

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

REGIONAL TRUCKING AND 3PL · LINE-HAUL: LANES, TRUCKS AND DRIVERS

Lone Star Freight & Logistics (fictional)**THE GOAL** Reduce losses: Empty-mile ratio · today 18.1% (Q3 2026)
· target 15% within two quarters**MUST NOT GET WORSE** On-time delivery $\geq 90\%$; no hours-of-service violations

Records as of September 30, 2026 · Decision owner: Owner and operations manager



COMPANY SNAPSHOT

BASE

Dallas, Texas
Company profile

PEOPLE

140 employees
Company profile

OPERATING AREA

Dallas–Fort Worth, Waco and Houston
Intake interview

SITES

Dallas terminal (HQ) · Fort Worth cross-dock · Houston warehouse · Waco relay yard
Asset register

FLEET

41 tractors, 27 trailers and yard units
Fleet and asset register

BILLED, Q3 2026

\$11,007,800: line-haul 4,380 loads × \$1,910 = \$8,365,800 (76%),
warehousing \$2,642,000 (24%)
TMS quarterly export (fictional)

SELLS

Truckload (dry van and reefer) · LTL consolidation · Cross-dock and warehousing
Intake interview

RECORDS WE USED

TMS load history (two quarters) · ELD positions and hours · Maintenance spreadsheet
Intake interview

THE THREE BIGGEST FINDINGS, IN DOLLARS

1

OPPORTUNITY

Backhaul partnership on Houston–Dallas**\$20,450**

a month

How it adds up: 43.3 backhuls a month × \$472 net (\$576 revenue – \$104 extra cost)

- Inputs (Q3 2026): 32 Houston round trips a week; 25 of the 32 returns run empty, 240 miles each.
- Assumed fill: 40% = 10 backhuls a week.
- Per backhaul: 240 loaded miles × \$2.40 a mile = \$576, less \$104 extra cost (out-of-route miles \$30, fuel running loaded \$18, loading pay \$56) = \$472 net.
- Monthly: $10 \times 52 \div 12 = 43.3$ backhuls × \$472 = about \$20,450.
- Empty-mile ratio would fall from 18.1% to about 14.9%.
- 8 of the 41 tractors already run Dallas–Houston, about 4 round trips a week each. No trucks added.
- Payback: $\$4,746 \text{ one-off} \div \$20,450 \text{ a month} = 0.23$ months.

Source: Entered in the console (fictional) · reported

2

MONEY LEAKING

Truck cost per mile up since Q2 2026**\$59,280**

a quarter

≈ \$19,760 a month

How it adds up: $(\$2.00 - \$1.94) \times 988,000 \text{ miles (Q3 2026)}$

- Q3 2026: 41 tractors, about 38 seated, × about 2,000 miles a week × 13 weeks = 988,000 miles.
- Fuel: $988,000 \div 6.8 \text{ mpg} = 145,294 \text{ gallons} \times \$3.74 = \$543,400$ (\$0.55 a mile).
- Driver: \$0.62 a mile pay + \$0.16 benefits and payroll tax = \$0.78.
- Maintenance and tires: \$0.21.
- Truck and trailer payments and insurance: \$0.46.
- Total $\$1,976,000 \div 988,000 = \$2.00$ a mile.
- Q2 2026: $\$1.94$ (diesel $\$3.47 = \$0.51$ a mile; maintenance \$0.19).

Source: Fuel card, payroll and maintenance exports (fictional) · reported · First test: **Backhaul partnership on Houston–Dallas**

How it adds up: $(18.1\% - 16.8\%) \times 988,000 \text{ miles} = 12,844 \times \$2.00$

- Q3 2026: 178,828 empty of 988,000 miles = 18.1%; Q2 2026: 16.8%.
- Each extra empty mile is priced at the \$2.00 truck cost per mile (Q3 2026 record).
- Houston returns are 44% of the empty miles.

Source: TMS quarterly export (fictional) · documented · First test: **Backhaul partnership on Houston–Dallas**

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.

4 places on the map

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

233 mi across your places today

Straight line from Fort Worth cross-dock to Houston warehouse

421 mi to the farthest next place

Straight line from Dallas terminal to Memphis: a direction to test, not a forecast

\$245,400 a year from the biggest finding

\$20,450 a month $\times 12$, if "Backhaul partnership on Houston–Dallas" 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

- San Antonio** The next I-35 lane past the Waco relay yard
- Oklahoma City** I-35 north: freight to fill the empty legs back into Dallas
- Memphis** I-40 east to a national freight hub



KPI BOARD

Truck cost per mile

\$2.00 from \$1.94

▼ Worse · Q2 2026 → Q3 2026

Fuel, driver pay and benefits, maintenance and tires, and truck and trailer payments and insurance, divided by every mile company trucks drove.

Q3 2026: 41 tractors, about 38 seated, $\times$ about 2,000 miles a week $\times 13$ weeks = 988,000 miles.

Fuel card, payroll and maintenance exports (fictional) · reported

Empty-mile ratio

18.1% from 16.8%

▼ Worse · Q2 2026 → Q3 2026

Miles driven without a load as a share of all miles. Guardrail.

Q3 2026: 178,828 empty of 988,000 miles = 18.1%; Q2 2026: 16.8%.

TMS quarterly export (fictional) · documented

On-time delivery

89.4% from 91.2%

▼ Worse · Q2 2026 → Q3 2026

Deliveries inside the appointment window. Guardrail. TMS quarterly export (fictional) · documented

Detention per stop 2.6 h from 2.1 h ▼ Worse · Q2 2026 → Q3 2026 Average hours waiting at docks beyond two free hours. Guardrail. TMS quarterly export (fictional) · reported	Revenue per load \$1,910 from \$1,850 ▲ Better · Q2 2026 → Q3 2026 Line-haul revenue divided by loads delivered. Q3 2026: 4,380 loads × \$1,910 = \$8,365,800 of line-haul revenue. TMS quarterly export (fictional) · documented	Loads delivered 4,380 from 4,120 ▲ Better · Q2 2026 → Q3 2026 Company-truck and brokered loads delivered in the quarter. TMS quarterly export (fictional) · documented
---	---	---

THE 30-DAY PLAN: WHO DOES WHAT

WEEK	MAVERICK (YOUR CONSOLE)	THE SPEEDLOOP TEAM	YOU
Week 1 Records in, goal agreed	Loads TMS load history (two quarters) and ELD positions and hours into your workspace, and builds the KPI board: Truck cost per mile, Empty-mile ratio, On-time delivery.	Kickoff with the operations manager: agree the goal and check the inputs behind "Backhaul partnership on Houston–Dallas".	Name one owner and send the records you have; tell us whether dock appointment times by shipper exist anywhere.
Week 2 Findings checked, pilot written	Flags "truck waiting over 2 hours at a dock" as soon as your records show it.	Writes the pilot for "Backhaul partnership on Houston–Dallas", with its gate: go if empty miles –3 points and on-time ≥ 90%.	Correct any input that doesn't match how the work really runs.
Week 3 On the map, cards moving	Puts your 4 sites and assets on one US map, and opens a work card for each pilot step, with an owner.	Sets up the "Monday lane review" (weekly) around the KPI board.	Pre-book backhauls and track detention by dock on the Houston lane.
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 "Lane pilot gate" (operations manager, 15 Jan 2027).

THE NEXT STEP

Decision on the table: Run a 90-day Houston–Dallas backhaul pilot from 1 November, owned by the operations manager. Review: 15 Jan 2027.

Go: Empty miles –3 points and on-time ≥ 90% · Stop: No change or on-time below 88%

Records that would sharpen these numbers: Dock appointment times by shipper · Fuel card spend linked to loads

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: Donna Burton / U.S. Customs and Border Protection (cropped) · Public domain



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

Reduce losses: Empty-mile ratio · today 18.1% (Q3 2026) · target 15% within two quarters

Truck cost per mile

\$2.00

▼ worse from \$1.94

Empty-mile ratio

18.1%

▼ worse from 16.8%

On-time delivery

89.4%

▼ worse from 91.2%

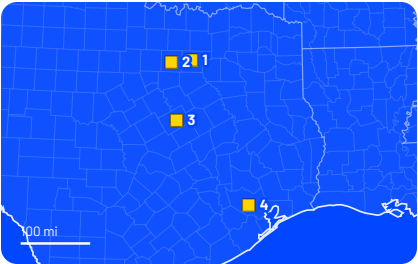
BIGGEST FINDING

Backhaul partnership on Houston–Dallas

\$20,450 A MONTH

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

● ● ● TALOS · MAP



1 Dallas terminal

2 Fort Worth cross-dock

3 Waco relay yard

4 Houston warehouse

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

● ● ● ATLAS · DISCOVER

NEED Keep cost per mile down on the new lane

Redwater Fuel Delivery

On-site fuel delivery

Overnight wet-hosing of diesel and DEF at your yard so trucks leave full in the morning.

Ask for a quote

Example listing

Bluestem Tire & Retread

Tire service

Commercial tire sales, retreads and 24-hour road service for fleets running regional lanes.

Ask for a quote

Example listing

Mesa Ridge Mobile Truck Repair

Mobile truck repair

Roadside and yard repair for Class 8 tractors and trailers: brakes, air systems, electrical and DOT pre-inspection fixes.

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 dock appointment times by shipper 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

Pre-book backhauls and track detention by dock on the Houston lane.

Owner: you · with the Speedloop team

Week 4 · First weekly review

Decide go, revise or stop at the "Lane pilot gate" (operations manager, 15 Jan 2027).

Owner: you · with the Speedloop team

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