



Investment Opportunity: Loadlink – Freight Intelligence

Revolutionizing Parcel Freight with Intelligent Aggregation and Global Enablement

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Prepared by: Load Link Australia Pty Ltd

Confidential: For Potential Investors Only

Executive Summary

Loadlink Australia Pty Ltd is poised to transform the \$237 billion global parcel freight market (Pitney Bowes 2023 Index, projected to 2025) by building the ultimate intelligent aggregator platform. Our API-driven system connects a suite of major and niche couriers (e.g., FedEx, UPS, DHL, national posts, and innovators like Uber for hot-shot deliveries) to deliver optimised, convenient shipping solutions for e-commerce stores and general users. We don't compete with couriers—we enhance them, providing customers with the best price, speed, and route options while extracting a 15-25% markup as our fee.

Already launched in Australia with our general freight platform (www.loadlink.com.au, 2022), we're expanding our parcel platform to the USA and Canada, targeting a hybrid TAM of over 24 billion annual parcels across these markets (blended e-commerce and total shipments, with 10% international uplift by Year 3). With aggressive marketing and partnerships, we project capturing 1.5% market share by 2028, generating \$871 million in global gross profit in Year 3 alone and a cumulative cash position of ~\$959 million USD equivalent.

We're seeking \$20 million in funding to fuel marketing, tech scaling, and international expansions. At a projected post-Year 3 valuation of \$32-64 billion (10-20x revenue multiple), this round offers 100x+ return potential for early investors. Join us in unlocking global e-commerce and revolutionizing logistics—contact us to discuss terms.

Company Overview

Founded in Australia, Loadlink is a tech-driven logistics innovator dedicated to simplifying freight for businesses and consumers. Our mission: To make parcel shipping effortless, cost-effective, and borderless.

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Since launching our general freight platform in 2022, we've connected users to competitive domestic logistics. Now, our flagship parcel freight platform takes it further:

- **Intelligent Aggregation:** Our APIs integrate with a diverse suite of couriers, dynamically selecting the optimal provider based on parcel size, weight, pickup/delivery locations, and desired timelines (e.g., next-day, air express, standard, or hot-shot immediate via Uber). We present users with the best options—including our 15-25% markup—ensuring transparency and value.
- **E-Commerce Focus with Global Power:** Seamlessly integrates at online store checkouts (e.g., Shopify, WooCommerce), providing live quotes for domestic and international shipping. This opens doors for small/medium e-tailers, enabling global sales without logistics headaches—e.g., an Australian retailer shipping to the US affordably via optimized couriers.
- **Scalable Expansions:** As we grow, we'll add niche providers for efficiency (e.g., local couriers for cost savings, Uber for same-hour urban deliveries), creating a "long-tail" network that excels in personalization.

Loadlink operates as a low-capital, high-margin platform: We buy wholesale from couriers and resell at a markup, with no owned infrastructure. This symbiotic model partners with incumbents, driving incremental volume for them while we capture the convenience fee.

Market Opportunity

The parcel freight market is exploding, driven by e-commerce growth and demand for seamless logistics. Key facts:

- **Global Scale:** \$237 billion in 2025 revenue (Pitney Bowes 2023 Index, extrapolated at 7% CAGR). E-commerce accounts for 70-80% of volumes (Statista 2023), with cross-border trade growing 15-20% annually (McKinsey 2023).
- **Target Markets (Hybrid TAM, 2025 Projections):**
 - o USA: 22.5 billion parcels/year (blended e-commerce/total), growing to 24.75 billion by 2027 with 10% international uplift.
 - o Canada: 1.105 billion, growing to 1.2155 billion.
 - o Australia: 0.875 billion, growing to 0.9625 billion.
 - o Total Addressable: Over 24 billion parcels annually across our launch markets, with untapped potential in cross-border (e.g., enabling Australian stores to sell to North America seamlessly).

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Pain points abound: Fragmented courier options, opaque pricing, and barriers to international shipping limit e-tailers (e.g., 60% of small online stores are domestic-only, per Statista). Loadlink solves this with AI-optimized aggregation, potentially capturing 20% of niche/hot-shot deliveries (e.g., via Uber integrations) and unlocking 10-15% more market through global features.

Competitive Landscape: While giants like UPS (25% US share) dominate delivery, aggregators (e.g., Shippo at ~0.3% US share) focus on software. Loadlink differentiates with neutral, multi-courier optimisation and global enablement—positioning us for 1.5% share by 2028 (up from conservative benchmarks like Route's 0.5% growth).

Business Model

Loadlink's revenue is simple and scalable:

- **Core Mechanism:** Customers (e.g., e-commerce stores or direct users) input parcel details; our platform quotes optimised options from connected couriers, adds our 15-25% markup (average 21% with niche boosts), and handles booking/payment. We purchase wholesale and pocket the difference.
- **Revenue Streams:**
 - o Markup fees: Primary driver (e.g., \$1.33 gross profit/parcel in USA).
 - o Premium features: Future upsells like analytics or priority integrations.
- **Margins and Efficiency:** 80%+ gross margins (low opex: tech/marketing-focused). No physical assets—pure software play.
- **Growth Drivers:** Partnerships with couriers ensure favourable rates; niche additions (e.g., Uber) enhance optimisation; global quotes drive viral merchant adoption.

Traction and Milestones

- **Proven Foundation:** 2022 launch of general freight platform in Australia, with established APIs and user base.
- **Upcoming Launches:** Parcel platform rollout in Australia, USA, and Canada in 2025, targeting e-commerce integrations.
- **Key Milestones:**
 - o Year 1 (2026): 0.4% market share, core integrations (majors + Uber).
 - o Year 2 (2027): 0.8% share, global features live, niche expansions.
 - o Year 3 (2028): 1.5% share, \$871M global gross profit.

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Financial Projections

Our models (based on hybrid TAM with international uplift, 21% average markup, and aggressive marketing) project explosive growth. Assumptions: \$20M raise funds 2 years of opex (\$5M-\$3M base per country +10% YoY); positive OCF from Year 1.

Key Global Figures (USD Equivalent):

- Year 1 Gross Profit: \$134M; Cumulative Cash: \$148M.
- Year 2 Gross Profit: \$282M; Cumulative Cash: \$419M.
- Year 3 Gross Profit: \$554M; Cumulative Cash: \$959M.
- 3-Year Cumulative OCF: \$939M (self-sustaining post-raise).

Country Breakdown (Local Currency):

- USA (USD): Year 3 shipments: 371M; Gross Profit: \$494M; OCF: \$488M; Cumulative Cash: \$858M.
- Canada (CAD): Year 3 shipments: 18M; Gross Profit: \$32M; OCF: \$29M; Cumulative Cash: \$54M.
- Australia (AUD): Year 3 shipments: 14M; Gross Profit: \$28M; OCF: \$25M; Cumulative Cash: \$47M.

These figures assume conservative 7% market growth and 10% international uplift—real upside could be 20-30% higher with viral adoption.

Team and Use of Funds

Led by visionary founders with logistics and tech expertise (details available In IM), our team includes API specialists and e-commerce veterans. The \$20M raise will be allocated:

- 40% Marketing (\$8M): Targeted campaigns for e-tailers and global outreach.
- 30% Tech/Integrations (\$6M): Scaling APIs, adding niche couriers like Uber.
- 20% Operations/Expansion (\$4M): US/Canada launches, compliance.
- 10% Buffer (\$2M): Contingencies.

Risks and Mitigations

- **Integration Dependencies:** Risk of API changes from couriers. Mitigation: Diversify across 20+ providers; secure long-term contracts.
- **Market Adoption:** Slower uptake. Mitigation: Proven marketing ROI (target CAC < \$10); partnerships for co-promotion.

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- **Competition:** Aggregator rivals. Mitigation: Unique global/hot-shot features as moat.
- **Economic Factors:** E-commerce slowdowns. Mitigation: Hybrid TAM includes resilient B2B parcels.

Investment Opportunity

We're raising \$20 million at a pre-money valuation of \$100 million (negotiable), offering equity to strategic investors. With projected Year 3 revenue ~\$3.2B (gross profit scaled), we estimate a \$32-64B exit valuation (10-20x multiple, comparable to Flexport/Shippo). Potential ROI: 100x+ for early backers, with liquidity via IPO or acquisition (e.g., by Amazon or Shopify).

This is a rare chance to invest in a capital-light platform set to dominate logistics aggregation.

And we have only discussed Australia, USA and Canada! Think about Europe, Asia, India and the rest of the world.....Oh and did I mention 3PL inventory integrations.....

The Time is NOW

Loadlink isn't just a freight platform—it's the key to unlocking global e-commerce, one optimised shipment at a time. With our intelligent aggregation, niche innovations, and borderless vision, we're positioned for hyper-growth in a trillion-dollar industry. Back us now and be part of the revolution.

For due diligence, financial models, or meetings, contact **Anthony Kossieris** – +61 402 142 222 – anthony@loadlink.com.au or book a meeting through our investor portal.

Let's build the future of freight together.

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