

Platingo

Platingo connects local SMB's with commercial-vehicle operators to optimize medium-sized B2B deliveries, boost efficiency, and deliver measurable carbon-emission reductions through a P2P model that eliminates hubs and logistics centers.



! Problem Statement

Platingo's platform uses advanced algorithms to optimize routes, arrange cargo for maximum capacity, and calculate fair delivery pricing, reducing empty rides, lowering fuel use, and cutting carbon emissions. The P2P model improves speed, reach, and profitability for producers and suppliers, while giving operators steady delivery assignments and direct payment.

- **Inefficient Rides:** up to 80% return empty, most outbound under-utilized.
- **Lack of SMB Solutions:** Small and medium producers and suppliers lack access to efficient, technology-driven delivery options.
- **Inefficient Routing:** Non-optimized deliveries increase costs, congestion, and carbon emissions.
- **High Logistics Costs:** Rising fuel, labor, and maintenance expenses reduce profitability.



Platingo's Solution

- **Peer-to-Peer Model:** Directly connects producers and suppliers with commercial-vehicle operators, eliminating hubs and logistics centers.
- **Three Proprietary Algorithms:** Optimize routes, arrange cargo for maximum capacity, and calculate dynamic delivery pricing.
- **Carbon-Emission Reduction:** Cuts fuel consumption and tracks savings through the Platingo Coefficient.
- **Efficient, Local Supply Chains:** Improves delivery speed, lowers costs, and strengthens regional economies.



The Market

Medium-sized B2B deliveries for SMBs, with Food Service and perishables as the primary pain point.

- **Israel pilot:** 1,300+ daily potential deliveries in agriculture alone.
- **Global SMB logistics market:** \$470B+ across multiple sectors.



Business Model

- Per-delivery transaction fees
- SaaS subscriptions for producers and suppliers with premium features and analytics.
- Value-added services (insurance, financing, traffic insights).
- Revenue from verified carbon credits.



Platingo's Value Proposition

Producers: lower costs, wider reach, climate benefit.

Operators: steady work, fair pay.

Communities: less congestion, cleaner air.



Milestones

- **POC - Ongoing**
- **Minimum Viable Product (MVP) – 4 months**
- **Launch and Running – 7 months**
- **Stable Business Operations - after 12 months**

Guy Naor



- Systems and Data Architecture
- Software and Cloud Technologies
- Business Consulting
- CTO in various Startup companies

(+972) 52 790 8692
guy.naor@gmail.com

Amit Levin



- Extensive experience in executing effective marketing strategies for fresh produce
- Business Development Consultant

(+972) 54 737 5310
amit.levin2@gmail.com

Golan Rotenberg



- Experienced Agricultural Entrepreneur
- Business Development Consultant
- Experience in Business Establishment, Support, and Consulting

(+972) 52 601 7000
rotgolan@gmail.com