

Bell Rose Capital Inc. Announces Development of LENIE – the AI-Powered “Logistics Genie” Revolutionizing the U.S. Trucking Industry

Los Angeles, CA – Oct 9 , 2025 – Bell Rose Capital Inc., a diversified investment and holding company, today announced the development of **LENIE (Logistics Genie)** – a groundbreaking AI-powered logistics platform designed to simplify, modernize, and democratize how goods move across America and the world.

Built to connect **shippers, carriers, and customers directly**, LENIE eliminates the labyrinth of brokers, agents, and intermediaries that inflate costs and delay deliveries in today’s \$940 billion U.S. trucking economy.

“LENIE represents the future of logistics – transparent, intelligent and friction-free,” said **Carlos Salgado, CEO of Bell Rose Capital Inc.** *“Our platform is engineered to empower both the independent trucker and the enterprise shipper by providing instant connections, smart pricing, and AI-driven efficiency from origin to destination.”*

The Problem: An Outdated, Over-Fragmented Industry

- . The U.S. trucking sector moves **over 72% of all domestic freight** (ATA 2024).
- . Nearly **95% of carriers operate 10 or fewer trucks**, struggling with empty miles, delayed payments, and lack of digital tools.
- . Shippers overpay by an estimated **15–25% per load** due to brokerage layers and poor data visibility.
- . Logistics inefficiency costs the U.S. economy **over \$150 billion annually** in wasted fuel, time, and lost productivity.

The Solution: LENIE (Logistics Genie)

LENIE is an **AI driven, all in one logistics ecosystem** that connects every step of the supply chain through a single platform.

Core Capabilities:

- . **AI Matching & Smart Routing:** Instantly pairs available trucks with optimal loads using predictive algorithms.
- . **End to End Transparency:** Real-time tracking across air, sea, and ground with blockchain-secured records.
- . **Direct Payments & Smart Contracts:** Automated billing and escrow ensure drivers are paid on delivery – no middlemen.
- . **Dynamic Market Pricing:** AI adjusts load prices based on distance, demand,

and regional cost factors.

- **Integrated Compliance & Insurance:** Digitized paperwork, permits, and cargo coverage built directly into the workflow.

Who Needs LENIE

- **Independent Truckers & Small Fleets** seeking direct shipper relationships and faster payments.
- **Freight Brokers** transitioning toward automation and transparency.
- **Manufacturers & Retailers** needing reliable, real-time shipping capacity.
- **E Commerce and SMBs** requiring affordable logistics without enterprise-level contracts.

Economic Impact & Market Projections

- U.S. trucking market size: **\$940 billion (2024)**. Expected growth: **4.2% CAGR through 2030**
- LENIE targets **0.05% market penetration in Year 1**, representing **\$470 million in annual freight value**.
- At just **3% commission per transaction**, LENIE projects **\$14 million in first-year platform revenue**, scaling to **\$180 million by Year 5** with 20x adoption.
- Expansion into **maritime and air freight** logistics could increase TAM (Total Addressable Market) to **\$12 trillion globally**.

"The economics of trucking are broken – LENIE fixes that," added Salgado. *"By cutting out redundant intermediaries, our model can lower shipping costs by up to 22% and increase driver earnings by 15–20% per mile."*

Leadership Spotlight: Carlos Salgado – Director of Logistics Operations

Carlos Salgado, a veteran of the U.S. trucking and logistics industry, joins the LENIE leadership team to bring first-hand operational insight to the platform's design and rollout.

With over **10 years of experience** in but not limited to; OTR, short haul, import export, intermodal first and last mile trucking and delivery, fleet management, and freight dispatch. Salgado has worked across nearly every facet of logistics – from Driver to owner-operator to regional dispatcher to Capacity providing specialized Carrier from micro to macro multi nation logistical endeavours. His deep understanding of the challenges faced by **independent drivers and small**

carriers shapes LENIE's practical, driver-first features.

"For too long, truckers have been left out of the tech revolution," said Salgado. *"LENIE gives drivers the tools to compete, the data to optimize routes, and the transparency to get paid what they deserve – all without losing control of their business."*

Salgado will oversee operational integration, fleet relations, and driver outreach programs as LENIE moves into its national beta phase.

Global Vision

While launching first in the **U.S.**, LENIE's architecture is designed for **global scalability**. Future phases will include:

1. **Cross Border Expansion** into Canada & Mexico (2026).
2. **European Launch** integrating EU customs APIs (2027).
3. **Asia Pacific Freight Network** in partnership with port authorities (2028).

Development & Timeline

- . **Phase 1 (Q4 2025):** Beta launch of U.S. road-freight module + carrier onboarding.
- . **Phase 2 (Q2 2026):** AI smart contracts & payment escrow system.
- . **Phase 3 (2026-2027):** International freight integration and global partner network.

Bell Rose Capital is currently in advanced talks with **logistics providers, insurers, and AI infrastructure partners** to accelerate deployment.

Investor Outlook

LENIE will operate under Bell Rose Capital's technology investment division. The company anticipates strong interest from:

- . **Venture Funds** specializing in mobility tech and AI logistics.
- . **Strategic Carriers & Fleet Operators** seeking digital modernization.
- . **Institutional Investors** aligned with the shift toward green, efficient supply-chain solutions.

Key revenue streams:

- . 3% transaction fees
- . SaaS subscriptions for enterprise users . Freight data analytics licensing
- . AI and automation modules sold to 3PL partners

About Bell Rose Capital Inc.

Bell Rose Capital Inc. is a diversified investment and holding company focused on high-growth industries including transportation, technology, and logistics.

Through subsidiaries and strategic ventures, Bell Rose Capital invests in transformative platforms that merge innovation with tangible economic impact. Current holdings include the freight-tech firm **IAI Technologies**, the ride-share platform **Zumr**, and multiple ventures across fintech and entertainment.

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