

**FOR IMMEDIATE RELEASE**

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**\*PRESS RELEASE\***

**GOVO Venture Partners Leads \$3M Seed Investment in Mavi.io, Inc.**

**Winter Park, Florida** - GOVO Venture Partners made its sixth portfolio company investment since announcing the launch of its venture fund, GOVO Fund I, in January, 2023. The lead investment is part of a \$3 million seed round for the company, Mavi.io, Inc.

Mavi makes OnMyWay™ Commerce, the in-car retail marketplace powering dashboard shopping in consumers' favorite connected cars. The marketplace ensures that in-car shopping is safe, easy, fast and reliable by orchestrating recommendations, ordering, payment, confirmation and timely curbside pickup for on-the-go consumers. The platform connects drivers with a curated selection of retailers, eateries, parking, fuel, CPG companies, service providers and others, safely bringing the point of sale to the dashboard of vehicles in order to support conversion, convenience, new customer acquisition and loyalty for retailers and service providers through a single integration. To do this, Mavi has already entered partnerships with some of the world's largest dashboard makers and automakers.

Rob Panepinto, GOVO's managing general partner, said of the investment, "Mavi is looking not where the consumer market is, but where it is going, as retailers look to bring their customers back to their doorstep and automakers look for a way to capture the extraordinary amount of commerce taking place while consumers are on-the-go. Mavi's technology will also support governments' interest in ensuring car-based transactions take place in a safe manner. The company's leadership, made up of senior retail, technology and automotive industry experts, brings together the talent to support these goals."

Govo general partner Jonathan Kilman, who has been extensively involved in transportation innovation matters, will serve on the Mavi's board of directors. Kilman said, "I look forward to supporting Mavi's aim of being an important player in the evolution of connected vehicles being an increasingly important part of our lives."

Cynthia Hollen, Mavi's founder and CEO, said, "GOVO Venture Partners brings Mavi to our next evolution as we launch OnMyWay Commerce. Jonathan Kilman and the entire Govo team are not only insightful and experienced investors, but they bring a depth of understanding about how

to maximize opportunities and navigate the hurdles of government that we are delighted to build in our team. As operators, they bring a business focus that only investors who have run their own companies can. We are thrilled that they are joining our journey to bring commerce to the next frontier.”

### **ABOUT GOVO VENTURE PARTNERS**

**GOVO Venture Partners** is a Winter Park, Florida based company. GOVO Fund I is a venture fund that invests, seed round through series A, in early-stage companies for which doing business with government or navigating government regulations is an important success factor. For more information, please visit [www.govovp.com](http://www.govovp.com).

### **ABOUT MAVI**

**Mavi** is a leading provider of technologies that enable in-vehicle commerce via its OnMyWay™ platform. For more information visit [Mavi.io](http://Mavi.io) or contact [IR@mavi.io](mailto:IR@mavi.io).