



ORISEI
FREIGHT SOLUTIONS

HOT SHOT TMS · VC PITCH DECK

Series Seed · Confidential

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◆ 1. COVER · THE 30-SECOND PITCH

Hot Shot TMS — one Transportation Management System that re-themes itself for any company in 60 seconds. Built by Oliver Cummins, a 13-year logistics practitioner who has personally lived every workflow the platform surfaces.

◆ 2. THE PROBLEM

The TMS market is a \$15B prison sentence. SAP TM, Oracle OTM, and Manhattan each take 6–18 months to deploy, \$500K–\$2M to license, and require a 4-person implementation team. Mid-market shippers (\$100M–\$2B revenue) are systematically priced out, forced to run on Excel + email or duct-tape together a half-dozen disconnected SaaS tools.

◆ 3. THE SOLUTION

A single white-label TMS that ****skins** itself for the prospect's company

DURING the sales call**:

- Type the company name → Claude Sonnet 4.5 generates the brand profile in 5 seconds.
 - Watch the entire app — colors, sample data, ERP context, suppliers, lanes, document headers — re-shape around the prospect in real time.
 - 60 seconds to a fully-themed live demo. 5 days to production deployment.
- No implementation lead time. No 18-month sales cycle.

◆ 4. WHY US · FOUNDER EDGE

Oliver Cummins has spent **13 years** in supply chain & logistics across all six modes — truckload, LTL, parcel, ocean, air, rail. International specialist (ocean booking lanes, customs clearance, FTAs, cross-border compliance). Currently Transportation Analyst (prev. Fortune-500 industrials). Headquartered in **Plymouth, Minnesota**.

Every screen in Hot Shot TMS was prototyped on ****real loads, real BOLs, real customer escalations****. Software houses can't fake 13 years of muscle memory.

◆ 5. THE PLATFORM · WHAT'S BUILT

50+ integrated modules · 200+ API endpoints · 16 visual themes · 77-brand directory · 45 carrier-scorecard metrics

- **Command Deck** — live map, weather, traffic, KPIs, broker feed, mini-calendar.
- **Truckload Booking Sheet** — team-shared live board with 4-second sync.
- **Multi-modal Live Tracking** — TL · LTL · parcel · ocean · air · rail on one map.
- **Equipment & Yard** — drag-drop XLSX → instant door map, dwell, carrier mix.
- **Carrier Onboarding** — MC/DOT/CSA vetting + W-9/COI + auto-stub on new names.
- **45-Metric Carrier Scorecard** — CSCMP/ATA/ISO 9001 aligned, weighted composite.
- **Trade Compliance Desk** — 11 Incoterms 2020, 301/232, USMCA, FTZ, ACE.
- **Document Vault** — GridFS-backed insurance, COI, W-9, contracts, MSDS.
- **AI Company Themer** — Claude Sonnet writes brand profiles in 5 seconds.
- **Connections Vault** — Fernet-encrypted credentials for 14 integrations.

◆ 6. PLUG-AND-PLAY ARCHITECTURE

9 ERP connectors out of the box: SAP S/4HANA · Oracle Fusion · Microsoft

D365 F&O · NetSuite · Infor M3 · Sage X3 · Epicor Kinetic · IFS Cloud · Custom REST.

14 launch-day integrations pre-wired:

- Load Boards · DAT One, Truckstop, Convoy/Flexport, Uber Freight, 123Loadboard
- Factoring · Triumph, Apex Capital, OTR Capital
- Carrier Vetting · RMIS, Carrier411
- Email · Resend · Accounting · QuickBooks Online
- Regulatory · FMCSA · Insurance · Tivly

Drop your endpoint URL, paste your service-user credentials, hit ****Test Connection**** — done. Live orders, shipments, customers, and materials flow into the app immediately. Encrypted at rest with Fernet. Zero plaintext in logs. Multiple environments (PROD, QAS, DEV) side-by-side.

◆ 7. CHANGEABILITY · THE RE-THEME WEDGE

The wedge that wins enterprise deals. Most TMS implementations take 6–18 months. Hot Shot TMS skins itself for the prospect's company **DURING** the sales call.

What re-themes instantly:

- Company name + short name + tagline across every page
- Primary + accent palette (16+ named themes)
- Sample data: products, suppliers, lanes, facilities, drivers
- ERP context: connector defaults swap to match the brand

- Document headers: BOLs, PODs, compliance forms re-stamp instantly
- Marketing copy: landing page, services, contact, investor pages

What stays put:

- User accounts, roles, RBAC
- Document history + audit trail
- Connections vault credentials
- Server-side encryption keys

◆ 8. MARKET SIZE

FIELD	DETAIL
TAM	\$15.3B global TMS market by 2030 (Gartner)
SAM	\$4.2B North American mid-market segment (\$100M–\$2B revenue shippers)
SOM (Y3 TARGET)	\$12M (50 logos × \$240K average ACV)

◆ 9. GO-TO-MARKET

FIELD	DETAIL
YEAR 1	Founder-led sales. 5 anchor logos (5 MN-based industrials).
YEAR 2	Productize playbook. 25 logos. First sales hire.
YEAR 3	Scale to 50 logos. Channel partnerships with major 3PLs.
DISTRIBUTION WEDGE	60-second skinned demo on every prospect call.

◆ 10. BUSINESS MODEL

FIELD	DETAIL
BASE LICENSE	\$24K/year per tenant
PER-INTEGRATION	\$2K/year per active ERP/load-board/factoring connector
PER-SHIPMENT	\$0.10 metered (caps at \$48K/year)
AVERAGE ACV	\$80K–\$240K depending on integration count + volume
GROSS MARGIN	70% at scale (mostly Mongo + LLM token + Resend + hosting)
CAC	sub-\$5K via founder-led sales in Y1, \$15K target via channel in Y3

◆ 11. WHY NOW

- SAP/Oracle implementation backlog at all-time high (18-month wait lists).
- Mid-market shipper IT budgets contracting — looking for opex SaaS, not capex.
- Claude Sonnet 4.5 finally makes "AI-generated brand profiles" production-quality.

- Emergent platform reduces SaaS deployment from 6 weeks to 6 hours.

◆ 12. COMPETITION

FIELD	DETAIL
SAP TM · ORACLE OTM · MANHATTAN	enterprise-grade but 6-18 month deploys, \$500K-\$2M licenses.
MERCURYGATE · BLUJAY · 3GTMS	solid mid-market but no white-label, no re-theming.
EXCEL + EMAIL	still the #1 competitor for \$100M-\$500M shippers.
HOT SHOT TMS	the rare hybrid — enterprise depth with 60-second skinning.

◆ 13. THE ASK

Raising **\$1.5M seed round** at a **\$8M post-money cap, 20% discount SAFE**.

Use of funds:

- 1 senior full-stack engineer (12 mo) — \$180K
- 1 founding sales hire — \$120K base + commission
- Founder runway (12 mo) — \$150K
- Marketing + outbound — \$200K
- Customer success / implementation engineer — \$130K
- Compliance + SOC 2 Type II audit — \$90K
- Working capital / contingency — \$230K
- Cloud infrastructure scaling (12 mo) — \$100K
- Sales tooling + CRM + sales enablement — \$80K
- Legal + IP + trademark — \$50K
- Brand + content production — \$40K
- Office + remote stipends — \$130K

◆ 14. WHAT'S ALREADY DE-RISKED

- Platform shipped and operating in production today** — not a prototype.
- 9 ERP connectors live + tested** — connect to any tier-1 system today.
- 14 launch-day integrations pre-wired** — just drop credentials in the vault.
- 77-brand starter directory** — instant re-theme demos for any prospect.
- Brand-aware document engine** — BOLs/PODs/forms render in < 800ms.
- 13-year founder operator track record** — references on request.

◆ 15. CONTACT

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