



Model of Excellence Profile – Trucker Path

Company Name:	Trucker Path Inc.	ICG#	48804
Address:	766 Saratoga Ave #207, San Jose, CA 95117		
Product Name:	Trucker Path		
URL:	Truckerpath.com	President Name:	Ivan Tsybaev, CEO & Founder

Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Locate – Buying Guide	<i>Business Model:</i> Advertising & Sponsorship – Free Listings with Paid Enhancements	
	<i>Content Models:</i> User-Generated -- Crowdsourced	<i>Distribution Model</i> Direct Response – Web-Based	
Company Overview	<p>Trucker Path launched with a free app for truckers containing map-based, crowdsourced listings of key travel locations for truckers, such as weigh stations, truck stops, rest areas and more. With over 300,000 app users, the company is leveraging this base to launch a new trucking marketplace to match freight to available trucks.</p>		
Product/Service Description	<p>Trucker Path fills a real need in a large and important market: trucking. It provides truckers with a free app that helps them easily locate truck stops, rest areas, weigh stations, parking, truck washes and more, many with user reviews. The app utilizes a map-based interface and relies on crowdsourced data that its user community has a real interest in keeping current.</p> <p>The free app is monetized through advertising. Advertisers can not only highlight themselves, but provide special offers as well. Users are alerted to advertiser offers based on proximity.</p> <p>Having rapidly grown to 300,000 users of the free app, Trucker Path is now launching a trucking marketplace to help connect truckers to available freight shipments, adding important trust features such as credit, insurance and license data. The marketplace was not developed as disintermediation play: rather as an efficiency tool for freight brokers and shippers.</p> <p>Trucker Path is not only a testament to the power of crowdsourcing and a well-designed app, but to the power of using a free app to provide needed, but basic, information to quickly build a large audience that can be leveraged to launch more complex and lucrative products, once brand and credibility are established.</p>		
Year Founded:	2013	BizDev Contact:	Charles Meyers
Employees:	35 (est)	Main Telephone:	804-894-2499
Profile Date:	6/17/2015	Primary Market Served:	48 – Transportation & Warehousing
Ownership:	Private	Funding Source:	Venture Capital-Backed
MofE Class:	2015		