

Illustrative sample · fictional company and figures · not a real customer

EARTHWORKS AND SITE DEVELOPMENT · JOBSITE OPERATIONS

Mesa Ridge Earthworks (fictional)**THE GOAL** Optimize operations: Equipment utilization · today 58% (Sep 2026) · target 68% within three months**MUST NOT GET WORSE** No safety incidents; Prosper job cost per CY at or below the \$4.00 bid

Records as of September 30, 2026 · Decision owner: Owner and general superintendent



COMPANY SNAPSHOT

BASE

McKinney, Texas
Company profile

PEOPLE

85 employees
Company profile

OPERATING AREA

North Dallas–Fort Worth
Intake interview

SITES

McKinney yard · Prosper mass grading · Frisco retail pad · Denton drainage channel · Celina borrow pit
Asset register

REVENUE, SEP 2026

\$1,346,200: 212,000 CY moved × \$6.35
Job cost report (fictional)

SELLS

Mass grading · Building pads · Drainage channels and detention ponds
Intake interview

RECORDS WE USED

OEM telematics (hours, idle, location) · Daily production reports · Job cost report
Intake interview

THE THREE BIGGEST FINDINGS, IN DOLLARS

1

MONEY LEAKING

Cost per cubic yard (all jobs) up since Aug 2026**\$74,200**
a month**How it adds up:** $(\$4.45 - \$4.10) \times 212,000 \text{ CY}$, all jobs (Sep 2026)

- Sep 2026: $\$943,400 \div 212,000 \text{ CY} = \$4.45$.
- Prosper $\$420,480$ on 96,000 CY ($\$4.38$); other jobs $\$522,920$ on 116,000 CY ($\$4.51$).
- Aug 2026: $184,000 \times \$4.10 = \$754,400$.

Source: Job cost report (fictional) · reported · First test: **A fifth haul truck on Prosper**

2

OPPORTUNITY

A fifth haul truck on Prosper**\$42,240**
a month**How it adds up:** $96,000 \text{ CY a month} \times \$0.44 \text{ lower cost per CY } (\$4.38 \rightarrow \$3.94)$

- Inputs (Sep 2026, Prosper): 96,000 CY in 224 engine hours = 428.6 CY an hour with 4 trucks (25 CY a load, 14-minute cycle), so the excavator waits 4 of every 14 minutes.
- A fifth truck: +20% output assumed (not the full +25%, allowing for haul-road and spreading limits) = 514.3 CY an hour.
- Hourly cost: $\$420,480 \div 224 \text{ h} = \$1,877$, plus \$150 for the rented truck, operator and fuel = $\$2,027 \div 514.3 = \$3.94 \text{ a CY}$, from $\$4.38$.
- One rented 40-ton articulated truck and operator for the rest of the job (936,000 CY left); no purchase.
- Payback: $\$5,000 \text{ one-off} \div \$42,240 \text{ a month} = 0.12 \text{ months}$.

Source: Entered in the console (fictional) · reported

3

MONEY LEAKING

Prosper job cost per cubic yard above bid**\$36,480**
a month**How it adds up:** $(\$4.38 - \$4.00 \text{ bid}) \times 96,000 \text{ CY on Prosper (Sep 2026)}$

- Sep 2026: $\$420,480 \div 96,000 \text{ CY} = \$4.38$ against the $\$4.00$ bid: equipment $\$1.45$ (bid $\$1.40$), operator labor $\$1.10$ ($\$1.00$), haul trucks $\$1.20$ ($\$1.05$), fuel $\$0.63$ ($\$0.55$).
- If $\$4.38$ holds for the 936,000 CY left, the job ends $\$406,720$ under its bid margin.

Source: Job cost report (fictional) · reported · First test: **A fifth haul truck on Prosper**

The findings can overlap, so they aren't added together.

WHERE YOU ARE, WHERE YOU COULD GO



● Where you are ○ Where you could go next --- Lines beyond the US

The sample company's places (a fictional company, real towns). The white lines are directions to test, not forecasts.

5 places on the map

The sample company's places (a fictional company, real towns)

29 mi across your places today

Straight line from McKinney yard to Denton

213 mi to the farthest next place

Straight line from McKinney yard to Austin: a direction to test, not a forecast

\$890,400 a year from the biggest finding

\$74,200 a month × 12, if "Cost per cubic yard (all jobs) up since Aug 2026" holds for a year; the findings overlap, so they aren't added

2 lines beyond the US

The land borders, Canada and Mexico; exports would add more

- Where the work could go next
1. **Sherman** Up US-75, where North Texas building keeps moving
 2. **Fort Worth** West across the metro, with the same equipment
 3. **Austin** Down I-35 to the next growing metro



MESA RIDGE EARTHWORKS · APPLIED INTELLIGENCE BRIEF

KPI BOARD

Cost per cubic yard (all jobs)

\$4.45 from \$4.10

▼ Worse · Aug 2026 → Sep 2026

Company-wide direct cost (equipment, labor, trucking, fuel) per cubic yard, all jobs. Guardrail.

Sep 2026: \$943,400 ÷ 212,000 CY = \$4.45.

Job cost report (fictional) · reported

Prosper job cost per cubic yard

\$4.38 from \$4.12

▼ Worse · Aug 2026 → Sep 2026

Direct cost booked to the Prosper job ÷ cubic yards moved there. The bid assumed \$4.00. Guardrail.

Sep 2026: \$420,480 ÷ 96,000 CY = \$4.38 against the \$4.00 bid: equipment \$1.45 (bid \$1.40), operator labor \$1.10 (\$1.00), haul trucks \$1.20 (\$1.05), fuel \$0.63 (\$0.55).

Job cost report (fictional) · reported

Equipment utilization

58% from 61%

▼ Worse · Aug 2026 → Sep 2026

Working hours as a share of scheduled hours, all heavy equipment. Guardrail.

Daily reports and telematics (fictional) · documented

Idle share of engine hours

31% from 27%

▼ Worse · Aug 2026 → Sep 2026

Engine running without work as a share of engine hours. Guardrail.

On Prosper the excavator waits 4 of every 14 minutes for a truck (29%).

Daily reports and telematics (fictional) · documented

Cubic yards moved

212,000 from 184,000

▲ Better · Aug 2026 → Sep 2026

Cubic yards of earth moved across all jobsites in the month.

Sep 2026: Prosper 96,000 CY; Frisco, Denton and Celina 116,000 CY.

Daily reports and telematics (fictional) · documented

THE 30-DAY PLAN: WHO DOES WHAT

WEEK	MAVERICK (YOUR CONSOLE)	THE SPEEDLOOP TEAM	YOU
Week 1 Records in, goal agreed	Loads OEM telematics (hours, idle, location) and daily production reports into your workspace, and builds the KPI board: Cost per cubic yard (all jobs), Prosper job cost per cubic yard, Equipment utilization.	Kickoff with the general superintendent: agree the goal and check the inputs behind "Cost per cubic yard (all jobs) up since Aug 2026".	Name one owner and send the records you have; tell us whether truck tickets linked to sites exist anywhere.
Week 2 Findings checked, pilot written	Flags "machine idle over 30% of engine hours" as soon as your records show it.	Writes the pilot for "A fifth haul truck on Prosper", with its gate: go if utilization +8 points and Prosper job cost per CY at or below the \$4.00 bid.	Correct any input that doesn't match how the work really runs.
Week 3 On the map, cards moving	Puts your 5 sites and assets on one US map, and opens a work card for each pilot step, with an owner.	Sets up the "Friday equipment review" (weekly) around the KPI board.	Track truck cycles and excavator wait daily on Prosper, and adjust the truck count weekly.
Week 4 First weekly review	Re-measures the findings and writes your week-4 brief, with every input shown.	Runs the first weekly review with you, and stays on it every week after.	Decide go, revise or stop at the "Prosper pilot gate" (general superintendent, 15 Dec 2026).

THE NEXT STEP

Decision on the table: Run a 60-day truck-cycle pilot on Prosper from 20 October, owned by the general superintendent. Review: 15 Dec 2026.

Go: Utilization +8 points and Prosper job cost per CY at or below the \$4.00 bid · Stop: No change, or any safety incident linked to the change

Records that would sharpen these numbers: Truck tickets linked to sites · Paper reports from the Denton site

Start on Know your business: your own workspace and your first brief within four weeks. Every plan and price is on /pricing.

Questions: Adi, COO at Speedloop Technologies · maverick.speedlooptech.app

Every dollar figure is computed from the records named next to it; a record without the numbers stays on the KPI board and is not turned into a dollar claim. Figures are estimates to test, not promises.

This brief helps cross the **Intent** barrier: why do i need ai at all? It starts from your goal and shows what changes for it, in dollars.

Photo: Grand Canyon National Park (cropped) · CC BY 2.0



HOW MAVERICK RUNS THIS

The same records, in the Console your team uses every week. Drawn here from this brief's records (fictional).

● ● ● CONSOLE · HOME

THIS QUARTER'S GOAL
Optimize operations: Equipment utilization · today 58% (Sep 2026) · target 68% within three months

Cost per cubic yar...
\$4.45
▼ worse from \$4.10

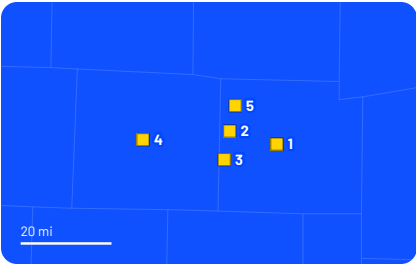
Prosper job cost p...
\$4.38
▼ worse from \$4.12

Equipment utilizat...
58%
▼ worse from 61%

BIGGEST FINDING
Cost per cubic yard (all jobs) up since Aug 2026
\$74,200 A MONTH

Console Home: the goal, the KPI board and the biggest finding, checked every week.

● ● ● TALOS · MAP



1

McKinney yard

2

Prosper

3

Frisco

4

Denton

5

Celina pit

Talos: every place on one map, zoomed to your region, with county lines and a scale.

● ● ● ATLAS · DISCOVER

NEED Bring cost per cubic yard back to the bid

Tri-County Aggregate Supply

Aggregate supplier

Crushed stone, base rock, sand and rip-rap from two pits, with scale tickets on every load.

Ask for a quote

Example listing

Longspan Hauling Co.

Hauling subcontractor

End dumps, belly dumps and lowboys for dirt, aggregate and equipment moves between jobsites.

Ask for a quote

Example listing

True North Survey & Staking

Survey and staking

Construction staking, as-builts and drone topo surveys, with files delivered in your CAD format.

Ask for a quote

Example listing

Atlas Discover: suppliers and services for the biggest finding. These are example listings, not endorsements.

● ● ● WORK TRACKER

THIS WEEK 1

Week 1 · Records in, goal agreed

Name one owner and send the records you have; tell us whether truck tickets linked to sites exist anywhere.

Owner: you · with the Speedloop team

NEXT WEEK 1

Week 2 · Findings checked, pilot written

Correct any input that doesn't match how the work really runs.

Owner: you · with the Speedloop team

LATER 2

Week 3 · On the map, cards moving

Track truck cycles and excavator wait daily on Prosper, and adjust the truck count weekly.

Owner: you · with the Speedloop team

Week 4 · First weekly review

Decide go, revise or stop at the "Prosper pilot gate" (general superintendent, 15 Dec 2026).

Owner: you · with the Speedloop team

The Work Tracker: the 30-day plan as cards, one owner each, moved on every week.