

THE  
**FUTURE  
OF FREIGHT**

Innovation is at an all-time high in the logistics space. Who's next to drive us into the future?



Featuring our friends at



**genlogs**



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# A NOTE FROM THE CEO: RICH KRUL



It was just under two years ago that I sat in my office and contemplated the groundwork for building something from the ground up. I wasn't necessarily unhappy at the time but I had this itch I could not seem to shake. Ideas of superior service due to an amazing team camaraderie and company culture were the starting point. Technology is great (and we use industry leaders plenty), but people just want a stress-free experience with any product or service they use. I couldn't help but think I could build a team and organization that could do this. I continued to ponder it, but there was a lot more to add to the equation, and I knew it.

Enter my Co-Founder Bryan Rekowski. Once we started discussing ideas, the snowball turned into an avalanche of strategy and processes. His background in Mexico made a cross-border focus obvious, and the general societal shift to nearshoring had already been in full effect. Were we ready though?

Any pause we had left the building in May 2023. It was time. We took the leap and started a very long process to launching. Pitch decks, financial models, and cold outreach dominated our days for eight long months.

And then, finally, we launched. And a full year later, we've learned more in 365 days than we ever could have imagined.

It has been an incredible first year. Finishing the year over \$4.5M in revenue is certainly not indicative of a "sure thing" but we're proud of it and our sights are set much higher in 2025. We have built an incredible team we love. We have amazing customer relationships we value dearly. We have serviced every load like our lives depend on it. And so far, that has been a solid formula.

We have a long way to go but we cannot thank everyone enough for the support, guidance, and trust in our first year. It has been one of the most rewarding experiences of my life and we're ready for much bigger things, and soon!

Thank you all greatly. More to come!



# Q4 REWIND



# THE FUTURE OF FREIGHT

From the start, Hoplite has chosen to be a tech-forward brokerage, leveraging cutting-edge tools and strong partnerships to drive growth and protect our shippers and carriers. Here are the industry leaders making a significant impact and why.





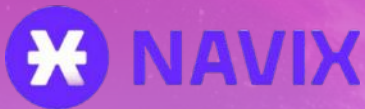
It's hard NOT to hear about GenLogs right now, and for good reason. Their nationwide cameras and sensors track trailers and tractors to combat double brokerage, prevent theft, and match capacity to lanes. Bonus: it can analyze shippers' supply chains. GenLogs is revolutionizing transparency in our industry—excited to see their impact over the next five years.



Think of Highway as a carrier compliance powerhouse. They streamline onboarding, enforce strict compliance, and uncover lane capacity with carrier telematics. Shippers should demand brokers use Highway for its unmatched cost savings and efficiency. New features are added almost quarterly at this point as well. They have been a fantastic resource and partner.



A disruptor in cross-border freight, Cargado brings rate transparency, operational clarity, and fast carrier access. Their focus on compliance, safety, and improving border operations is exactly what this market needs. They are more than a load board; They have become the preferred marketplace for cross-border deal-making and relationship-building in short order.



Navix leads in machine learning and automation for back-office tasks like invoicing, POD confirmations, and doc management. With unmatched experience and seamless TMS integration, they tailor solutions to streamline any operation. The efficiency gains can save an organization plenty of manpower and headache, and is more scalable than adding traditional staffing.



Greenscreens is a standout pricing platform, creating custom algorithms for each client to predict market trends and buying behavior based on your data and competitors. Their tools offer intel to guide your team, with seamless TMS integrations that make adoption a breeze. Quoting on-the-go has never been easier, and new features are introduced regularly.



These two are reshaping carrier interactions with AI reps handling calls and shipment inquiries efficiently. Drivers just want fast, accurate answers, and these tools deliver. Expect them to be industry standards within 5-7 years. The use of AI is becoming less and less taboo the more sophisticated this technology gets, and these two companies are leading the way.

## PARTNERSHIP PROFILE:



# genlogs



## A Conversation with CEO Ryan Joyce

It's been awhile since we have been as excited about a product as we are about GenLogs. The buzz is extremely merited, and when we initially met with CEO Ryan Joyce last fall we were quick to move forward with a partnership for a few reasons. Every feature simply adds efficiency, protection, and peace of mind. We're thrilled to feature them as a partner of Hoplite as they continue to become a household name in the supply chain industry.

**Q: For the few that don't know, what is Genlogs and what do you do?**

**RJ:** GenLogs is the Freight Intelligence platform which uses a nationwide network of truck-tracking cameras and third-party datasets to unveil real-time truck locations and historical patterns of carriers. GenLogs customers can source carriers directly, including the most niche equipment types, and also find backhauls for shippers in order to reduce transportation costs.

**Q: If a shipper asked why they should require a broker to use Genlogs how would you answer that?**

**RJ:** Three words: Security, Service, and Spend. With security, brokers that use GenLogs can source the perfect carrier directly without needing to post on the fraud-laden loadboards. GenLogs gives brokers the ability to visibly inspect carriers' trucks remotely and conduct physical overwatch of loads as they safely move on the roads. The threat of a stolen load drops to nearly 0% when a broker uses GenLogs - but even if a theft occurs, there is now a proven pathway to recovery. Then service, GenLogs unlocks the entire nationwide carrier base, which enables brokers to quickly locate even the

most niche equipment types for any load. Real-time carrier locations make covering those last-minute spot loads super easy. GenLogs expansion to rail terminals and ports expands the broker's arsenal to covering drayage loads too. And then lastly--spend. Brokers using GenLogs have been able to reduce their insurance premiums, which allows them to pass on the savings to shippers. More importantly, Genlogs enables brokers to find both backhaul opportunities and carriers in need of backhauls, which ultimately allows brokers to cover lanes and loads for their customers at a more competitive price point.

**Q: How do you approach the idea of integrations with like-minded companies vs developing the same products and competing? Where do you draw the line?**

**RJ:** GenLogs preference is always to partner with category leaders who have a demonstrated track record of solving industry problems. This is why we have recently announced partnerships with Highway, Greenscreens, and others. Our roadmap focuses on unsolved problems, such as ubiquitous tracking of all truck patterns, unveiling all drayage carriers and lanes from rails/ports, and replicating our powerful sensor network in Mexico and Canada.

**Q: You have truck parking locations listed on your site which is a great additional resource that has value to carriers who may not have access to safe parking. Any other ideas like this you plan on developing that drive value for carriers?**

**RJ:** For sure! GenLogs already provides free investigation and asset recovery services for all carriers. This has been an enormously successful program and we will continue to do that for free. But one unfortunate trend we have observed is of fraudulent carriers posing as legitimate carriers – complete with fraudulent USDOT numbers emblazoned on trucks that go on to steal freight. This results in FreightGuard reports being attached to legitimate carriers, which hurts their business (and they currently have no recourse). GenLogs would like to offer carriers the ability to ‘register’ their assets with GenLogs, in which case we can alert them anytime someone is impersonating them. We have other ideas for how we can help carriers, but we definitely want to start where the pain is most acute right now – and everyone seems to be grappling with the fraud issue. GenLogs mission is to expose the fraudsters so that the good guys can flourish!


**Q:** As the tech in security and compliance in our industry improves, criminals always seem to be able to adapt. Where do you think the next blind spot or area of attack is going to be? Or do you think the leaders like Genlogs will be able to push criminals out of our industry for good?

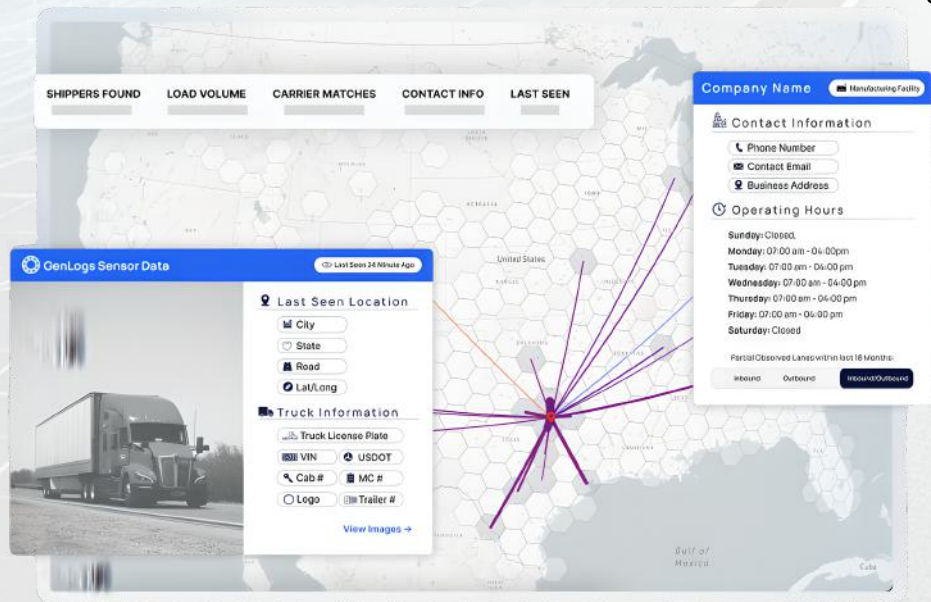
**RJ:** Criminals certainly will try to adapt – but the difference now is that GenLogs enables a kind of two-factor authentication (2FA) that checks if a physical signature matches the digital signature. These days, it is

too easy for a criminal to purchase an MC online from a carrier going out of business. But as soon as trucks associated with that MC stop operating on the roads, GenLogs will know. So even if the criminal tries to use the MC or loadboard login to bid on freight, GenLogs will observe the cessation of truck patterns and can throw a red flag. While you can hide a lot about your identity online, you can’t hide whether you have trucks on the roads. And even if you steal an unattended truck or trailer, there are now thousands of digital eyes watching your every move. Ultimately, criminals will realize that the risk and likelihood of being caught is just no longer worth it. With each shipper that requires their brokers to use GenLogs, we are one step closer to realizing a crime-free supply chain.

**Q:** What you are doing brings transparency to an entirely different level. What information do you think is important to protect in terms of broker-carrier-shipper data in particular how each share or not share that information with each other?

**RJ:** GenLogs has purposefully decided to only collect data on truck movements – never on the drivers. Just like you can go to FlightAware.com right now and see every plane’s location, but not know the name of the pilot or passengers, GenLogs is now replicating this capability for trucks. Ultimately, we believe there is all upside for carriers. They get assigned loads directly without having to spend time on loadboards or fumbling with ELD integrations. These loads eliminate

empty miles and increase the carrier’s bottom line. The statistic is that 50% of carriers will only carry one load for a broker. This is crazy! And neither side wants this to be the case. GenLogs will ultimately drive higher utilization rates for brokerages, which means less angles of attack for criminals – and shippers will benefit from higher security, better service, and reduced spend. 





# SHIPPING FURNITURE TO MEXICO

A CONVERSATION WITH TERRI  
MILLER AT

  
**Coastal Interiors**  
YOUR SOURCE FOR FINE MEXICAN FURNITURE



*Terri Miller is one of our unique customers who has a very specific need; Getting furniture to remote condos and resorts in southern Mexico. She was introduced through a friend and frankly, I was impressed she was willing to dive right into this complex problem rather than attempting to force someone else to source and deliver her product. Terri jumped head-first into the cross-border supply chain and I believe is a great case study for those looking to do the same with their small businesses. Let's learn a little more about Coastal Interiors and her journey.*

**Q:** So when you knew you had to start shipping into Mexico. How and where did you start?

**TM:** Well, we researched the requirements of importing goods into Mexico and understood what if any tariffs would apply to our goods. After that we searched for a customs broker who could coordinate brokerage on both sides of the border and had to figure out what our responsibilities were in that process. We then looked for a logistics company that understood our lack of knowledge and was willing to guide us through the process in a fair and understanding manner.

Researching companies online (checking public reviews) and talking to people in the industry assisted us in finding a company that we could work with and were compassionate and patient with us.

**Q: What was the most daunting part about figuring out how to ship to Mexico?**

**TM:** The most daunting part was the importation process and customs clearance, particularly navigating the complexities of government permits required before goods could be imported. Second to that was finding a logistics company that genuinely cared about the shipment as much as we did and who not only understood the technicalities of international shipping and permits but was also willing to invest the time and effort into guiding you through the process.

**Q: What was one learning experience that helped you with your future shipments?**

How critical it is to have a logistics company that believes in excellent customer service and is willing to go the extra mile to understand the needs of their customers.


**Q: If you had to give another shipper getting into cross-border advice what would be the top 3 things you would communicate?**

Get quotes for shipping and know what is included. Be sure to clarify the total costs including extra fees such



*Terri and husband Dusty, shown above, are originally from Cochrane, Alberta and spent years traveling in search of the perfect place to retire. They ultimately chosen Huatulco as their retirement destination. With extensive backgrounds working with both Federal and Municipal governments, as well as owning several businesses, their expertise in logistics, communications, and business management ensures open and effective communication with businesses to ensure the needs of the clients are met.*

as storage, fuel charges and customs clearance fees that may be added.

GPS real time monitoring and insurance on cross border shipment/transport trucks is a must. Work with reputable and professional logistics companies and brokers that can ensure all your paperwork is complete and accurate and are willing to troubleshoot any problems that may arise. 

**MEET THE  HOPLITE  TEAM**





**HOPLITE**  
— LOGISTICS