blendyd
Studios

FAST TRACK DRIVER HIRING

Blendyd automates common bottlenecks in CDL driver recruitment to support truck carriers and recruiters to get qualified, safe, and engaged drivers in seat faster!

STAGE: Pre-Seed

INDUSTRY: Transportation IT

MARKET SIZE: $400M

CURRENT RAISE: $425K

USE OF FUNDS: Grow software development team, enhance marketing, accelerate business development opportunities

MANAGEMENT TEAM

Morgan's 12 year career spans education, manufacturing, and ecommerce. Specializing in complex-business strategy, people optimization, and business transformation.

Morgan Russell Williams
CEO

Chris' 13 year career spans fintech, cybersecurity, and UX/UI design. Trained as a full stack engineer who leads teams to deliver products from inception, to code, to cloud.

Christopher Pawlukiewicz
CTO

COMPANY SNAPSHOT

PROBLEM
Slow hiring processes amply the $26B loss experienced by the trucking industry due to driver turnover.

SOLUTION
Blendyd is an all-in-one talent management system that provides carriers and recruitment companies with affordable, white-label automation technology to reduce hiring time 65%!

MARKET
We support the 60K small and medium-size US carriers with fleets between 10-500 trucks and the recruitment companies that support them.

MILESTONES
Our MVP is on-track to launch August 2023 with a truck driver recruitment firm. The paid pilot will onboard 5-8 individual carriers to our platform and result in approx. $60K ARR.

REVENUE MODEL
B2B SaaS company with flexible, monthly, 3-tiered pricing model, based on carrier fleet size. Additional features available. Estimated average monthly contract value per individual carrier is $890.

COMPETITIVE ADVANTAGE
Unlike competitors such as Driver Reach, Truck Right, and Tenstreet, Blendyd is launching as the first all-in-one, mobile-first, talent management system that automates prioritization of candidates based on pre-screen qualifications and specializes in integrating (or blending) with carrier's technology tools to provide easy adoption.

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