



# YARDSTICK

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Load Planning and Dispatch  
Reimagined





# The Idea's Origin Story

Yardstick was founded by three industry veterans of a Fortune 100 company with the goal to solve problems and disrupt the transportation industry for their employer. However due to shifting corporate priorities away from independent operators, they weren't able to obtain sponsorship and support to implement their ideas. This group turned their frustration into opportunity and created Yardstick to go to market independently and reimagine the future of load planning and dispatch for the owner operator and small fleet.

# Our Mission

Yardstick aims to boost trucking profits, doubling the 8.7% industry average while curbing the US driver shortage impacts by introducing a sophisticated Revenue Maximization Algorithm to increase resource utilization and revenue for smaller trucking companies without expanding their resources. By considering multiple shipment-and-return scenarios instead of simple A-B or X-Y routes, we aim to create more efficient schedules that maximize profitability.



# Our Client

Yardstick's customers are owner-operators and small fleet owners, initially targeting 502K carriers/900K drivers with 1-6 power units.

## Problem 1

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US transportation's driver shortage has significant impacts on the economy as 68% of all freight is moved on US Highways. Supplier Cost and Consumer Price will on the rise.

## Problem 2

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Driver's lack of efficiency with current tools

## Problem 3

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Driver's lack intelligent insights to make profitable

# Confirmation of the Problem

## Confirmation 1

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More than 68,000 more drivers are needed in current environment. Correll (2019)

## Confirmation 2

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If remedial measures are not taken the US could face a shortage of 160K drivers by 2030 (American Trucking Associations, 2021).

## Confirmation 3

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Smaller Carriers lack the profitability to fund the development of systems and employees.



# Resolution

An intelligent dispatch automation platform that aggregates load board data:

- Removes the need for traditional dispatch services
- Puts the owner/operator/driver in control
- Reduces frustration, downtime, and app fatigue

# Resolution: Pt. 2

## **For Drivers moving from using Load Boards:**

- an increase in take home revenue of at least \$84.70 a day or \$21k per year.

## **For Drivers currently using a dispatch service:**

- an increase of take home revenue of \$57 to \$114 per day or \$14 - \$28k per year.

*Both results are after Yardstick fees are deductions*

Across the industry this equals avg 13% take home pay increase for Drivers.

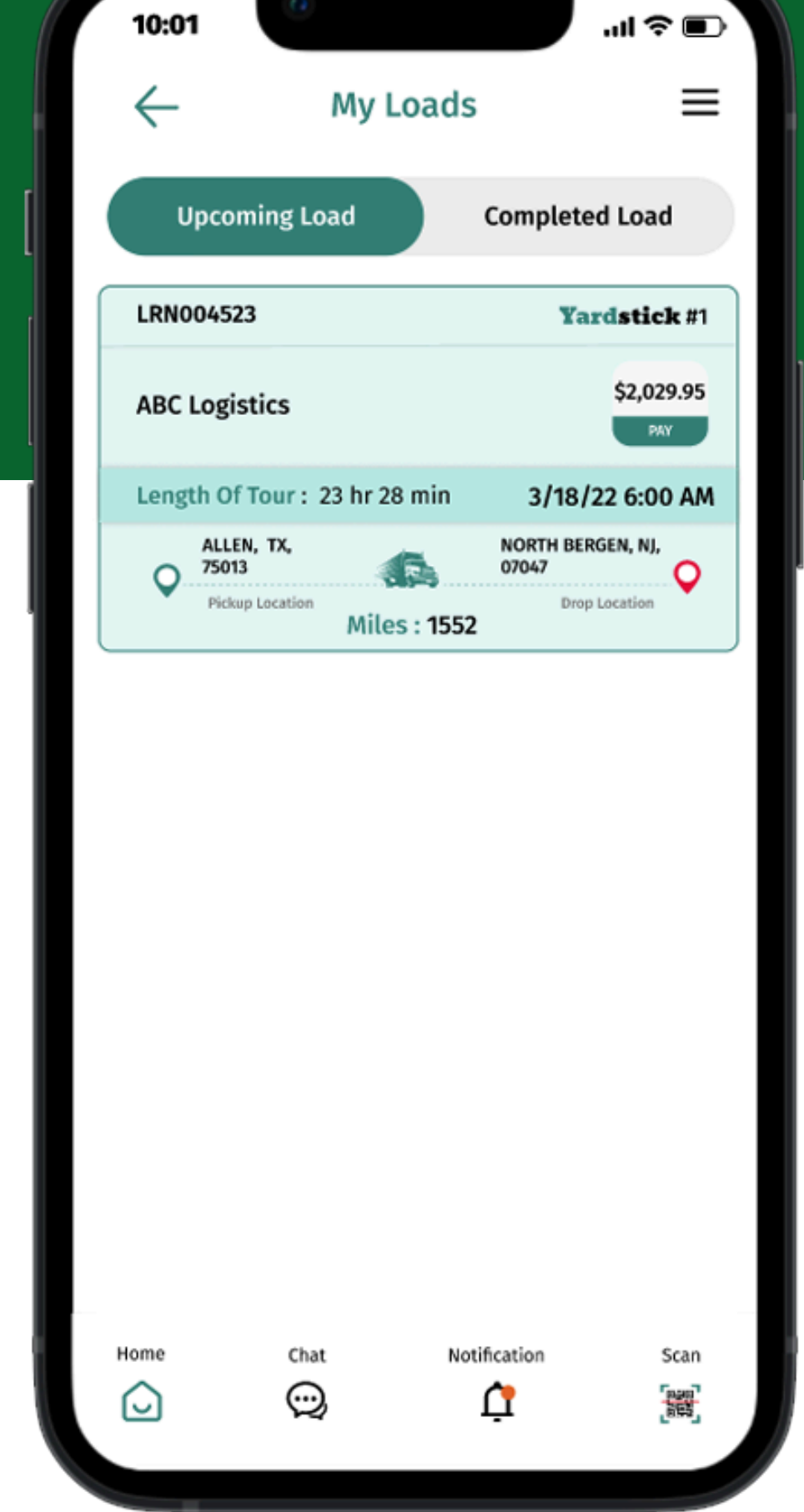
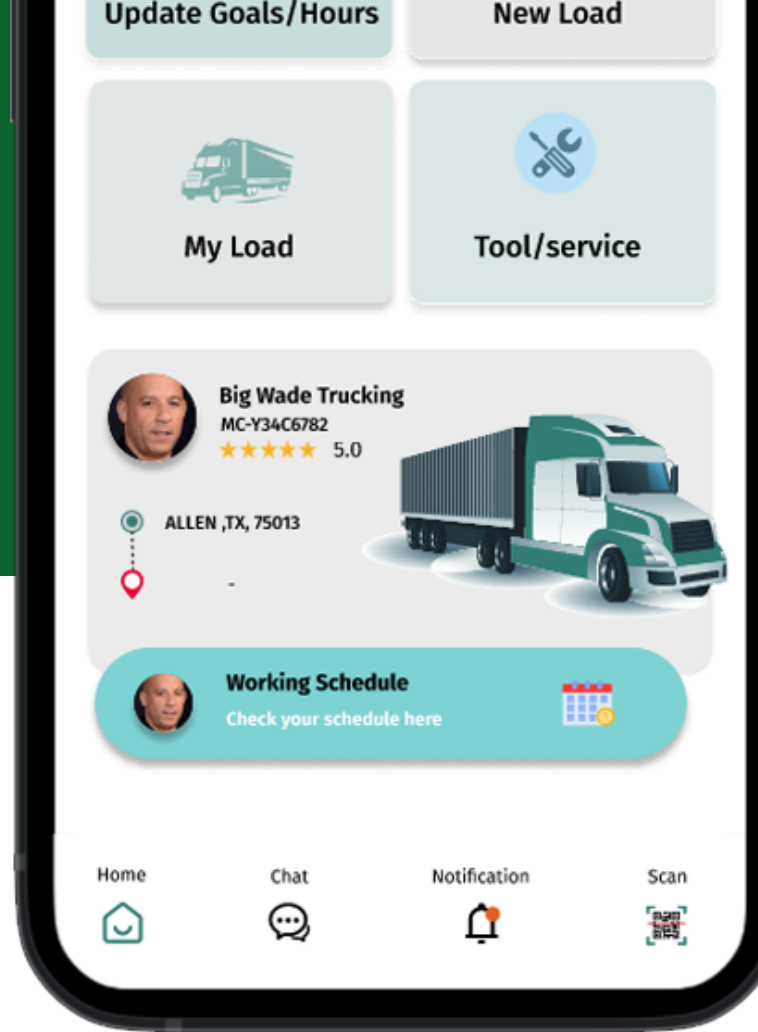


# How It Works

Yardstick's automated service collects shipping data, analyzes with our RMA, and ranks shipment combinations for the highest profitability.

[View Set Up 1](#)

[View Set Up 2](#)







# Market & Strategy

We estimate the market size for which our solution is designed in monetary terms

**US Addressable Market: \$127.5B**

**US Serviceable Market: \$270M**

Our goal for the next 4 years is:

**6% of the Market**

# The Team



**Zak Mattocks**

*Strategy, Planning, & Leadership.*

*Executive Leadership overseeing strategy and operations with 23 years experience including top companies like XPO and FedEx.*



**Jim Weyer**

*Data & Analytics*

*PhD Candidate at Cleveland State University with over 23 years of experience with top logistics firms including FedEx.*



**Jason Jialanella**

*Carrier/Driver Success & Engagement*

*Former Sr Operations Leader at FedEx with 19 years of experience in transportation and logistics*

# Competitors

## SmartHop | Florida

SmartHop is a business-in-a-box platform that empowers small trucking companies and owner-operators to earn more while doing less. By using artificial intelligence to deliver smart load recommendations, full-service back-office support, and low-cost operational services, SmartHop enables customers to operate with better capabilities than the leading carriers. It transforms the way drivers make a living through the nation's largest network for truckers.

Founded in 2018, SmartHop is backed by Equal Ventures, Union Square Ventures, Greycroft, RyderVentures, and Las Olas VC. It is headquartered in Miami, Florida.



# Key Threats

## Threat 1

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Intense competition from established players and potential new entrants in the load planning and dispatch services market.

## Threat 2

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Rapid technological advancements that may increase the competitive landscape and decrease potential market share.

## Threat 3

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Economic downturns or industry-specific challenges that could impact trucking demand and reduce the need for load planning and dispatch services.

# Key Weaknesses

## Weakness 1

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Limited brand recognition and market presence as a startup company.

## Weakness 2

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Reliance on the adoption of new technology by owner-operators and small fleets, which may face resistance or skepticism.

## Weakness 3

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Potential challenges in scaling the business and expanding the customer base due to resource constraints.

# Key Advantages

**1.**

**Establish our product as the industry standard**

**2.**

**Be able to tap into consumers first and make a strong impression, which can lead to brand recognition and brand loyalty**

**3.**

**First in line to establish premium contracts with key partners/vendors**

**4.**

**Can gain an advantage when there is a high switching cost for consumers to switch to later entrants**



# Business Model

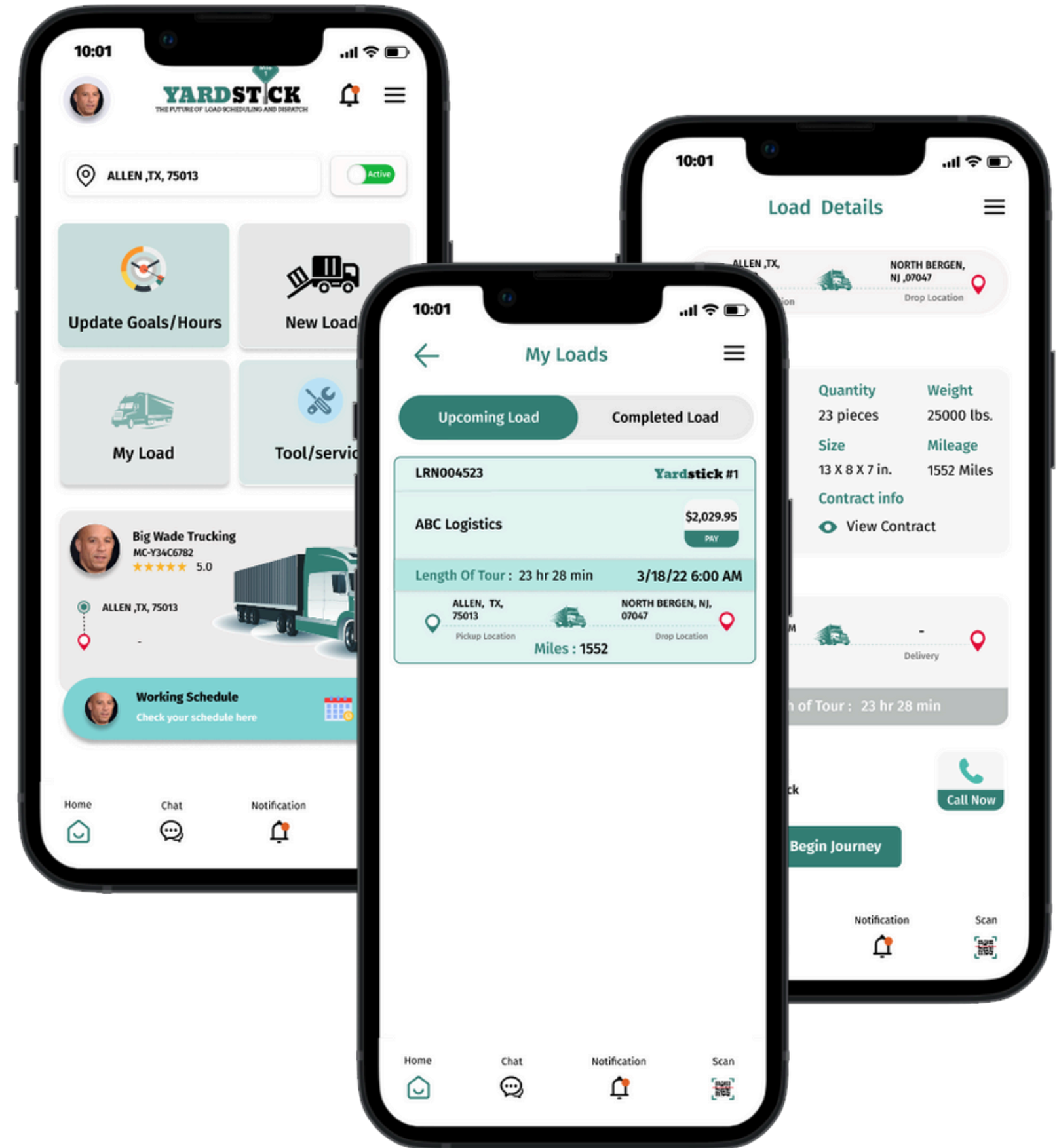
Yardstick is not a subscription-based app. It is a revenue-based platform.

**Yardstick will charge the driver 10% per load fee from the truck revenue**

# 6-Month Progress

Our algorithm has successfully undergone rigorous statistical testing and validation, ensuring its robustness and accurate performance. It's a major step in our product progress journey, marking a significant milestone of development achievement.

[View More](#)





# Product Metrics

- Revenue from Sales
- Active Users: Monitoring user engagement.
- Churn Rate: Tracking customer retention.
- Lifetime Value (LTV): Forecasted customer revenue.
- Customer Acquisition Cost (CAC): Spend per new customer.
- Conversion Rate: Visitor-to-action ratio calculation.
- Average Revenue Per User (ARPU): Revenue analysis per user.



# Key Risks

## Risk 1

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The transportation industry is historically slower to adapt new technologies.

## Risk 2

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Competing against established dispatch services with significant resources can also pose a challenge.

## Risk 3

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Legal and regulatory compliance

# Raising Investments

We are raising money for:

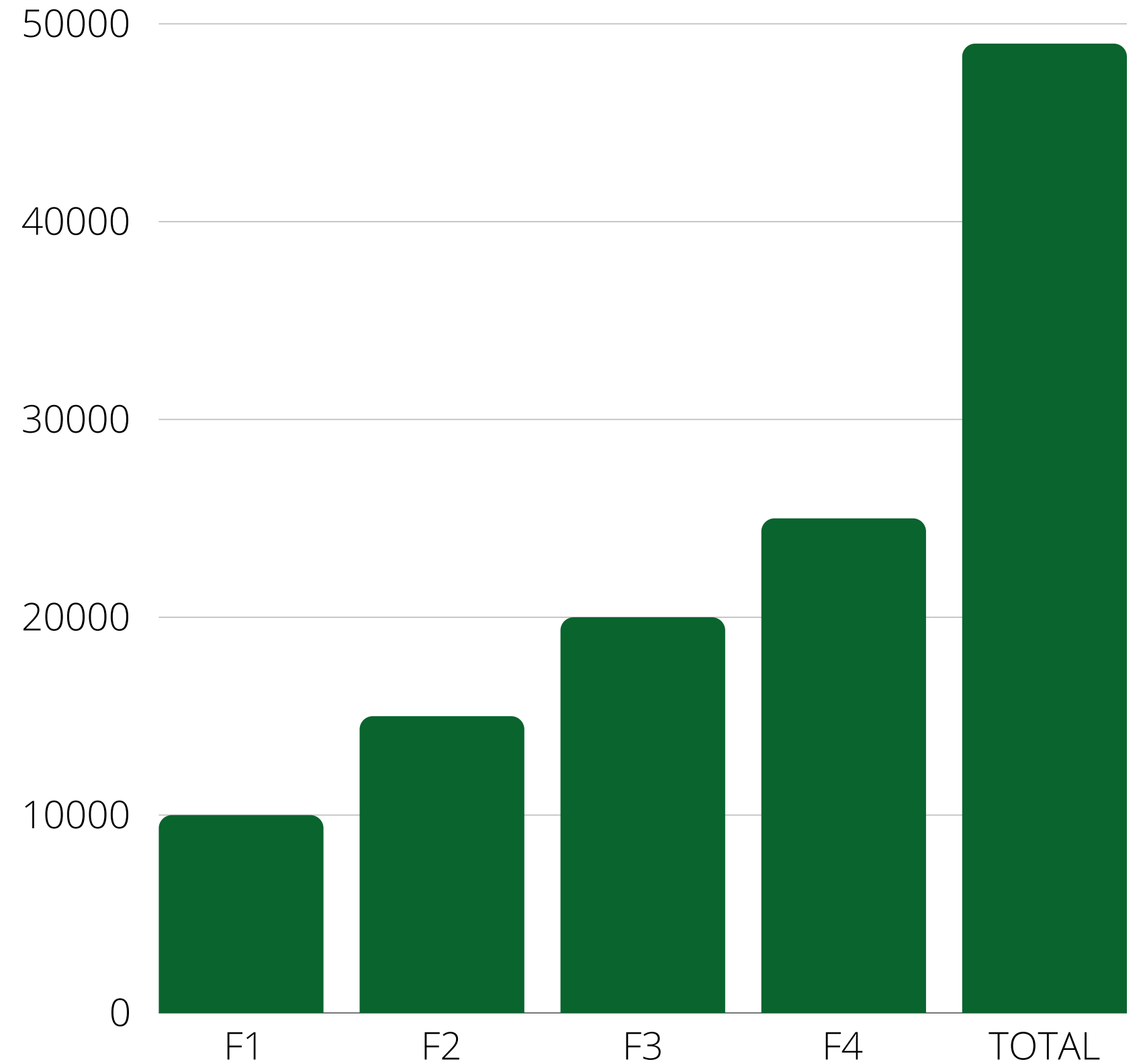
- Product Development
- Marketing and Sales
- Staffing
- Operating Expense

**Currently, we are raising  
\$1,200,000 in investments.**



# 4-Year Projection - \$49M Total Generated Net Profit

The chart to the right shows the Economic Value Added.



# Get in Touch



Contact us to get more info

## Zak Mattoks

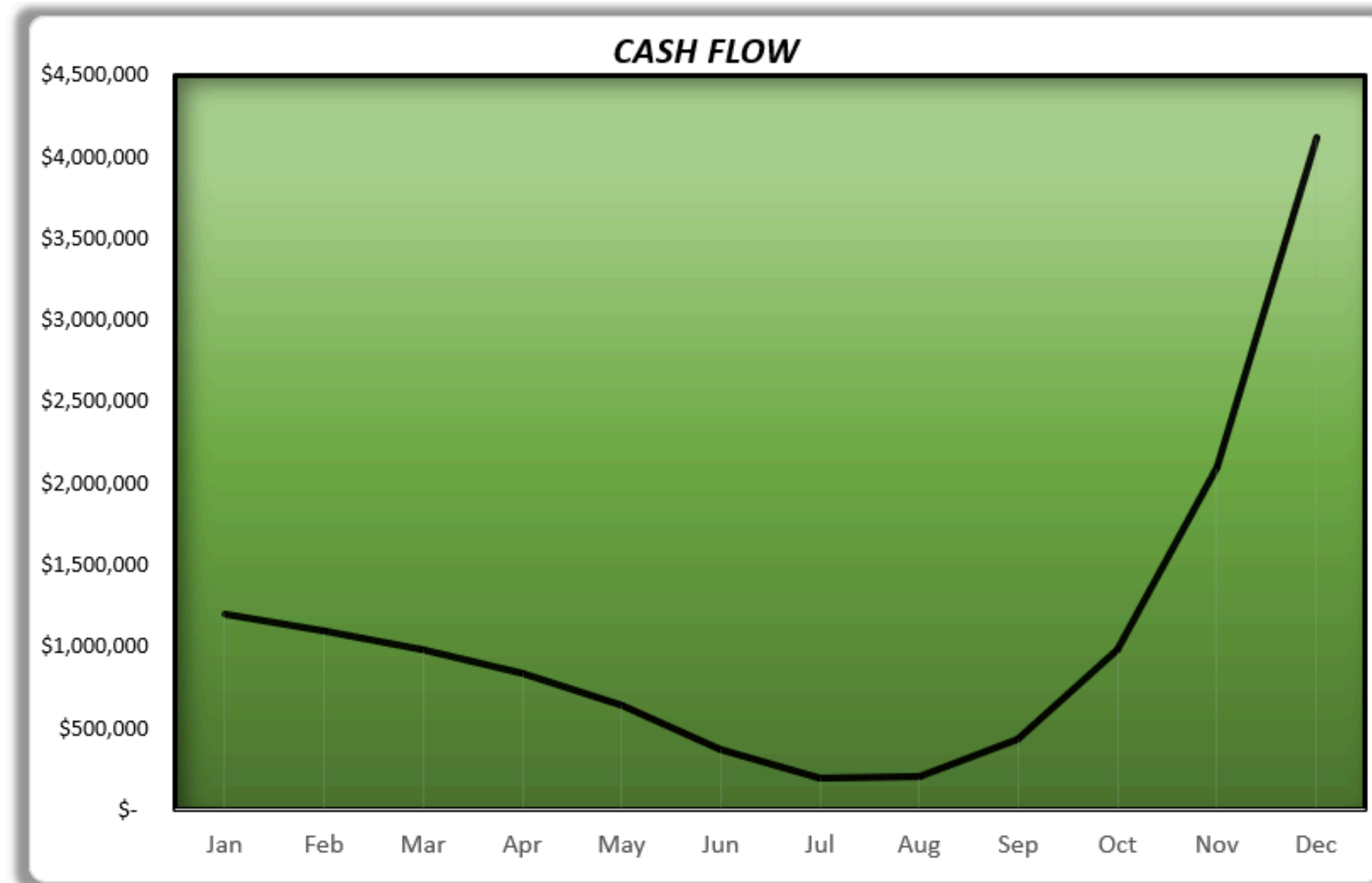
 [information@yardsticktech.com](mailto:information@yardsticktech.com)

 [yardsticktech.com](http://yardsticktech.com)

# Appendix: Financial Forecasts - Cash Flow

	Pre Launch	Pre Launch	Pre Launch	Post Launch	Post Launch	Post Launch	Post Launch	Post Launch	Post Launch	Post Launch	Post Launch	Post Launch
<b>Beginnig Balance</b>	\$ -	\$ 1,200,000	\$ 1,092,300	\$ 984,600	\$ 839,500	\$ 643,310	\$ 374,529	\$ 199,519	\$ 202,547	\$ 435,940	\$ 981,980	\$ 2,095,781
<b>Investment</b>	\$ 1,200,000											
<b>Total Cash In</b>	\$ 1,200,000	\$ -	\$ -	\$ -	\$ 15,675	\$ 31,350	\$ 156,750	\$ 344,850	\$ 603,488	\$ 965,580	\$ 1,544,928	\$ 2,471,885
<b>Total Cash Out</b>												
Management	\$ -	\$ 32,000	\$ 32,000	\$ 41,000	\$ 72,501	\$ 115,701	\$ 122,701	\$ 129,701	\$ 150,701	\$ 157,701	\$ 157,701	\$ 157,701
Sales	\$ -	\$ -	\$ -	\$ -	\$ 12,314	\$ 40,794	\$ 50,502	\$ 54,264	\$ 59,437	\$ 82,046	\$ 93,633	\$ 112,172
Development	\$ -	\$ 30,000	\$ 30,000	\$ 55,000	\$ 73,000	\$ 80,500	\$ 80,500	\$ 95,500	\$ 95,500	\$ 110,500	\$ 110,500	\$ 110,500
Payroll Taxes	\$ -	\$ 6,200	\$ 6,200	\$ 9,600	\$ 14,550	\$ 22,637	\$ 24,057	\$ 27,357	\$ 29,457	\$ 34,294	\$ 34,294	\$ 34,294
Professional Services	\$ -	\$ 23,000	\$ 23,000	\$ 23,000	\$ 23,000	\$ 23,000	\$ 28,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000
Office Expenses	\$ -	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500
Utilities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500
Meals & Entertainment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000
Motor Vehicle Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
Office Equipment	\$ -	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 3,000	\$ 3,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000
Software Subscriptions	\$ -	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Insurance	\$ -	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000
<b>Total Cash Out</b>	\$ -	\$ 107,700	\$ 107,700	\$ 145,100	\$ 211,865	\$ 300,132	\$ 331,760	\$ 341,822	\$ 370,095	\$ 419,540	\$ 431,127	\$ 449,666
<b>Deficit (-) / Surplus (+)</b>	\$ 1,200,000	\$ (107,700)	\$ (107,700)	\$ (145,100)	\$ (196,190)	\$ (268,782)	\$ (175,010)	\$ 3,028	\$ 233,393	\$ 546,040	\$ 1,113,801	\$ 2,022,219

# Appendix: Financial Forecasts - Cash Flow Chart



# Appendix: Financial Forecast - P&L

IE		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Amount		Pre Launch	Pre Launch	Pre Launch	Post Launch	Post Launch	Post Launch	Post Launch	Post Launch	Post Launch	Post Launch	Post Launch	Post Launch
\$					10	20	100	220	385	616	986	1,577	2,523
\$/u p/d	\$ 82.50				\$ 82.50	\$ 82.50	\$ 82.50	\$ 82.50	\$ 82.50	\$ 82.50	\$ 82.50	\$ 82.50	\$ 82.50
Working Da	19.00				19.00	19.00	19.00	19.00	19.00	19.00	19.00	19.00	19.00
		-	-	-	15,675	31,350	156,750	344,850	603,488	965,580	1,544,928	2,471,885	3,955,016

FY1	FY2	FY3	FY4	Total
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## Economic Value Added (EVA)

Revenue	\$ 12,107,425	\$ 15,739,653	\$ 20,461,549	\$ 26,600,013	\$ 74,908,640
Cost of Goods sold	\$ 1,382,532	\$ 1,791,291	\$ 2,321,179	\$ 3,008,157	\$ 8,503,159
Operating Expenses	\$ 2,903,835	\$ 3,692,449	\$ 4,697,013	\$ 5,977,154	\$ 17,270,451
Capitalized Expenditure	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Net Profit</b>	<b>\$ 7,821,059</b>	<b>\$ 10,255,913</b>	<b>\$ 13,443,357</b>	<b>\$ 17,614,702</b>	<b>\$ 49,135,030</b>
Economic Value Added (EVA)	\$ 7,821,059	\$ 10,255,913	\$ 13,443,357	\$ 17,614,702	\$ 49,135,030
Cumulative EVA	\$ 7,821,059	\$ 18,076,971	\$ 31,520,328	\$ 49,135,030	



# Prototypes

## Set Up 1:

<http://yardsticktech.com/set-up-1>

## Set Up 2:

<http://yardsticktech.com/set-up-2>

