FAST TRACK DRIVER HIRING

Blended 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 amplify the $26B loss experienced by the trucking industry's average 91% annual driver turnover.

SOLUTION
Blended 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, Blended 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.

CONTACT: MORGAN WILLIAMS  EMAIL: MORGAN@BLENDYD.COM  WEB: WWW.BLENDYD.COM

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.