Porsche Ventures invests in Rally

30/09/2020 Porsche Ventures takes a front row seat in the alternative investment space.

Porsche Ventures has completed a minority investment in the alternative asset platform Rally as part of a financing round that closed earlier this summer and was led by Upfront Ventures. Rally enables anyone to invest in rare and one-of-a-kind collectibles for as little as $1 per share across ten different asset categories including Sports Cards and Memorabilia, Vintage Watches, Collector Cars and more.

“With this investment we want to have a front-row seat in the alternative investment space, and Rally is the perfect partner. As the average investor on Rally is just 27 years old, we will be able to increase our engagement with younger target groups. We will continue to learn about digital communities and explore business opportunities in FinTech,” said Stephan Baral, Head of Porsche Ventures Region US.

Porsche Ventures engages with top entrepreneurs across the globe through its offices in Europe, Silicon Valley, Israel, and China. The CVC (Corporate Venture Capital) invests in companies that are in the early and growth phases, with a particular focus on customer experience, mobility and digital lifestyle, as well as in future technologies. Its portfolio companies enjoy access to a vast international network and to industry expertise through valuable collaboration opportunities across the Porsche ecosystem. Porsche Ventures is investing in founders who dare to build their dreams.

Rally was founded in 2017 and now has over 200,000 users. The average member is 27 years old and invests around $300 per offering. “The intersection of a young demographic and a new way into the high-end segment is what made Rally an interesting opportunity for us,” Baral concludes.

Other investments by Porsche Ventures in the U.S. include the Silicon Valley startup Miles, which rewards users for their personal transportation, and the roadside assistance company Urgent.ly. Earlier this year, Porsche Ventures also purchased a stake in DSP Concepts, which specializes in developing software for audio signal processing.

Info

To learn more about Rally visit: https://rallyrd.com/

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart