A Global Blockchain for Trucking and Freight Logistics
Rick Burnett
Founder, Chief Executive Officer

- Transportation Logistics Veteran
- Former Trucking Company Partner/Owner
- Built Bidding Engine For Freight 15 years ago
- Developed & Patented Smart Phone Application to Connect Shippers Directly With Freight Drivers
- Focused on Removing Costly Intermediaries in Trucking
Trucking and Transportation’s Market Size Today & Projected Growth

- **Industry in U.S.**: $800 Billion
- **Globally**: $9 Trillion
- **Global logistics market in 2023**: $15 Trillion
Today in Trucking
Chaos & Inefficiency

01 Paperwork/Phoning/Faxing/Emails
02 Brokers/3PLs/Freight Forwarders
03 Deception is common on all sides
04 Wasted time and overhead
05 Load details taped on walls
700,000 trucking companies in U.S. 97% have 20 trucks or less

Brokers
3rd Party Logistics (3PLs)
Freight Forwarders

01 No incentive to drive a direct model
02 Take 15-30% cut for transactions
03 Still using inefficient processes
LaneAxis Research:

42% of Large Carriers Outsource Freight Shipments

Report: Country’s largest carriers outsource more than 40% of contracted freight

Study: Biggest trucking firms outsource over 42% of their freight
The Direct Model is Everywhere

Like many industries disrupted by mobile & virtual, transportation is ready.

ELIMINATING THE MIDDLEMEN
The LaneAxis Interface
LaneAxis Owns the Process

U.S. PATENT NUMBER 9,928,475

[Table of Patent Information]

- **Title:** SHIPPER AND CARRIER INTERACTION OPTIMIZATION PLATFORM

- **Inventors:** Rick Burnett, San Diego, CA (US)

- **Priority Data:**
  - **Priority Date:** US 2016/02/09
  - **Application No.:** 14/744,419

- **Foreign Data:**
  - **CN:** 10190098 A, 12/2009
  - **EP:** 181093 A2, 2/2002

- **Patent Classification:**
  - **G06Q 10/48** (2012.01)
  - **G06Q 10/42** (2013.01)

- **Abstract:**

  A shipper and carrier interaction optimization platform can include an internet-based web page, application for a handheld device, a dedicated device with a graphical user interface, or any combination thereof. For one or more shippers, the platform allows the creation of shipment requirements and/or bids for use of a carrier's equipment. One or more carriers can enter equipment specifications, such as equipment type, availability, and minimum payment amount accepted, as well as bids for employment to ship goods via the shipper and carrier interaction optimization platform. The platform can automate matching shippers and carriers for each shipment, provide information regarding shipment status, and help carriers to optimize the location of their vehicles for any cargo. Systems may include a shipper interface, a carrier interface, one or more handheld devices running the interaction optimization platform, and positioning software and hardware to indicate the location of the one or more handheld devices used by shipper carriers.

- **Patent Issued:** March 27, 2018

- **Patent Assignee:** LaneAxis

- **Patent Number:** US 9,928,475 B2

- **Patent Status:** Active

- **Inventive Field:** Web and mobile-based system for Shipper-Carrier interaction

- **Far-reaching patent covers proprietary freight management software and systems

- **Will aggressively pursue violators**

- **Shipper-Carrier Direct Optimization Platform**
Blockchain Ecosystem

- ETA Prior to load pick up
- Load document INTEGRITY
- REAL-TIME In-transit visibility
- GEOFENCE Arrival
- Proof of delivery
- Carrier performance rating
- Carrier insurance certificate
- DOT number/driver CDL

Verified on the Blockchain
Blockchain Benefits:

- Industry first technology
- Eliminate NEED FOR 3RD PARTY BROKERS
- Immutable shipment records
- Virtually eliminates accident/shipment disputes
- Predictive AI for available loads/capacity
- Simplified reporting for regulators
Building the Network:

Drivers Social Community App
Key Component in Building the Network

» 700k+ Trucking companies in the U.S.
» 3.5m + Million drivers
» 900,000+ More drivers needed to meet demand
BLOCKCHAIN IS THE PRESENT & FUTURE OF TRANSPORTATION

IS LEADING THE WAY.

U.S. PATENT #: 9,928,475

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