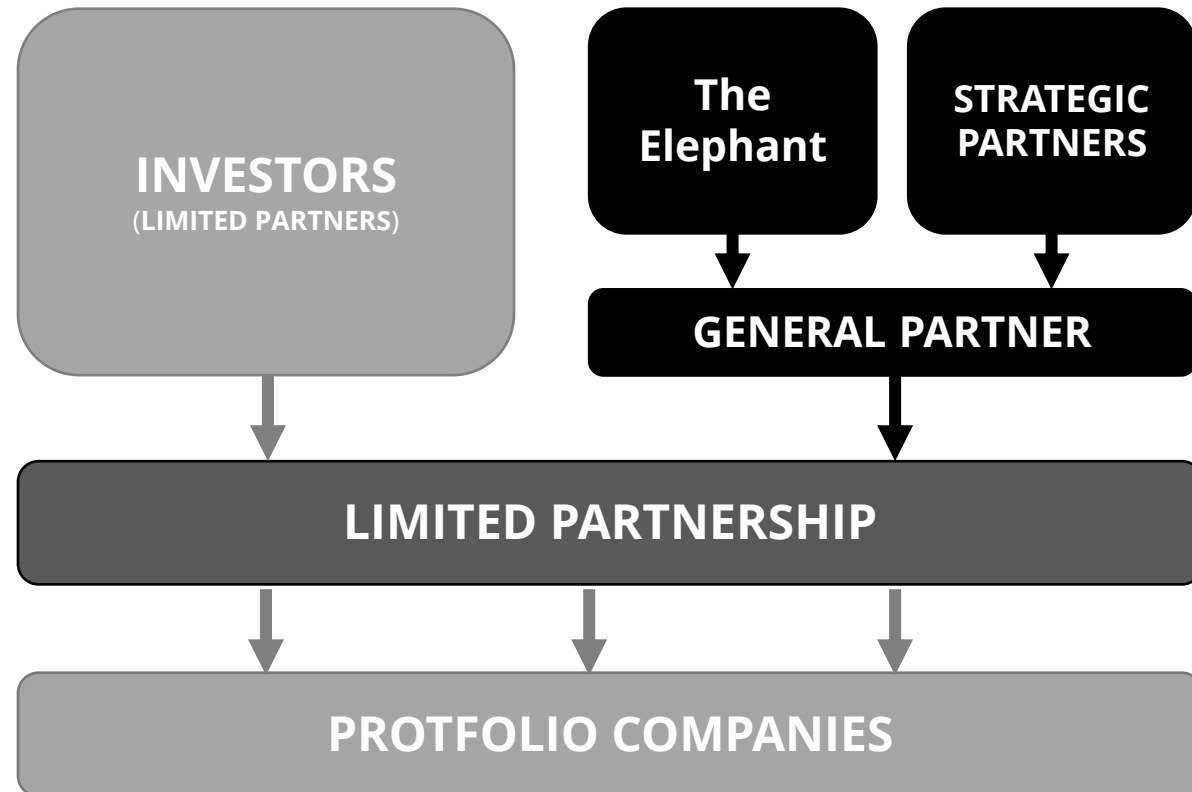
Filtering target portfolio companies based on company value, discount available on market price, expected IPO date, analysis of the business, as well as market sentiment (as an indicator of accessible liquidity).

GUIDELINES FOR LIQUIDITY METHODOLOGY:

Upon the sale or IPO of a company the holdings will be exercised, in addition the fund manager will regularly monitor the portfolio status and the potential to maximize return, based on portfolio company valuation growth, expected IPO dates, and fund term.

FUND STRUCTURE

COLLABORATIVE MANAGEMENT WITH STRATEGIC PARTNERS



THE FUND'S COMPETITIVE ADVANTAGE

- Partnership with theelephant.io platform enables access to sellers and secondary market ecosystem.
- Ability to source shares at a discount to market by acquiring shares from unicorn employees.
- Access to deal flow and liquidity through broad collaborations with industry players.
- The fund is investing in a new asset class with few competitors where the marketplace is less crowded.
- The combination of investment focus in large, “unicorn” class companies, coupled with favorable purchase price, enhances the risk reward outcome.

OUR CURRENT FUNDS



UNIC-TECH – PUBLIC FUND



The High-Tech Giants from Silicon Valley are coming to Tel Aviv Stock Exchange.

OUR CURRENT PORTFOLIO



UNICORN 1 – PRIVATE FUND

OUR CURRENT PORTFOLIO



Palantir

publicly listed on
September 30, 2020



SoFi

publicly listed on June
01, 2021 via SPAC merger



23andMe®














publicly listed on June
17, 2021 via SPAC merger



KEEP TRUCKIN

TRACK RECORD

These unicorns shares have been offered for sale on the platform with verified ask prices, prior to the respective company IPO

Company	Lowest verified share price ask on The Elephant Platform	Share's price on IPO	% increase in share's price (IPO)	IPO Date	Stock price 6 months after IPO	% Increase from IPO to 6 month later	% Total Increase in share price
 23andMe®	\$5.22	\$12.59	141%	June, 2021	N/A *	N/A	N/A
 MARQETA	\$3.63	\$29.90	724%	June, 2021	N/A *	N/A	N/A
 SoFi	\$4.22	\$22.65	412%	June, 2021	N/A *	N/A	N/A
 affirm	\$11.85	\$96.37	713%	January, 2021	N/A *	N/A	N/A
 Palantir	\$4.80	\$9.50	98%	September, 2020	\$23.29	145%	385%
 unity	\$23.81	\$68.35	187%	September, 2020	\$100.31	47%	321%
 BIGCOMMERCE	\$12.50	\$72.27	478%	August, 2020	\$62.69	-13%	402%
 PagerDuty	\$22.00	\$38.25	74%	April, 2019	\$26.09	-32%	19%
 lyft	\$22.00	\$78.29	256%	March, 2019	\$41.35	-47%	88%
 SONOS	\$27.12	\$19.91	-27%	August, 2018	\$12.17	-39%	-55%
 tenable network security	\$10.00	\$30.25	203%	July, 2018	\$26.81	-11%	168%
 DocuSign®	\$16.00	\$39.73	148%	April, 2018	\$41.18	4%	157%
 cardlytics	\$6.10	\$13.37	119%	February, 2018	\$19.43	45%	219%

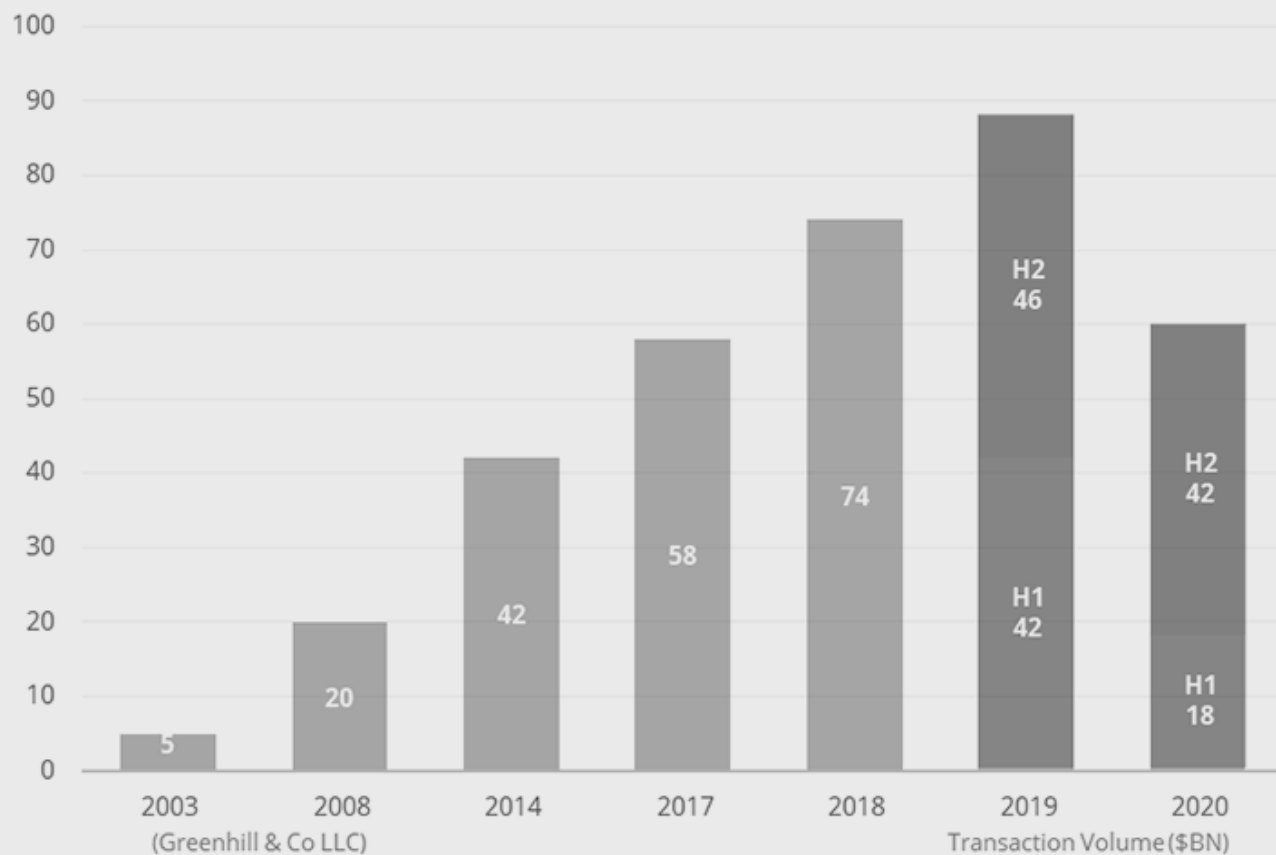
* Less than 6 month from IPO | Last updated on June 18, 2021

THE GLOBAL SECONDARY MARKET



SECONDARY MARKET'S VALUE OF ANNUAL TRANSACTIONS

Private Equity Secondary Market Deal Volume (\$BN)



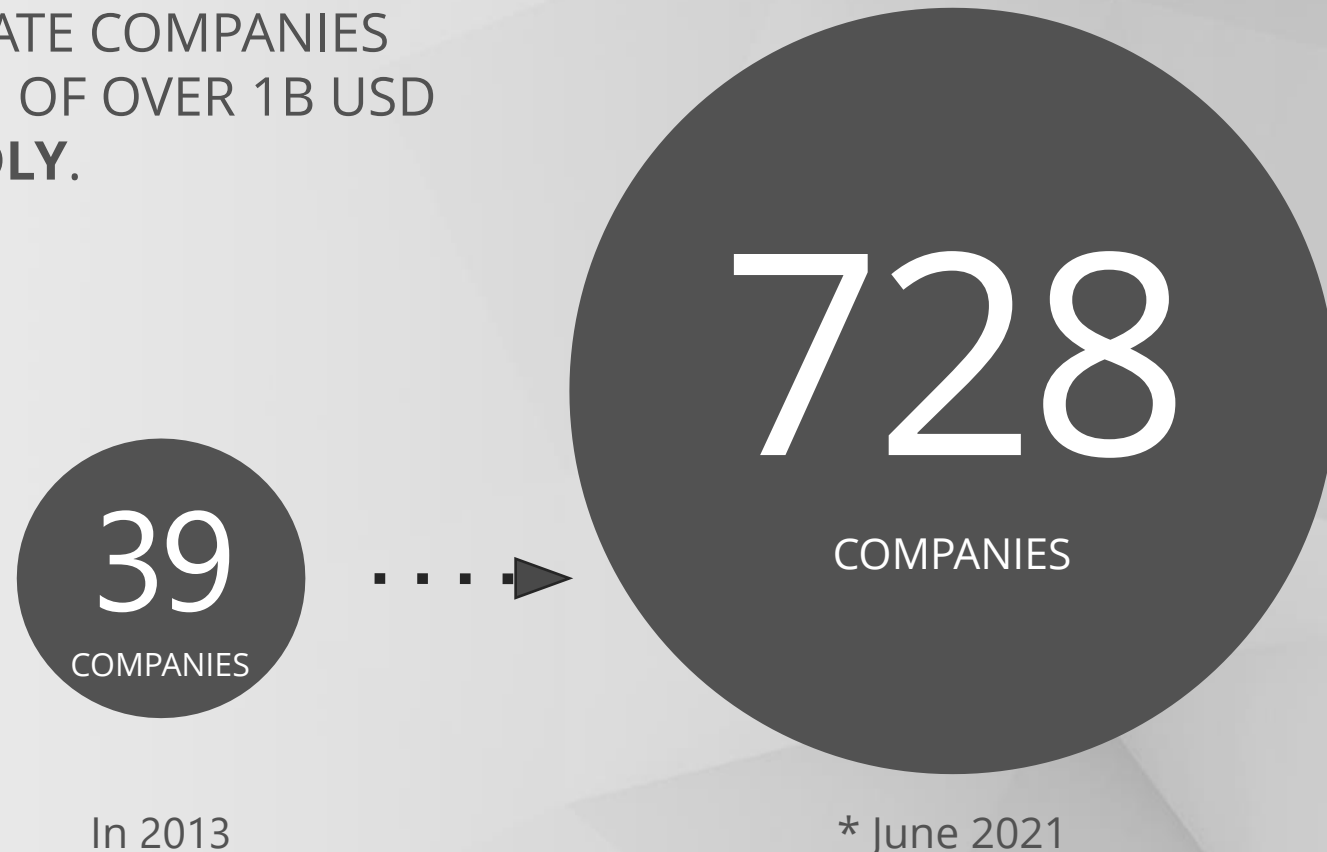
5
BILLIONS USD



60
BILLIONS USD

THE NUMBER OF COMPANIES REACHING UNICORN STATUS IS INCREASING

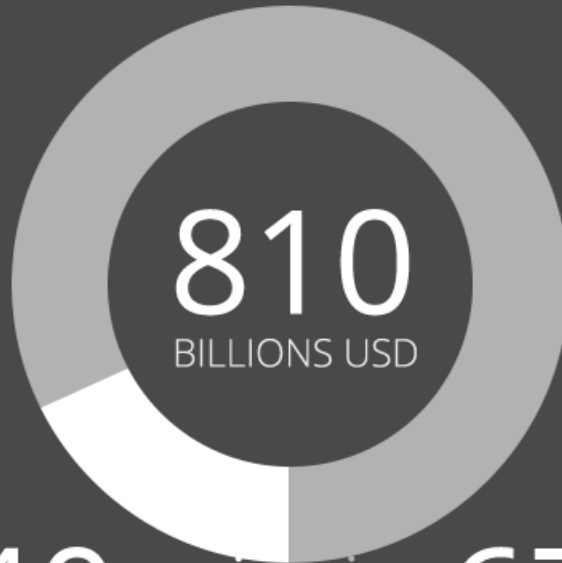
THE NUMBER OF PRIVATE COMPANIES REACHING VALUATION OF OVER 1B USD IS INCREASING RAPIDLY.



* CBINSIGHTS

UNICORN EXIT

January 2015 to May 2020
Exits of Unicorns Valued at



66%

From Unicorn companies reaching IPO in the past 5 years

January to May 2020
Unicorn shares were issued with the total value of

50
BILLIONS USD

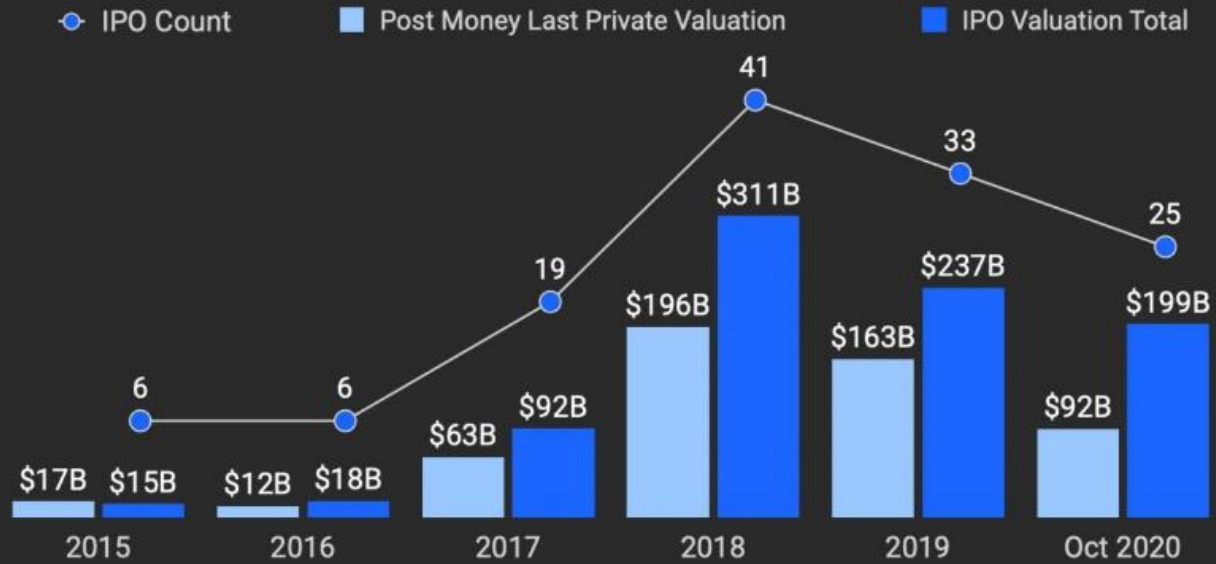
Evaluated just before stock market issuance at **26B** USD.

An average returns of

91%

Unicorn IPOs: Last Known Private vs. IPO Valuation, through October 2020

Compares last known private valuation with market capitalization at IPO



crunchbase news

IPO YIELD (AS TO PRIOR ROUND)

-12%

50%

46%

58%

45%

116%

S&P ANNUAL YIELD

1.4%

12%

22%

-4.4%

31%

18%

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THANK YOU

THE ELEPHANT TEAM