DockChron

AI-enabled Trucking FinTech

TEAM

Sam Titus

Supply chain
Entrepreneur, Tech
Founder

Ex-**HP** *hp*
Ex-**Nike** ✔

D.J. Crandall

Product, Data,
& Supply Chain Leader

Ex-**Amazon** *a*
Ex-**Nike** ✔

Chacko Poothicote

Connected Devices/
Telematics Expert

Ex-**Ford** *Ford*
Ex-**Carrier Global** *Carrier*

Desiree Titus

Supply chain
Entrepreneur,
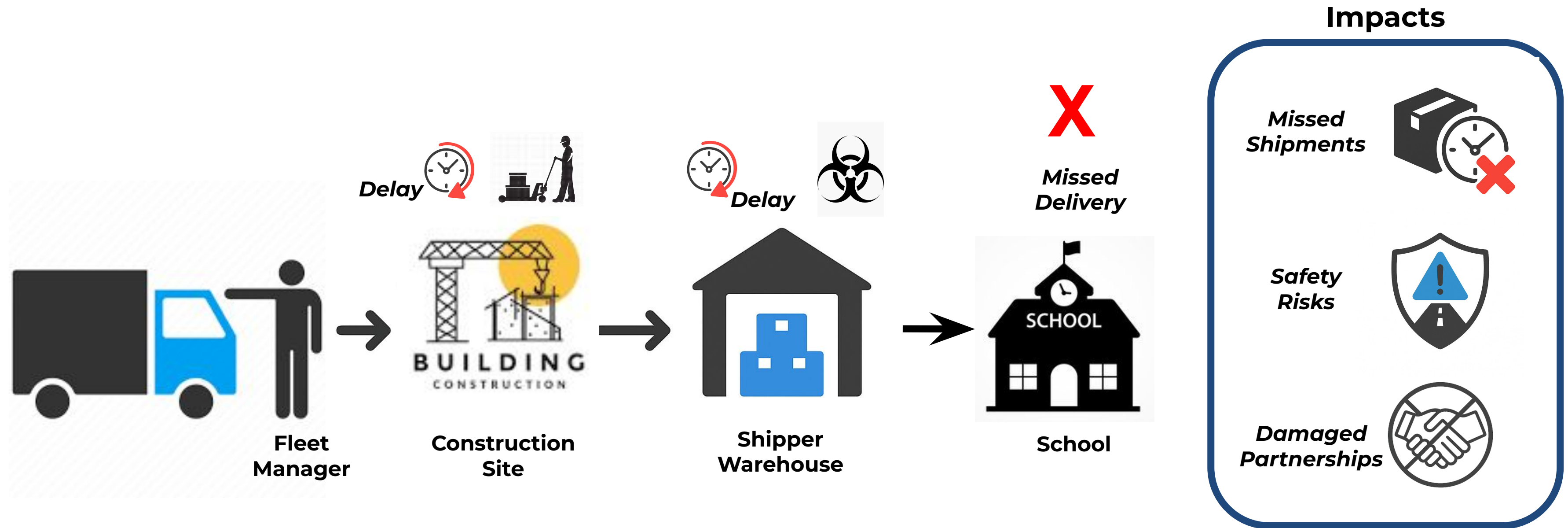Marketing Expert

Ex-**Home Depot** *Home Depot*
Supplier

Trucking companies lose billions each year to uncollected fees—and most of them don't know the full scale of it.

THE PROBLEM

Fleets are Bleeding Money Due to uncollected Accessorial Fees

Impacts

Delay

Delay

X

Missed Delivery

Fleet Manager

Construction Site

BUILDING CONSTRUCTION

Shipper Warehouse

SCHOOL

School

Missed Shipments

Safety Risks

Damaged Partnerships

An estimated $11 billion dollars is lost annually due to just detention related productivity and safety events

ANCILLARY FEES ARE RARELY COLLECTED

Hard to Track
50% of Detention claims are unpaid due to inefficient tracking and documentation

Billed Inconsistently
70% of fleets do not consistently invoice detention fees
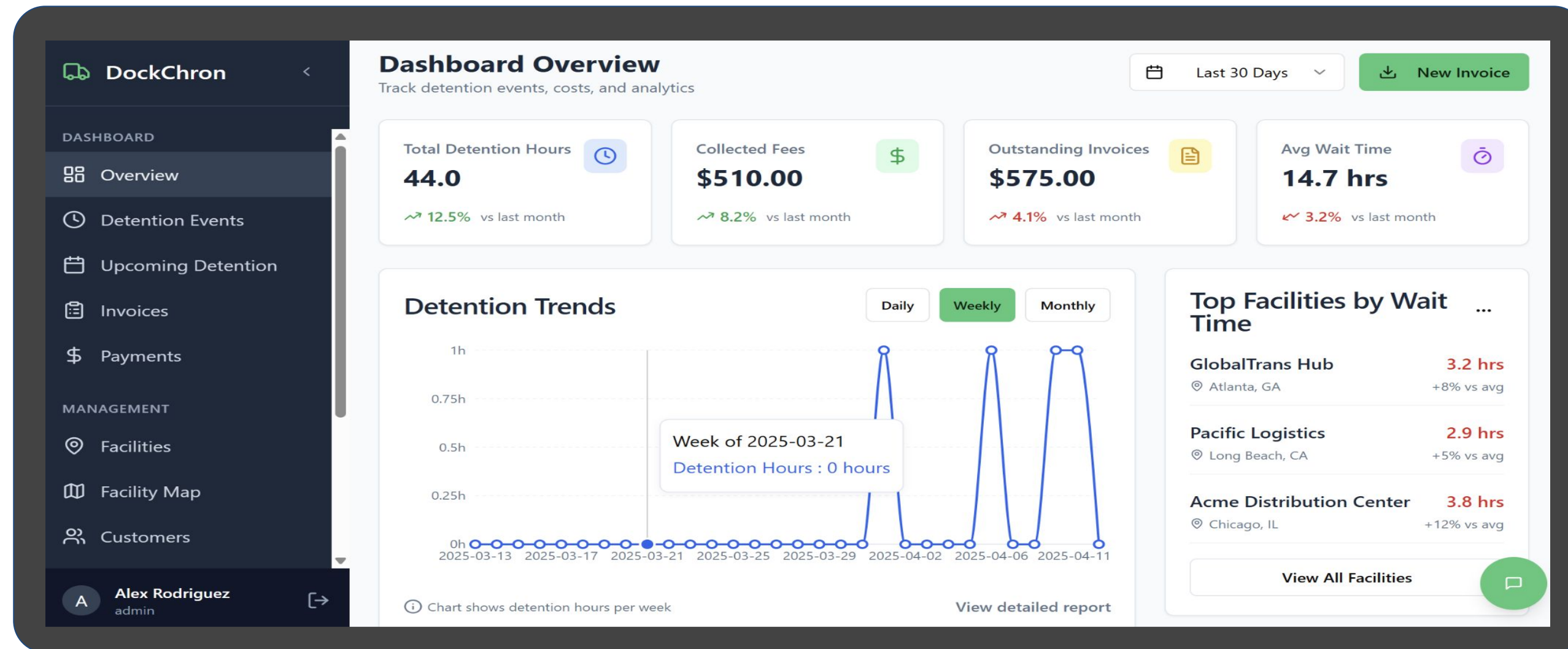
Time Consuming
Tracking details, disputing claims, and chasing payments can outweigh the cost of the ancillary fees

OUR SOLUTION

DockChron is a **AI-enabled** SaaS tool for **automating trucking fee recovery** using telematics and operational data
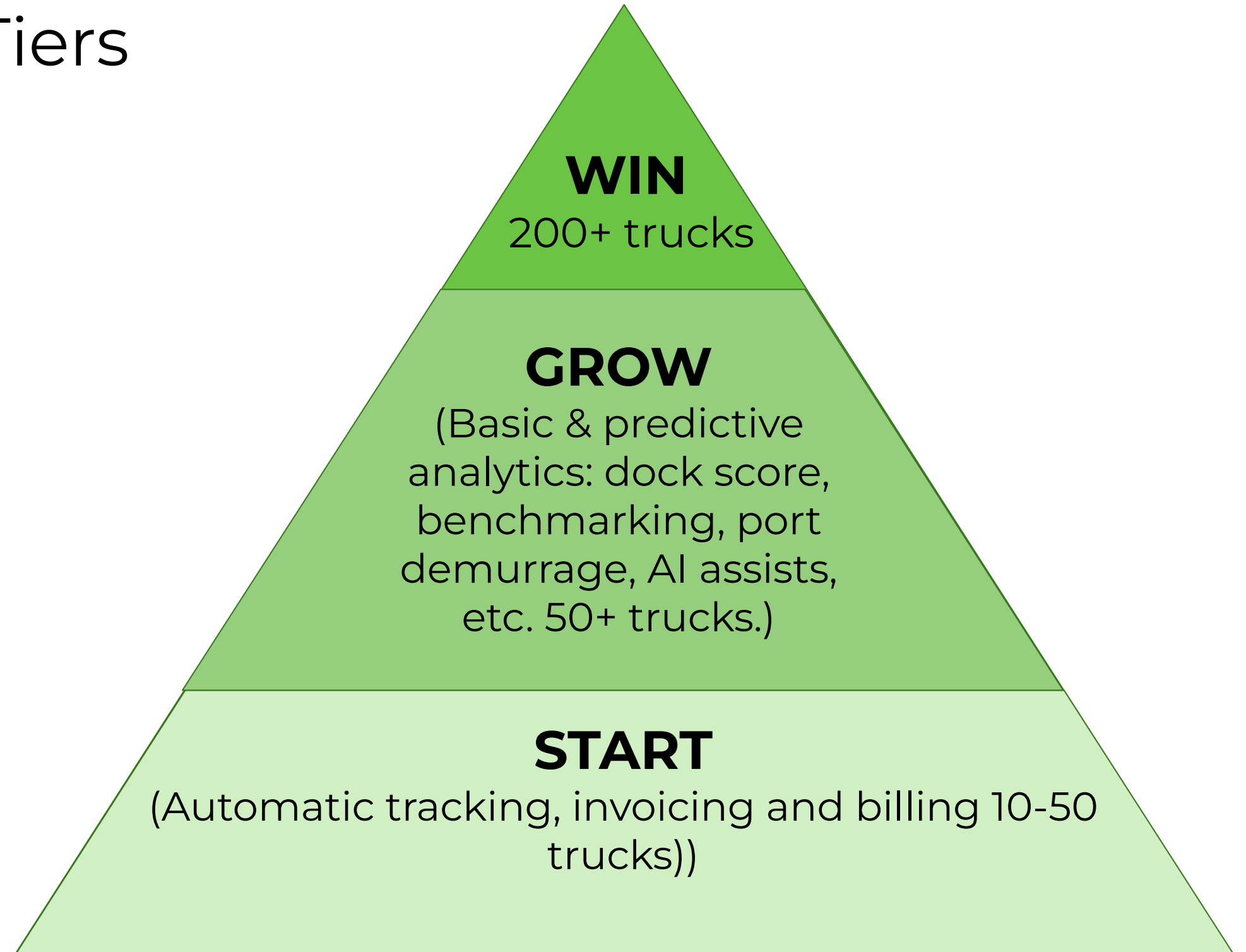
And yes, we use AI agents

BUSINESS MODEL

SaaS with Subscription Tiers

$999/mo. per fleet

+ 4% of recovered revenue

$499/mo. per fleet

+ 4% of recovered revenue

$299/mo. per fleet

+ 4% of recovered revenue

WIN
200+ trucks

GROW
(Basic & predictive analytics: dock score, benchmarking, port demurrage, AI assists, etc. 50+ trucks.)

START
(Automatic tracking, invoicing and billing 10-50 trucks))

MARKET OPPORTUNITY

(Revenue Potential)

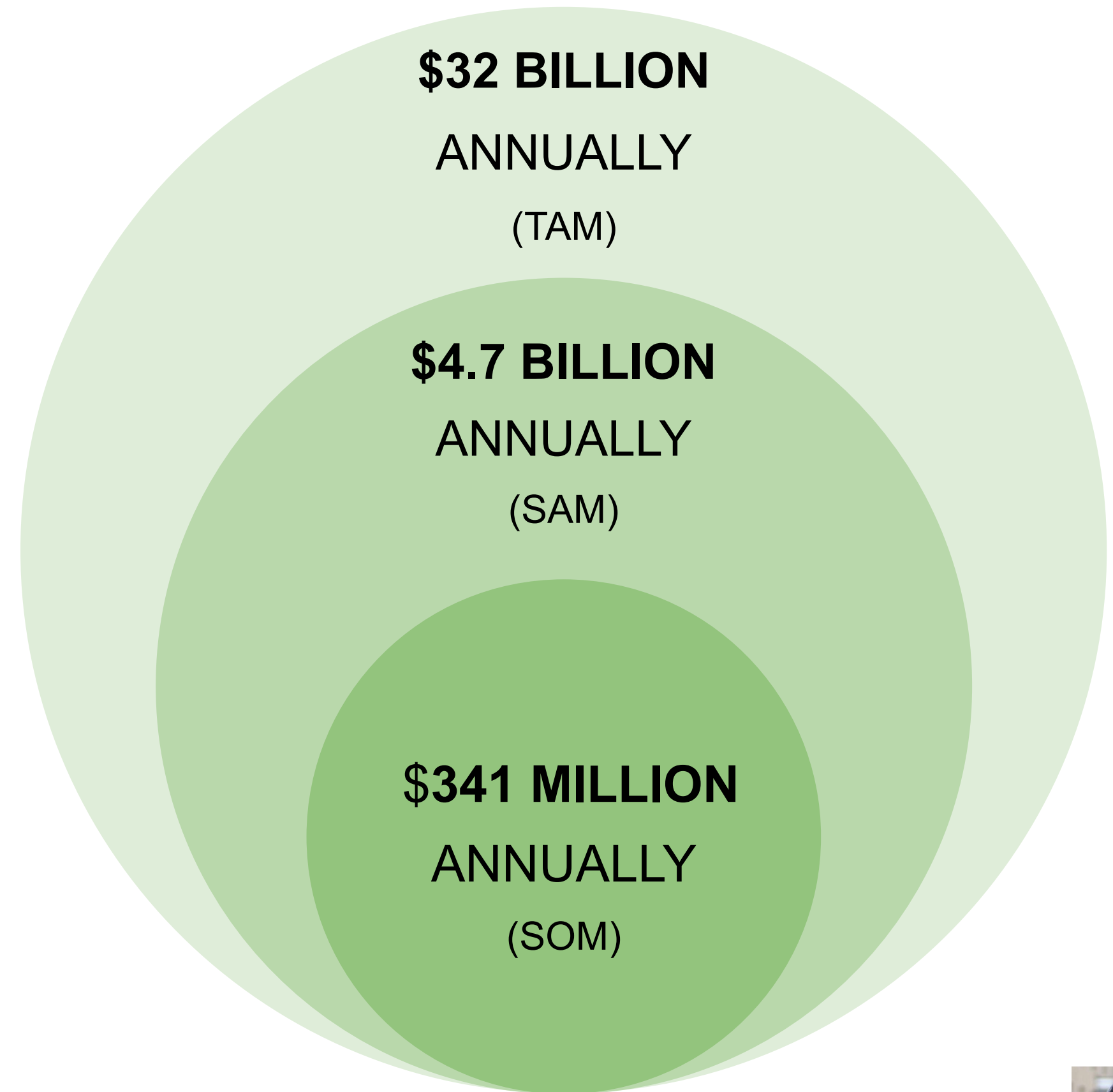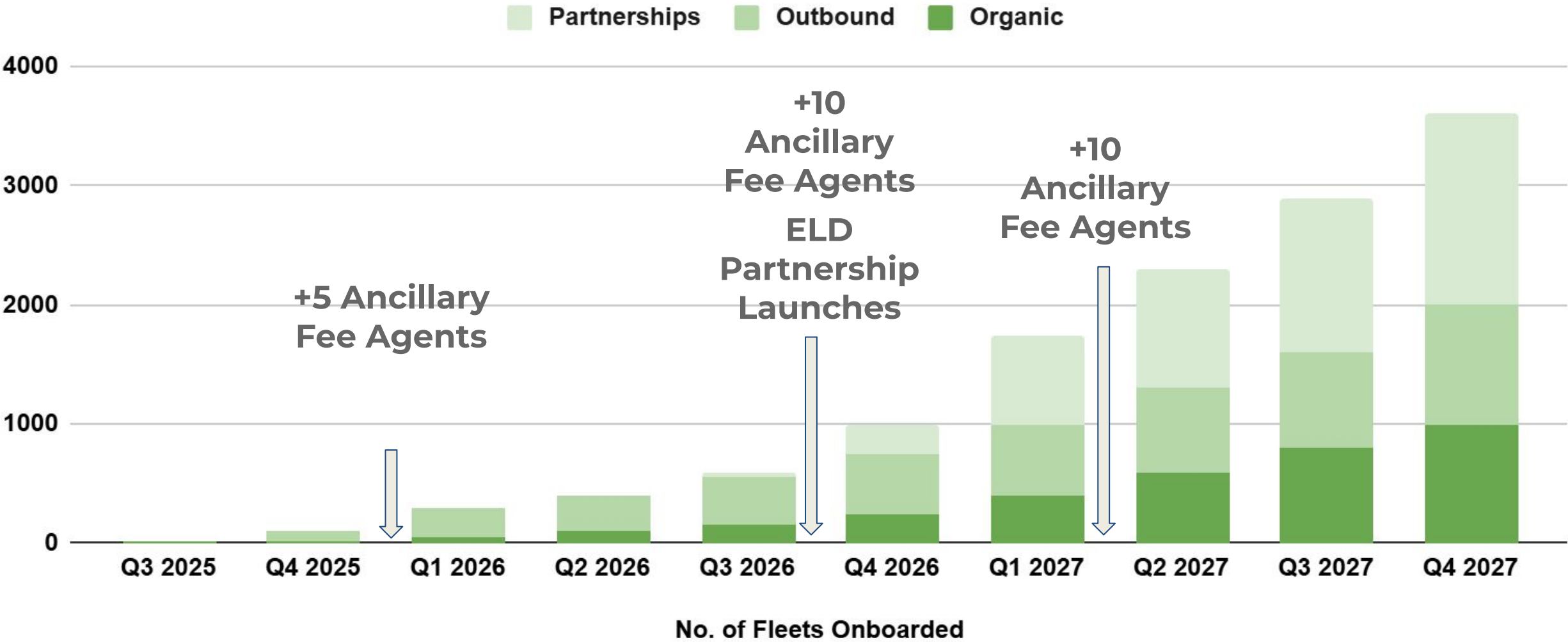|	
Total Available Market (TAM):	$32 BILLION
Serviceable Available Market (SAM):	$4.7 BILLION
Serviceable Obtainable Market (SOM)	$341 MILLION

Assumptions: 25,000 fleet locations x $13,656 ARR = $341M

$32 BILLION
ANNUALLY
(TAM)

$4.7 BILLION
ANNUALLY
(SAM)

$341 MILLION
ANNUALLY
(SOM)

Go-To-Market Strategy

Legend: Partnerships, Outbound, Organic

Chart annotations:
- +5 Ancillary Fee Agents
- +10 Ancillary Fee Agents
- ELD Partnership Launches
- +10 Ancillary Fee Agents

X-axis: Q3 2025, Q4 2025, Q1 2026, Q2 2026, Q3 2026, Q4 2026, Q1 2027, Q2 2027, Q3 2027, Q4 2027

No. of Fleets Onboarded

Ideal Customer Profile (ICP)

Fleet Managers in Medium to Large Trucking Companies

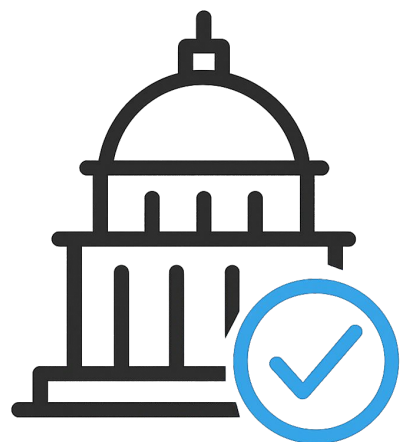|	
Current Strategy	• Reach out to existing warm connections in the fleet industry • Run outbound lead generation campaigns • Onboard pilot customers: 2 onboarded, 8 in pipeline for August 2025 • Soft launch product in September 2025 with press and media coverage
Future Strategy	• Expand our offering to other ancillary fees and into ports, railyards and international markets • Run targeted digital marketing campaigns • Partner and Integrate with TMS, WMS, YMS & TOS vendors • Establish channel sales & affiliate marketing partnerships

WHY NOW?

Fleets are motivated.. With fuel, labor, and equipment expenses climbing, margins are thin and uncollected ancillary fees are an increasingly painful loss.

Consistent data and AI are available. Advances in AI models and legally required electronic logging devices (ELDs) provide consistent data and capabilities to predict, track and collect ancillary fees.

Regulations are becoming more stringent. New regulations are requiring greater transparency & accountability in supply chain operations.

MILESTONES

Accomplished

✓ Launched MVP

✓ Pilot users
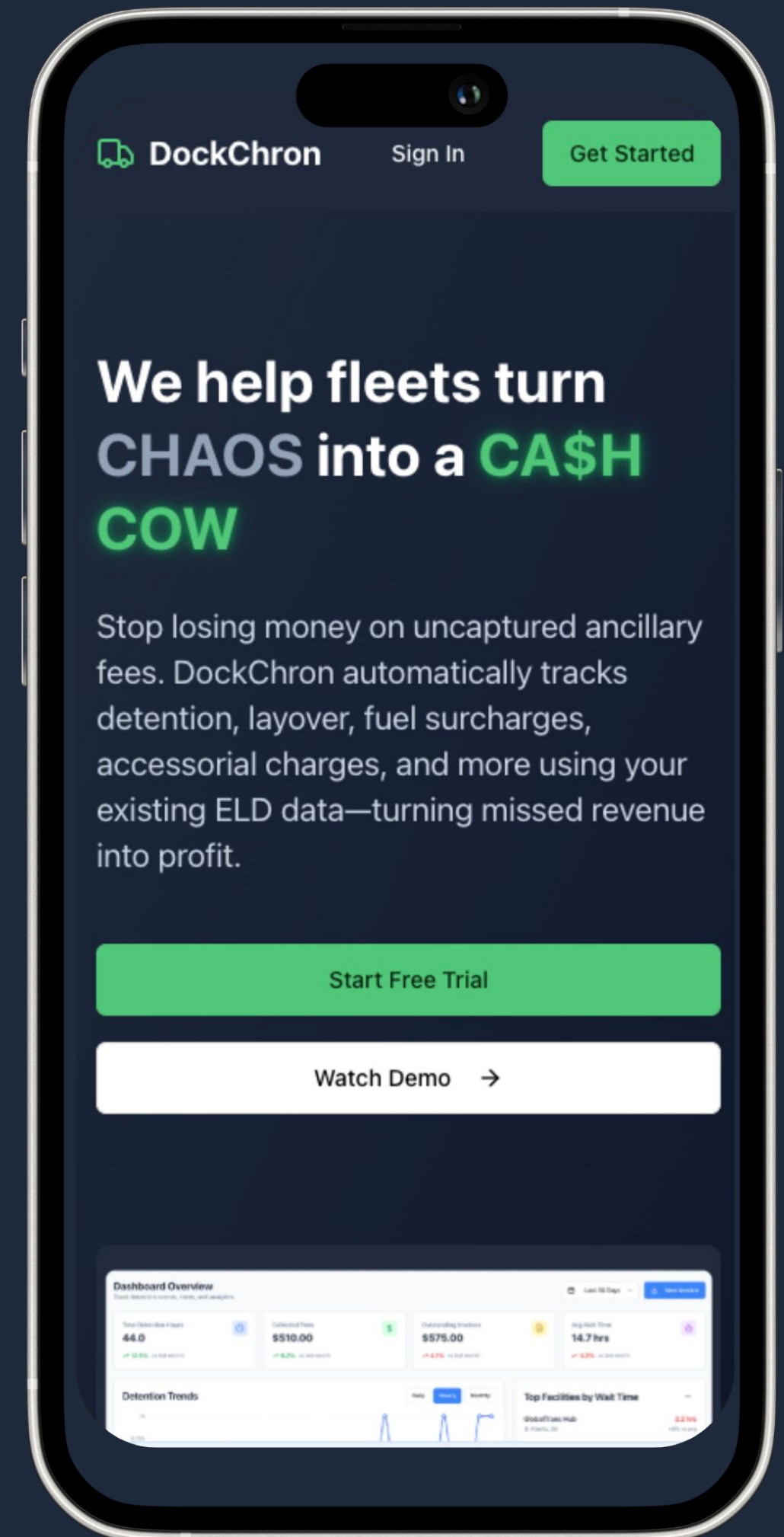
✓ Strong demand generation

✓ Excellent founding team

Next 12 Months

- 1000 paid users

- $1.5M ARR

- Add other ancillary fees, AI agents for fee recovery, port storage & demurrage features

- Integrate 10 more ELD vendors

- Partner with TMS, YMS & TOS systems

Conclusion

Invest in an AI tool with instant ROI for trucking companies

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