



**SMARTER FREIGHT
GUARANTEED EFFICIENCY**

DonTruck is the innovative platform for transportation and logistics players to plan, execute and optimize their business.

Built by logistics experts, it helps with the day to day operation in a way that allows its users to accomplish much more with less.

Works everywhere and provides real-time track and trace. Identify inefficiencies, act, and grow the business through data-driven actionable insights.



The Challenge



Innovate and
digitize to
remain
competitive

It takes money
and technical
expertise to
build a
platform

Business
is not scalable
without
technology

A lot of
System
Inefficiencies

Industry & market size

\$800B+ year industry
1B loads / year



25K
Brokers



95K
Agents



1,5M
Carriers



15M
Trucks



7,7M
Shippers



Meet DonTrack

Optimize
Execute
Track & Trace

Plan
Post and book
loads
Contract

Analytics
Proof of Delivery
Settlement

New Load

| Pick Up | Time Frame | Delivery | Time Frame | Rate |
|-----------|---------------------|-----------|---------------------|-----------|
| 1/24/2018 | 11:00 AM - 12:00 PM | 1/24/2018 | 11:00 AM - 12:00 PM | \$1750.00 |

Important Information → Loaded Distance **341** Miles Rate Range (\$610 - \$656), Suggested Rate **\$750.00**

Posted Loads

| Reference # | Pick Up Date | Delivery Date | Origin | Destination | Type of Truck | Commodity | Rate | Status |
|-------------|--------------|---------------|-----------------|-----------------|---------------|-----------|-----------|---------------|
| 41038 | 10/20/16 | 10/27/16 | Houston, TX | Adrian, TX | Reefer | Pineapple | \$750.00 | Pending Offer |
| 41080 | 10/20/16 | 10/20/16 | Houston, TX | Dallas, TX | Reefer | Mango | \$700.00 | Pending Offer |
| 41081 | 10/20/16 | 10/18/16 | Pasadena, TX | Los Angeles, CA | Dry Van | Rain | \$1800.00 | Posted |
| 41082 | 10/20/16 | 11/04/16 | Los Angeles, CA | Denver, CO | Flat Bed | Wine Mash | \$1100.00 | Posted |



LOAD BOARD

Acme Widgets → Widget, Inc.
58 Widget Dr
Houston, TX 77382
Thursday 10/25/2018 - 4:00 PM

Equipment: 53' Reefer
Distance: 226 Miles
ETA: 3:45 PM

Status: On Route to Delivery **BACK TO DASHBOARD**

Commodity: Pineapple
Pallets: 20
Weight: 42500 #
Temperature: 45 F

BL Number: W2450610
PO Number: AW269
Seal Number: 121648
Secured by: Load Locks

Driver Type: Single
Driver Name: Ray
Dispatcher: Alex
Rate: \$750.00

Dispatcher's Phone: 713-111-1111
Dispatcher's E-mail: alex@carrierxyz.com

Documents

- Delivery Order
- Rate Confirmation
- Scale Ticket
- POD
- Invoice
- Floorslips

Upload Doc +

Current Position

Driver Chat

ACME (2:01 PM): Hello, this is Dave from ACME, are we all set for pick up today at 4:00?

RAY C (2:02 PM): Hello sr, all set, should be there 30 min before.

ACME(2:03 PM): Great, please keep me posted.

RAY C (3:31 PM): At Location.

ACME(3:35 PM): Perfect.



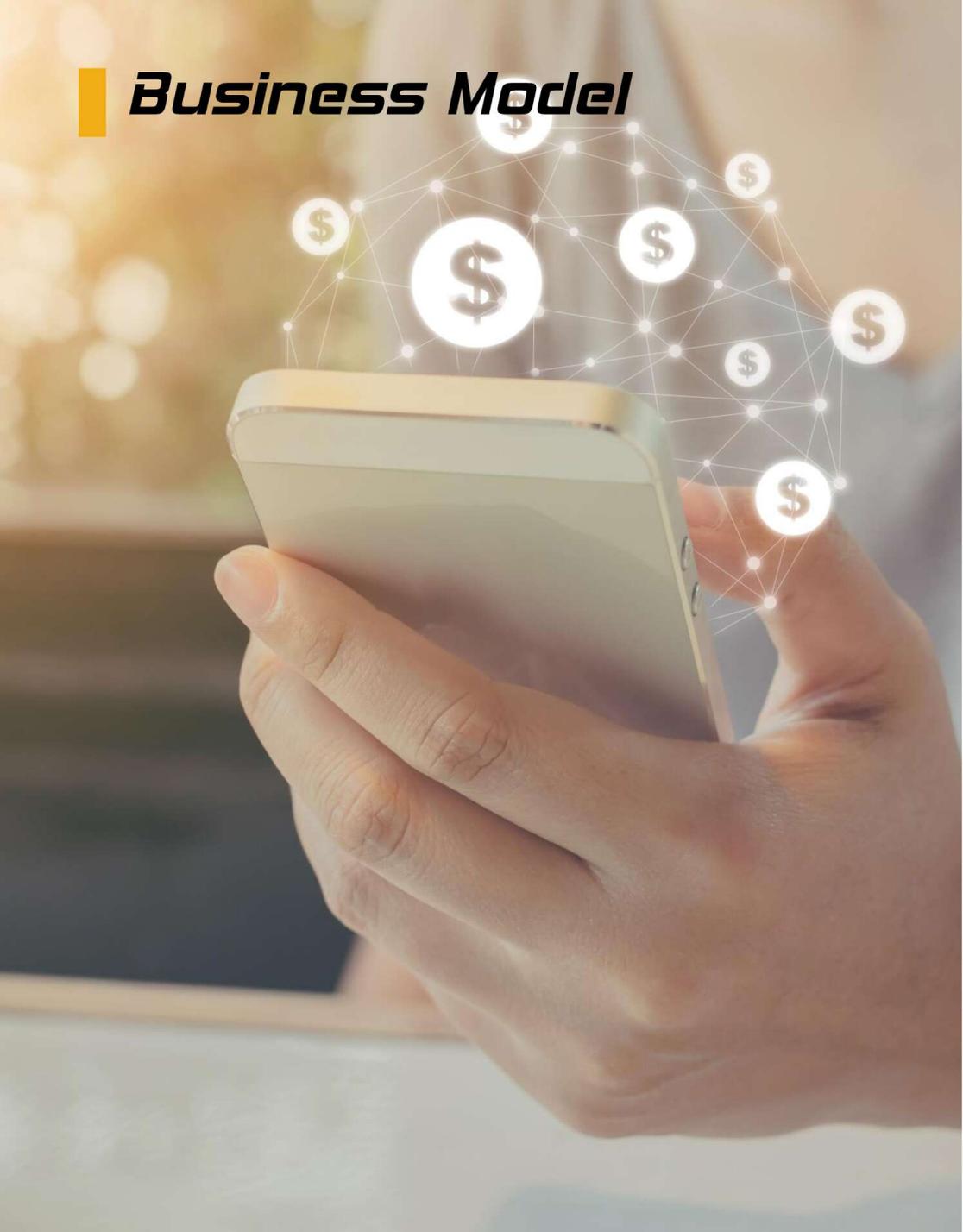
Third party
services



Customer Support



Business Model



Monthly Subscription Fee

Tier 1

\$

Tier 2

\$

=====

Tier 3

\$

=====

+

3rd Apps Commission/revenue share

Go-to-market

Sales



Tele



Digital



15%



80%



5%

% of Customers acquired by each channel

DonTruck team



Leo Pardo
Co-Founder / CEO

<https://www.linkedin.com/in/leonardopardo/>

18 years experience Software
Enterprise Sales and Business
Development

Last 2 years software enterprise sales
executive

Last 8 years technology management,
general management and marketing

Cornell MBA/ Stanford Project
Management / BS Engineering



Juan Arizmendi
Co-Founder / COO

<https://www.linkedin.com/in/juan-arizmendi/>

25 years experience in the freight
industry. Entrepreneur, founder at
Gorilla Trucking , Gorilla Cargo and
Nkargo

Last 2 years president Gorilla Trucking
and Gorilla Cargo

Last 8 years founder and President of
Nkargo

BA Design



Dario Melo
Co-Founder / CFO

<https://www.linkedin.com/in/darioemelo/>

18 years experience technology
strategy , finance and blockchain
evangelist

Last 2 years telcom head of
finance and strategy, master's
degree professor

Last 8 years IT project manager

Cornell MBA / MS Computer
Science/ BS Electronic & Telcom
Engineering



Paul Solano
Co-Founder / CTO

<https://www.linkedin.com/in/psolano/>

20 years experience in software
architecture, design and sales, focused
on integrated solutions, Service-oriented
architecture, service management and
enterprise asset management

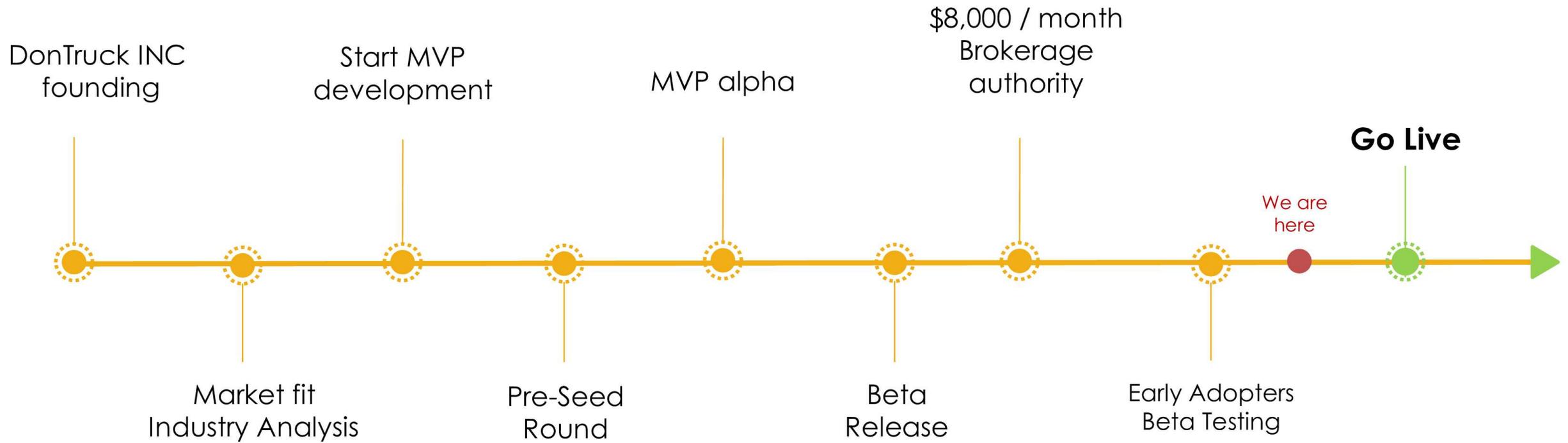
Last 4 years focused on Solutions
Architect and lead consultant in multiple
industries - including AI and Big Data

Have led and developed highly effective
teams locally and remotely.

BA Computer Science

Entrepreneurs, Corporate, Operators!

DonTruck Timeline



Thank you very much!

Smarter Freight. Guaranteed Efficiency!



info@dontruck.com
www.dontruck.com

