

# Truckstars – Executive Summary

**It's Uber for Truckers**  
**For logistics leaders, it's a lot more**

TRUCKSTARS



[www.truckstars.co.uk](http://www.truckstars.co.uk)

## Business Summary

Truckstars has been developed by industry insiders with over 40 years of logistics and HGV driver recruitment experience. It is an easy-to-use app that has been designed to help transport managers find the best HGV drivers to fill urgent HGV shifts. Correspondingly, the app empowers HGV drivers to select the temporary shifts that suit them, in real-time, and earn more money than the standard agency model.

## Customer Problem

Due to Brexit, an aging population, and the effects of Covid-19 there is a shortage of over 100,000 HGV drivers in the UK today. There are also 300,000 drivers with valid licences who are currently not driving, due to a long-held dissatisfaction with the state of the industry.

## Our Solution

The Truckstars app connects transport managers with **star-rated and fully compliant** HGV drivers in **real time**. Truckstars takes less than 50% of the commissions of a traditional agency, while offering drivers dynamic pricing and real time shift selection.

This uber efficient platform will be the platform of choice for existing drivers and encourage lapsed drivers to return to the driving seat.

## Target market

In the UK, 300,000 HGV drivers complete approximately 80 million driver shifts per annum. 20% of these shifts are delivered via temp agencies. That's 16m annual driver agency shifts. Of those, 10% are for fresh food delivery, with 50% of the market in the South-East of England.

The food industry is the target market segment with greatest need for Truckstars, due to the high perishability of its products. By focusing on this core market, Truckstars will gain a 2.5% share of total driver shifts in the UK within 3 years.

## Competitors

Most of today's market is managed by driver recruitment agencies and job boards. Both the industry and drivers alike acknowledge that this is an outdated and inefficient model.

New tech entrants are coming into the market, such as Manchester-based Avail, who have recently raised £650,000 in investment. Based on our competitive intelligence analysis they are offering an online agency, with some basic tech on top.

Truckstars' vision is to completely disrupt and disintermediate the market with a technologically advanced product.

## Competitive Advantage

Truckstars will offer an algorithmic supply and demand-based pricing model, fully automated driver compliance technology, gamification, and services to accelerate driver onboarding, training, and quality rankings.

## Customers & Partners

Paul Pegg (Operations Director) and Richard Calder (IT Director) at Reynolds Catering Services have agreed to pilot and help develop the app. On Truckstars, Paul said,

*"Truckstars is effectively democratising the HGV driver industry."*

## Revenue Model

Truckstars commercial model is simple. For every booking we take 10% commission from the average £150 shift. This commission is 50-75% times lower than a traditional agency. Everything else is passed on to the driver.

Southampton University have rubber stamped this business plan, which projects 400,000 annual shift bookings per year, within three years. These projections deliver a gross margin of £6m and an EBIT of £2.7m

## Exit Strategy

Truckstars will be highly attractive to major logistics organisations such as Wincanton, or a major tech player like Amazon.

## Management

*Click name to view on LinkedIn*



**Jonny Goldstone** – Co-founder & Head of Operations – Logistics expert, and founder of Green Tomato Cars



**Noel Anderson** – Co-founder & Head of Marketing – Chartered marketer and MSc. in Digital Marketing



**Marc Fels** – Co-founder and Head of Sales – Thought leader in HGV recruitment, regularly appears on quality mainstream media, e.g. Newsnight

Other team members/contributors include a senior logistics director at Wincanton, front-end developer from Google, a chartered accountant, and a journalist from Commercial Driver.

## General information:

**Sector:** Transportation technology

**Stage:** Start-up, bootstrapped by founders

**Sales:** Pre-money, tested in market

**Debts:** Zero loans, credit or liabilities

**Shareholders:** Four founders own 100% of the company shares

## Funding

Truckstars is seeking £1m in funding to invest in: Marketing and driver acquisition £300k, Technology £400k and Operations £300k. Full three-year forecast and budget available.

## Contact

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