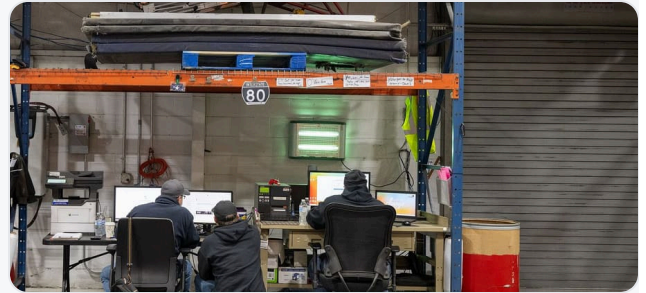


Illustrative sample · fictional company and figures · not a real customer

WAREHOUSING AND 3PL · THE FORT WORTH (ALLIANCE) CROSS-DOCK AND THE HOUSTON NORTHWEST WAREHOUSE

Bluebonnet Fulfillment & Storage (fictional)**THE GOAL** Reduce losses

Records as of September 30, 2026 · Decision owner: Operations manager and warehouse lead



COMPANY SNAPSHOT

BASE

Fort Worth, Texas
Company profile

PEOPLE

95 employees
Company profile

OPERATING AREA

Dallas-Fort Worth and Houston
Intake interview

SITES

Fort Worth (Alliance) cross-dock ·
Houston northwest warehouse
Asset register

WAREHOUSE REVENUE, Q3 2026

\$2,642,000 from three clients: a grocery reefer client, an e-commerce client and a building-products client
WMS and client billing export (fictional)

FORT WORTH

24 dock doors, one 10-hour day shift
WMS and client billing export (fictional)

SELLS

Cross-dock and storage · Pick, pack and ship · Reefer storage for grocery
Intake interview

RECORDS WE USED

WMS quarterly export · Client billing export · Reefer and yard telematics
Intake interview

THE THREE BIGGEST FINDINGS, IN DOLLARS

1

MONEY LEAKING

Chargebacks: client margin · grocery reefer client**\$70,000**a quarter
≈ \$23,333 a month**How it adds up:** \$70,000 in chargebacks (Q3 2026), from the records

- Q3 2026: revenue \$1,134,000; direct cost \$1,065,000 (labor \$590,000, reefer fuel and power \$178,000, space and equipment \$208,000, claims \$19,000, SLA chargebacks \$70,000); margin \$69,000 = 6.1%.
- The contract promises 97% of orders inside the SLA window.

Source: WMS and client billing export (fictional) · reported · First test: **Second dock shift at the Fort Worth cross-dock**

2

MONEY LEAKING

Pick errors per 10,000 lines**\$48,678**a quarter
≈ \$16,226 a month**How it adds up:** 1,281 errors (Q3 2026) × \$38 each

- Q3 2026: 1,281 errors in 210,000 lines = 61 per 10,000.
- Each error costs about \$38 to re-pick, re-ship and credit.
- Q2 2026: 832 in 198,000 = 42.
- Most fall on the e-commerce client's small orders.

Source: WMS and client billing export (fictional) · reported · First test: **Second dock shift at the Fort Worth cross-dock**

3

OPPORTUNITY

Second dock shift at the Fort Worth cross-dock**\$7,907**

a month

How it adds up: \$35,187 of benefits – \$27,280 running cost a month

- Running cost: 1,040 hours a month × \$24.50 loaded = \$25,480, plus \$1,800 power, charging and security = \$27,280 a month.
- Without the extra pallets it loses \$5,893 a month, so the shift pays only with the new volume.
- Benefits a month: 70% of the grocery client's chargebacks avoided = \$16,333; pick errors back to 42 per 10,000 = 133 fewer × \$38 = \$5,054; handling margin on the building-products client's extra 1,200 pallets × \$11.50 = \$13,800.
- 6 people on a 2–10 pm shift, 5 days a week; the doors, forklifts and racking already exist.
- Total \$35,187.
- Payback: \$15,000 one-off ÷ \$7,907 a month = 1.90 months.

Source: Entered in the console (fictional) · reported

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.

2 places on the map

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

237 mi across your places today

Straight line from Fort Worth (Alliance) cross-dock to Houston northwest warehouse

400 mi to the farthest next place

Straight line from Fort Worth (Alliance) cross-dock to Laredo: a direction to test, not a forecast

\$280,000 a year from the biggest finding

\$70,000 a quarter × 4, if "Chargebacks: client margin - grocery reefer client" 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. **San Antonio** A third warehouse client base on I-35
 2. **Laredo** Cross-border freight staged for Mexico



BLUEBONNET FULFILLMENT & STORAGE · APPLIED INTELLIGENCE BRIEF

KPI BOARD

Client margin · grocery reefer client

6.1% from 9.8%

▼ Worse · Q2 2026 → Q3 2026

(Client revenue – direct cost) ÷ client revenue. Direct cost includes claims and SLA chargebacks.

Q3 2026: revenue \$1,134,000; direct cost \$1,065,000 (labor \$590,000, reefer fuel and power \$178,000, space and equipment \$208,000, claims \$19,000, SLA chargebacks \$70,000); margin \$69,000 = 6.1%.

WMS and client billing export (fictional) · reported

Pick errors per 10,000 lines

61 from 42

▼ Worse · Q2 2026 → Q3 2026

Order lines picked wrong (item, quantity or lot) per 10,000 lines picked, from client claims and cycle audits.

Q3 2026: 1,281 errors in 210,000 lines = 61 per 10,000.

WMS and client billing export (fictional) · reported

Client SLA on-time

95.4% from 97.1%

▼ Worse · Q2 2026 → Q3 2026

Outbound orders shipped inside each client's SLA window ÷ all outbound orders. The contracts promise 97%.

Q3 2026: 41,920 of 43,940 orders inside SLA = 95.4%.

WMS and client billing export (fictional) · documented

Dock door utilization, Fort Worth day shift

88% from 78%

▼ Worse · Q2 2026 → Q3 2026

Door-hours with a trailer at the door ÷ door-hours available, 24 doors, one 10-hour day shift. Above about 85%, trucks queue.

Q3 2026: 13,728 of 15,600 door-hours = 88.0%.

WMS and client billing export (fictional) · documented

Reefer temperature excursions

7 from 3

▼ Worse · Q2 2026 → Q3 2026

Reefer loads outside the 34–38 °F band for more than 30 minutes, from trailer telematics.

Q3 2026: 7 of 1,140 reefer loads; 2 loads rejected, \$19,000 in claims.

WMS and client billing export (fictional) · documented

Warehouse margin, all clients

9.4% from 11.6%

▼ Worse · Q2 2026 → Q3 2026

(Warehouse revenue – direct cost) ÷ warehouse revenue, all three clients.

Q3 2026: margin \$69,000 + \$109,400 + \$70,800 = \$249,200 on \$2,642,000 = 9.4%.

WMS and client billing export (fictional) · reported

THE 30-DAY PLAN: WHO DOES WHAT

WEEK	MAVERICK (YOUR CONSOLE)	THE SPEEDLOOP TEAM	YOU
Week 1 Records in, goal agreed	Loads WMS quarterly export and client billing export into your workspace, and builds the KPI board: Client margin · grocery reefer client, Pick errors per 10,000 lines, Client SLA on-time.	Kickoff with the operations manager: agree the goal and check the inputs behind "Chargebacks: client margin · grocery reefer client".	Name one owner and send the records you have; tell us whether dock appointment times by client exist anywhere.
Week 2 Findings checked, pilot written	Recomputes each finding when new records arrive.	Writes the pilot for "Second dock shift at the Fort Worth cross-dock".	Correct any input that doesn't match how the work really runs.
Week 3 On the map, cards moving	Puts your 2 sites and assets on one US map, and opens a work card for each pilot step, with an owner.	Sets up a weekly review around the KPI board.	Start the first pilot step.
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 what to keep, change or stop.

THE NEXT STEP

Decision on the table: Staff a 2–10 pm dock shift at Fort Worth once the building-products client signs for the extra 1,200 pallets a month; until then, move the grocery client's pick-ups to 6–10 am.

Records that would sharpen these numbers: Dock appointment times by client · Labor hours by client

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: U.S. Department of Agriculture (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

Client margin · gro...

6.1%

▼ worse from 9.8%

Pick errors per 10,...

61

▼ worse from 42

Client SLA on-time

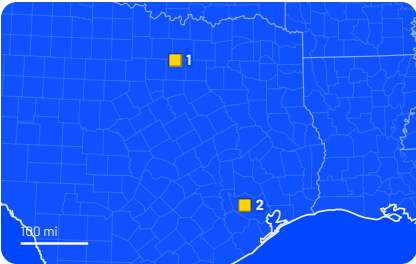
95.4%

▼ worse from 97.1%

BIGGEST FINDING
Chargebacks: client margin · grocery reefer client
\$70,000 A QUARTER

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

● ● ● TALOS · MAP



1 Fort Worth (Alliance)
cross-dock

2 Houston northwest
warehouse

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

● ● ● ATLAS · DISCOVER

NEED Stop the chargebacks at the dock

Gridline WMS Setup

Warehouse system setup

Sets up bin locations, barcode labels and scanners for small warehouses moving off spreadsheets.

Ask for a quote

Example listing

Dockline Door & Leveler

Dock door and leveler repair

Repairs and preventive service for dock doors, levelers, seals and vehicle restraints.

Ask for a quote

Example listing

ShiftReady Warehouse Staffing

Warehouse staffing

Pickers, packers and certified forklift operators for peak weeks and second shifts.

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 client 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

Start the first pilot step.

Owner: you · with the Speedloop team

Week 4 · First weekly review

Decide what to keep, change or stop.

Owner: you · with the Speedloop team

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