



# CBBS

Cross Border Booking System  
**Making Freight Fast Again**



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## Costly inefficiencies

**3,800 Trucks cross the border daily,**  
**and of those 12% don't even cross the same day**  
**and have to get back in line the next day,**  
**for another 5 to 8 hr wait time.**

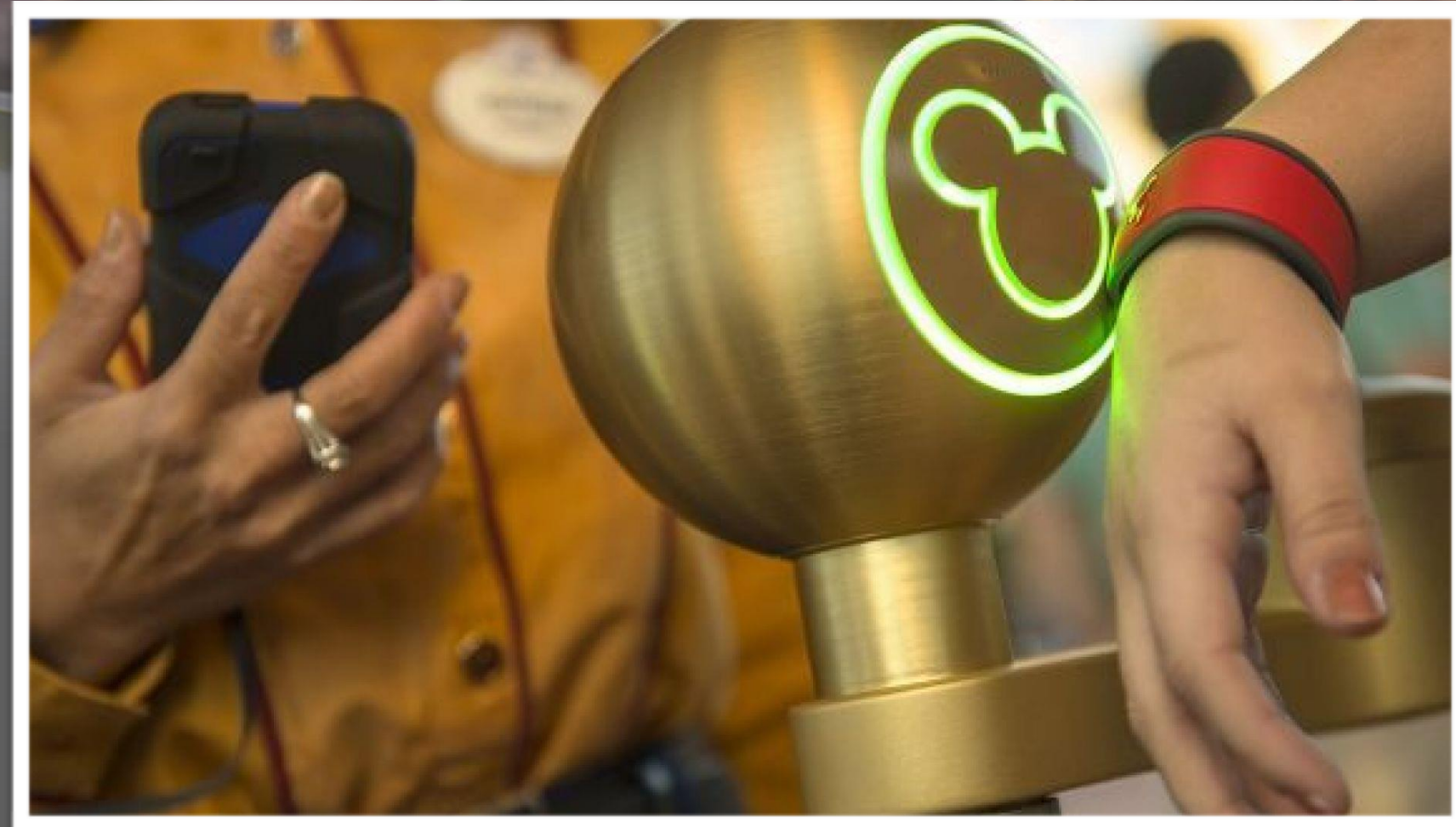
**That means that 456 Trucks are refused on average**

**This** costs companies money, time and planning.  
Companies **are willing to pay** for a faster, organized  
and assured service.











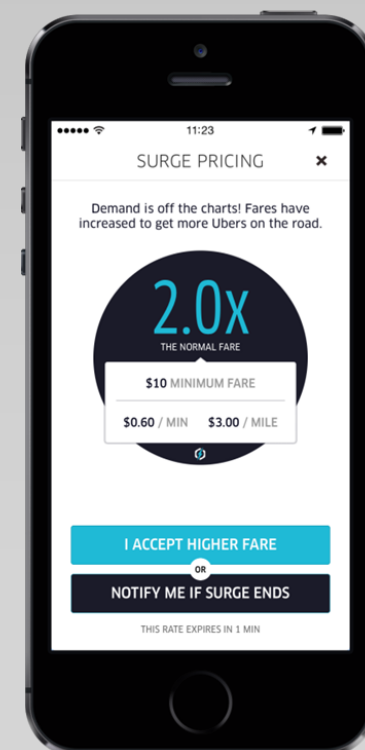


# Platform Users



**Companies with Certified Trucks and/or Drivers**  
**Independent Certified Driver**  
**Independent Certified Driver with Truck**

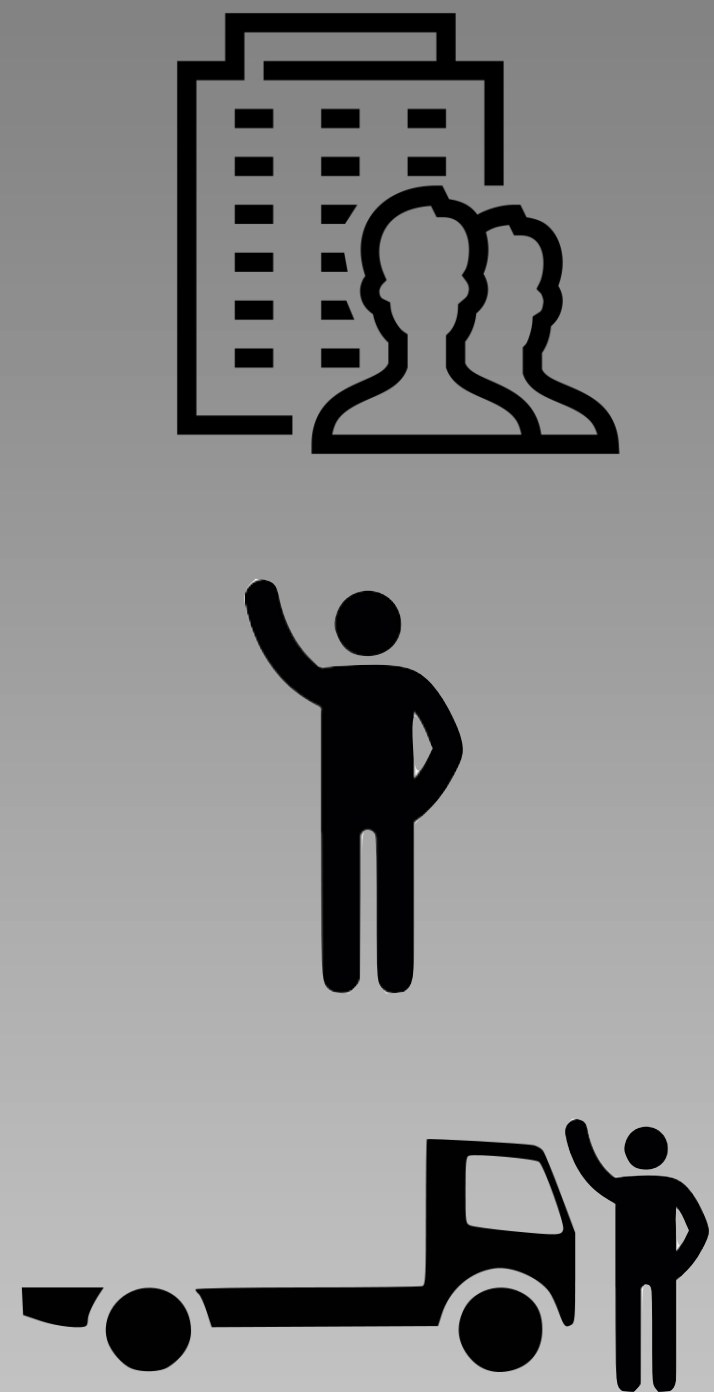
# Booking System



- Booking service through the app platform
- Charge per event
- Surge Charge may apply depending on time/date/occupancy



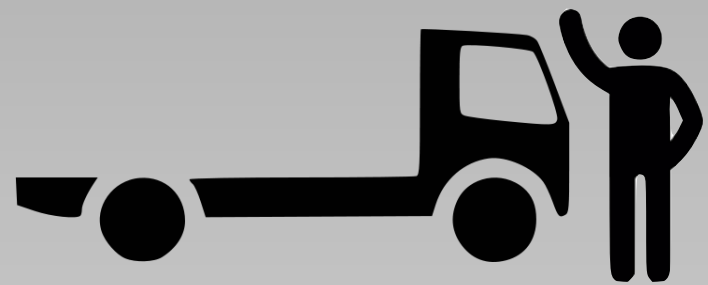
# Customs Stakeholders



- In charge of certifying the customers
- Plans and initiatives already running will be integrated into the data analytics
- Automate and digitize documentation, credentials and permits
- Traceability
- Transparency and security



# Any additional checkpoint



- Digitized information
- Predictable demand
- Traceability



# Destination and Warehousing



- Simplified Warehousing
- Shipping straight to end point
- Maximizing resources
- Reduced driver turnover
- Driver can make more than one crossing per day



Otay Pizza

Delta Trade Services

United States  
Frontera Internacional  
Mexico

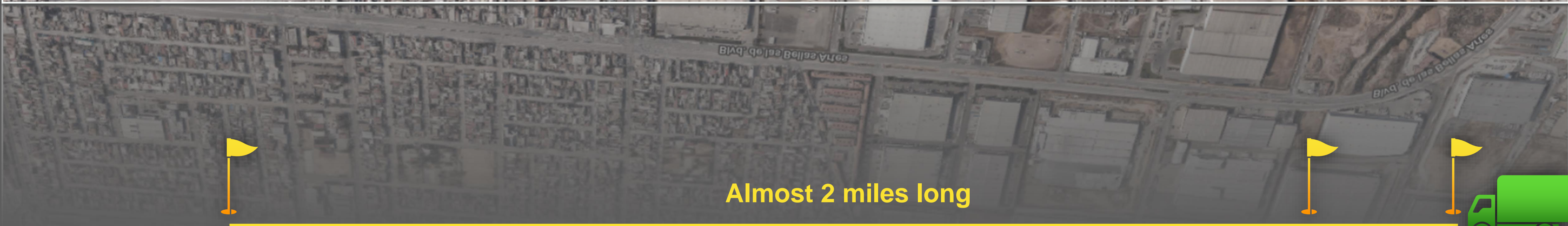
Frontera Internacional

Frontera Internacional

Via De La Amistad

Via De La Amistad





Almost 2 miles long



**May 2019**

**We had this idea**

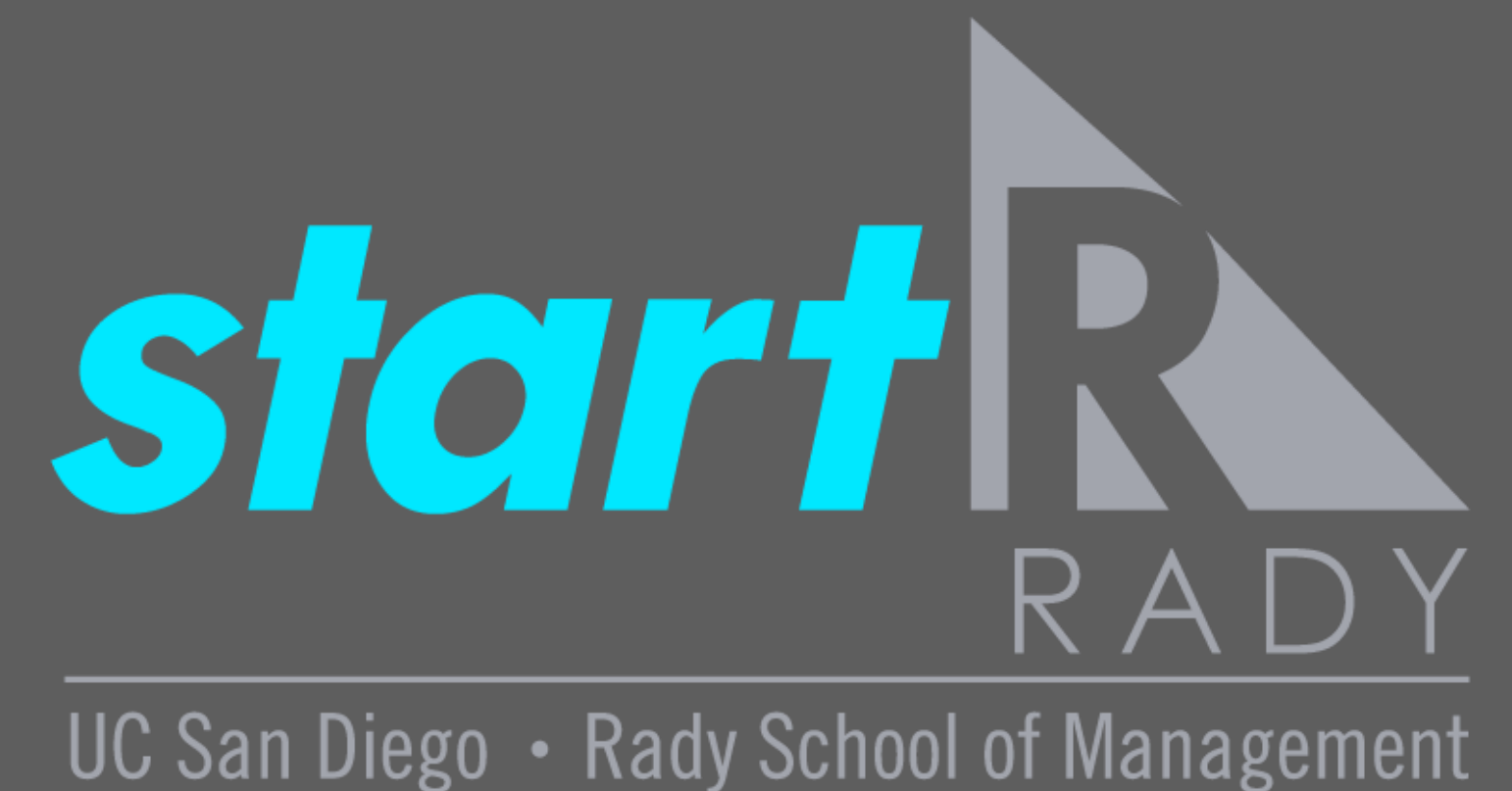
**Now**

**Market Research**

**Interest of Stakeholders to participate**

**Infrastructure requirements**

**UCSD StartR program**



**Twelve Months**

**Technical platform development**

**Determine Cost / surge charge / cool down period**

**Stakeholders Determine Certification Cost**



# Prototype



**We are looking for your support to  
talk to stakeholders.**





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