



ORISEI FREIGHT SOLUTIONS LLC · INVESTOR ONE-PAGER

At-a-glance · Confidential

Document ID: **ORI-333D5B548F**

Issued by Orisei Freight Solutions LLC · 2026-09-05

The spirit of Califia, the power of modern freight.

◆ THE 60-SECOND PITCH

ORISEI is a Twin Cities-based property freight brokerage built around an operator-grade in-house TMS. We pair a 13-year founder with a margin-aware booking engine, auto-stamped BOLs, dock-photo PODs, and same-day carrier pay — so shippers get a named human who answers the phone and the kind of documentation discipline that big 3PLs still can't deliver.

Stage: Pre-revenue · Pre-launch. Product is built and operating.

All financial figures below are forward-looking targets, not realized revenue.

◆ MARKET & WHY NOW

FIELD	DETAIL
TAM	\$210B US freight brokerage (TIA 2024)
SAM	\$95B Midwest property TL/LTL
SOM (YR 3 TARGET)	\$8.5M Twin Cities + Upper Midwest corridor

- **32%** of brokerages fail Year 1 · **52%** by Year 3 — opportunity for operator-grade tooling to redefine the bar.

◆ FINANCIAL FORECAST (BOOTSTRAP BASELINE · NOT REALIZED)

FIELD	DETAIL
YEAR 1 (TARGET)	\$277,350 revenue · 129 loads
YEAR 2 (TARGET)	\$1,244,850 revenue · 579 loads
YEAR 3 (TARGET)	\$2,556,350 revenue · 6.1% EBITDA

◆ TARGET UNIT ECONOMICS

- \$215 gross profit per load (Y1 target) · LTV/CAC **3.6x** (3-yr target)
- **12-load payback** on customer acquisition cost (target)
- Operator-grade TMS adds an estimated **+5 pt** Year-1 survival lift over paper-broker baseline (*operator estimate*)

◆ WHAT'S ALREADY DE-RISKED

- TMS Command Deck shipped and operating in production
- Brand-aware BOL / POD / compliance document engine live
- Marketing pack + public investor page already published
- 13-year founder operator track record

◆ THE ASK

\$500,000 SAFE @ \$4.0M cap, 20% discount. Targeting first paying shipper within 30–60 days of close, EBITDA break-even by Month 22.

◆ CONTACT

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◆ PART OF THE JADEOS STACK

1 of 3 products on one cap table.

JadeOS Quantum AI (flagship) · JadeOS-Agent Suite (freight agents) ·

Hot Shot TMS (system of record).

Full thesis → <https://mpls-automation-hub.emergent.host/>