ORISEI FREIGHT SOLUTIONS LLC · VC PITCH DECK

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◆ 1. COVER · THE 30-SECOND PITCH

The spirit of Califia, the power of modern freight..

ORISEI is a Twin Cities-based freight brokerage built around an operator-grade in-house TMS. We pair Oliver Cummins's 13 years on dispatch desks with a margin-aware booking engine, automated BOL/POD generation, and same-day carrier pay — so shippers get a named human who actually answers the phone and the kind of documentation discipline that big 3PLs still can't deliver.

> **Stage: Pre-revenue · Pre-launch.** The product is built and operating. The carriers, shippers, and revenue below are forward-looking targets, not current traction. This is what ORISEI is being raised to *go execute*.

◆ 2. THE PROBLEM

Property freight brokerage is a **$210B** industry where **32% of new brokers fail in their first year **and** 52% are gone by year 3** (SBA + TIA 2024). The reasons are remarkably consistent: silent dispatchers, broken paperwork, carrier liquidity problems, and the lack of margin-aware tooling that lets a small operator compete with the C.H. Robinsons of the world.

Shippers are tired of:

- Call-center roulette where no one owns the load.
- Late, illegible, or missing BOLs and PODs.
- Rate confirmations that don't match what hits the invoice.
- 24-hour radio silence when a load goes off-script.

◆ 3. THE SOLUTION

ORISEI is the brokerage these shippers wish existed:

- **One named human** owns every load from tender to POD.
- **Calafia-stamped BOLs and PODs** in the customer's inbox the moment the load is booked and the moment it's delivered (with photos).

- **Operator-grade TMS** ranks every load by forecast margin, vets every carrier in real time against MC/DOT/CSA, and auto-pays on a signed POD.
- **Five major load boards aggregated** (DAT One, Truckstop, Convoy/Flexport, Uber Freight, 123Loadboard) — bid the same hour.

◆ 4. WHY US · FOUNDER EDGE

Oliver Cummins spent 13+ years on dispatch desks before founding ORISEI. He has booked and rescued tens of thousands of loads, covered hot freight at 2 a.m., chased lumper checks across three states, and re-routed reefers around interstate closures with shipper CFOs on speakerphone. That experience is hard-coded into the ORISEI TMS — every workflow is the workflow he wishes he'd had on his desk twelve years ago.

◆ 5. CURRENT STATUS (THE HONEST READ)

Stage: Pre-revenue. No loads booked through the platform yet.

What's actually built and operational today:

- ORISEI TMS Command Deck — shipped, in production, fully functional.
- Brand-aware document engine — auto-stamped BOL / POD / compliance forms in < 800ms per document.
- Carrier-invite + onboarding pipeline with warm Resend-powered emails.
- Encrypted Connections vault for DAT, Truckstop, Convoy, Resend, RMIS, Carrier411, QuickBooks (Fernet at rest).
- Full marketing pack — carrier + shipper sell sheets, 3 LinkedIn launch posts, 3 cold-email sequences, MC-launch press release.
- Public investor executive summary at /investors with downloadable deck.

What's filed and in-progress (next 30–90 days, post-raise):

- MC authority + BMC-84 surety bond
- RMIS / Carrier411 carrier vetting integration
- DAT / Truckstop / Convoy live API key activation

◆ 6. MARKET SIZE

FIELD	DETAIL
TAM	$210B — US freight brokerage industry (TIA 2024).
SAM	$95B — TL + LTL property freight in the central + upper Midwest.
SOM (YEAR 3 TARGET)	$8.5M — Twin Cities + ND/SD/IA/WI lane corridor.

◆ 7. WHY NOW

- 3.7% annual industry growth, but the gap between "old paper brokers" and

"tech-enabled operator brokers" is widening fast (Armstrong & Associates).

- Property carriers actively seek brokers with **same-day quick-pay** — only

~18% of small brokers offer it today.

- FMCSA's 2024 broker-bond enforcement is accelerating consolidation —

capital-constrained brokers are exiting, creating shipper-side white space.

◆ 8. GO-TO-MARKET (TARGETS)

FIELD	DETAIL
YEAR 1 TARGET	Direct outbound to 250 target shippers in MN/WI/ND/SD/IA.
YEAR 1 TARGET	Carrier network grown to 600+ vetted carriers, 95% same-day pay.
YEAR 2 TARGET	Lane expansion into Chicago + Kansas City corridors.
YEAR 3 TARGET	Multi-broker desk (2 dispatchers + 1 ops manager) handling

160+ loads/month at 16.5% gross margin.

◆ 9. FINANCIAL FORECAST — 3-YEAR PRO FORMA

All figures below are **forward-looking targets**, not current revenue.

ORISEI is pre-revenue today.

FIELD	DETAIL
YEAR 1 (FORECAST)	129 loads · $277,350 revenue · $-58,665 EBITDA
YEAR 2 (FORECAST)	579 loads · $1,244,850 revenue · $5,830 EBITDA
YEAR 3 (FORECAST)	1,189 loads · $2,556,350 revenue · $155,452 EBITDA (6.1% margin)

Full monthly model in the data-room XLSX.

◆ 10. TARGET UNIT ECONOMICS (YEAR 1 MODEL)

These are the **target** unit economics built into our financial model,

not realized values — we're pre-revenue today.

- Avg revenue per load: **$2,150** (DAT 2024 spot-blend reference)
- Year-1 gross margin target: **10.0%** (new-broker reality; TIA mature median: 15.5%)
- Year-3 gross margin target: **15.0%** (industry median)
- Contribution per load: **$155** (target)
- CAC: **$1,800** (cold-start target)
- LTV / CAC: **3.6x** (3-yr target)
- Customer payback: **12 loads** (target)

- EBITDA break-even: **Month 22** (target)

◆ 11. PROJECTED PROBABILITY OF SUCCESS

Forward-looking projection — not historical performance.

- **90.0%** — projected Year-1 survival probability for

ORISEI given current capital, operator experience, and tooling. Computed via a weighted scorecard (industry base survival + capital + experience + tooling + authority + factoring + carrier pool + lane focus). Capped at 90% — the freight market has irreducible volatility no setup can erase.

- **Band: STRONG** — Top-quartile setup — capital, experience, and tooling all aligned. Inherent freight-market volatility still applies.
- Operator-grade TMS contributes an estimated **+5 pts** of Year-1 survival

lift over paper-broker baselines (operator estimate, not peer-reviewed).

◆ 12. COMPETITION

FIELD	DETAIL
MEGA 3PLS (CHR, XPO, ECHO, COYOTE)	scale + balance sheet, but no

named-broker accountability and notorious shipper-friction.

FIELD	DETAIL
MOM-AND-POP BROKERS	relationship-driven but paper-bound,

no tooling, no quick-pay, high failure rate.

FIELD	DETAIL
ORISEI	the rare hybrid — operator relationships with software-driven

discipline.

◆ 13. THE ASK

- Raising **$500,000 SAFE** at a **$4.0M cap with 20% discount**.
- Use of funds: authority + bond + insurance, carrier vetting tooling,

load-board subscriptions, founder runway, marketing, and quick-pay working capital.

- **Post-raise milestone targets**:
- First paying shipper within **30–60 days** of close.
- **Carrier network of 300+** by Day 90.
- **EBITDA break-even targeted by Month 22** (honest baseline).

◆ 14. WHAT'S DE-RISKED (VS. TYPICAL PRE-REVENUE BROKERAGES)

- TMS Command Deck **shipped and operating** (this very platform). No software risk left between us and Day 1.
- 14 launch-day provider integrations pre-wired in the Connections vault — just need the keys.
- Calafia-stamped document templates auto-generate in under 800ms — zero documentation risk on Day 1 loads.
- 13-year founder operating history; references available on request.
- Marketing pack, public investor site, and cold-email sequences already built — Day 1 of outbound is a copy-and-send operation.

◆ 15. CONTACT

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◆ 16. THE JADEOS STACK · ONE THESIS · THREE PRODUCTS

This pitch covers Hot Shot TMS (Product 03). It is one of three products on a single cap table:

- **Product 01 · JadeOS Quantum AI** (flagship) — AI command center for builders & founders. 50+ modules, voice-first "Hey Jade", persistent memory across modules. 128-qubit Qiskit Aer + Claude Haiku 4.5. **Status:** Beta.

- **Product 02 · JadeOS-Agent Suite** (freight-vertical productization) — Six AI agents that sit on top of any TMS (Hot Shot or McLeod / Descartes / TMW): rate-floor guard, audit chain, workflow memory, active claims, dispatch copilot, settlement watchdog. **Status:** 1 live prod · 2 live partial.

- **Product 03 · Hot Shot TMS** (operator-built system of record) — Transportation management for the hot-shot small-to-mid carrier segment incumbent TMS vendors don't serve well. **Status:** Build complete · ready to deploy.

Same builder. Same persistent-memory substrate. One investable thesis.

Full three-product thesis → https://mpls-automation-hub.emergent.host/