



AG Dillon & Co

Instacart | Pre-IPO Fact Sheet

Aaron Dillon, Managing Director
aaron.dillon@agdillon.com --- +1.347.642.2640

Jun
2022



\$45.0

Current Valuation (\$b)

\$2,735

Total Capital Raised (\$m)

Company Discription

Operator of an on-demand goods delivery platform intended to facilitate smooth delivery of essential goods. The company's platform offers full-service and in-store shopper services through a network of independent shoppers with same-day delivery and pickup service of fresh groceries and everyday essentials, enabling users to select items from their favorite grocery stores and get them delivered same-day.

Most recent - Deal size	\$265,000,000
Most recent - Deal type	Later Stage VC
Most recent - Deal date	3/2/2021
Year founded	2012
# of employees	10,000
HQ country	United States
Industry	Specialty Retail
Business status	Profitable
Website	www.instacart.com

Valuation Performance - Time Series, Trailing (annualized after 1yr, includes primary and secondary transactions)

3mo	6mo	YTD	1yr	3yr	5yr	10yr	Founded
0%	0%	0%	0%	70%	63%	n/a	121%

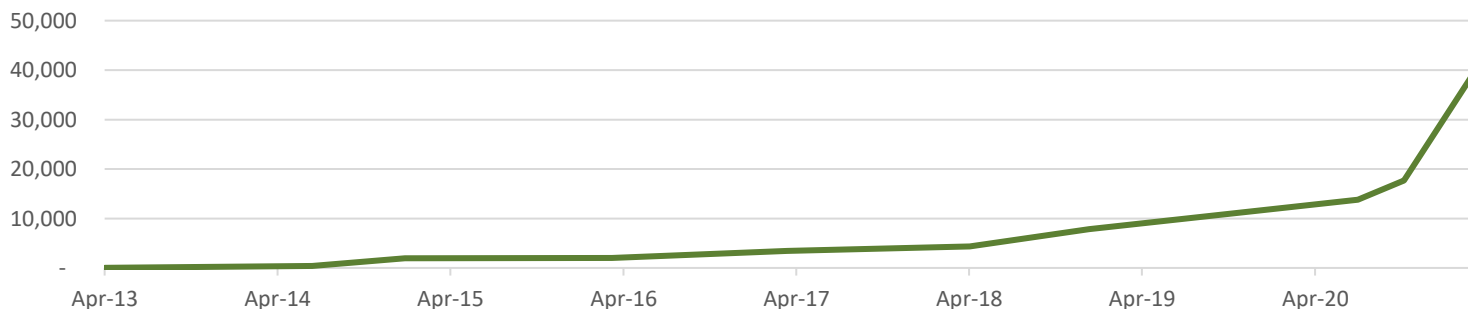
Valuation Performance - Time Series, Annual - Last 5 Years (includes primary and secondary transactions)

2017	2018	2019	2020	2021
71%	131%	0%	125%	120%

Valuation Performance - Financing Round with Date and Valuation (financing round to report date, includes primary and secondary transactions)

Round J	Round I	Round H	Round G	Round F	Round E	Round D	Round C	Round B	Round A
3/2/2021	10/8/2020	7/3/2020	12/13/2018	4/5/2018	3/15/2017	3/10/2016	12/29/2014	6/16/2014	4/4/2013
\$39,000	\$17,700	\$13,800	\$7,871	\$4,350	\$3,413	\$2,000	\$1,964	\$380	\$25
0%	120%	183%	395%	797%	1043%	1850%	1886%	10163%	153383%

Valuation Performance - Growth of \$10,000 (includes primary and secondary transactions)



Valuation performance is not investor performance. Dilution is not included in valuation performance. Past performance is no guarantee of future results. Returns shown may reflect hypothetical historical performance. Please see the final page for important legal disclosures.



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Revenue Multiple - 2021 (pre-IPO company includes primary and secondary transactions)

Name	Revenue Multiplier	Valuation or Mrkt Cap	Revenue
Instacart	25.0	\$45,000,000,000	1,800,000,000

Top 5 Public Compables by Market Cap

DoorDash	10.7	\$52,276,157,539	\$4,888,000,000
Chewy	3.5	\$24,840,520,259	\$7,146,264,000
BJ's Wholesale Club	0.6	\$9,057,962,185	\$15,430,017,000
Mercari	8.2	\$8,141,874,610	\$996,278,929
Deliveroo	2.1	\$5,156,523,830	\$2,508,800,881

Notables

Giftee	13.8	\$467,869,686	\$33,927,048
Airtasker	12.8	\$253,754,291	\$19,809,591
JustKitchen	7.7	\$72,240,972	\$9,427,295

Investors - On Board and Notables

Investor	Date Invested	Board Seat	Investor Type	# of Exits	# of Active Invstmnts	AUM (\$m)	Dry Powder (\$m)
Khosla Ventures	4/4/2013	No	Venture Capital	286	346	\$15,000	\$2,489
Canaan Partners	4/4/2013	Yes	Venture Capital	343	182	\$5,000	\$693
Andreessen Horowitz	6/16/2014	Yes	Venture Capital	311	523	\$33,300	\$13,470
Kleiner Perkins	12/29/2014	No	Venture Capital	748	298	\$14,285	\$3,696
Sequoia Capital	12/29/2014	No	Venture Capital	735	488	\$85,500	\$7,573
General Catalyst	4/5/2018	No	Venture Capital	307	375	\$33,324	\$7,842
Coatue Management	4/5/2018	No	PE/Buyout	45	231	\$70,000	\$13,274
D17 Capital	12/13/2018	Yes	Venture Capital	1	1	---	---
D1 Capital Partners	12/13/2018	No	Hedge Fund	24	88	\$40,081	---

Founder / CEO



Fidji Simo

Board Member & Chief Executive Officer

Bio

Ms. Fidji Simo serves as Board Member and Chief Executive Officer at Instacart. Previously, she was head of the Facebook App at Facebook, and Vice President of Video, Games, and Monetization. She serves on the board of Women in Product and L.A. Dance Project. Prior to joining Facebook in 2011, Simo spent four years as a strategy manager at eBay in Europe and the United States. Simo holds a Master of Management from HEC Paris and spent the last year of her Master program at UCLA Anderson School of Business.



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