



MOVE ANYTHING, ANYWHERE

Arun Rao

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SUMMARY

- TruckSumo is an aggregator of small commercial vehicles (mini-trucks)
- TruckSumo connects businesses with local transportation needs to transporters who can fulfil those needs.
- TruckSumo was founded in Nov 2014 by three executives with a strong professional track record and complementary skills.
- Operational in Hyderabad & Bangalore.
- Current traction of 250 rides/day
- Raised a seed-round of funding from Ganesh Krishnan and Srinivas Anumolu



TEAM

Arun Rao



- Responsible for the vision and strategy at TruckSumo
- Engineer by education and marketer by profession
- **Led sales teams at Google across US, CA & AUNZ markets**
- **Extensive experience in startup operations**
- Bachelors in Electrical Engineering from IIT KGP. MBA from ISB, Hyderabad

Nithin Baalay



- Solid background in startups and technology
- **CTO at BuyThePrice.com, a Naspers funded eComm company**
- **Founder of SayShaadi.com and Managing Director at India.com**
- **Masters in Computer Science from Columbia University, New York**
- Bachelors in Computer Science from Osmania University, Hyderabad

Abhishek Bajpai



- Our “unfair advantage”. Accelerates our learning curve.
- From the world of third-party logistics and transportation.
- Masters in Electrical Engineering from San Jose State University
- **Ran a family business that spans 16 warehouses for clients like CEAT, Shell & Asian Paints.**
- **Manages transport operations that involve over 1600 containers a month.**



PROBLEM (1/2)

- Last-mile goods transportation is the most expensive form of transportation.
- A major contributor to this price inflation is poor vehicle utilization (next slide)

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- Last mile goods transportation is highly fragmented. 9 out of 10 vehicles are owned by owner cum drivers.
- There are middle men who aggregate these owners and act as transporters for large companies. They pocket more than they contribute. Businesses know this and accept it as the cost of doing business.



OPPORTUNITY (1/2)

Today

$$\begin{array}{ccccc} 20 \text{ kilometers/day} & \times & \text{Rs. 50 / km} & = & \text{Rs. 1000} \\ \text{(Avg. running per day)} & & \text{(Current market rates)} & & \text{(Drivers daily earnings)} \end{array}$$

Within TruckSumo network

$$\begin{array}{ccccc} 60 \text{ kilometers/day} & \times & \text{Rs. 30 / km} & = & \text{Rs. 1800} \\ \text{(Increased trips due to high} & & \text{(TruckSumo rates)} & & \text{(Driver's daily earnings)} \\ \text{geo saturation)} & & & & \end{array}$$

$$\text{Increase in Driver's earnings} = 80\%$$

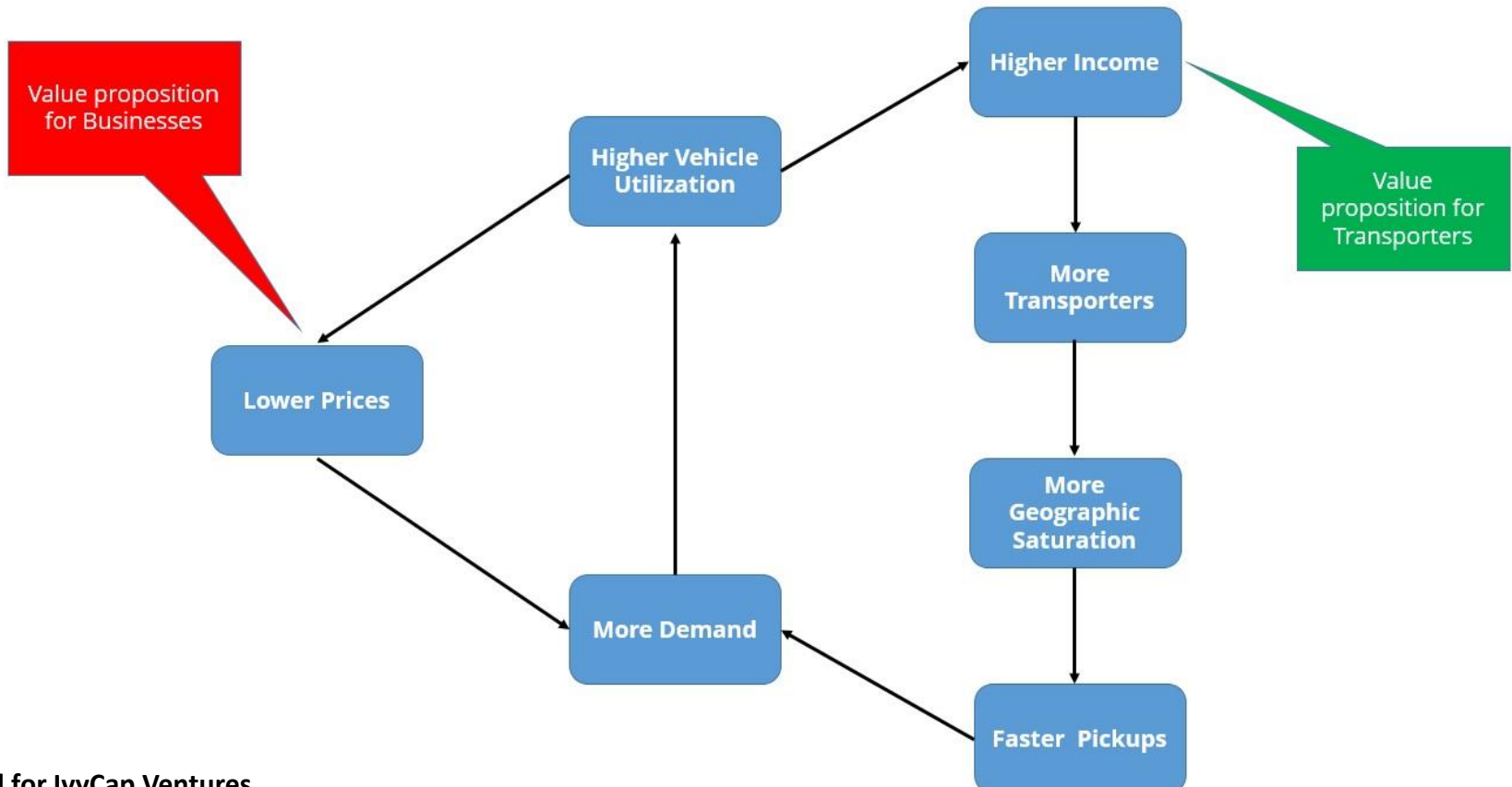
$$\begin{array}{ccc} \text{Reduction in Transportation} & = & 40\% \\ \text{Cost for Customers} & & \end{array}$$

WIN-WIN: *There is a sweet-spot where the customer pays less and the driver makes more!*



SOLUTION (1/2)

- Match demand and supply real-time
- Improve vehicle utilization. Reduce vehicle downtime
- Kick-start the virtuous cycle below





PROBLEM (2/2)

- Last-mile goods transportation is the most expensive form of transportation.
- A major contributor to this price inflation is poor vehicle utilization.

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- Last mile goods transportation is highly fragmented. 9 out of 10 vehicles are owned by owner cum drivers.
- There are middle men who aggregate these owners and act as transporters for large companies.
- These aggregators are unsophisticated and often unprofessional. They pocket more than they contribute. Drivers and businesses know this and accept it as the cost of doing business.



OPPORTUNITY (2/2)



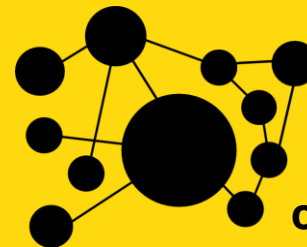
**More Savings
for Businesses**



**Higher income
for owner-drivers**



**Build a brand
with Pan-India
presence**

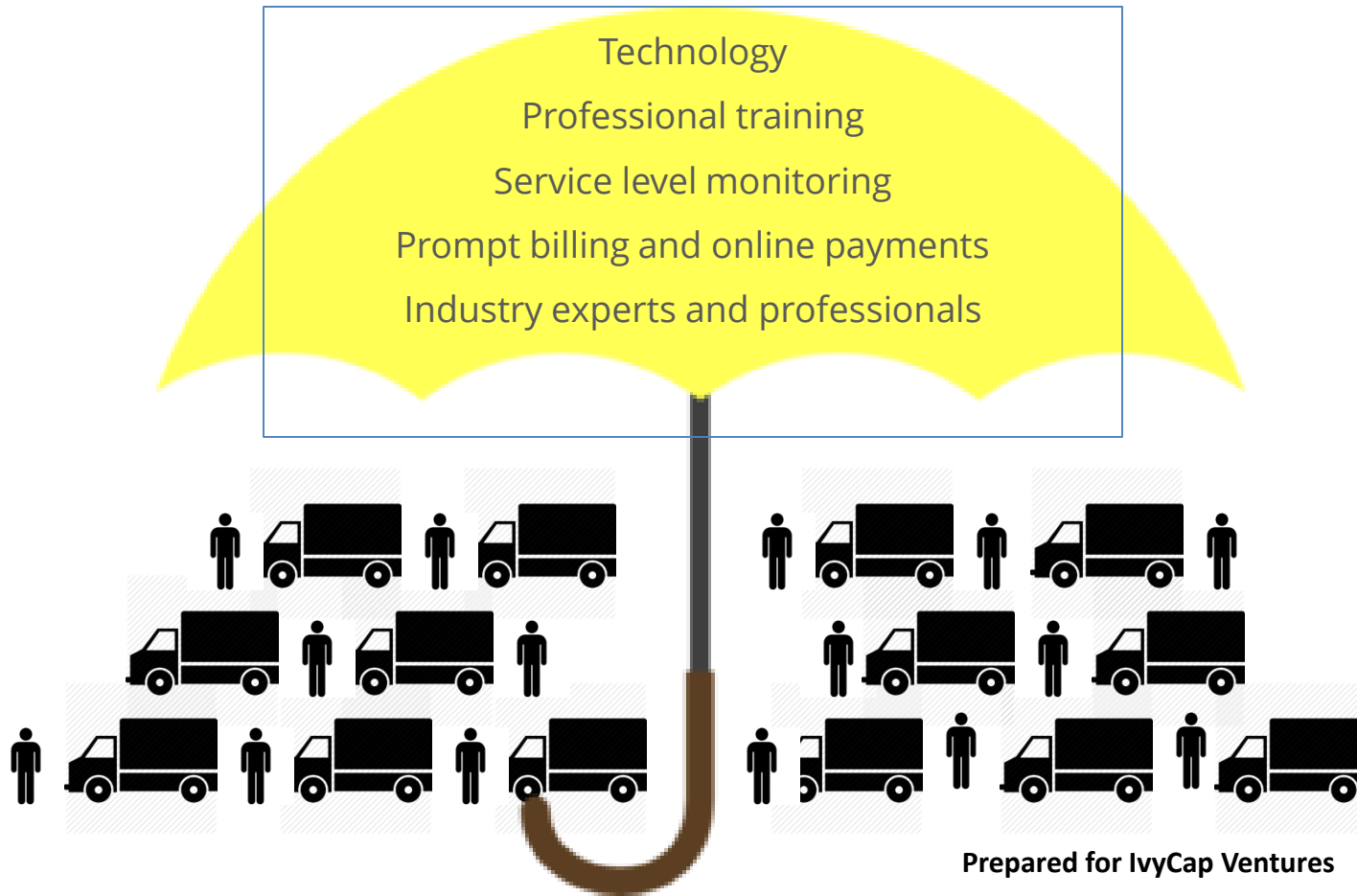


**Go beyond
aggregation
- tracking,
routing,
online billing etc.**



SOLUTION (2/2)

1. Partner with multiple driver cum owners locally.
2. Use technology and a strong operational focus as an integrator to provide a seamless and scalable transportation solutions to clients.





CUSTOMER SEGMENTS

Customer Segment	C2C & SME's	Large Enterprises
Solution	On-Demand	Contract Based
Description	<ol style="list-style-type: none">1. Uber for SCV's2. Customers call our hotline and within 30 minutes a transportation vehicle is available at their doorstep3. Pricing is kilometer based	<ol style="list-style-type: none">1. Contract and SLA based transportation solutions that are priced according to the client's needs2. Optional technology add-ons that give great visibility into costs, performance, efficiency and other operational metrics.
Typical Customers	Shops, commercial establishments, traders, small manufacturing units etc.	Warehouses, CFA's, distribution centers, ecommerce companies etc.
Customer Value (12 months)	INR 400 (C2C) & INR 9000 (SME)	INR 300,000



TECHNOLOGY – SO FAR

We've built an intelligent tech-stack that does the following:

1. Phone + Online booking engine with a custom CRM
2. Real-time location tracking of transporter on any phone (incl. feature phones)
3. An IVR based solution for feature phones that mimics an app functionality for tech-challenged and illiterate transporters
4. API that allows clients to track multiple events and import the same into their existing enterprise software.

NEXT STEPS:

1. Android application for transporters and customers will be deployed on 5-10 vehicles in a couple of weeks.
2. However, we want to scale operations to a point where we deliver a significant bump in a transporter's earnings before moving to an app-based model.



TECHNOLOGY - OUR VISION

A goods transportation platform so fluid that it adapts to any demand and supply scenario in real-time

Our team has built enterprise-scale intelligence systems in the past and is building technology focused on 3 levers

1. Pricing:

- Dynamic pricing
- Price elasticity & optimization

2. Routing:

- Back-end routing algorithms
- Demand prediction
- Supply positioning
- Supply matching
- Smart dispatch solutions

3. Optimization:

- Multi-stop, multi-cargo trips per vehicle
- Hub & spoke delivery model with different vehicle configurations



COMPANY VISION

We are thinking of the future in four distinct stages.

1. Increase geographic saturation

- Geo saturation of demand and supply increases trips/vehicle
- Fastest way to get to profitability (refer Slide 5)
- 3 trips per vehicle per day to breakeven. 4 to turn profitable.

2. Reduce the amount of air on each vehicle

- Do Stage 1 well enough to build enough liquidity in the system
- Build order aggregation tech
- Atomize the space on a vehicle and sell it off to whoever needs it
- We should be able to transport plywood sheets from a shop, a laptop from a store, a few shipments from Amazon and a couple of grocery baskets from BigBasket on the same vehicle
- The idea is to couple this service with a bike delivery service that will pick the package from van and deliver it at the customer's house.
- Our vans will act as moving warehouses that feed the next layer of deliveries.



COMPANY VISION (contd.)

3. Become a wholesaler of goods

- With Stage 2 we will have a new age distribution company with the ability to subvert the typical CFA to dealer to customer model.
- Aggregate the orders at the retailer level and service them using our transportation infrastructure by getting them shipped directly from the CFA agent
- Build an Indiamart.com with a transaction layer - A B2B commerce platform.

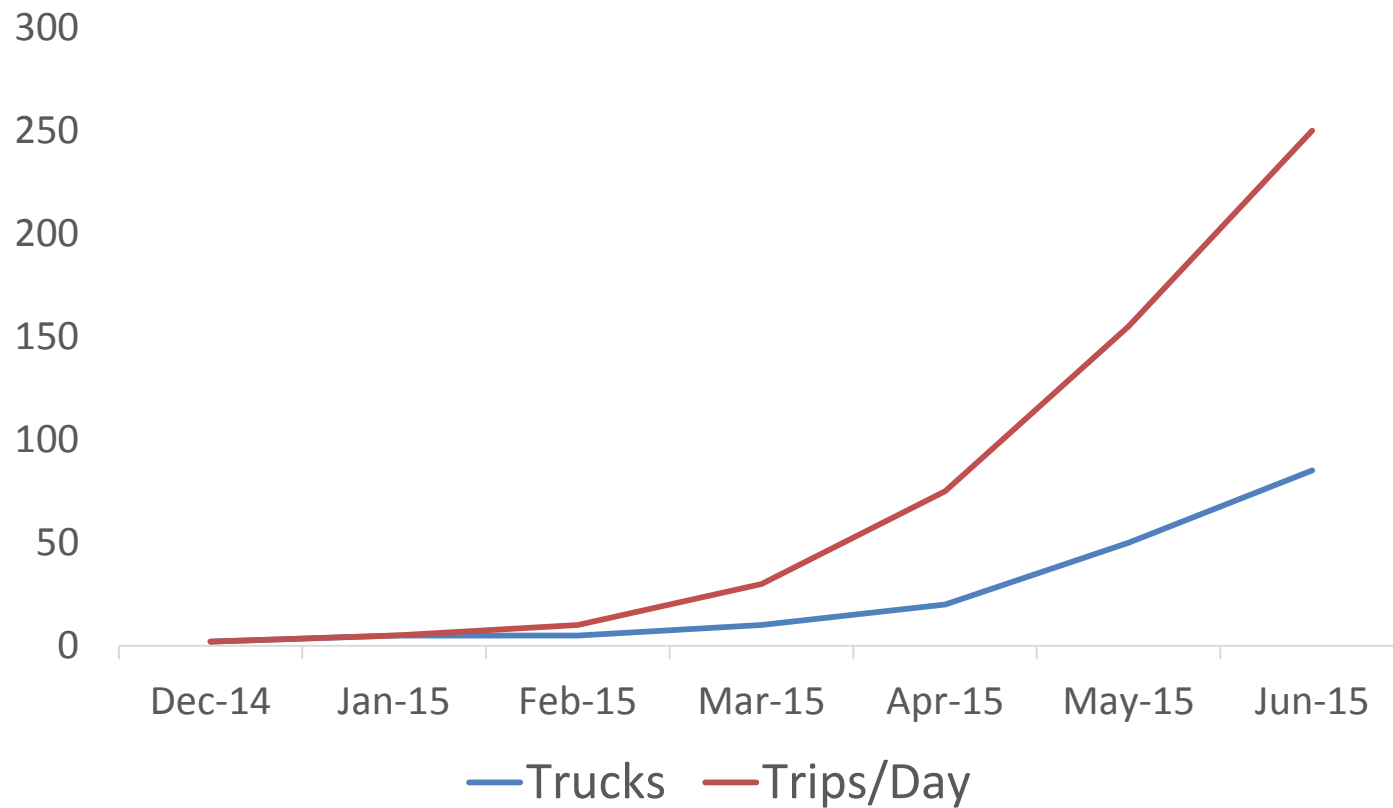
4. Sell everything to the SME

- SME market in India has traditionally been underserved by technology and by services companies.
- Transportation is a foot in the door.
- Sell additional services like cash collection, insurance, loans on receivables, order management platform, payment services etc.
- Install a TruckSumo powered device in each shop to enable all of these services at the touch of a button



PROGRESS SO FAR

Growth since inception





12/18/24 MONTH PLAN

Expected
breakeven in 6
cities

	12 months	18 months	20 months	24 months
Rides/Day	12,500	21,500	24,000	27,500
Trucks	5,000	6,500	6,800	7,300
Monthly Gross Transaction Value	INR 14 Crores	INR 25 Crores	INR 28 Crores	INR 31 Crores
Investment needed	INR 27 Crores	INR 45 Crores	INR 50 Crores	INR 62 Crores



OUR CLIENTS



+

Over a hundred retail/wholesale shops and commercial establishments



IN DISCUSSIONS WITH





STRATEGIC PARTNERSHIPS

We have strategic partnerships with small commercial vehicle manufacturers and dealers who work with us closely in multiple cities and give us direct access to our driver partners.





MISSION

***Move anything, anywhere in
the most efficient, reliable
and cost-effective way.***



THANK YOU