

# BB TRUCK INC. (Private)

A One-Stop Data-Driven B2B Logistics Platform Enhancing Supply Chain

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## COMPANY OVERVIEW

Founded in 2019, BBTruck operates a B2B supply chain logistics platform that leverages cloud technology and big data to optimize end-to-end logistics capacity management. By seamlessly integrating demand and supply, the platform enables businesses to place orders directly, with an automated system analyzing and matching them to the most suitable available trucks. Operating under a light asset model, BBTruck collaborates with 16 logistics providers and a fleet of over 2,000 trucks across Taiwan. While primarily focused on the Taiwan market, the company is gradually expanding into North America and Southeast Asia. BBTruck serves 50+ leading enterprises, including Supermicro, Avnet, OMRON, KWE, Yamato Transport, and Carrefour, with approximately 30-40% of its revenue derived from clients in the technology sector.

## KEY POINTS

**One-Stop Digital Logistics Platform to Lower Logistics Management Costs:** Taiwan’s traditional logistics process relies heavily on manual phone orders and paper-based reconciliation, resulting in inefficiencies, higher error rates, and increased administrative costs. BBTruck replaces this outdated system with a one-stop digital platform, integrating a seamless API for real-time data exchange, automated order processing, electronic invoicing, and real-time shipment tracking. By digitizing the entire logistics workflow, BBTruck not only enhances transparency and accuracy but also boosts operational efficiency by 40%, significantly reducing logistics management costs and improving overall supply chain performance.

**Optimizing Logistics Capacity and Reducing Idle Rates — Creating a Win-Win for Businesses and Carriers:** Taiwan lacks integrated platforms for large vehicle first-mile and mid-mile logistics, with over 5,000 fragmented trucking companies operating independently. Traditional logistics also suffers from low visibility, resulting in empty backhaul rates of up to 75% — a major waste of capacity. BBTruck integrates 16 logistics providers and 2,000+ trucks, utilizing real-time data and a backhaul matching system to instantly pair available capacity with demand, increasing carrier efficiency by nearly 75%. With a 99%+ pre-scheduled fulfillment rate, BBTruck offers highly reliable service. Those factors enabled BBTruck to achieve US\$1 million in revenue within its first year after product launch.

**Expanding into Southeast Asia’s US\$300 Billion Logistics Market:** The Southeast Asia logistics market is driven by booming cross-border e-commerce and growing manufacturing supply chains, but remains highly fragmented and under-digitized, creating a significant growth opportunity for BBTruck. BBTruck has partnered with Singapore-based logistics tech startup Haulio to integrate port-to-inland container trucking services. BBTruck will expand into other Southeast Asia countries to build a tech-enabled logistics ecosystem.

## MANAGEMENT PROFILE

Company	Name	Title
BB TRUCK INC.	Chou, Steven	Chief Executive Officer

**Background:** Chou founded BB TRUCK INC. in 2019 and currently serves as its CEO. 10 years plus experiences in Logistics, Transportation and Trading Business in high level management. Previously, he was Operations Manager in Unitrade International Inc and Account Executive in Future Technology Devices International, Ltd.

**Education:** Chang received an MBA in Management and Operations from Yuan Ze University (2018) and a Bachelor in Marketing Management, from Glasgow Caledonian University (2009).



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