



# 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

**TAM:** \$26B **SAM:** 4.3B **SOM:** \$400M

**CURRENT RAISE:** \$500K; 20% Pre-Money SAFE

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

## COMPANY SNAPSHOT

### PROBLEM

Slow hiring cycles amply the \$26B loss experienced by the trucking industry's average 91% annual 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 20-500 trucks and the recruitment companies that support them.

### MILESTONES

We onboard 2 companies the first week of September for our paid MVP launch. Potential for \$60K ARR over next year. 3 Software engineers joined our team. Also, raised \$45K of current round.

### REVENUE MODEL

B2B SaaS company with a base price of \$489 (up to 70 drivers). Additional drivers (\$7pp) and features (\$14pp) available for additional cost. Estimated average monthly contract value per individual carrier is \$840.

### 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 the prioritization of candidates, enables 24/7 conversational AI tools, automated scheduling, and specializes in integrating (or blending) with carrier's technology tools to provide easy adoption.

## MANAGEMENT TEAM



**Morgan Russell Williams**  
CEO

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



**Christopher Pawlukiewicz**  
CTO

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.



**Lindsey England**  
CGO

Lindsey's life is rooted in transportation as a member of the C.R. England family. For 18+ years she's strategically built talent pipelines and culture in the trucking industry.