Move Timber, Together

Waldo Team

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CTO

What inspired Waldo

How the Logging Industry currently works

Industry with basic technology – text/call/paper

Investment firms
(Timber Resource Group) and individuals own the land and the trees on it.

Land management/ forestry companies
(American Forestry Management) are hired to oversee the timber harvest by the landowners.

Loggers
(Huhta Logging) are hired by the foresters to log the property.

Truckers
(Usitalo Trucking) are subcontracted by the loggers to move the wood to the mill determined by the forester.

Mills
(Northern Hardwoods) negotiate with either the logger or the forester to buy the wood.

SFI (Sustainable Forestry Initiative)
audits foresters to be certain they are abiding by sustainable practices including verifying chain of custody.

Waldo delivers information to all these players.

Problem

- **Transaction costs** of the logging industry are high, all communication are through traditional (phone call, text, paper) means
- **Traceability** of cut wood in the forest is low, isn't tracked until it arrives at the mill
- **Information is decentralized** making it almost impossible for anyone to figure out what is going on in real time

My trucker Mark Usitalo couldn't justify driving an hour to my job site way up in the Keweenaw, and I could barely find another trucker to come haul my loads.

-Leo Huhta, Founder

The Waldo Solution

- **Digital Data from Logger, Trucker & Mill**
- **Coordination** across all the players in the logging industry
  - Waldo has a job board for moving wood
  - Foresters can manage a job at the swipe of a thumb
- **Break the codependency** of foresters, truckers, and loggers to create greater efficiencies
  - Optimization of trucking routes
  - Fast market reallocation of trucking resources

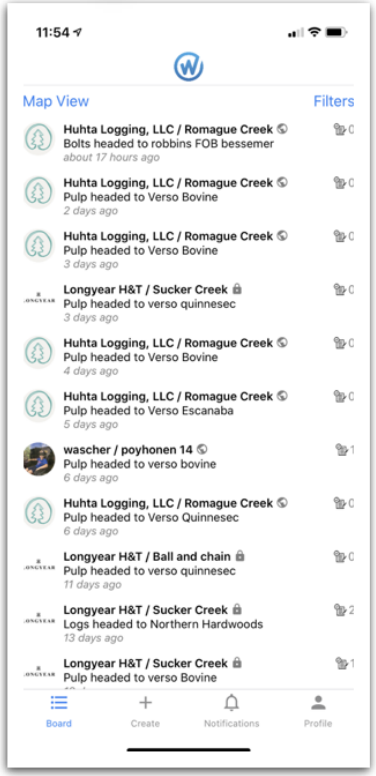
"Uber Freight For the Logging Industry"

Waldo App

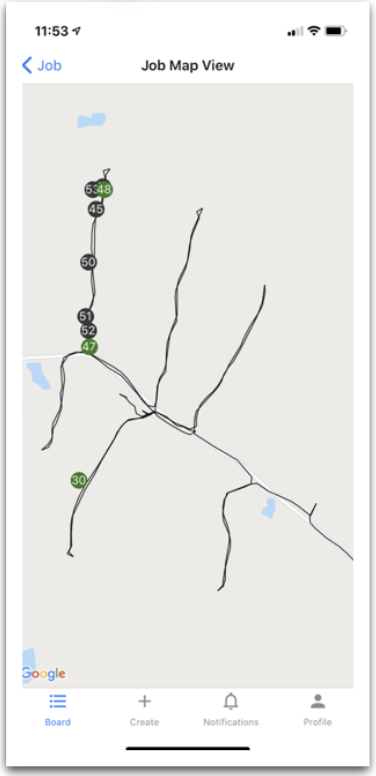
Download on the App Store

GET IT ON Google Play

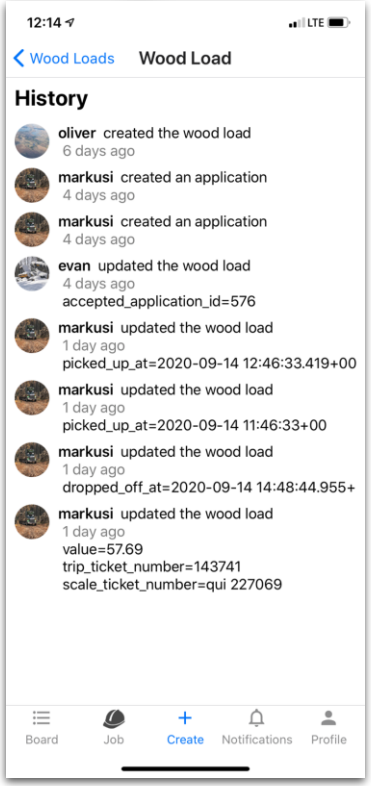
JOB BOARD



JOB MAP



LOAD AUDIT



The Great Lakes

- Michigan
- Wisconsin
- Minnesota

Demo!

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