

This presentation contains numerous GIFs and may take a moment to fully load.  
We appreciate your patience



# HAULHERO

AI-Powered CoPilot for Logistics

<https://gohaulhero.com>  
[hello@gohaulhero.com](mailto:hello@gohaulhero.com)

# THE \$200B INDUSTRY

## SHIPPERS



Companies with freight to be moved  
(ex: Walmart, Home Depot)



## FREIGHT BROKERS



Companies that help shippers  
connect with carriers  
(ex: CH Robinson, Coyote Logistics)



## CARRIERS



Trucking companies that haul freight  
(ex: Swift Transportation, JB Hunt)


# TRADITIONAL TOOLS FALL SHORT 🤯


- **Unstructured Data Handling:** Traditional TMSs aren't equipped to handle the 80% of logistics data that is unstructured, such as emails, documents, texts, and phone calls. HaulHero is designed to seamlessly process this type of data.
- **Manual Data Entry:** Human operators often spend over 4 hours a day manually entering data, a time-consuming process prone to errors. HaulHero automates these tasks to save time and reduce errors.
- **User Experience:** With traditional systems, users often have to navigate across 5 different screens to complete a single task. HaulHero streamlines this with intuitive workflows, making it far more efficient.





# HOW IT WORKS


**Actions:** Seamless interactions with third-party logistics software through the execution of custom API endpoints, enhanced by pre-defined connectors with leading freight logistics providers.


Track Load  


Post Loadboard  


Validate Carrier  


Analyze Rates  


Load Details  


Freight Match  


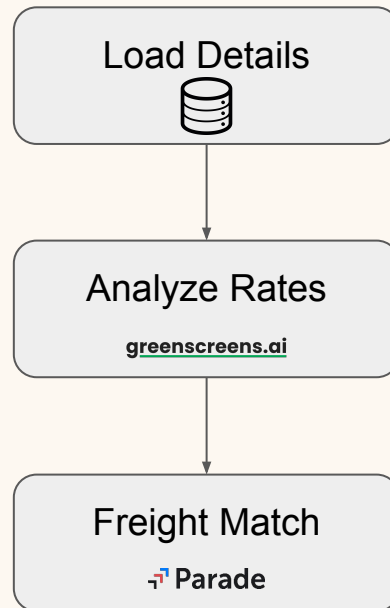
**Workflows:** Orchestrated series of “Actions”, customizable through optional parameters and conditional logic, designed to automate multifaceted logistics processes.

**User Command:**

Match Load 12345 to my best carriers and send them the load info

OR

Here's a CSV of loads. Identify the best rates for each load using greenscreens.



# UNIFIED EXECUTION

Initiate via chat, documents,  
images, audio, text in any format



Leverage AI algorithms to  
process both structured and  
unstructured data

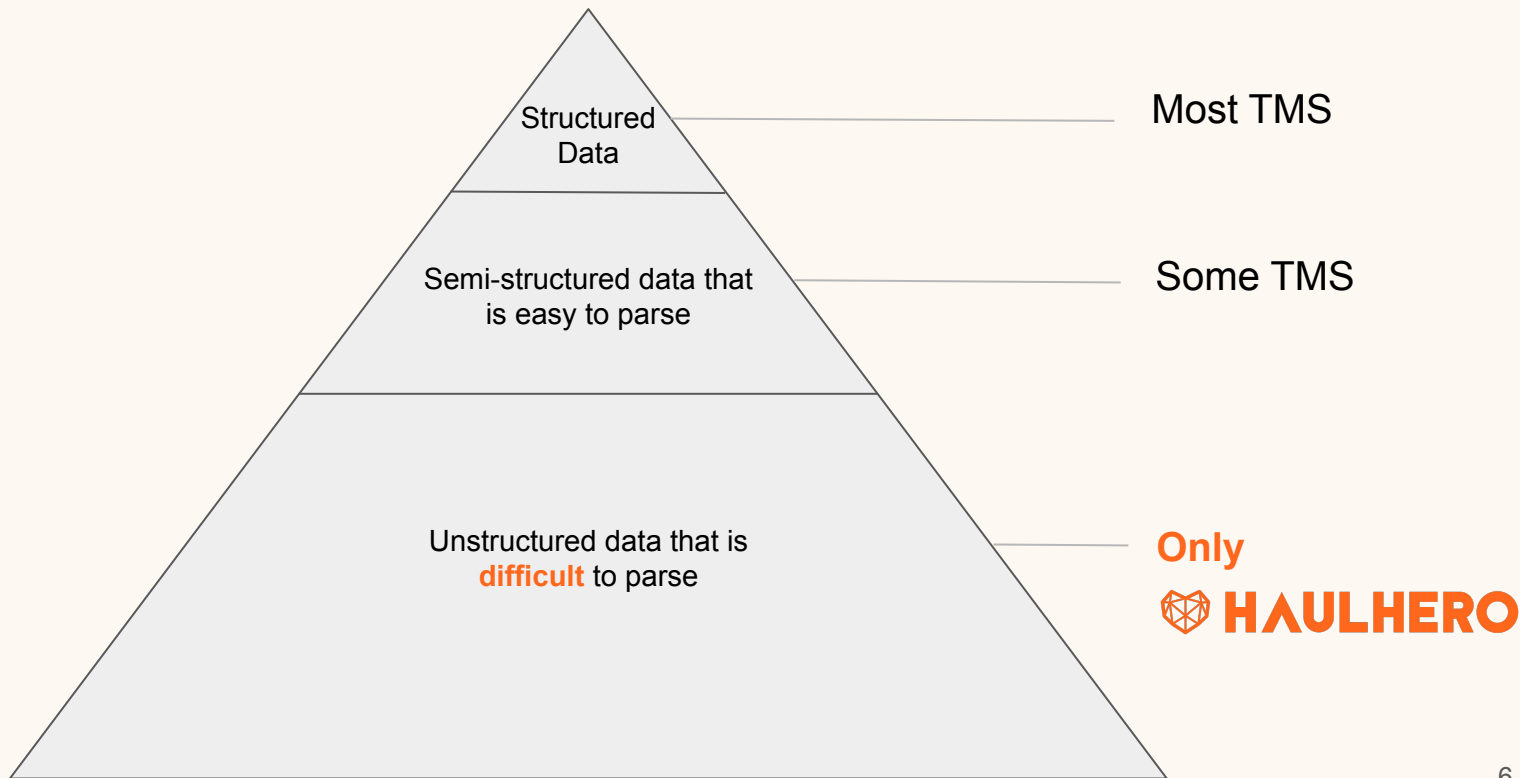


Automate workflow by intelligently  
sequencing API calls\* and  
workflows



\* companies listed for illustrative purposes only

# ANY FILE. ANY TEXT. ANY LAYOUT



Gmail

Search in mail

Active HaulHero N

Compose

- Mail
- Inbox
- Starred
- Snoozed
- Sent
- Drafts 25
- More
- Labels +

1 of 2,886

### Availability next week Inbox x

**John Smith** <founders@gohaulhero.com>  
to me

12:09 PM (5 minutes ago)

Hey Norman,

I'm going to be in Memphis next Wednesday(9/6) and I'm looking for some flatbed loads. What do you have for me?

Thanks!  
John Smith

Smith Transportation LLC - **MC111871**

Reply Forward

THIS IS THE LAST SLIDE



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