Program Schedule + Information Guide
The transportation industry’s most exciting format for exploring essential FreightTech solutions. This conference is guaranteed to be one of the most enlightening events of 2018. Transparency18 offers an unparalleled opportunity for organizations and individuals to meet, learn what’s new and emerging, and collaborate on ways to propel the industry forward.

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WiFi Hotspot: fr8network
Password: fr8network
### Day 1 - Demo Day

**Tuesday, May 22**

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<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
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<tr>
<td>7:00 AM-8:00 AM</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:00 AM-8:30 AM</td>
<td>Opening Remarks from Craig Fuller</td>
</tr>
<tr>
<td>8:30 AM-9:45 AM</td>
<td>Demo Block 1</td>
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<tr>
<td>9:45-10:30 AM</td>
<td>Networking Break</td>
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<tr>
<td>10:30-11:45 AM</td>
<td>Demo Block 2</td>
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<tr>
<td>11:45 AM-1:00 PM</td>
<td>Lunch</td>
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<tr>
<td>1:00 PM-2:10 PM</td>
<td>Demo Block 3</td>
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<tr>
<td>2:10 PM-2:55 PM</td>
<td>Networking Break</td>
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<tr>
<td>2:55 PM-4:05 PM</td>
<td>Demo Block 4</td>
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<tr>
<td>4:05 PM-6:15 PM</td>
<td>Networking Reception</td>
</tr>
<tr>
<td>6:15 PM-9:00 PM</td>
<td>TriumphPay Dinner</td>
</tr>
<tr>
<td>7:00 PM-10:00 PM</td>
<td>Live Music: Emerald City Band</td>
</tr>
</tbody>
</table>

**Demo Day Speakers**

1. project44
2. Envio 360
3. Salesforce
4. FreightRover
5. Learning Machine
6. Konexial
7. FullBay
8. Freight.Tech
9. McLeod Software
10. Vnomics
11. TriumphPay
12. PEIR
13. Redwood Logistics
14. Authenticiti
15. OrbComm
16. FreightWaves Sonar
17. Fr8 Network
18. Riskpulse
19. Logistical Labs
20. Kamion
21. Logistics Exchange
22. BOXLOCK INC.
23. Slync
24. Sagewise
25. TMC C.H. Robinson / Microsoft
26. Authentici
27. OrbComm
28. FreightWaves Sonar
29. Fr8 Network
30. Riskpulse
31. Lanehub
32. FleetLocate by Spireon
33. OnCommand Connection
34. Phillip Connect Technologies
35. HCL
36. Intelligent Audit
37. Big Road Freight by FleetComplete
38. Live Music: Emerald City Band
**Wednesday, May 23**

**Speakers, Presentations, & Panels**

Buckle up and get ready to hear from some of the transportation industry’s most innovative leaders. After the keynote presentations, choose from several breakout panel discussions zeroing in on today’s most pressing and relevant subjects.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>7:00 AM</td>
<td>Breakfast</td>
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<tr>
<td>8:00 AM</td>
<td>Opening Welcome</td>
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<tr>
<td>8:15 AM</td>
<td>Craig Fuller, CEO and Managing Director, FreightWaves Managing Director, BITA</td>
</tr>
<tr>
<td>8:15 AM</td>
<td>Daimler, Technology Megatrends leading to the Disruption of Transportation 2020-2030</td>
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<tr>
<td>9:00 AM</td>
<td>Disruptions: Real or Imagined - The Future of Transportation</td>
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<tr>
<td>9:45 AM</td>
<td>Jason Schenker, World’s Leading Financial Futurist</td>
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<tr>
<td>10:15 AM</td>
<td>Break</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>The Blockchain Revolution: Changing Business and the World</td>
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<tr>
<td>12:00 PM</td>
<td>Fireside Chat with Industry Innovator Giordano Sordoni, COO and Co-Founder, Thor Trucks</td>
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<tr>
<td>1:00 PM</td>
<td>Lunch</td>
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<tr>
<td>1:00 PM</td>
<td>The Bull, The Bear and The Other Guy</td>
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<tr>
<td>1:45 PM</td>
<td>Navigating the Waters of becoming a Technology Company</td>
</tr>
<tr>
<td>2:45 PM</td>
<td>Heavy Truck Telematics - Reshaping the Future of Transportation</td>
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<tr>
<td>2:45 PM</td>
<td>Seed - Early Stage Startups</td>
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<tr>
<td>2:45 PM</td>
<td>How is Technology Affecting and Enabling the Micro-Carrier</td>
</tr>
<tr>
<td>3:45 PM</td>
<td>Break</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Telematics – Unleashing the Power of Connected Trailer Technology</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Data Don’t Care: The Truth Behind the Impact of ELD’s, Rates, Regulations and Technology</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Venture Capital - Working with Startups at All Stages</td>
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</tbody>
</table>

“There is a new technological institution that will fundamentally change how we exchange value, and it’s called the blockchain.”

- Bettina Warburg

**KEYNOTE AT 12:45 PM**

Moderator: George Abernathy (FreightWaves)
Panelists: Craig Fuller, Ibrahim Baayan, Dean Croke, Daniel Pickett

Moderator: Thom Albrecht (Celadon)
Panelists: Andy Moses, Robert Nathan, Eric Rempel
Bettina Warburg
Blockchain Expert, Co-Founder and Managing Partner at Animal Ventures
Bettina is a thought-leader in the emerging blockchain space and leads the blockchain practice at Animal Ventures, including research, development and commercialization across the ecosystem of blockchain innovation. In 2016, Bettina was invited by TED to be one of the first speakers ever to unpack the topic of blockchain to a global audience. She has given talks and curated conferences such as Skoll World Forum, Salzburg Global Seminar, City Innovate Summit, Personal Democracy Forum at numerous universities around the world.

Andy Moses
SVP Global Projects, Penske Global Logistics
Andy has amassed over three decades of transportation industry experience. At Penske, he is entrusted with go-to-market pricing, engineering, design and operating strategies for the company’s dedicated contract carriagle, distribution center management and transportation management.

Blake Patton
Managing Partner, Tech Square Ventures
Blake is the founder and Managing Partner of Tech Square Ventures. He represents Tech Square Ventures on the boards of Cypress.io, Printio, PreTel Health, Sequr and Userfliesion and is a board observer of Haste and Salesforce. Blake also serves as Tech Square Venture’s fund manager for Engage, a fund in partnership with 10 leading corporations and Georgia Tech.

Rod Nofziger
Chief Operating Officer, OOIDA
Rod Nofziger serves as the COO for the Owner-Operator Independent Drivers Association (OOIDA), the largest organization representing the interests of owner-operators and small business trucking professionals in the United States. Mr. Nofziger oversees various advocacy and business operational activities for the Association and its subsidiaries.

Bill Kozek
VP For Strategic Initiatives, Navistar
Bill is currently Senior Vice-President for Strategic Initiative at Navistar. In this role, he is responsible for leading Navistar’s efforts to commercialize next generation technologies such as electric and autonomous vehicles, additive manufacturing and Blockchain technologies.

Chad Boblett
Owner, Boblett Brothers LLC
Chad became a truck driver. Four years later, he bought a truck and started Boblett Brothers trucking company. Chad has learned a lot about what it takes to succeed in the industry and enjoys sharing his experience and knowledge with others looking to do the same.

Clint Elcan
Vice President, J.B. Hunt 360™
Clint is Vice President for J.B. Hunt 360™, the latest component of its next-generation supply chain solution bringing shippers and carriers together into a single e-commerce platform. Clint is a transportation industry veteran and tech entrepreneur in geolocation based mobile apps and services.

Chris Stallman, CFA
Partner, Fontinalis Partners, LLC
Chris is a Partner at Fontinalis Partners, a $170 million venture capital firm investing in the future of mobility. At Fontinalis, Chris is responsible for leading and supporting investments across a variety of next-generation mobility segments, and he serves on the firm’s investment committee.

Chad became a truck driver. Four years later, he bought a truck and started Boblett Brothers trucking company. Chad has learned a lot about what it takes to succeed in the industry and enjoys sharing his experience and knowledge with others looking to do the same.

Daniel Pickett
Chief Data Scientist, FreightWaves
Daniel is an experienced leader in capital markets technology, research and trading. He has worked for blue chip firms including Vanguard, USAA and Unum. Daniel has also conducted consulting engagements with firms ranging from startups to Fortune 500 companies.

Clint is Vice President for J.B. Hunt 360™, the latest component of its next-generation supply chain solution bringing shippers and carriers together into a single e-commerce platform. Clint is a transportation industry veteran and tech entrepreneur in geolocation based mobile apps and services.

Craig Fuller
CEO and Managing Director, FreightWaves
Craig Fuller is the Founder & CEO of FreightWaves and serves as the Managing Director of BiTA, the leading blockchain and technology standards organization for freight. Previously, Craig was CEO of TransCard, a provider of payment products to the commercial fleet space. Craig has been around the industry his whole life, founding the largest provider of on-demand trucking services, Xpress Direct.

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Donald Broughton
Managing Partner – Principal of Broughton Capital LLC
Donald founded Broughton Capital, based in the Greater St. Louis area, in early 2017 after spending more than 20 years as a leading Wall Street analyst at two firms: Avondale Partners and A.G. Edwards.

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Eric Rempel
Chief Information Officer, Redwood Logistics

Eric leads the development of cutting-edge customer supply chain management solutions and services. Eric is a national speaker on advanced technologies including API-lead architecture, cloud computing, supply-chain integration & automation, big-data analytics, and emerging technologies.

George Abernathy
Chief Revenue Officer, FreightWaves

Prior to joining FreightWaves, George led the Transflo sales and business development organization. He has also served as President of Transplace during the company’s rapid ascension into becoming top 3PL, managing billions in North American freight spend.

Gerry Mead
Executive Director of Innovation, Phillips Industries

As the Director of Innovation at Phillips Industries, Gerry represents the “fleet’s perspective” on final features and functions for the TrailerNet product. Gerry spent a decade specifying all of the HD equipment purchases for U.S. Xpress as well as running their $60 million maintenance budget line.

Jason Penkethman
Chief Product Officer, Spireon, Inc.

Jason has extensive experience in telematics, mobile and cloud-based technology and leads product innovation and strategy at Spireon for automotive and fleet transportation. Prior to joining Spireon, Jason played key roles at companies like Telogis, Comtech and Smith Micro.

Giordano Sordoni
COO & Co-Founder, Thor Trucks

With experience in consulting, venture capital and nonprofit organizations, Giordano has committed his career to seeking out business opportunities that satisfy the triple bottom line: profitability, positive social impact, and empowering people and small businesses.

Grant Goodale
Co-founder and CTO, Convoy

Grant is the co-founder and CTO of Convoy. Prior to Convoy, Grant worked at Amazon, founded and served as CEO of gaming studio Massively Fun, and held senior positions at multiple startups including Reactivity (acquired by Cisco) and Context Optional (acquired by Adobe).

Ibrahim Baayan
Chief Economist, FreightWaves

Prior to FreightWaves, Ibrahim spent nearly a decade building up the forecasting capabilities and creating the economic messaging at UPS. Today, he focuses on understanding the links between movements in the macroeconomy and the implications for freight markets.

Jake Yormak
Partner, Story Ventures

Jake is a founding partner at Story Ventures where he focuses on the intersection of hardware and intelligent software, building blocks of the data ecosystem, and applied artificial intelligence.

Jett McCandless
Founder and CEO, project44

Jett has two decades of experience working in the transportation and logistics space. In that time, he has become a recognized thought leader with a track record of innovation and success. Jett’s leadership has guided multiple startups from ideation stages through expansion.

John Kingston
Executive Editor, FreightWaves

Prior to FreightWaves, John had a 30-year career with McGraw-Hill/S&P Global. It was here where John launched the Platts Dated Brent assessment — the world’s leading benchmark for the price of physical, light North Sea crude — and earned the 2015 IAEJ Award of Excellence in Written Journalism.

John Larkin, CFA
Investment Banking, Stifel

John is the Managing Director at Stifel, Nicolaus & Co., Inc. He joined Legg Mason in October 2001 lead the firm’s entry into transportation markets. Since then, John has received recognition from institution- al Investor, The Wall Street Journal, Forbes and StarMine for his expertise as an analyst.
**John Verdon**  
Head of Partnerships, KeepTruckin

John Verdon is the Head of Partnerships at KeepTruckin. In his role, John is responsible for evaluating the state of the trucking industry and growth opportunities for KeepTruckin, as well as building relationships with other pioneers driving the industry forward.

**Doug Schrier**  
VP Product and Innovation, Transflo

Doug joined the company in 2017 after serving as VP of Continuous Improvement and Program Management for Covenant Transportation Group, a $700M Transportation and Logistics Company. He specializes in helping optimize systems through combining innovation and lean principles.

**Kenny Long**  
President, Patriot Star

Kenny Long is the host of the weekly, live call-in podcast Trucking With Authority and co-founder of the business training company You Drive U. Through these, he shares the knowledge and first-hand experiences he has gained as the active CEO of the all owner-operator carrier Patriot Star and the 3PL Patriot Star Logistics.

**Lauren Domnic**  
Sr. Director of Analytics & Modeling, Omnitracs

As Senior Director of Analytics and Modeling at Omnitracs, Lauren builds predictive models for transportation clients while also managing the predictive modeling and analytics team. Lauren has been with the organization for more than a decade, helping customers understand how to use the data collected through technology as a resource to increase ROI and overall productivity.

**Lori Heino-Royer**  
Director, Business Development, Daimler Trucks North America

Lori’s career has helped her develop deep industry knowledge through experience in finance, sales and portfolio management. She has received Portland Business Journal’s Women of Influence Orchid Award and the Manufacturing Institute’s STEP Ahead Award for Women in Manufacturing.

**Mark Ehrlich**  
Director, Van Product Line at Wabash National

Mark has 15 years of experience in the manufacturing sector, holding various sales role at The Lincoln Electric Company and product development, business development and engineering roles at Wabash National. He is responsible for all product engineering, operational engineering support, product development, product roadmap and product innovation at Van Product Line.

**Robert Nathan**  
CEO, Load Delivered

Robert is the CEO and co-founder of LoadDelivered, a specialized third-party logistics (3PL) firm in Chicago. He started LoadDelivered in 2008 and, with the help of his talented team, has grown the company organically year over year since its inception.

**Roni Taylor**  
VP Strategy and Business, Spireon, Inc.

A seasoned veteran of the transportation industry, Taylor has over 25 years of experience in marketing and product management. Her career has spanned a number of fleet telematics providers, helping them establish product road maps and increase customer reach.

**Sandeep Kar**  
Chief Strategy Officer, Fleet Complete

Sandeep is the leading global expert on commercial vehicle technologies, econometrics, applications and markets -- with a special focus on connected vehicle technologies and their markets.

**Peter Emahiser**  
CEO, Tadmore Transportation

Pete has 30 years Material Handling and Supply Chain Experience from Fork Truck operator to International Logistics. Most recently as Owner and Operator of Tadmore Transportation. In his spare time he is a Moderator of Rate Per Mile Masters on Facebook, as well as an avid Reader of Technology and Economics.

**Kate Rahn**  
Vice President of Sales, Radar

Kate’s experience in the transportation and logistics technology industry spans over 20 years. Kate recently joined BlackBerry, a world-wide leader and innovator, as VP of Sales for Radar and is responsible for building and managing their N. American sales and marketing team. Prior to BlackBerry, Kate held many Operational roles with Omnitracs Canada (Shaw Tracking).

**Ravi Shenker**  
Executive Director, Morgan Stanley

Ravi joined Morgan Stanley’s global automotive industry research team in 2004. Since then, he has been recognized by the Financial Times/StarMine as a top-10 stock picker across Wall Street and by Institutional Investor as a "Rising Star."

**Scott Friesen**  
VP Strategic Analytics, Echo Global Logistics

Scott leads the analytic function at Echo Global Logistics, (Nasdaq: ECHO) a leading provider of technology-enabled transportation and supply chain management services. He also represents Echo on the Executive Board of BITA, the Blockchain in Transportation Alliance and serves as an advisor to an artificial intelligence startup company.

**Thiago Olsen**  
Managing Director, Engage Ventures

Thiago is a physicist, entrepreneur, early-stage technology investor and is the Managing Director of Engage Ventures, established by 10 Fortune 1000 brands. Thiago is also a Venture Partner at Tech Square Ventures, a seed & early-stage venture fund that invests in cloud, internet of things and university spinouts.

**Thom Albrecht**  
CFO, EVP and Chief Strategy Officer, Celadon Group

Thom has been involved with transportation since 1988. He is a seven-time Wall Street Journal All Star and has been recognized on eight separate occasions as best analyst in his sector among regional/boutique firms by Institutional Investor magazine.
Demoing Companies

Authenticiti

https://authenticiti.io/

Speaker: Andrew Yang

Founded date: November 2016

Product being demoed: Authenticiti Platform

How would you describe your company?: Authenticiti is an enterprise blockchain startup incubated out of GE Ventures and headquartered in Toronto.

How would you describe your product?: Developed on Ethereum open source infrastructure with built-in data privacy, the Authenticiti Platform provides enterprise grade, blockchain infrastructure designed for rapid deployments to a public cloud, enterprise-owned virtual private cloud (VPC) or on-premise.

Contacts: andrew@authenticiti.io
**BoxLock**

http://www.getboxlock.com

**Speaker:** Brad Ruffkess

**Founded date:** June 2017

**Product being demoed:** BoxLock Enterprise

**How would you describe your company?:** BoxLock is the IoT Security for Last Mile Delivery. Protecting deliveries at home, at work and everywhere in between.

**How would you describe your product?:** BoxLock is a smart padlock designed to protect deliveries. The delivery driver scans the tracking number for the package or delivery and the lock connects to the internet to confirm the validity and recipient for access.

**Product distribution strategy:** BoxLock Home and BoxLock Pro will be available online and through major retailers. BoxLock Enterprise is available for direct sales or through partners for custom deployments.

**Key executives:** Brad Ruffkess, CEO | Mike Glass, Head of Growth

**Key board members:** Hans Hickler, former CEO of Agility and DHL U.S.

**Key partnerships:** Major National Posts and Parcel Carriers

**Key customers:** Various O/O, and mid-sized brokerages

**Contacts:** Brad Ruffkess | bar@getboxlock.com
Mike Glass | mike@getboxlock.com

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**BigRoad Freight**

A Fleet Complete Company

bigroad.com/freight

**Speaker:** Chris Atkinson | Sandeep Kar

**Founded date:** November 21st

**Product being demoed:** BigRoad Freight

**How would you describe your company?:** AI-driven freight brokerage

**How would you describe your product?:** We use vehicle data and AI to match truck drivers with shipments

**Product distribution strategy:** Onboard brokers / shippers through professional sales & partnerships. Onboard drivers via BigRoad.

**Key executives:** Chris Atkinson | Sandeep Kar | Justin Girard

**Key board members:** Joe Smelko | Chris Atkinson | Samuel Yen

**Key partnerships:** PostEverywhere

**Key customers:** Various O/O, and mid-sized brokerages

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CargoChain

Founded date: July, 2016

Product being demoed: CargoChain

How would you describe your company?: CargoChain is a Swiss based start-up. We strongly believe that one solution will not fix all individual challenges in an industry facing ever-increasing demands for more information, greater visibility and collaboration; there are too many moving parts.

Your business is unique, with its own competitive advantages and challenges. We’ve created a global platform that puts the power back in your hands, and the ability to operate your business, your way.

How would you describe your product?: CargoChain is a cargo-centric information sharing and innovation platform developed to replicate physical supply chains. It provides an environment where thin Dapps can integrate with rich cargo information, all validated and stored on CargoChain’s own public blockchain.

Key executives: David Lindsay, Chief Executive Officer | Guirec Le Bars, Chief Technical Officer | Tony Davis, Chief Marketing Officer

Contacts: Tony Davis, Chief Marketing Officer | tdavis@cargochain.com

dexFreight

Founded date: January, 2018

Product being demoed: dexFreight is not demoing. Please visit their booth for additional product information on their decentralized logistics platform.

How would you describe your company?: We are Miami based startup founded by logistics entrepreneurs, academics and veteran executives. We believe a decentralized logistics offers a secure and transparent alternative to centralized freight platforms that operate as walled gardens. It will significantly reduce shipping cost, which will result in huge cost savings to shippers and carriers.

How would you describe your product?: dexFreight is a decentralized, open source and community owned logistics platform built on blockchain and machine learning. The platform allows shippers, and freight forwarders to find carriers, warehouses, and other services to move freight with minimal cost and time. It allows third party to build value added services on the platform. Transactions are powered and settled by smart contracts, stable cryptocurrency, AI based fraud detection and sovereign identity.

Product distribution strategy: Direct to customer using transaction based pricing as well as white label solution.

Key executives: Rajat Rajbhandari, PhD | Hector Hernandez | Ricardo Escobar | Adrian Giannini | Robert Cadena | Alfonso Quijano

Key partnerships: Consol Freight, Double Ace Cargo, Netuno USA, Fedex Institute of Technology, Coin Fabrik, Rootstock

Key customers: Shippers, carriers, freight forwarders, brokers of all shapes and size

Contacts: rajat@dexfreight.io
Envio 360

Envio360.com

**Speaker:** Brian Widell & Louis Rochette

**Founded date:** 2018

**Product being demoed:** Envio 360 Intermodal Optimization Platform

**How would you describe your company?:** Envio, Inc. provides the world’s first real-time drayage optimization platform that helps carriers work smarter through automated dispatch and planning, harnessing the power of artificial intelligence, which plans the best dispatch assignments for hundreds of containers via integration with any TMS.

**How would you describe your product?:** Envio 360 is a powerful Intermodal drayage optimization platform that harnesses artificial intelligence with real-time capabilities to revolutionize your ecosystem. Envio 360’s powerful dashboards provide immediate insights on how your entire business is performing. Our smart one-click data discovery provides visibility to key facets of your operation that impact profitability such as truck and driver utilization, on-time performance and ROI on the best location for a new drop yard.

**Product distribution strategy:** Direct from Envio, Inc. involving partner channel companies as a multi-tenant platform hosted in the cloud.

**Key executives:** Brian Widell, CEO | Larry Cuddy, COO

**Contacts:** Sales@envio360.com

FleetLocate by Spireon

www.spireon.com/trailer-management

**Speaker:** Michael Hoffman, Sales Director

**Founded date:** 2002

**Product being demoed:** FleetLocate by Spireon

**How would you describe your company?:** Spireon, Inc. is North America’s leading connected vehicle intelligence company, providing businesses and consumers with powerful insights to track, manage and protect their most valuable mobile assets.

**How would you describe your product?:** FleetLocate® is the user-friendly, yet powerful fleet management solution designed to help fleets get the most out of drivers, vehicles, assets, and trailers. From simple GPS vehicle tracking to comprehensive asset management to affordable ELD compliance, FleetLocate’s rich data is the backbone that drives fleet intelligence, productivity, and profitability.

**Product distribution strategy:** Direct and indirect through channel partners and resellers.

**Key executives:** Kevin Weiss, Chief Executive Officer | Bob Burden, Senior Vice President, Fleet & Asset Sales | Michael Hoffman, Sales Director

**Key partnerships:** GM, TMW, McLeod, Wayne Reaves Software, CDK Global, FEX DMS, Megasys, Frazer, Deal Pack, AutoStar Solutions, Sprint, Verizon, T-Mobile, AT&T, Gorilla Safety, Premier Trailer Leasing, Sequans Communications

**Key customers:** Werner, Swift, Covenant Transport, Premier Trailer Leasing, Sharp Transportation, Ruan, Sherwin Williams, ForwardAir, Watkins Shepard Trucking, Erb, RCTST, Stagecoach Cartage & Distribution, Red Classic, Splash Transport, Milan, TQI, Bridgestone, Dollar General.

**Contacts:** Belinda Rueffer, Director Product Marketing | brueffer@spireon.com
Fr8 Network

www.fr8.network

Speaker: Barry Glasco, Senior Engineer | Sloane Brakeville, CEO

Founded date: August, 2017

Product being demoed: Trucking Smart Contract

How would you describe your company?: Fr8 Network has developed a shipping protocol for the modern age. Focused on software-driven coordination, Fr8 Network is connecting shipper with carriers using blockchain to enhance trust among counterparties. With enhanced visibility and reduction in paperwork, the Fr8 Protocol serves as a trusted platform for logistics.

How would you describe your product?: The current version of the shipment contract has remained unchanged for decades. With the growing number of sensors, payment protocols over blockchain, and prolific adoption of smart phones, Fr8 Network is providing shippers, truckers, and brokers with tools to manage shipments in the blockchain era.

Product distribution strategy: The protocol will be open sourced, encouraging existing TMS, matching engines, and marketplaces to engage in blockchain-based exchange. We will offer this product with our existing TMS for users, integrating with those who wish to continue using their TMS.

Key executives: Jon Fox, Chairman | Sloane Brakeville, CEO | Jim Regenor, CIO

Contacts: sloane@fr8.network | jon@fr8.network

FreightRover

www.freightrover.com

Speaker: Dave Halsema

Founded date: May 2017

Product being demoed: Freight Xchange / Payengine

How would you describe your company?: FreightRover offers a suite of products that reach alternative capacity, streamline manual work processes, improve working capital and increase bottom line revenue. From our “Load Board - Your Way,” to dynamic carrier payment processing and LTL rating and execution, we arm our customers with valuable tools to compete and win in the new digital logistics marketplace. FreightRover works like a dog, so you don’t have to.

How would you describe your product?: FreightRover’s Freight xChange automates how shippers and 3PLs traditionally source capacity, allowing them to retain carrier relationships and cover more freight. Our Freight xChange provides shippers and 3PLs with the ability to post freight to their preferred carriers or the open market in a platform that offers transparent load details and pricing, one-click load selection, real-time load tracking, and extended pay terms. Freight xChange’s dynamic flexibility is truly your load board, your way. FreightRover’s PayEngine provides shippers and 3PLs with best-in-class supply chain financing for their carriers. PayEngine is a flexible, cost-saving platform that extends shipper/3PL pay terms and allows carriers to be paid in just 24 hours, at no cost to the shipper or 3PL. Align your cash flow and become a shipper-of-choice among your carriers, with PayEngine.

Product distribution strategy: Direct distribution is our primary distribution strategy, along with remarketing through key ELD, TMS and other channel partners.

Key executives: Eric Meek, CEO | Danny Williams, COO | Dave Halsema, EVP.

Key partnerships: Manhattan, Ascend TMS, Aon Insurance, Allstate Investments

Contacts: Dave Halsema | dhalsema@freightrover
Mamie Siler | msilver@freightrover.com
Fullbay

www.fullbay.com

Speaker: Jacob Findlay

Founded date: 2015

Product being demoed: Blockchain DOT compliance

How would you describe your company?: Fullbay is cloud-based shop management and fleet maintenance software. In addition to being a platform to run repair shops, it tracks PMs, DOTs, and service history electronically. Shops and fleets are able to stay right on top of preventive maintenance. It makes DOT audit compliance easy.

How would you describe your product?: Our blockchain solution creates a universal DOT compliance record. No matter where your equipment is serviced across the United States, DOT inspections and other services are logged in the blockchain and can be accessed anywhere with the appropriate key.

Product distribution strategy: Inbound sales, direct distribution, and channel partnerships.

Key executives: Jacob Findlay

Key customers: Thousands of independent truck shop users, and tens of thousands of fleet users.

Contacts: jacob@fullbay.com

Freight.Tech

www.freight.tech

Founded date: May 22, 2018

Product being demoed: freight.tech is not demoing. Please visit their booth for additional product information on their decentralized logistics platform.

How would you describe your company?: Freight.Tech is a service offering from FreightWaves. FreightWaves is the top source for real-time updates, news and commentary for trucking and FreightTech.

How would you describe your product?: Freight.Tech is the world’s first crowd-funding site dedicated to transportation, logistics, and supply-chain startups. Launched by FreightWaves, Freight.Tech aims to connect early stage freight tech focused companies from angel funding stage, to series B, with accredited investors. In addition to access to both industry and institutional investors, Freight.Tech works with startups in the space to a myriad of community resources, including coaching, consulting, business plan and product development, and commercialization. Freight.Tech does not take a percent of each transaction and is not acting in the capacity of an investment advisor.

Key executives: Lincoln Duff

Contacts: lduff@freightwaves.com

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HCL

https://www.hcltech.com/

**Speaker:** Mark Grand

**Founded date:** August 11, 1976

**Product being demoed:** CoTrust Blockchain Application Platform

**How would you describe your company?** HCL Technologies is a leading global IT services organization that has been helping global enterprises for more than 40 years to re-imagine and transform their businesses through digital technology transformation. HCL is a $7.6B enterprise having more than 119,000 employees from 140 nationalities operating out of 32 countries.

**How would you describe your product?** A platform for building Blockchain applications on top of Blockchain engines such as Hyperledger Fabric and Etherium.

**Product distribution strategy:** Free when engaging HCL on a Blockchain related project. Otherwise available with a paid license.

**Key executives:** The details of our key executives can be found at http://www.hcl.com/leadership/hcl-technologies/executives

**Key board members:** The details of our board members can be found at http://www.hcl.com/leadership/hcl-technologies

**Key partnerships:** Our partnerships with some of the world’s leading technology firms are helping us co-create IPs and solutions and deliver sustained value to our customers. The comprehensive list of our partners and alliances can be found at https://www.hcltech.com/about-us/alliances

**Contacts:** Mark Grand | mark.grand@hcl.com
Jagdish Ragnekar | jagdish.ragnekar@hcl.com

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Intelligent Audit

www.intelligentaudit.com

**Speaker:** Yosie Lebovich

**Founded date:** 1996

**Product being demoed:** Intelligent Audit

**How would you describe your company?** Intelligent Audit (IA) is the technology leader in freight audit and payment, supply chain data analytics, and contract optimization. IA helps customers reduce transportation spend with its industry-leading audit solution and reporting engine which uncovers additional opportunities for cost reduction and supply chain process improvements.

**How would you describe your product?** Intelligent Audit’s best-in-class audit technology drives immediate cost recovery and IA’s cloud-based business intelligence reporting portal provides clients with full transportation network visibility in real-time to help customers track, manage, and optimize spend.

**Key executives:** Yosie Lebovich, Founder and Chief Executive Officer

**Key customers:** Microsoft, GNC, 1-800-Flowers, Luxottica

**Contacts:** Yosie Lebovich, CEO, ylebovich@intelligentaudit.com | Emil Lebovich, CTO, elebovich@intelligentaudit.com | Michael Testani, CFO, mtestani@intelligentaudit.com | Daniel Leva, Global Head of Sales, dleva@intelligentaudit.com
Kamion

www.Kamion.io

Speaker: Vladimir Atanasov

Founded date: March 2017

Product being demoed: Kamion Driver/Dispatch assistant and Kamion TMS

How would you describe your company?: Kamion optimizes the driver’s time on the road by giving the trucking company accurate prediction of when the truck will arrive on pick up and delivery. The information is presented to the trucking company customer, and the asset can be tracked real time, 24/7.

How would you describe your product?: Freight monitoring and route time predicting platform.

Product distribution strategy: Online campaigns. Sales agents (Badger Fleet solutions, offered their sale service in their customer network) Using influencers in the Chicago trucking market.

Key executives: Pavel Botev, CEO & co-founder | Vladimir Atanasov, CTO & co-founder

Key partnerships: Logiflex Inc

Key customers: Logiflex Inc

Contacts: vlad@kamion.io

Konexial

konexial.com

Speaker: Ken Evans

Founded date: January 1, 2016

Product being demoed: GoLoad dynamic load matching

How would you describe your company?: A logistics technology company committed to the transparent elimination of empty miles through new business models.

How would you describe your product?: GoLoad is the open, transparent system where all trucks and drivers are visible and able to receive direct shipper loads in a transparent, flat fee business model based on their location, hours of service, & economic criteria.

Product distribution strategy: My20 ELD, Amazon, & Open API

Key executives: Ken Evans | Andy Dishner | Mark Arnold

Key board members: Doug Sams | Pete Ochs | Mark Hoover

Key partnerships: Cloud Logistics, IOSiX

Contacts: ken@konexial.com
Lanehub

www.lanehub.com

**Speaker:** Mark Hackl

**Founded date:** May 2015

**Product being demoed:** Lanehub’s Collaborative Transportation Network

**How would you describe your company?:** The social network for transportation - We bring companies together to ship their products more efficiently

**How would you describe your product?:** We are building a transportation community where more members in the community results in opportunities to eliminate inefficiencies and waste, reduce costs and secure additional trucking capacity. Lanehub automatically identifies and connects companies with complementary freight lanes to save on shipping expenses.

**Product distribution strategy:** Lanehub has a unique network effect. The social network grows as companies invite others.

**Key executives:** Mark Hackl, Founder & CEO | Chandler Hall, EVP & COO

**Key board members:** Craig Dickman | Kevin O’Meara

**Key partnerships:** Zyquest – IT Services

**Key customers:** Anheuser Busch, Proctor & Gamble, Whirlpool, Colgate, Schreiber Foods, Smithfield, SuperValu, Pepsi, Pactiv, Nestle, Bay Valley Foods

**Contacts:** Mark Hackl | mark.hackl@lanehub.com
Chandler Hall | chandler.hall@lanehub.com

Learning Machine

Learningmachine.com

**Speaker:** Natalie Smolenski

**Founded date:** September 2017

**Product being demoed:** Learning Machine

**How would you describe your company?:** Learning Machine partners with governments, companies, and school systems to deploy secure credentialing systems that leverage the blockchain as a secure anchor of trust. Learning Machine: Learning Machine partners with governments, companies, and school systems to deploy secure credentialing systems that leverage the blockchain as a secure anchor of trust.

**How would you describe your product?:** Learning Machine is a software ecosystem for issuing and verifying official records on the blockchain in a way that places ownership of records in the hands of the recipient.

**Product distribution strategy:** The Learning Machine Issuing System is a B2B Enterprise SaaS solution with an annual subscription license model.

**Key executives:** Dan Hughes, COO | Natalie Smolenski, VP BizDev | Chris Jaegers, CEO | Kim Hamilton Duffy, CTO

**Key board members:** Dan Hughes, COO | Chris Jaegers, CEO | Dave Fields, PTB Ventures

**Key partnerships:** MIT

**Key customers:** Massachusetts Institute of Technology; The Republic of Malta, Ministry for Education and Employment; Southern New Hampshire University; Central New Mexico Community College; The Federation of State Medical Boards; The Inter-American Development Bank.

**Contacts:** Jamil Dewji, Director of Sales Operations, jdewji@learningmachine.com | Natalie Smolenski, VP of Business Development, nsmolenski@learningmachine.com
Logistical Labs

www.logisticallabs.com

Speaker: Chris Lee, CCO

Founded date: July 1, 2013

Product being demoed: LoadDex

How would you describe your company?: Logistical Labs’ powerful software empowers you to collect, analyze, and take action on big data. Whether you are a shipper, carrier, or third-party logistics provider, Logistical Labs technology helps you take control of your data, drill into what’s important, and achieve results.

How would you describe your product?: LoadDex drastically simplifies pricing and carrier selection across all modes. With a single search, users can compare thousands of rates from all types of transportation providers at once.

Key executives: Chris Ricciardi, Chief Operating Officer | Chris Lee, Chief Commercial Officer

Key partnerships: DAT, Truckstop.com, Chainalytics, CSX, Norfolk Southern, Union Pacific, Aljex, project44


Contacts: Chris Lee, CCO | clee@logisticallabs.com

LogisticsExchange

www.LogisticsExchange.com

Speaker: Anshu Prasad

Founded date: April 2017

Product being demoed: LE Platform

How would you describe your company?: LogisticsExchange (LE) brings financial market efficiency to the transportation marketplace. LE’s digital platform for buying and selling transportation capacity helps members reduce administrative workload, refocus resources to strategic activities, and save money. LE’s digital, enforceable contracts are governed by fair and transparent trading rules, overseen by a respected team of industry stakeholders. Built for the industry, by a team with decades of logistics, technology and finance experience, the LE Platform connects the broader market of service providers and shippers to better secure and manage transportation.

How would you describe your product?: LE’s digital platform allows buyers and sellers to execute binding, enforceable contracts. Automated opportunity analytics allow members to quickly identify the best fits in their portfolio for digital LE Forwards contracts. Proprietary matching and rating algorithms ensure buyers and sellers align on critical service and performance requirements. Smart, standardized contracts and active monitoring through execution ensure contractual obligations are honored. And if either counterparty’s needs change, LE’s trading platform provides the liquidity to close out positions.

Product distribution strategy: Phase 1: closed, private membership pool | Phase 2: opened to the broader transportation marketplace

Key executives: Bryan Schulte | Michelle Goldberg | Stefan Friederichs | Andrea Pope | Jeff Ryan | Anshu Prasad

Contacts: Anshu.Prasad@LogisticsExchange.com | info@LogisticsExchange.com
McLeod Software

www.mcleodsoftware.com

Speaker: Ken Craig | Bill Deason

Founded date: May 1985

Product being demoed: FlowLogix Smart Contract Creation

How would you describe your company?: McLeod Software is the leading ERP Software supplier for the trucking industry.

How would you describe your product?: LoadMaster and PowerBroker are full function ERP solutions for both asset based truckload or LTL carriers and logistics companies.

Product distribution strategy: Direct sales force

Key executives: Tom McLeod, President and Founder

Key partnerships: Over 100 integration partners for the trucking industry

Key customers: Over 900 carriers and brokers in the U.S. and Canada

Contacts: sales@mcleodsoftware.com

OnCommand Connection

OnCommandConnection.com

Speaker: Ashish Bayas

Founded date: 2013

Product being demoed: Advanced Remote Diagnostics

How would you describe your company?: Founded and fully owned by Navistar, OnCommand Connection is an innovation leader in the connected vehicle industry, with a focus on commercial truck fleets. Our mission is to help customers improve their profitability through proactively reducing maintenance and repair costs, improving fleet efficiency, and increasing vehicle uptime.

How would you describe your product?: Advanced Remote Diagnostics is a set of tools designed to keep customers and dealers informed on the health of vehicle fleets and address issues quickly and efficiently.

Product distribution strategy: Advanced Remote Diagnostics is an online open-architecture system, available for all vehicles makes and models and compatible with all major telematics service providers.

Key executives: Troy Clarke, CEO | Persio Lisboa, COO

Key board members: Andreas Renschler, CEO, Volkswagen Truck & Bus | Matthias Gründler, CFO, Volkswagen Truck & Bus

Key partnerships: Integrations with over 25 telematics service providers, including Omnitracs, Geotab, and PeopleNet. Strategic partner with Volkswagen’s MAN group.

Contacts: Ashish Bayas | Ashish.Bayas@navistar.com

PR / Media Inquiries: Jim Sloan | Jim.Sloan@navistar.com
ORBCOMM

www.orbcomm.com

Speaker: Chris MacDonald | Chris Corlee

Founded date: 1993

Product being demoed: FleetManager

How would you describe your company?: ORBCOMM (Nasdaq: ORBC) is a global leader and innovator in the industrial Internet of Things (IoT), providing solutions that connect businesses to their assets to deliver visibility and operational efficiency.

How would you describe your product?: FleetManager is a cloud-based analytics platform and information management engine which unlocks valuable data for every user in the organization. Optimized to work with ORBCOMM’s truck, trailer, reefer and container monitoring devices, FleetManager delivers advanced reporting and analytics for the entire fleet on one single platform. With mapping, reports, alerts and exception management, FleetManager provides all that is needed to ensure regulatory compliance, maximize asset utilization, minimize operational costs, increase driver productivity and improve customer satisfaction for better ROI.

Product distribution strategy: Sales & Marketing Team

Key executives: Marc J. Eisenberg, Chief Executive Officer | John J. Stolte Jr, Executive Vice President, Technology and Operations | Craig E. Malone—Executive Vice President, Product Development.

Key board members: Jerome B. Eisenberg, Chairman

Key partnerships: Space X, Garmin, Tomtom, AT&T, Carrier Corporation, McLeod, TWM, ALK, Drivewayze


Contacts: Chris MacDonald | macdonald.chris@orbcomm.com
Chris Corlee | corlee.chris@orbcomm.com

PEIR

www.PEIRmobile.com

Speaker: David Carnes

Founded date: November 2016

Product being demoed: PEIR – Photo Equipment Interchange Receipt Mobile App

How would you describe your company?: PEIR™ was created to fill a void and eliminate pain in the Transportation, Logistics & Shipping (TLS) industries by utilizing Blockchain to create irrefutable photographic proof of the actual physical condition of equipment being interchanged between parties.

How would you describe your product?: PEIR is an easy to use, intuitive mobile app that provides a permanent, irrefutable Blockchain photographic record of an event utilizing an iOS or Android mobile device with Internet or Wi-Fi connectivity.

Product distribution strategy: Distribution through Apple’s App Store or Google’s Play with registration through mobile devices or web.

Key executives: Tom R. Burke, Founder

Key board members: John Teles | David Carnes

Key partnerships: PEIR is working with specific partners within the TLS industries where PEIR can add value and further enhance the partner’s product to their market base. Partners will become public upon PEIR’s general availability (GA).

Key customers: PEIR is currently in Beta with GA planned for shortly. Key customers will become public upon PEIR’s GA.

Contacts: Tom Burke | tburke@peirmobile.com
Phillips Industries / TrailerNet

www.trailernet.com

Speaker: Gerry Mead | Kent Crymes

Founded date: 1928

Product being demoed: TrailerNet™

How would you describe your company?: Phillips Connect Technologies develops products and services for the Class 8 commercial vehicle transportation space that leverage emerging technologies in IoT sensors and cloud computing.

How would you describe your product?: PCT has developed a connected IoT platform trademarked TrailerNet, that is a trailer mounted CPU, hardwired to system nodes that interface standard truck & trailer components via its patented sensor interface technology.

Product distribution strategy: OEM Installation; Fleet Specification

Key executives: Bill Ellis, Managing Director; | Gerry Mead, Executive Director of Innovation | Kent Crymes, Manager Business Development

Key board members: Rob Phillips, BOD | Dave Phillips, BOD

Key partnerships: Fleet Complete – Toronto, Canada Connected Holdings – Newport Beach, California

Contacts: bellis@phillipsind.com | gmead@phillipsind.com | kcrymes@phillipsind.com

project44

www.p-44.com

Speaker: Jason Kerner

Founded date: February 20, 2014

Product being demoed: Existing project44 LTL API solution combined with a Blockchain prototype built on Hyperledger Fabric.

How would you describe your company?: project44 is a logistics technology company that connects shippers and 3PLs to their carriers through TMS integrations, providing dynamic data to get full visibility in to the shipment workflow. Our solutions can be configured to meet your business needs when it comes to planning, transit, and documentation.

How would you describe your product?: This demo will show a possible application of Blockchain technology in the LTL shipment lifecycle that currently leveraging an API foundation for automation and visibility. Focusing on key milestones, documentation and the transfer of assets during the LTL shipment lifecycle, see how APIs can automate information and documents being added to a Blockchain that will provide a transparent, immutable record of an LTL shipment.

Product distribution strategy: The project44 API solution is a TMS / ERP / WMS agnostic cloud platform. It can be leveraged by on premise and cloud based applications.

Key executives: Jett McCandless, CEO | Tommy Barnes, President | Mike Reed, Chief Technology Officer | Dave Walker, Chief Revenue Officer

Contacts: Jason Kerner | jason@p-44.com
Redwood Logistics

www.redwoodlogistics.com

**Speaker:** Eric Rempel, CIO | John Pattison, Senior Innovation Architect

**Founded date:** August 2001

**Product being demoed:** Redwood Connect- Blockchain Visualizer

**How would you describe your company?** Redwood Logistics is a technology powered, people driven, multi-modal logistics provider. Our partnerships range from transaction brokerage engagements, to fully outsourced 4PL solutions.

**How would you describe your product?** Redwood connect is our cloud-based supply chain integration platform. The Blockchain visualizer is a proof of concept built to demonstrate the high-speed data movement integration capabilities and visualization tools available via Redwood Connect.

**Product distribution strategy:** Redwood Connect is available to all current and potential customers of Redwood Logistics.

**Key executives:** Mary Yeager, CEO | Todd Berger, President | Eric Rempel, CIO.

**Key board members:** Jack Holmes, Retired President UPS Freight | John Forbes (COO CI Capital Investments) | Fred Iseman (Chairman and CEO CI Capital Investments) | Jim Down (Retired Vice Chairman Mercer Management Consulting) | Dave Klugman (Former CEO Simplified Logistics) | Todd Berger (President Redwood Logistics) | Mark Yeager (CEO Redwood Logistics) | Joost Thesseling (Managing Director CI Capital Investments) | Sam Avampato (President Simplified Logistics).

**Key partnerships:** MercuryGate, Mulesoft, Amazon Web Service

**Key customers:** Baxter Health, Ariens, Taylor Farms, Kraft Heinz, Ball Corporation.

**Contacts:** erempel@redwoodscs.com | jpattison@redwoodscs.com | jcenters@redwoodlogistics.com

Riskpulse

http://www.riskpulse.com

**Speaker:** Matt Wensing

**Founded date:** 2012

**Product being demoed:** Riskpulse Sunrise

**How would you describe your company?** Riskpulse is equipping global transport with new benchmark analytics by forecasting risks to inventory in transit, enabling greater influence, resilience and responsiveness.

**How would you describe your product?** Our platform produces the Riskpulse Score (RPS) for supply chain planners and transportation teams. These scores support or automate decisions regarding scheduling, mode, and equipment for over the road and intermodal transit. Riskpulse scores can be ingested through APIs, visualized on Maps, or downloaded through reports.

**Product distribution strategy:** Direct sales & OEM partners (3PL’s, TMS providers).

**Key executives:** Simon Woods, Incoming CEO | Stephen Bennett, COO | Adrian Rego, CTO | Matt Wensing, Chief Strategist.

**Key board members:** JP Plavan (Exec Chairman) | Hans Hickler, former CEO DHL Express | Gordon Daugherty, investor | Steve Forte, VC.

**Key partnerships:** 10-4 Systems/Trimble

**Key customers:** Unilever, AB InBev, MillerCoors, Honda.

**Contacts:** Matthew.wensing@riskpulse.com | Simon.woods@riskpulse.com
Sagewise

Sagewise.io

Speaker: Amy Wan | Daniel Rice

Founded date: April 2017

Product being demoed: Sagewise

How would you describe your company?: Sagewise is a safety net for smart contracts. We provide the toolkit for unforeseen errors and disputes in smart contracts, so that businesses can transact with confidence and certainty on the blockchain.

How would you describe your product?: Sagewise provides smart contract safety tools, including its ContractCanary—a smart contract monitoring and notification system; the Sagewise SDK—which allows smart contract execution to be frozen; and a dispute resolution marketplace for smart contract users to resolve their disputes.

Product distribution strategy: Open-source software development kit (SDK)

Key executives: Amy Wan, CEO | Daniel Rice, CTO

Key board members: Amy Wan, CEO | Daniel Rice, CTO

Key customers: Sweetbridge

Contacts: amy@sagewise.io | dan@sagewise.io

Salesforce

www.salesforce.com

Speaker: Brian Lee

Founded date: March 1999

Product being demoed: Salesforce

How would you describe your company?: Salesforce is the world’s #1 CRM company. Our industry-leading Customer Success Platform has become the world’s leading enterprise cloud ecosystem. Industries and companies of all sizes can connect to their customers in a whole new way using the latest innovations in cloud, social, mobile and data science technologies with the Customer Success Platform.

How would you describe your product?: Salesforce is the world’s #1 customer relationship management (CRM) platform. Our cloud-based applications for sales, service, marketing, and more enable you to connect to customers in a whole new way. Behind the billions of connected apps, devices, sensors, and sites, there are customers. Salesforce is the only platform designed to put your IoT data where it will do your customers the most good: connected with customer data, giving you new insight into behavior and preferences, allowing you to deliver the right service at the right moment.

Product distribution strategy: Direct Sales, Partner Ecosystem

Key executives: https://www.salesforce.com/company/leadership/

Key board members: https://www.salesforce.com/company/leadership/

Key customers: https://www.salesforce.com/customer-success-stories/

Contacts: Brian Lee | 404-434-7433 | brian.lee@salesforce.com
Slync.io
www.slync.io

Speaker: Chris Kirchner, CEO & Co-Founder | Raj Patel, CPO & Co-Founder

Founded date: March 2017

Product being demoed: Slync Logistics

How would you describe your company?: Slync is an intelligent, blockchain-based platform revolutionizing the ways partners exchange value in the supply chain.

How would you describe your product?: Slync is an easy to use, simple to setup, blockchain solution for all users at all stakeholders in the global supply chain. Slync is the most accessible blockchain solution on the market today. Slync Simple 3 Step Process: Pick Your Asset (serial, shipment ID, etc) | Pick Your Partners (Who will touch this asset in the supply chain?) | Pick Your Data (What data will each of the partners be sharing and what are the connectors?).

Product distribution strategy: We are selling direct to supply chain stakeholders including shippers, carriers or brokers, and in tandem with ISV/other strategic partners.

Key executives: Chris Kirchner, CEO | Raj Patel, CPO | Varun Dodla, Head of Platform | Sutthipong Thavisomboon, Head of Blockchain | Kapil Gowru, Head of User Experience and Design.

Key board members: Jim Atwell, former Managing Partner of Tech, Media, and Communications Practice at Deloitte | Samuel Israel, former CEO of DHL Global Forwarding LA | Tom Wrobleski, Senior Client Partner Korn Ferry.

Key partnerships: Deloitte, UPS Global Customer Solutions, V-Soft Consulting

Key customers: Announcing several between now and transparency, can’t currently disclose due to NDA.

Contacts: Chris Kirchner | CEO Slync.io | ckirchner@slync.io

FreightWaves SONAR

www.freightwaves.com

Speaker: Michael Vincent, EVP of Sonar | Ben Murphy, Head of Product

Founded date: June 2016

Product being demoed: SONAR

How would you describe your company?: The Sonar Market Dashboard is powered by FreightWaves. FreightWaves is the top source for real-time updates, news and commentary for trucking and FreightTech.

How would you describe your product?: The Sonar Market Dashboard provides a central location for users to access insights, news, commentary, and indices that give them real-time visibility into what’s happening in the freight markets. Millions of data points are brought to life through technical charting and heat maps, giving users unprecedented visibility into the market.

Product distribution strategy: Sonar is officially launching May 22. Trading on the theme of real-time data and econometrics, FreightWaves developed the Sonar Dashboard to give freight transportation and financial markets participants real-time market data and insights that allow them to make smarter freight transportation and investment decisions more quickly and efficiently.

Key executives: Michael Vincent

Contacts: Michael Vincent, mvincent@freightwaves.com
TMC a division of CH Robinson / Microsoft

**www.mytmc.com**

**Speaker:** Pat Flynn-Cherenzia, Senior Director, Global Logistics and Fulfillment at Microsoft | Chris Cutshaw, Global Account Manager at TMC a Division of CH Robinson

**Founded date:** January 1, 1999

**Product being demoed:** Navisphere Vision

**How would you describe your company?:** TMC is the technology and managed services division of CH Robinson who is one of the world’s largest 3PLs with 14,000 employees globally and revenues of $14 billion. TMC focuses on building and implementing 4PL managed solutions that are delivered on a single instance global TMS called Navisphere.

**How would you describe your product?:** Navisphere Vision is a global supply chain visibility platform that provides real time tracking of in transit and domiciled inventory, along with ability to correlate and assess potential disruptions in real time.

**Product distribution strategy:** Currently we are onboarding targeted customers, who already have multi-service relationships with CHR to help drive roadmap for next 18 months.

**Key executives:** Jordan Kass, President, TMC | Chris O’Brien, Chief Commercial Officer | Brent Nagy, Vice President of Enterprise Customer Strategy, CHR

**Key customers:** Microsoft

**Contacts:** Chris.Cutshaw@mytmc.com | Brent.Nagy@CHRobinson.com | pacheren@microsoft.com

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TransCard

**www.transcard.com**

**Speaker:** David Samples, CTO | Ed Kelley, Vice President of Financial Institutions

**Founded date:** 2012

**Product being demoed:** Paynuver, corporate disbursement platform

**How would you describe your company?:** Our mission is to build and service a world-class technology platform that supports innovative payment solutions across multiple markets.

**How would you describe your product?:** TransCard’s SaaS based funds disbursement & management platform called Paynuver, takes regulatory, time and cost burdens off payers while providing payees with secure, self-service options to receive their money.

**Product distribution strategy:** Direct and Resellers

**Key executives:** Greg Bloh, CEO | David Samples, CTO | Ed Kelley, VP Financial Institutions

**Key partnerships:** Jack Henry, Iqvia, MasterCard, VISA, CenterState Bank, Florida Capital Bank

**Key customers:** US Xpress, US Bank, MGM Resorts, in addition to over 250 issuing financial institutions

**Contacts:** David Samples | dsamples@transcard.com | Ed Kelley | ekelley@transcard.com
Transflo

www.transflo.com

**Speaker:** Doug Schrier | Salem Elnahwy

**Founded date:** 1991

**Product being demoed:** Transflo Telematics and Enterprise Mobile Solution

**How would you describe your company?** Transflo® by Pegasus TransTech is a leading mobile, telematics, and business process automation provider to the transportation industry in the U.S. and Canada. The company delivers real-time communications to thousands of fleets, brokers, and commercial vehicle drivers. The company's mobile and cloud-based technologies digitize nearly 500 million shipping documents each year, representing approximately $54 billion in freight bills. Organizations throughout the Transflo client and partner network use the solution suite to increase efficiency, improve cash flow, and reduce costs.

**How would you describe your product?** Transflo Mobile is the transportation industry's leading enterprise-level app which offers drivers an all-in-one app to manage the workday in a single place. Transflo Mobile's open architecture allows fleets to configure the experience for their drivers. By integrating with TMS systems, drivers are no longer tied to the cab of their truck to do their job. With near all-time access to load information through this highly reliable solution, Transflo Mobile is no longer simply a solution but an integral part of managing the logistics supply chain. Transflo Mobile is integrated directly with the Transflo Telematics solution capturing over 900M data points transmitted from the Transflo ELD T7 device on a daily basis. These components fuel our Transflo ecosystem where carriers, shippers, and brokers can digitally track the entire load.

**Product distribution strategy:** Direct sales, channel partner resellers, national retail partner network.

**Key executives:** Frank Adelman | Don Buke | Salem Elnahwy | Doug Schrier

**Key partnerships:** Geotab, Pilot Flying J, Love's, TA, Drivewyze

**Contacts:** dschrier@transflo.com | selnahwy@transflo.com | sales@transflo.com

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TriumphPay

www.triumppay.com

**Speaker:** Jordan Graft

**Founded date:** 2004

**Product being demoed:** Invoicing and payments on a distributed ledger

**How would you describe your company?** We are a division of a publicly traded bank, Triumph Bancorp, based in Dallas, TX. Triumph operates across several lines of financial services businesses including Triumph Business Capital, a leading factoring company in transportation.

**How would you describe your product?** Outsourced carrier payments for brokers and shippers with integrated supply chain financing.

**Key executives:** George Thorson, President
Jordan Graft, EVP Payments

**Key board members:** Steven Hausman | Aaron Graft | Carlos Sepulveda | Chuck Anderson | Robert Dobrient

**Key partnerships:** McLeod, TMW, Aljex, AscendTMS, MercuryGate

**Key customers:** Celadon Logistics, Edge Logistics, and Surge Transportation

**Contacts:** Jordan Graft | jgraft@triumphpay.com
TruckHub

www.mytruckhub.com

Speaker: Luis Lopez | Robbie Dillon

Founded date: 2017

Product being demoed: Truck Hub TMS

How would you describe your company?: Luis Lopez is the founder and started a transportation company in 2004 called DGD Transport, with over 110 assets, both locally and nationally, performing FTL, LTL and Container Drayage. We are now in the technology space not because of a “want” but because of a “need.” There simply aren’t systems in the market today that provide cloud based solutions for the modern 3PL, so we made TruckHub, an Uber Like Transportation Management System for today’s world.

How would you describe your product?: TruckHub is a cloud-based Transport Management system connecting Shippers, Brokers, and Forwarders to Trucking Companies, Dispatchers, and Drivers on one web-based platform, focusing on three main verticals within the logistics industry - Container Drayage, Last Mile Delivery, and Nationwide Full Truckload. The system contains 4 user platforms - Admin Platform (Super User), Shpper Platform, Dispatch Platform, and Driver Mobile App. TruckHub's core uses geo-fencing, API integrations, and data analytics giving all parties involved ultimate visibility and communication capabilities throughout the entire transportation process. TruckHub aims to help Truckers, Carriers (of all fleet sizes), and the Shipping Community streamline their workflow through live load tracking, automated status updates, and real-time proof of delivery.

Product distribution strategy: Subscription Base Platform

Key executive & board member: Luis Lopez

Key partnerships: GPS Insight, Quickbooks, Twilio, Tradeship, PC Miler, Tradeshift, DAT, Ansonia, Intercom, MailChimp, SendGrid, Magaya, Track and Trace, Zapier

Key customers: DGD Transport

Contacts: Luis Lopez | llopez@mytruckhub.com

Vnomics

www.vnomicscorp.com

Speaker: Lloyd Palum, CTO

Founded date: 2009

Product being demoed: True Fuel

How would you describe your company?: Vnomics provides advanced analytics solutions that enable fleets to understand and improve the operational efficiency of their assets.

How would you describe your product?: True Fuel is the driver-preferred solution to fairly measure, improve and reward driver fuel efficiency.

Product distribution strategy: Direct-to-fleet sales; other channel partnerships welcome.

Key executives: Lloyd Palum, Chief Technology Officer and Vice President, Engineering | Robert Magnant, Vice President, Product Strategy and Management | Andy Markese, Vice President, Sales and Marketing | Ed McCarthy, Vice President, Customer Success and Operations | Alan Farnsworth, Chief Executive Officer

Key board members: Ronald L. Zarrella, Chairman of the Board

Key partnerships: XPO Freight, Saia LTL, Upstate Niagara, Terpening

Contacts: Lloyd Palum | lpalum@vnomicscorp.com
Bob Magnant | bmagnant@vnomicscorp.com
Alan Farnsworth | afarnsworth@vnomicscorp.com
Upcoming Events

FreightWaves Forum

Georgetown University / Washington DC
September 13, 8:00am - 2:30pm

Join us for a day of informative sessions and thought leadership discussions focused on safety, risk management, cybersecurity, and public policy for the freight transportation industry. Part of the day will be dedicated to a small line up of live, rapid fire product demonstrations for 10 FreightTech companies with solutions serving these specific areas. Subscribe to freightwaves.com and check your inbox for more to come!

BiTA Fall Symposium & MarketWaves18

Gaylord Texan Resort & Convention Center / Grapevine, TX
November 12: BiTA Fall Symposium | November 13 and 14: MarketWaves18

Mark your calendars and book your tickets early... MarketWaves18 Fall event is coming! You can expect another jam packed agenda of industry leaders engaging on innovative, forward looking topics that are focused on the economics of freight, and discussing how the market is shaping up for 2019 and beyond. This event should appeal to CEOs, CFOs, operations, sales, and pricing analysts - or anyone looking at the economic outlook of the freight transportation industry. For BiTA members, MarketWaves will take place in conjunction with the BiTA Fall Symposium to allow you to more easily take advantage of both events. Look for a limited time offer with an early registration discount code for MarketWaves while on site at Transparency18 and subscribe to FreightWaves.com to keep up with the latest news on this ground breaking event!