

PRE-SEED · \$250K · 2026

Sheapit

The smart freight exchange for
Tunisian road transport.

Product complete, in pilot

Elected greentech project, VAIR

Funded by the European Union

Partners Vectorys · CARTE Assurances

THE PROBLEM

Trucks leave **half full**, come back **empty**.

$\frac{1}{2} \rightarrow 0$

A truck drives Tunis to Sfax half full, then back to Tunis with nothing on board. Fuel, tolls, time and CO2 lost on both legs.

51,546

road freight companies, most with no employees. Loads are still found by phone and word of mouth.

$\times 2$

No price comparison, no tracking, rarely insured. Transport insurance claims doubled in H1 2026.



THE SOLUTION

One marketplace: **post, compare, track, insure.**

1

Shipper posts

Goods, pickup, delivery.
Express flow for jobs under 30 km.

2

Carriers bid

Anonymous offers compared
on one screen: price, rating,
vehicle.

3

Tracked to the door

Live GPS from the driver's
phone, 9 statuses, proof of
delivery.

4

Insured by CARTE

Cargo cover included in every
job, invoice and two-way
rating.

The AI groups loads so trucks leave full, and drivers publish their routes and spare space so loads come to trucks already on the road. **Half-full trips get filled. Empty returns become paid trips.**

BACKERS AND PARTNERS

Elected **greentech project** of the VAIR programme. Funded by the European Union.



Financé par
l'Union européenne



صندوق الودائع و الأمانات
CAISSE DES DÉPÔTS ET CONSIGNATIONS



INDUSTRY PARTNER

Vectorys

Tests and reviews the platform with us.



INSURANCE PARTNER

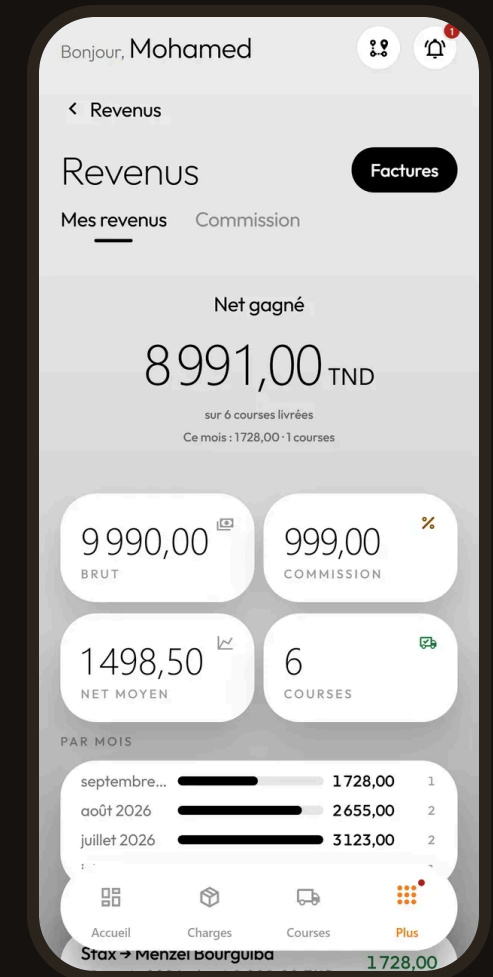
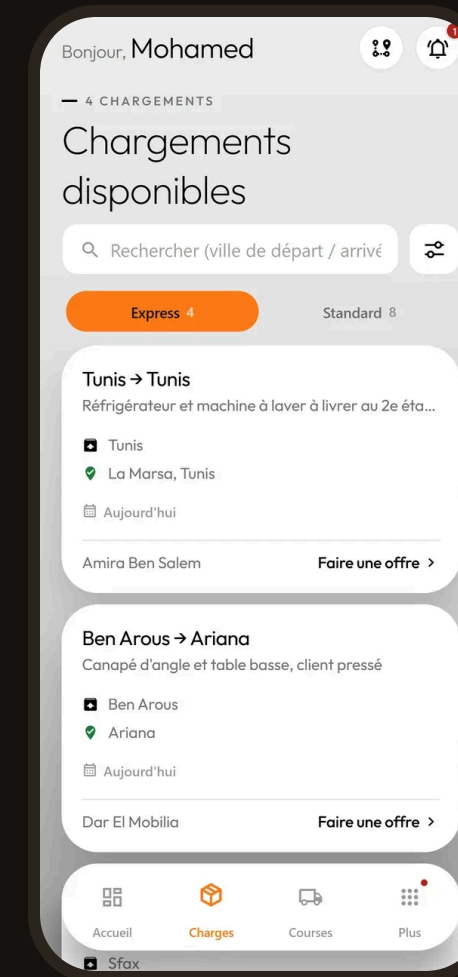
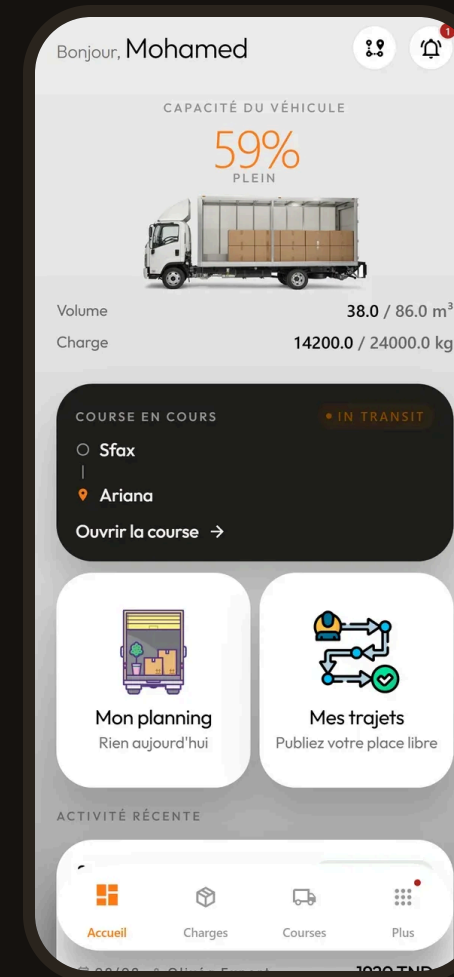
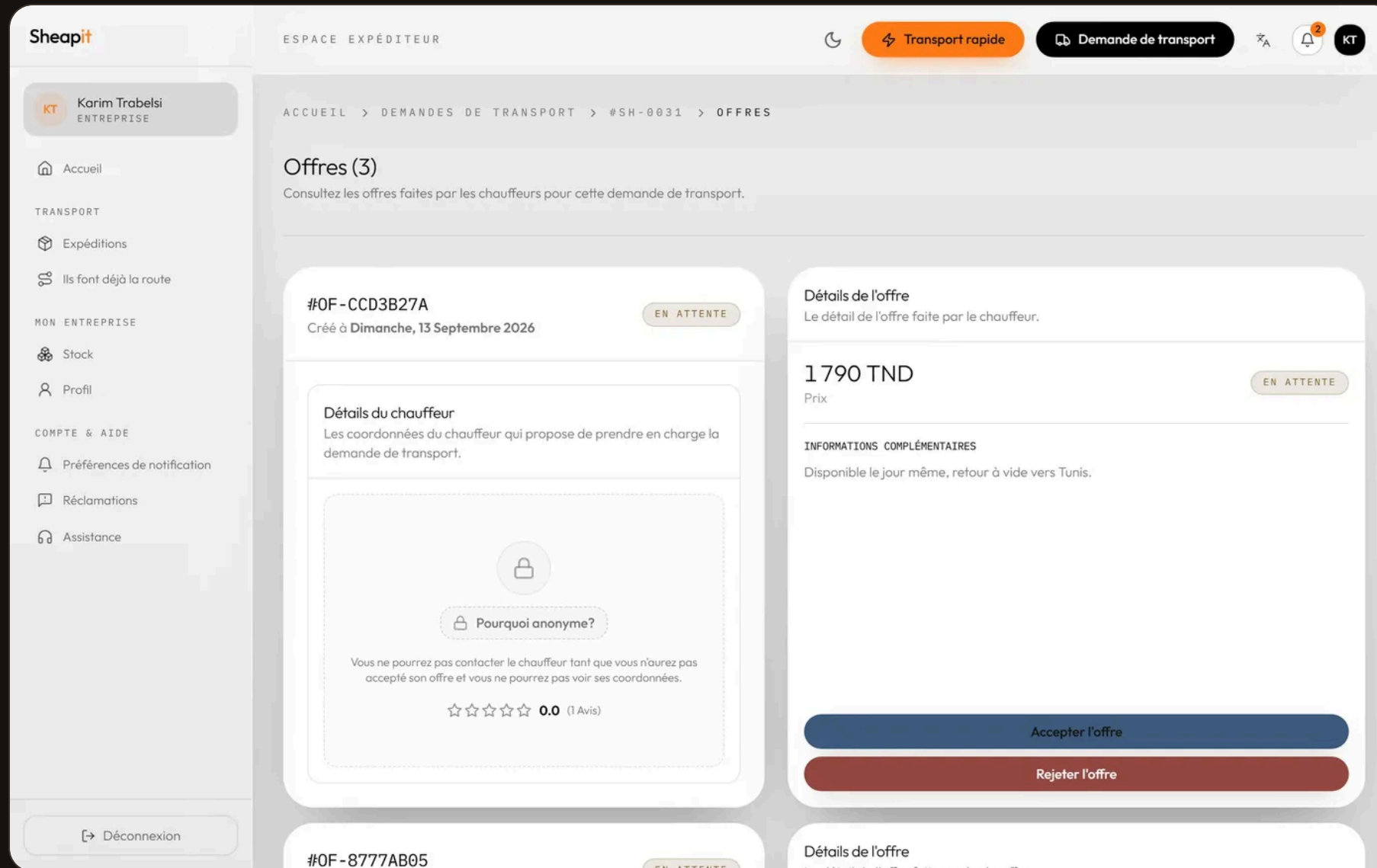
CARTE Assurances

Cargo and truck insurance in every job.

VAIR funding agreement: **75,000 TND, 70% non-repayable grant**, 30% zero-interest advance.
Startup Act label 2024.

THE PRODUCT

Complete and live, **web and mobile.**



- 4 roles, one platform
- RNE company check
- 24 governorates
- Invoicing, commission

OUR EDGE

AI that fills trucks. **Live in the app.**

● Live

Route optimisation

Pickups and drops in the best order, in one tap.

● Live

Loads on your route

The driver posts a route, the algorithm offers shipments along it.

● Live

Capacity check

A bid the truck cannot carry is blocked before it is sent.

● Live

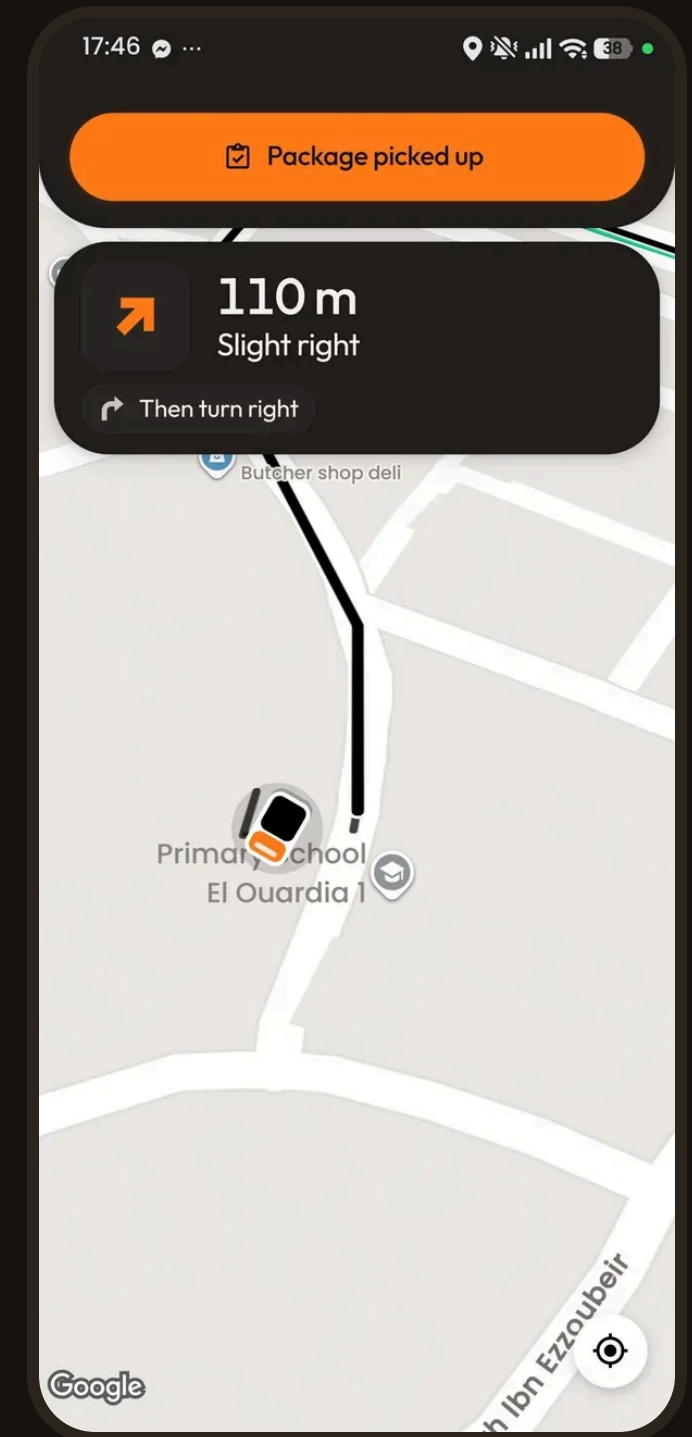
Document reading

Licence and registration read automatically at sign-up.

● Live

Matching and consolidation

The right load for the right truck. One full truck instead of three half-empty ones.



INSURANCE PARTNER

Every job insured, with **CARTE Assurances**.



FOR SHIPPERS

Cargo insurance, every job

Cover is included by default when the shipper confirms a job, with opt-out. GPS, pickup and delivery photos and a signed delivery note mean fewer claims and more data.

FOR CARRIERS

Truck insurance, in the app

Motor, liability and fleet policies offered directly to our drivers: a distribution channel with zero acquisition cost for CARTE.

The loop: insured jobs reassure shippers, more jobs attract more drivers, every driver is one more vehicle to insure. **Sheapit earns a broker commission on every policy.**

TRACTION

Where we stand, **plainly.**

75,000TND

Non-dilutive VAIR funding,
70% grant. Funded by the EU.

100%

Product and AI complete, web
and mobile.

2

Industry partners: Vectorys
and CARTE Assurances.

\$0

Revenue. Pre-revenue by
design, launch in 2027.

● North star	Shipments on Sheapit	our first metric, pilot jobs not yet billed
● Under way	Owner-driver pilot	real jobs, feedback shipped
● Under way	Vectorys	testing and review
● Partner	CARTE Assurances	cargo and truck cover
● 2027	First commissions	Tunis, Sousse, Sfax

WHAT PILOTS ALREADY CHANGED

- "On the road, I don't have ten minutes." Sign-up and bidding in seconds.
- "I drive Tunis-Sfax empty every week." Drivers post routes and spare space.
- "All this form for fifteen kilometres?" Express jobs under 30 km.

THE MARKET

About **5 billion dinars** a year, with no digital leader.

5.2 bn TND

for-hire road freight estimated in 2027, about 3% of GDP.

97,500

for-hire freight vehicles, 39% of the goods fleet.

110 M TND

transport insurance premiums in 2024, a line Sheapit can grow.

Early competition

Transporti, TransGo and eWassali exist, but none publishes volumes or combines insurance with route optimisation.

Then the Maghreb, then Africa

Algeria, Morocco, Libya, Egypt first: same pain, same model. Then the wider African continent, where road carries most freight. In Morocco, CloudFret reached 7,000 trucks and raised over \$3M in three years.

BUSINESS MODEL

Three revenue lines, **all tied to jobs.**

10%

Commission per job

Paid by the carrier on a weekly invoice. 8% for electric vehicles.

300 TND

Fleet subscription

Per month per transport company, for consolidation and optimisation. Recurring revenue.

Broker

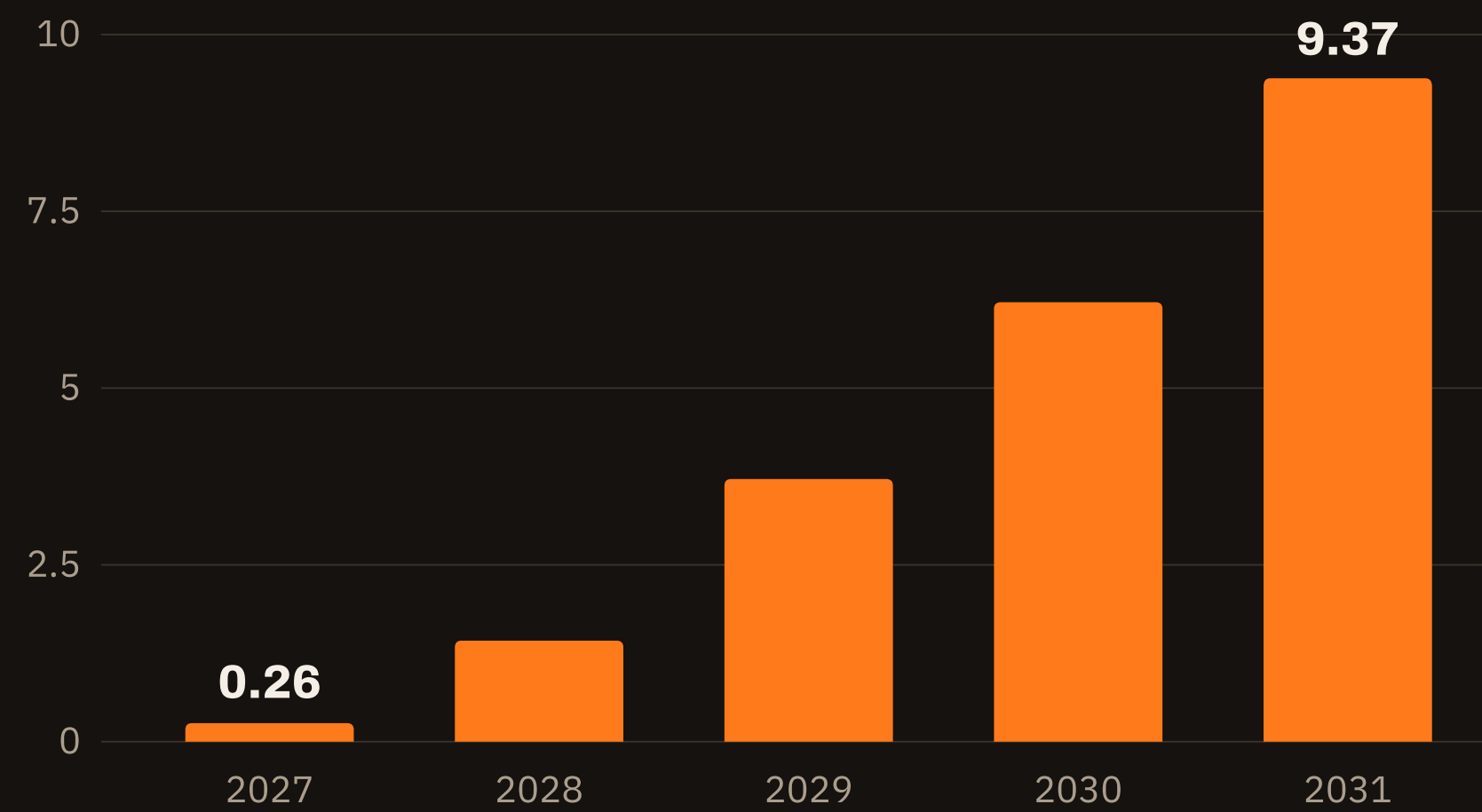
Insurance commission

On cargo and truck policies placed with CARTE Assurances. Rates to be set with CARTE.

Commission stays the core: **85% of revenue in 2031.** Insurance adds a second revenue line and, above all, more carriers and therefore more jobs.

PROJECTIONS 2027 TO 2031 • TUNISIA ONLY

From 0.26 to 9.37 M TND revenue in five years, in Tunisia alone.



YEAR	REVENUE	GMV	CARRIERS
2027	0.26 M	2.56 M	880
2028	1.43 M	13.7 M	2,200
2029	3.71 M	35.3 M	3,300
2030	6.21 M	58.4 M	4,400
2031	9.37 M	87.6 M	5,500

21.0 M TND cumulative (about \$7.2M), Tunisian market only. 5,500 carriers by 2031 = 5% of the for-hire fleet. Own-account transport excluded, at most 6 jobs per active vehicle per month. **Maghreb and Africa expansion not included: pure upside.**

THE TEAM

AI, product and field. **The team that built it all.**

CO-FOUNDER & CEO • AI LEAD

Meriam Bendoudou

AI engineer, university lecturer and founder of several labelled startups. Years building automation and real-time tracking tools for carriers, logistics firms and port operators. At Sheapit: product vision, data and AI architecture, partnerships.

CO-FOUNDER • PRODUCT DESIGN

Ahmed Ben Doudou

Senior UX/UI designer, web and mobile flows.

TECHNICAL LEAD

Ahmed Mayara

Full-stack web and mobile developer.

CO-FOUNDER • CUSTOMER RELATIONS

Rahma Ben Doudou

Onboarding, carrier support and client relations.

SOFTWARE ENGINEER

Khalil Altaif

Web, mobile and back end.

THE ASK

\$250K

Pre-seed, 18 months of runway.

First close from \$180K. Tickets from \$100K. Product and AI are built: the round funds the move from pilot to commercial launch, on top of 75,000 TND of non-dilutive EU-funded money already secured.

35%

Commercial
launch

30%

Team

15%

Product and AI

20%

Working capital

WHAT THE ROUND DELIVERS

- **Commercial launch** on the Tunis, Sousse, Sfax corridors, then nationwide.
- **880+ registered carrier vehicles** and first commissions in 2027.
- **CARTE cargo cover in every job**, after a 3-month pilot.
- **Maghreb groundwork** for the first market outside Tunisia, first step of our expansion across Africa.



Sheapit

The truck already on the road is the cheapest resource in freight. **Sheapit makes it visible.**

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sheapit.tn · devoxys.com · [traction: sheapit.devoxys.dev](https://traction:sheapit.devoxys.dev)