SHAED

2025

90+ | 200+ | 7800+ | 50,000+ | $2,800,000,000+ | $980,000,000+

Confidential & Proprietary

OUR

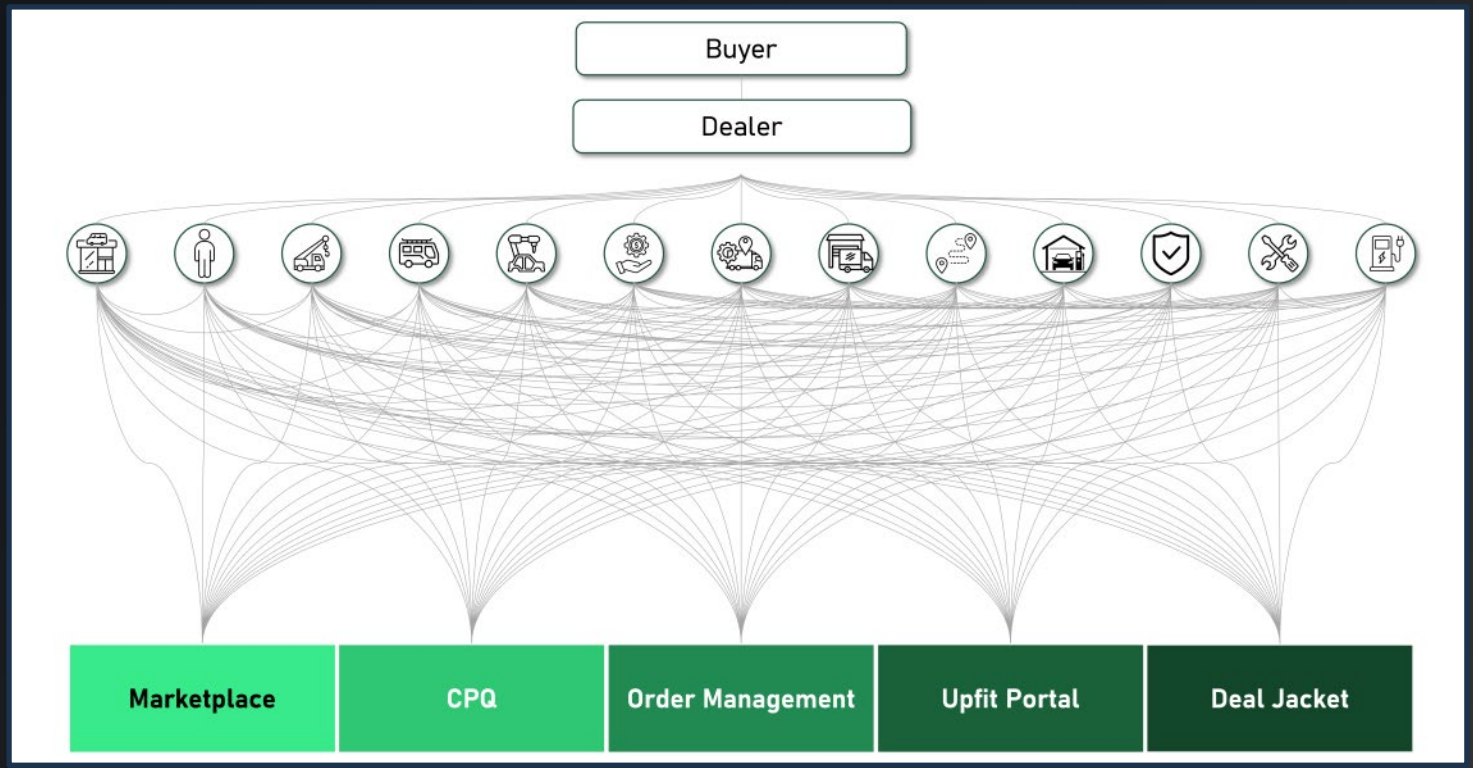
MISSION

Make buying and selling commercial vehicles easier, while **reducing time, cost, and improving visibility** for all parties

INDUSTRY PROBLEM

Buyers and dealers are frustrated with the current systems in place

Buyers have no transparency on where their vehicle is. Dealers have too many touchpoints for each order which uses up too much time and resources.



Buyer → Dealer

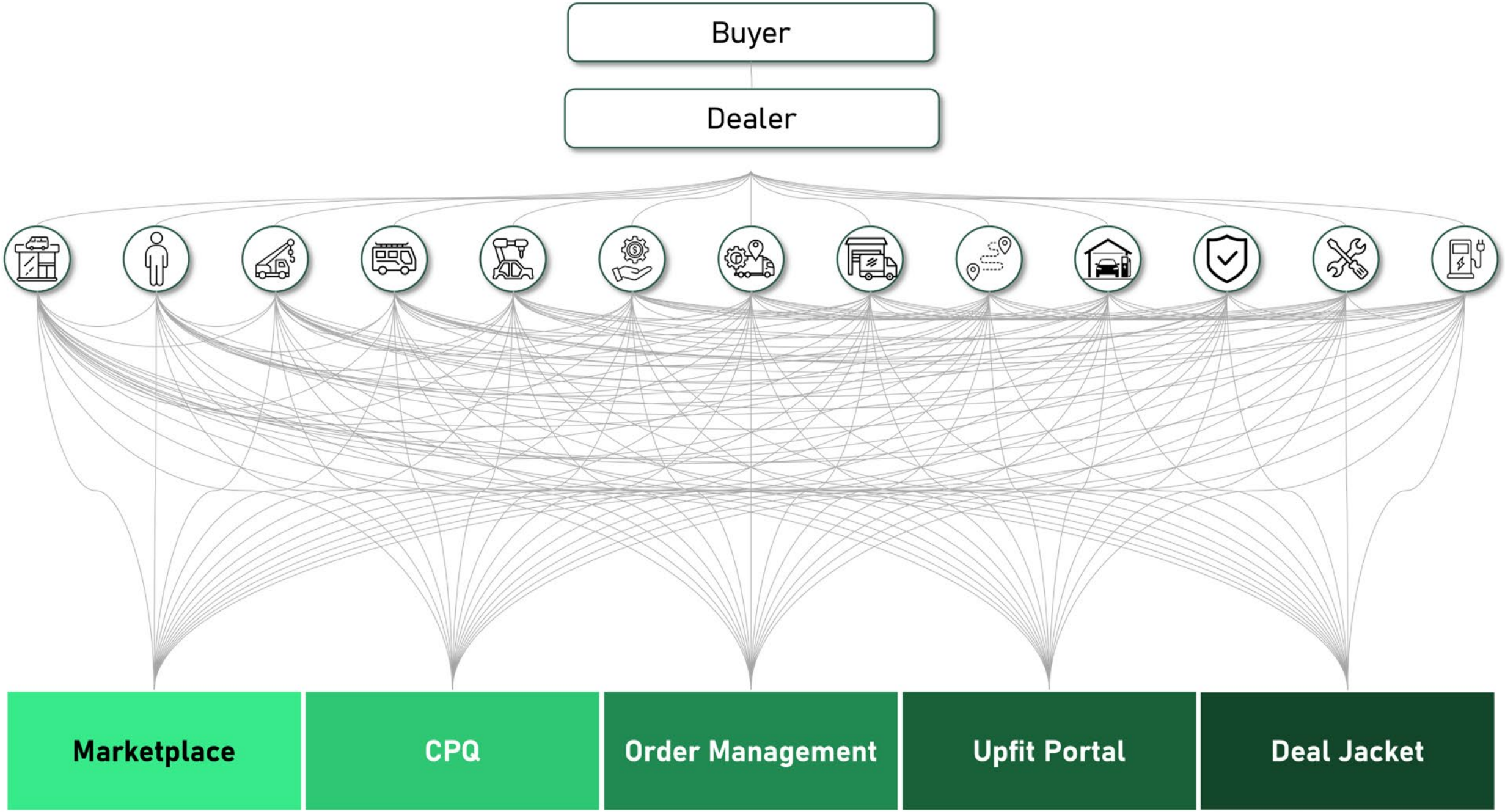
- Dealership
- End User
- Equipment Manufacturer
- Upfitter
- OEM
- Traditional Finance Provider
- Fleet Management Company
- Depot
- Logistics
- Charging OEM
- Insurance Provider
- Maintenance Provider
- Charging as a Service

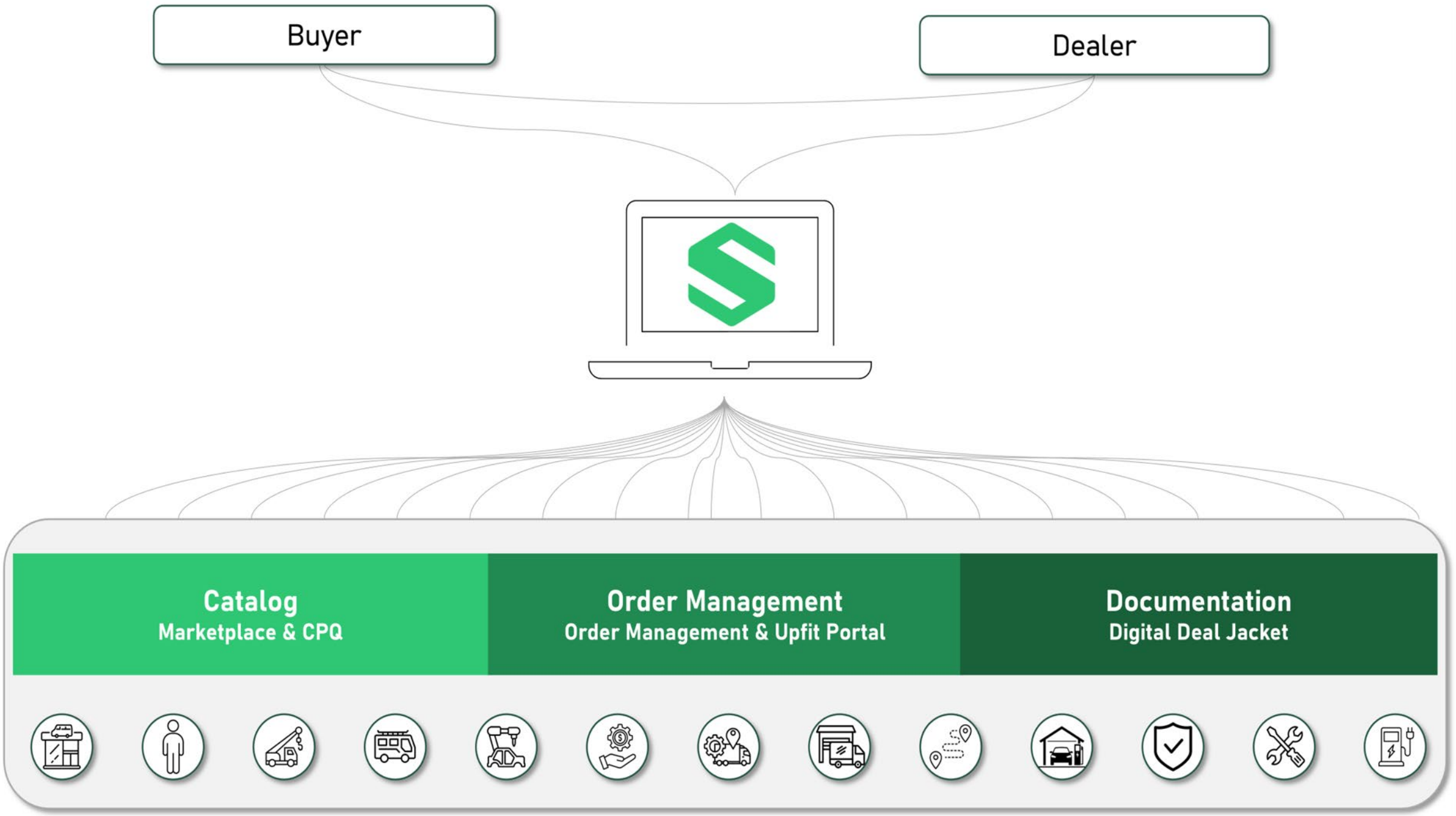
TIMING

VISIBILITY

COST-EFFECTIVE

Where's my quote?
Where's my truck?
Where are my documents?

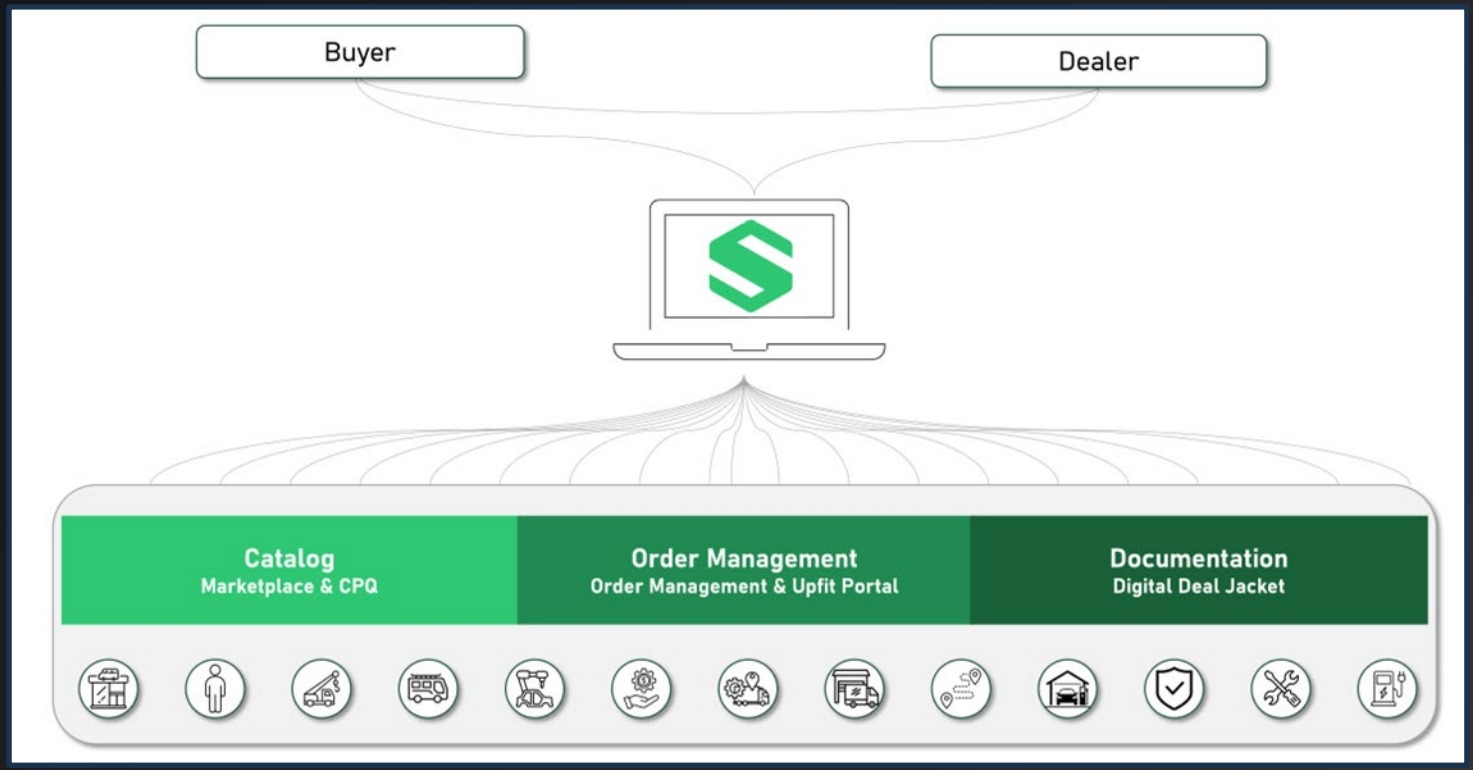

Buyer
Dealer
Marketplace
CPQ
Order Management
Upfit Portal
Deal Jacket


Buyer
Dealer
Catalog
Marketplace & CPQ
Order Management
Order Management & Upfit Portal
Documentation
Digital Deal Jacket

SHAED SOLUTION

One integrated platform unifies fragmented legacy systems and processes

SHAED saves users time, reduces costs, and improves visibility throughout the commercial vehicle procurement process.



Buyer ↔ Dealer → SHAED.

TIMING

VISIBILITY

COST-EFFECTIVE

There's my quote!
There's my truck!
There are my documents!

WHY NOW?

Massive industry inefficiencies exposed; drivers set the stage for disruption

Behavioral Forces

Mindset shift overcomes stagnation

- Aging workforce retiring
- Buyers want transparency
- Next generation rejects manual work
- Trend: Data > relationships
- EV transition = mindset shift

Economic Forces

Massive industry loses profits to antiquated systems

- 40+ manual steps per sale
- 8-12 disconnected systems
- 5+ days for buyer inquiry response
- Millions of dollars trapped in working capital
- Paper processes persist

Technology Forces

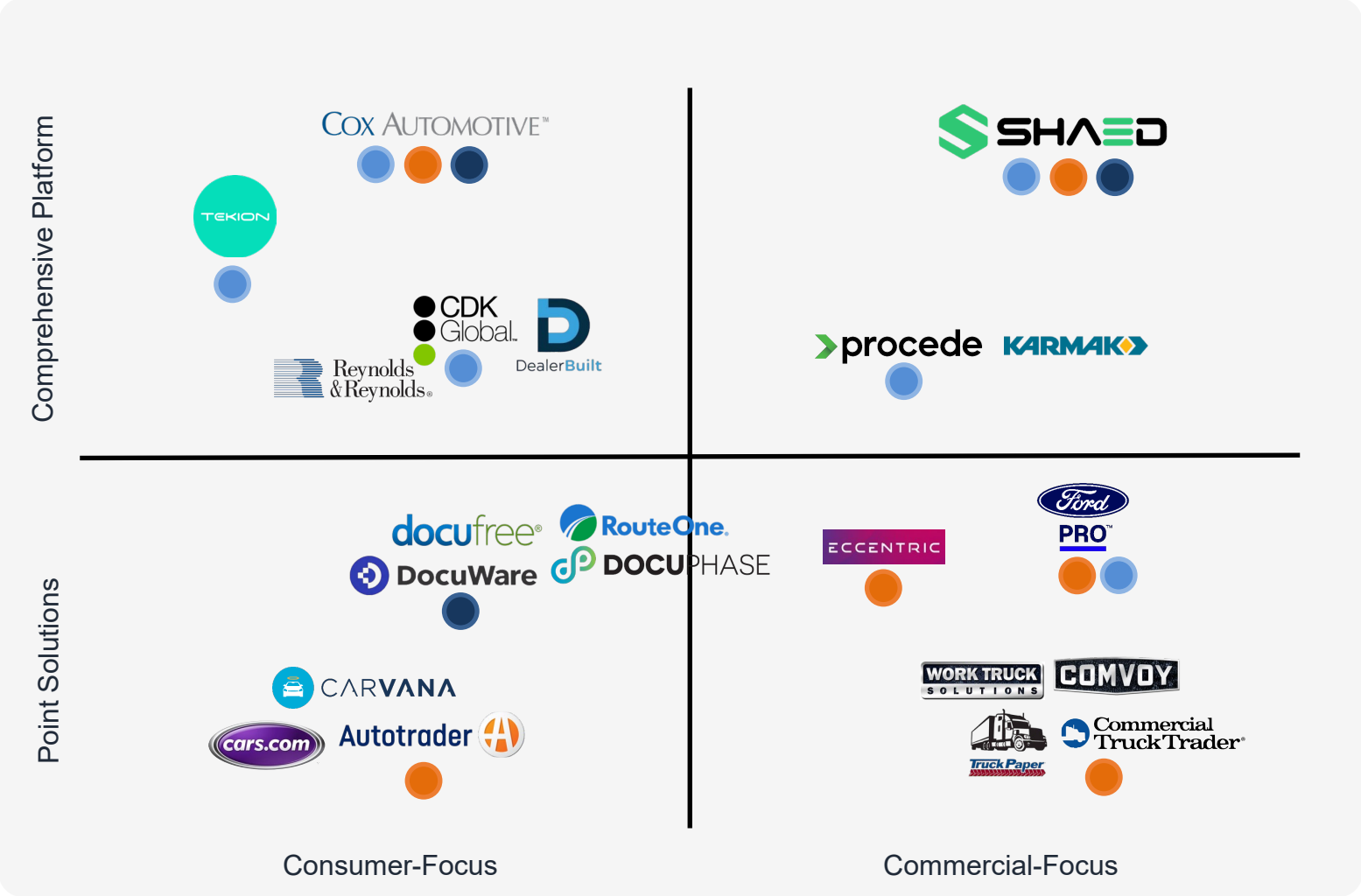
Proven solutions ready to deploy

- Cross-industry best practices
- Legacy systems reaching end-of-life
- AI makes enterprise tools affordable
- APIs = instant integration
- Network effects compound value

Source: Commercial Vehicle Market Size

COMPETITIVE LANDSCAPE

Beyond listings: the only end-to-end commercial vehicle platform



WHY SHAED WINS

Commercial Vehicle DNA
Built by industry insiders who've lived the pain versus retrofitted consumer tech

Unified Data Layer
Single source of truth connecting all products, real-time sync eliminates silos, API-first architecture built to scale

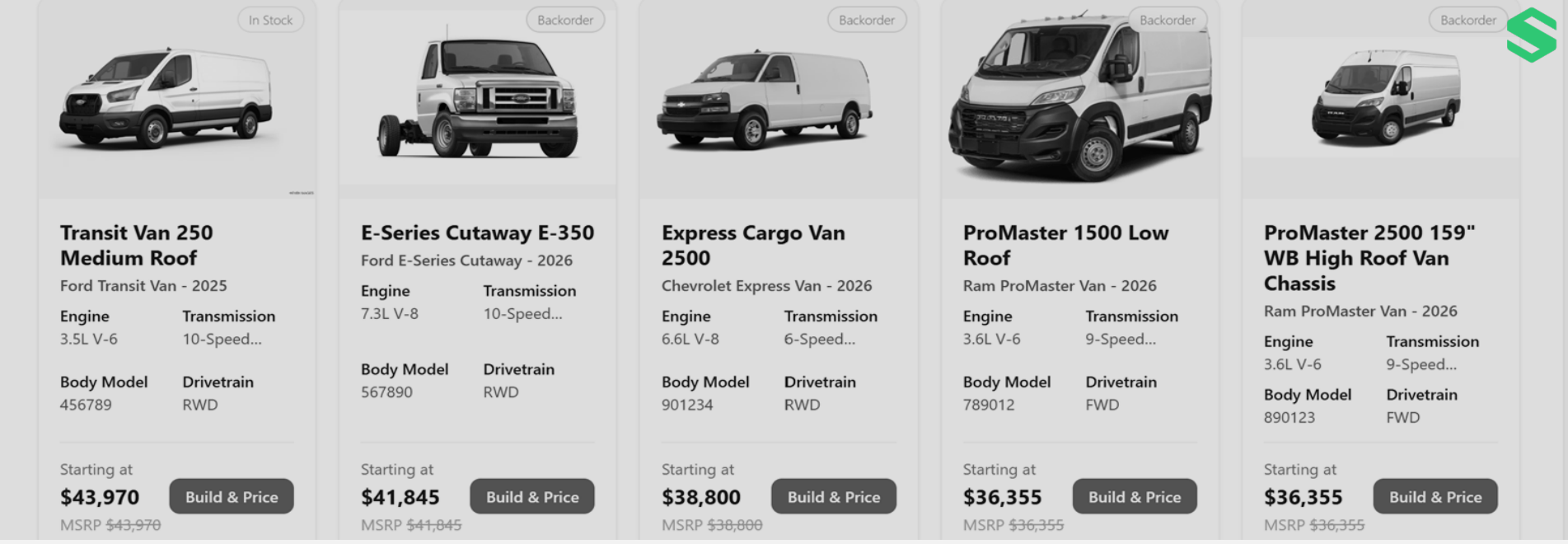
End-to-End Workflows
Single platform from quote to order management to documentation. Competitors offer fragments, we own the flow

LEGEND

Catalog
Order Management
Documentation
End-to-End Platform

SHAED CATALOG

Product Benefits



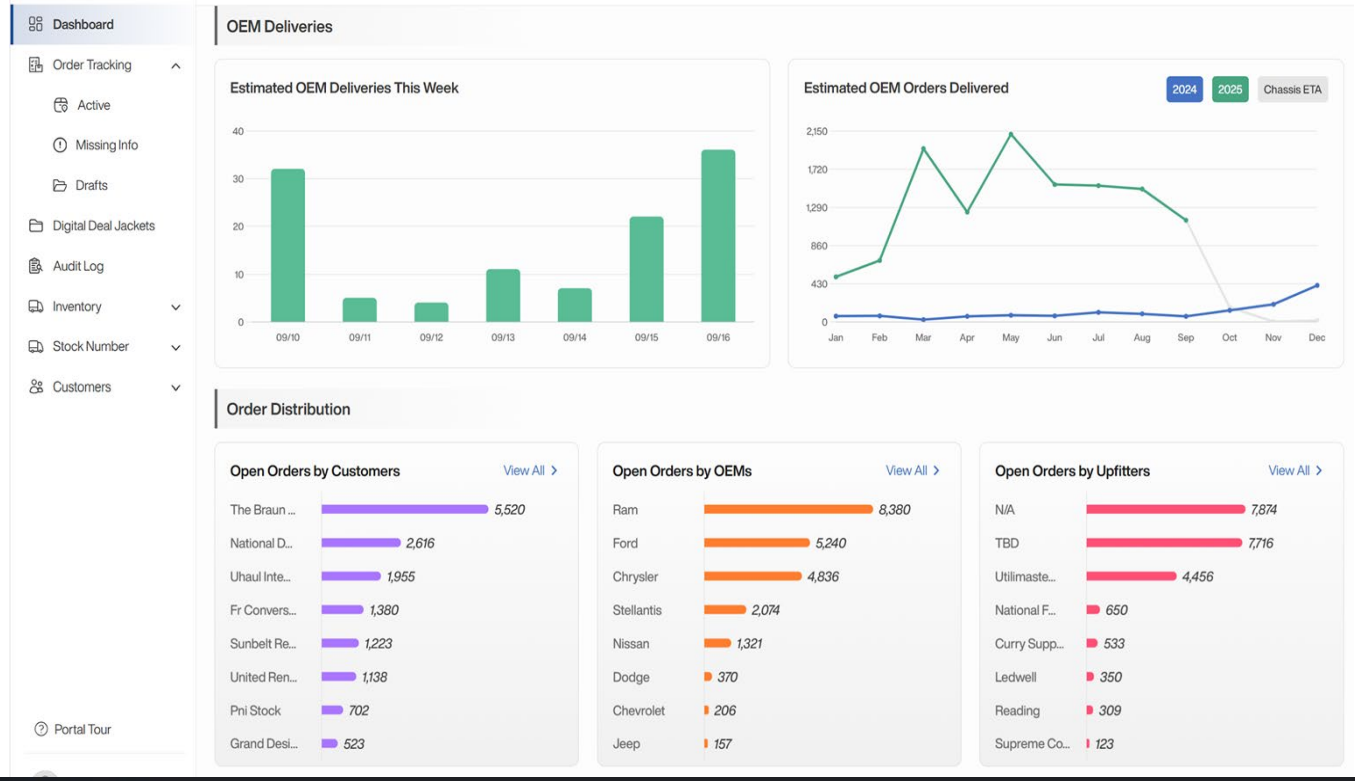
One catalog.
Every channel.
Meet buyers wherever they shop.

CATALOG → ORDER MANAGEMENT → DOCUMENTATION

- **Omnichannel deployment**
- **Unified inventory syndication**
- **Configure-to-order**
- **Integrated order pipeline**
- **Embedded e-commerce ecosystem**
- **Vehicle passport**

SHAED ORDER MANAGMENT

Product Benefits



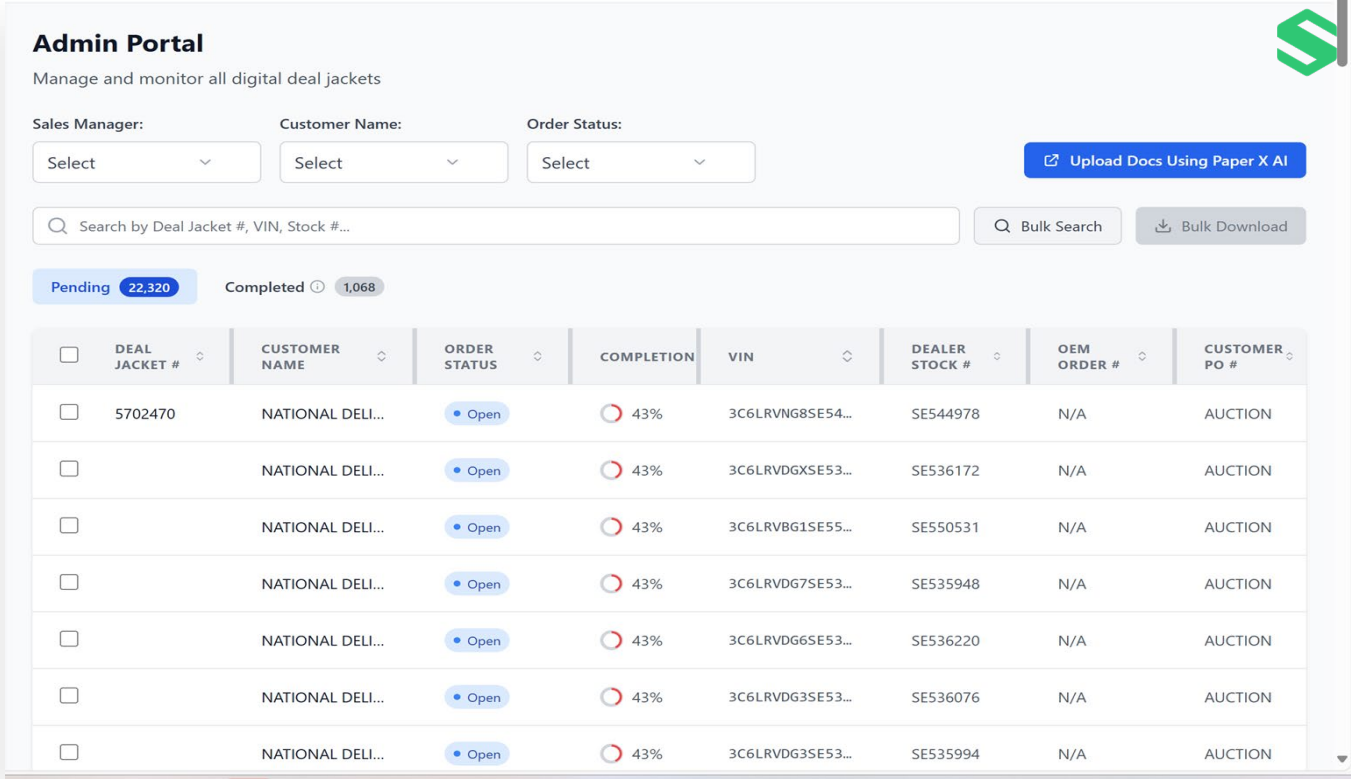
From order to delivery.
No gaps.
No spreadsheets.
No guessing.

CATALOG > **ORDER MANAGEMENT** > DOCUMENTATION

- **End-to-end visibility**
- **Multi-Stakeholder integration**
- **Customer self-service**
- **Automated workflow management**
- **Dual-view architecture**

SHAED DOCUMENTATION

Product Benefits



Every document.
Every deal.
Never lost in a filing cabinet again.
Enabled by AI.

CATALOG → ORDER MANAGEMENT → **DOCUMENTATION**

- **Document centralization**
- **Automated routing**
- **Role-based permissions**
- **Complete audit trail**
- **Instant search & retrieval**

BETA DEALER: CASE STUDY – 6 MONTH RESULTS ANNUALIZED

PROVEN IMPACT ACROSS PEOPLE, PRODUCT, AND PERFORMANCE

ANNUAL INTEREST SAVINGS

$978,000

ANNUAL LABOR SAVINGS

$434,720

REVENUE MULTIPLIER

$1,008,000

Strategic Benefits

- ✓ **100%** digital document storage with instant retrieval, results in 98% improvement
- ✓ **3-day** faster quote-to-delivery cycle, an 88% improvement
- ✓ **16** upfitters providing real-time status updates, an 84% improvement
- ✓ **Zero** lost documents or missing orders, resulting in a 94% improvement
- ✓ **49,993** documents filed with automated processing, an 87% improvement

BETA DEALER PROFILE

1800+ Dealers	60+ OEMs	45+ Equipment MFG
25+ Upfitters	10+ Logistics	5+ Finance
1600+ Commercial Customers	35,000+ Annual Volume	$1.4B+ Annual Revenue

EQUIPMENT MANUFACTURERS

JB Poindexter & Co

Knapheide SINCE 1848

Worldwide EST 2003

Oshkosh

Morgan

Stellar

OEMs

Ford

gm

Isuzu

RAM

END USERS

Sunbelt Rentals

TA

United Rentals

U-Haul

THE PATH TO SCALING COMMERCIAL DISTRIBUTION

SOM

- $1.3b software spend
- $402m advertising spend
- 482k vehicles sold
- 3700+ Dealers
- Class 4-8 (US)

SAM

- $7.2b software spend
- $10.9b advertising spend
- 12.3m vehicles sold
- 20,000+ Dealers
- Class 1-8 (US)

TAM

- $12.6b software spend
- $19.5b advertising spend
- 23.7m vehicles sold
- 35,000+ Dealers
- Class 1-8 (Global)

Why Dealers: The Distribution Channel

- 95% of commercial vehicles sold through dealers
- Each dealer coordinates 50-100+ partners
- $200k+ annual software spend across single-point solutions
- Multiple revenue opportunities: Software + Advertising + Transaction + Partner referrals

Class 4-8 Dealers: The Perfect Entry Point

- Every truck requires extensive customization
- Complex ecosystem - chassis, bodies, equipment, delivery, finance
- Large venture opportunity for go-to-market
- Network effects multiply with each dealer/partner

Sources: ATD | NADA

GO-TO-MARKET: PHASE I REVENUE MODEL

MULTIPLE REVENUE OPTIONS MINIMIZES BARRIERS TO ENTRY

IMPLEMENTATION FEES

One-time fee for each product implementation

$50k - $500k

One-time fee
+ 18% maintenance

TRANSACTION FEES

Fixed % related to the sale of products and services on the platform

1.5% - 7%

Per transaction

PLATFORM SUBSCRIPTION

Subscription for products plus updates for client data and materials

$9k - $120k

Platform fee per year at $750 - $10,000/month

REVENUE OPTIONS PRICED TO DRIVE PARTNERS TO SUBSCRIPTION WITH MODEST USE

RYAN PRITCHARD

CEO AND CO-FOUNDER

Ryan is on a mission to transform the transportation industry through innovative, sustainable products and services that deliver value to customers, stakeholders, and society. With over 21 years of experience in automotive, focused on shared, autonomous, and electrified mobility, he brings unmatched expertise to our team. A recognized authority in commercial vehicle procurement, Ryan combines a powerful network and a proven record of revenue growth to drive our entrepreneurial success.

EDDIE SCHICK

CFO AND CO-FOUNDER

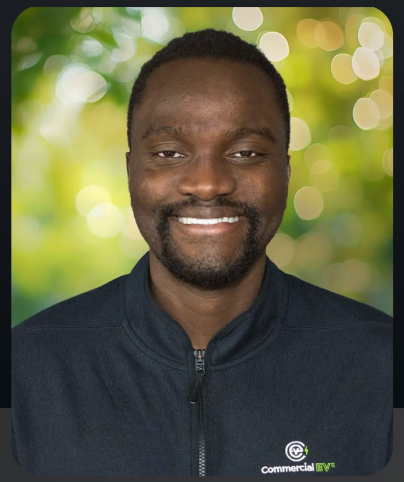
Eddie serves as a strategic partner to the CEO, leading SHAED's investor relations, fundraising, and overall financial strategy. With a proven track record managing financial operations at companies like Pritchard EV, Coty, and RSM, he brings deep expertise and insight to our organization. His commitment to driving sales and fostering strong customer relationships fuels our continued growth and success.

SHAED TEAM

SHAED is built by industry veterans who know the challenges firsthand because we've lived them. Our team combines deep sector experience with a passion for creating smarter, more sustainable fleet solutions.

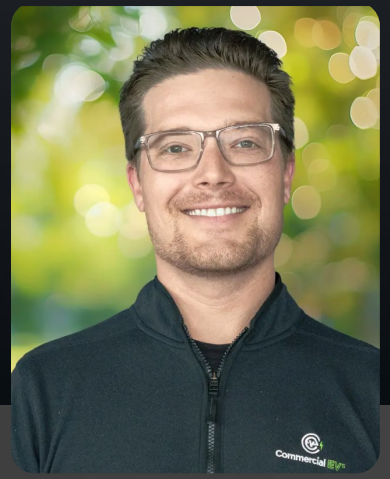
SCOTT PHILLIPPI
Chief Community Officer

DAVID COOK
Chief Technology Officer



HILLARY MUGISHA
Director, Product

THOMAS SCHICK
Director, Finance



ZACK HUEY
Sales Manager

SUMMARY

REIMAGINING HOW THE INDUSTRY WORKS TOGETHER

- Dealers juggle complex manual steps across fragmented stakeholders
- The SHAED platform streamlines dealer processes from quote to delivery
- SHAED has established product-market fit with measurable ROI
- SHAED expansion revenue model creates multiple revenue streams with high margins

> ***"Our industry-leading team brings deep domain expertise uniquely suited to solve these challenges"***

90+
Stakeholders onboarded

200+
Platform users

7.8K+
Platform logins

50K+
Transactions processed in beta mode

$2.8B+
Value of vehicle transactions

$980M+
Pipeline demand value

As of August 2025

UNIFY. SIMPLIFY. DISRUPT.

SHAED

2025

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