

# 2020

MEDIA KIT



 **Freightera**  
FREIGHT MARKETPLACE

# WHO ARE WE

We are a Vancouver-based startup that offers an online freight marketplace where manufacturers, distributors and wholesalers can instantly find and book shipments and get the best deals on shipping from hundreds of participating carriers, 24/7. It's like Expedia for freight.

On our digital platform, businesses across North America save time and money and protect the planet by choosing lower emission transport options, and freight carriers of all sizes market their services and prices for free to our rapidly growing number of customers.

Our mission is to make freight shipping easy, accessible, and green.



**EASY**



**ACCESSIBLE**



**GREEN**





## **FREIGHTERA**

was founded in 2014 by Eric Beckwitt and Zhenya Beck who several years earlier moved to Vancouver, British Columbia from the Sierra Nevada, California foothills to save their son from severe asthma, partially caused by air pollution.

Eric and Zhenya already had a history with green initiatives: Eric with environmental planning, Zhenya as an environmental journalist, and both as former international environmental exchange students.

They were aware of health impacts from their work and research, but their son's asthma made dry facts a very personal, visceral experience.

It's how Freightera's mission — to create a more economical, efficient and clean transportation system for the future, and transform one of the most polluting industries on the planet — came alive.

# COMPANY FACTS

**1,087**

CARRIER ACCOUNTS

**40+**

EMPLOYEES

**86%**

BOOKINGS VIA LOWER  
EMISSION CARRIERS

**6**

YEARS IN BUSINESS  
IN 2020

**23k+**

CITIES & TOWNS  
SERVED





**\$12.6**

MILLION GROSS REVENUE  
IN 2019

**320+**

VERIFIED 5-STAR  
REVIEWS

**13,200+**

REGISTERED MEMBERS

**3,000+**

REVENUE ACCOUNTS

**20+**

BILLION UNIQUE RATES IN  
THE SYSTEM



**COMPANY FACTS**



# COMPANY CULTURE

## **OUR CARE STARTS WITH EMPLOYEES**

Since inception, we've had an employee ownership program. In 2017, we introduced an employee award program, the Freightera Hero Award. The concept is simple: at the end of each year, all employees vote for their personal Freightera Heroes, and the winners get rewards in shares and cash.



## CARE MORE

We treat our customers' freight as our own, going the extra mile to assist with safe and on-time deliveries. We are fast and super-responsive to our customers and teammates, knowing that delays and uncertainties are stressful. We care for each other as friends and family and it spills out to our customers, carriers, and partners.



## CONTINUOUS IMPROVEMENT

We continuously improve our services and processes. We always simplify for ease of use and convenience, making shipping as hassle-free as possible for our customers.



## COLLABORATION

Teamwork makes the dream work. We listen to everyone and always look for collaboration and win-win, both inside the company and with all partners.



## CULTURE OF "A" PLAYERS

We'll win because we are committed to A-player performance, strive for high goals, and skip excuses.



## CAN-DO ATTITUDE

Our positive energy and can-do attitude help us solve impossible problems and get difficult stuff done.



## COURAGE

We behave with courage, honesty, and transparency, bringing all important matters to light.



## CREATIVITY

We bring creativity and innovation to everyday work.

# COMPANY MILESTONES

## 2014

## 2016



### MAY

Freightera was founded

### JAN

Listed over 250 revenue shipper accounts and 3 billion carrier lanes

### APR

Raised approximately \$0.9 million, bringing the total invested to date to \$2.1 million

### JUL

Listed in Fortune's Term Sheet

### SEP

Managed a six-figure shipping project which boosted annualized revenue by 50%

### OCT

Passed 5 billion lanes and 466 revenue accounts

# 2017

## **FEB**

Launched low emission freight marketplace

## **MAR**

Celebrated hypergrowth

Signed all 7 class 1 railroads in North America

## **APR**

Passed 6 billion lanes and 680 revenue accounts

## **SEP**

Major website redesign

## **OCT**

Featured among “Socially Responsible Companies” in Inc. Magazine

## **DEC**

Had 6,173 shipper accounts; 1,152 revenue accounts; and 14.5 billion lanes



# 2018

## **APR**

Had 600 carrier accounts and 16 billion lanes

## **MAY**

Booked 10,000th shipment

Went live with Canadian National rail rates

## **JUN**

Featured in the State of Vancouver's Green Economy 2018 report

## **NOV**

Organic customer growth accelerated

## **DEC**

Shipper accounts surpassed 8,963, with 1,770 revenue accounts, and over 5,440 shipments in 2018

Recognized by Frost and Sullivan as “profiled among the top 5 Key Automated On-Demand Brokerage Solutions—North America”

# 2019

## **JAN**

Surpassed \$7 million in financing

## **FEB**

Significant decrease in customer acquisition costs

## **MAR**

Made Rocket Builders' ICT "2019 Ready to Rocket" prediction list of companies with highest growth potential in BC

## **JULY**

Agreement with OV2 Investments 1 Inc. for public listing

## **DEC**

Had 11,339 shipper accounts; 2,442 revenue accounts, and over 21,531 bookings

Gross revenue surpassed \$12.6 million

# AWARDS & RECOGNITION

## **GLOBE AND MAIL'S REPORT**

Among Canada's top growing companies

## **READY TO ROCKET**

Among top private tech companies in BC

## **CONSUMER CHOICE AWARD**

Freight Brokerage category

## **BUSINESS IN VANCOUVER AWARD**

Top 100 Fastest Growing Companies

## **READY TO ROCKET**

Among top private tech companies in BC

## **CLEAN50 AWARD**

Outstanding Contribution to Clean Capitalism

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2020

2019



# AWARDS & RECOGNITION

## **TRANSPORT NEWS INTL AWARD**

The Best Online Freight Marketplace in North America

## **OWLER'S AWARD**

Canada's Most Likable CEO - 2nd Place

## **PLUG AND PLAY'S**

Global Supply Chain and Logistics Accelerator

## **W3 DESIGN SILVER AWARD**

Web Applications/Services

## **BCTECH TECHNOLOGY IMPACT AWARD**

Excellence in Product Innovation

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2017

2016



# AWARDS & RECOGNITION

**BC TECHNOLOGY INDUSTRY ASSOCIATION**

HyperGrowth Accelerator Program

2015





An aerial photograph showing a multi-lane highway running diagonally from the top left towards the bottom right. The highway is surrounded by a dense forest with green and yellow foliage. The title 'CONFERENCES & PUBLIC ENGAGEMENT' is overlaid in large white letters on the top left portion of the image.

# CONFERENCES & PUBLIC ENGAGEMENT



**MAR**

Freightera featured at the Canadian Financing Forum in Vancouver, BC

**2015**



**JUN**

Eric Beckwitt presented on the Future of Online Freight Shipping at BCTIA Hypergrowth



**SEP**

Freightera featured at the Techbrew Event by BCTIA

**2016**



**NOV**

Eric Beckwitt presented on the Green Future of Freight at the COP22 United Nations Climate Conference in Marrakesh, Morocco

# CONFERENCES & PUBLIC ENGAGEMENT

## NOV

Eric Beckwitt and Zhenya Beck of Freightera invited by the government of Canada to attend COP23 United Nations Climate Change Conference in Bonn, Germany

2017

## MAY

Freightera featured as the Canadian Business Showcase in the G7 Summit version of Climate Change: The New Economy

2018

## OCT

Eric Beckwitt Presented on Freight Brokerage Industry at the Surface Transportation Summit in Toronto, ON

## FEB

Eric Beckwitt featured speaker on “Disruptive Clean Technologies in Freight” at the Cleantech Alliance Breakfast in Seattle, WA

2019

## APR

Eric Beckwitt participated with fellow Clean50 sustainability leaders in an open letter in the Globe and Mail on Earth Day

# CONFERENCES & PUBLIC ENGAGEMENT

## MAY

Eric Beckwitt featured speaker at Connect 2019 Supply Chain, Management, and Technology Event in Bothell, WA

## JUN

Eric Beckwitt presented on Disruptive Clean Technologies in Freight at the GreenMarine GreenTech Environmental Conference in Cleveland, OH

## FEB

Eric Beckwitt presented “Digital Transformation of Freight” at the North America Cargo Logistics Conference in Vancouver, BC

2019

## JUN

Eric Beckwitt presented the Morning Keynote “A Green Future for Freight” at the Cleantech Innovation Showcase in Seattle, WA

2020

## MAR

Eric Beckwitt keynoted the Urban Freight Forum event “Cities Taking Freight Action” in Toronto, ON





“The Uber of Trucking”



“12 Trucking Tech Companies to Watch”



“Big Disruption in the Freight Industry On the Way”



“Key Automated Freight Solution in North America”

F R O S T & S U L L I V A N

“Green Freight Guru Grows Low-Emissions Marketplace”

 **FREIGHT**WAVES

“Becoming a Household Name in the North American  
Transportation Industry”

**trucknews.com**

“Highly Variable Pricing in the Market”

“Freightera has a Plan to Become Amazon of the Freight Industry”

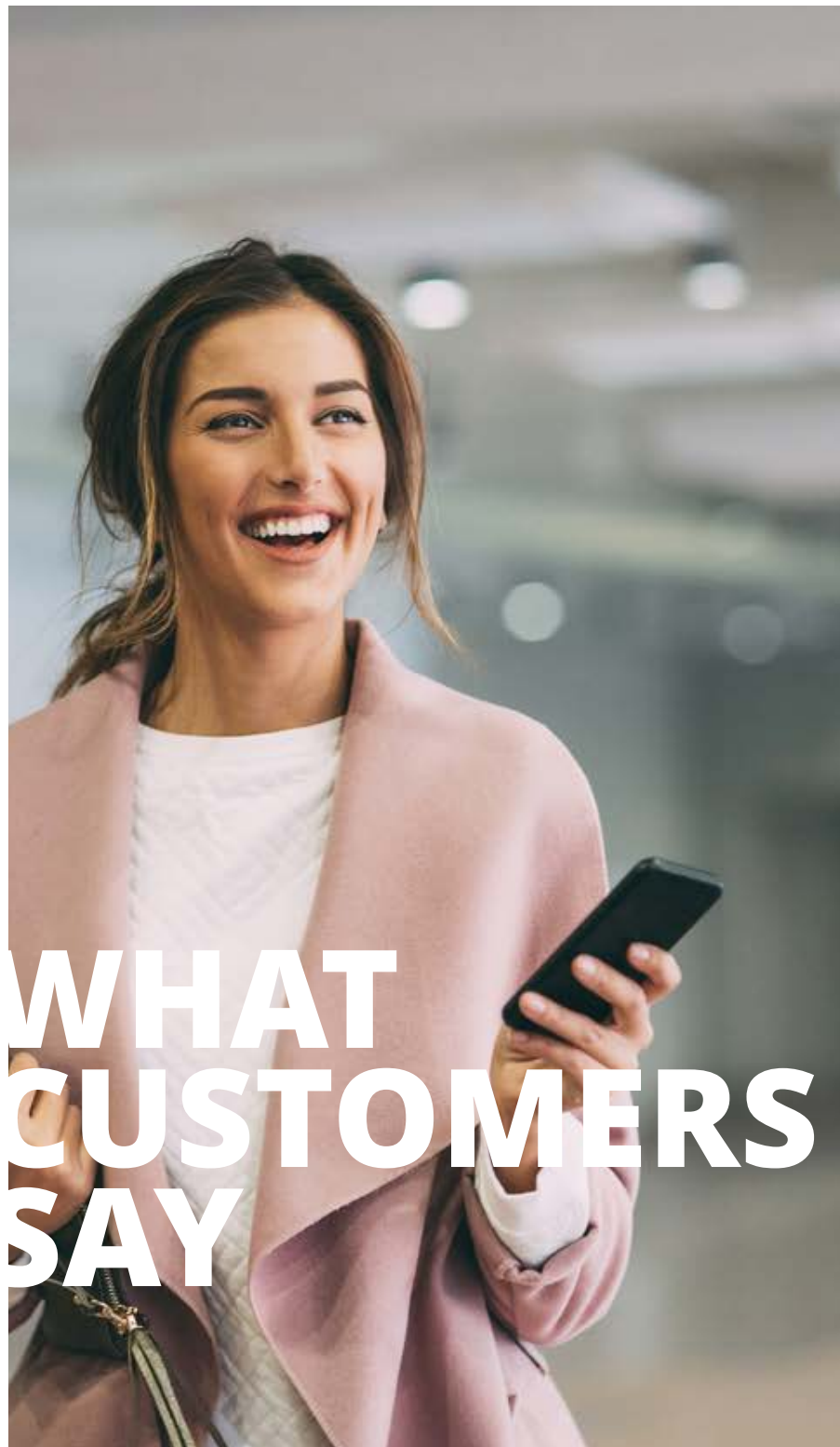
 **Shipper** CANADIAN



“Reinventing The Freight Industry”  
**Forbes**

“Revolutionizing Logistics”





“

I saved over 50% using Freightera over my previous company. The customer support staff was very helpful. I will definitely be using Freightera for all my future LTL shipments. Thank you Freightera!!!

**DOUG EATON**, CO-OWNER  
SURGICALLY CLEAR AIR  
MISSISSAUGA ONTARIO



“

I have been shipping with Freightera for the last 3 years, and as a wholesale business supplier I would say Freightera is the easiest, fastest, and the most reliable freight supplier I had business with for the last 16 years in furniture business.

**SAM BADRAN**, SALES MANAGER  
OAK FURNITURE  
YONKERS, NEW YORK



“

I've had excellent service from Freightera thus far. Their sales team has been prompt, efficient, detail-oriented, and has found extremely competitive rates for my shipment needs. All shipments have been picked-up and delivered on time, the tracking info has been accurate, and the arranged carriers have been provided appropriate communication for delivery.

**MICHAEL WOODARD, PM**  
CERES GREENHOUSE SOLUTIONS  
BOULDER, COLORADO



“

A great service that gives you confidence knowing you are getting the best price. I wouldn't ship any other way.

**DANIEL POGGI, OWNER**  
CLIMB BASES  
COQUITLAM, BC



# WHAT CUSTOMERS SAY

# SERVICES

## Freightera offers:

- ✓ Less Than Truckload
- ✓ Full Truckload
- ✓ Rail Services (in Canada, USA, and across the USA-Canada border)

## Membership Plans:

- + Basic FREE
- + SMB Plus
- + SMB Priority





# FOR THE SHIPPERS



## CONVENIENT

Find and compare the best carrier rates, all in one place, 24/7 — book shipments immediately



## ORGANIZED

Online shipment tracking and automatically generated shipping documentation



## RELIABLE

Reliable and experienced brokers at your service whenever you need assistance





## MARKET

Market your services for free to over 10,000 shippers and find new customers at no cost



## SAVE

Fill empty trucks & save money



## PERSONALIZE

You control the rates and coverage

# TRUSTED SHIPPER

TO 10,000+ COMPANIES





HUNDREDS OF

# CARRIER PARTNERS



# IN THE MEDIA



**Bloomberg**



**BUSINESS  
INSIDER**

**Entrepreneur**  
MAGAZINE

**Shipper** CANADIAN

**Clean50**  
Outstanding Contributors to Clean Capitalism



**Forbes**

**FORTUNE**

**SFGATE**

**Techvibes**

**YAHOO!**  
FINANCE

 **FREIGHTWAVES**



FROST & SULLIVAN

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**FASTEST  
100  
BUSINESS  
VANCOUVER**

**MarketWatch**



# MANAGEMENT TEAM

Freightera's team combines business acumen, technical expertise and a passion for helping customers and creating high impact win-win solutions.





## **ERIC BECKWITT**

**FOUNDER & CEO • CHIEF ARCHITECT • SYSTEM DEVELOPER**

- CEO and Chief Architect and System Developer
- Internationally recognized author and speaker on emissions reduction from freight transport
- Eric's passion is to work at the intersection of multiple disciplines and technologies, bringing people together to solve complex problems and create win-win solutions that are highly efficient, profitable, and sustainable



## **ZHENYA BECK**

**CO-FOUNDER • PRODUCT DEVELOPMENT • MARKETING**

- Web Development, Marketing and Communications expert with over 20 years of experience
- Originally trained as a journalist, and after a successful career in the field, she switched to Web Development and Ecommerce where she saw the future was heading
- Award winning specialist in digital analytics and online marketing



## **ROBERT MURRAY**

### **MANAGEMENT ADVISOR**

- Strategy, Leadership and Culture expert with more than 25 years of Executive Business experience in Marketing, Sales, Operations, Business Development and General Management in over 20 countries
- Led 22 different start-up and turn-a-round initiatives from concept to success including billion-dollar business turnarounds with over 1,600 employees and five major business acquisition and integration projects
- Amazon bestselling author of “It’s Already Inside” and “Unlocked,” critically acclaimed books on leadership, business, and strategy



## **JACKIE LOCKE**

### **GENERAL MANAGER • OPERATIONS • TRAINING**

- Decorated Veteran with the Canadian Forces where she worked in Operations and Training for the Communications Department
- More than 10 years of experience in freight brokering
- At Freightera, Jackie is valued for her team spirit, leadership skills and diverse set of experience and expertise she brings
- She provides the best customer service that Freightera is known for. She won the Freightera Hero Award 2019



# ALEKSANDRA PONARINA

## BUSINESS DEVELOPMENT DIRECTOR

- Leads Carrier Relations and Software Development at Freightera
- She has been with Freightera since its inception in 2014, working in sales and customer service, carrier procurement, business development, and product management
- Aleksandra's enthusiasm, work ethic, creativity, organizational and people skills won her the Freightera Hero Award 2018 and Freightera Hero Award 2019



# WHAT DRIVES US

“I love working at Freightera because it allows me to think and work at the system level. It allows me to assemble and collaborate with an inspiring group of bright, thoughtful people and solve fundamental problems for the individuals that we work with and the larger society we all influence every day”

- ERIC BECKWITT

“It excites me that we share our mission of improving the lives of people around us: our families, coworkers, partners, and our customers - shippers and carriers. Our reason for existence is to transform freight from an inefficient and stressful industry into a high-tech and high-satisfaction environment”

- ZHENYA BECK

# WHAT DRIVES US

“I believe that if you love your job, you never work a day of your life. I enjoy helping people and at Freightera I get to take care of our staff and coach them through the ups and downs of a growing business in the ever changing freight industry. To lead a strong team of bright and talented people who show up everyday with a smile on their face is a beautiful thing and it makes my heart happy”

**- JACKIE LOCKE**

“Freightera means innovation, teamwork, and brilliant customer service. Our team is dedicated to exceptional customer service, and it naturally leads to long term relationships with our customers and our partners. Working in such an environment is stimulating and rewarding, because I am continuously learning from our customers, our partners, and our team”

**- ALEKSANDRA PONARINA**

## FREIGHTERA BY THE NUMBERS

~ December 2019 ~

# 141,988

automated quotes served

# 86%

bookings via lower emission carriers

# 23,000+

cities and towns served

# 20 billion+

unique rates in automated system

# 21,543

loads delivered

# 11,390

warehouses & manufacturers use Freightera

# 6-23

new warehouses & manufacturers signed daily

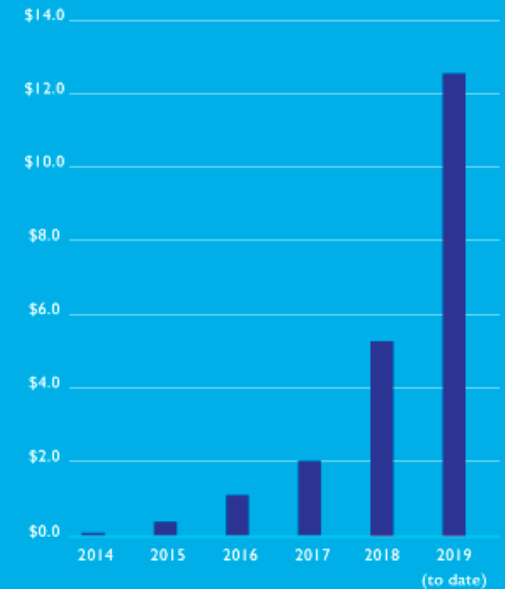
# \$9 million

raised to date

# \$37 billion

profit potential from immediate addressable market

## Gross Revenue (\$ millions)



# 239%

Average Annual Revenue Growth Rate (FY14 to FY19)



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