SALES & PARTNER PLAYBOOK

MoveTheWheels

MoveTheWheels runs the whole journey of goods — every leg, mode, vehicle, container, warehouse and person — on one record, from finished good to final recipient.

Every leg, every mode | Containers and free time | Warehouse placement | Fleet and workforce | Every stakeholder tracked

PREPARED BY
Burdenoff Consultancy Services Pvt. Ltd.

PRODUCT
movethewheels.com

BOOK A CALL
calendly.com/vignesh-burdenoff/1-1

00 How to use this playbook

Read the opportunity signals and the one-question test first; they tell you in one conversation whether a prospect is worth pursuing. Keep the elevator and persona hooks for the first meeting and the objections for the second. You are not expected to demo or quote: get the prospect to a call with us and we take it from there.

IN A HURRY
Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

BEFORE A MEETING
Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

HANDING OVER A LEAD
Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

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01 Product Overview

MOVETHEWHEELS.COM

MoveTheWheels is an end-to-end logistics and supply chain platform. It gives goods one identity from the moment they are a finished good until the final recipient has them, and runs everything around that journey: multi-leg, multi-modal plans in any vehicle; container management with live positions, load optimisation, empty repositioning and free-time clocks; warehouse management with directed placement, re-slotting and an honest stock ledger; certifications and compliance checked before every step; the fleet of every mode; and the workforce of drivers, riders and warehouse staff. Every stakeholder works on the same record and every step is tracked, with an AI co-pilot that briefs each person on what needs them.

CATEGORY

End-to-end logistics and supply chain management — transport across every mode, containers, warehousing, compliance, fleet, workforce and stakeholder collaboration — for manufacturers, distributors, retailers, forwarders, logistics providers, carriers and warehouse operators.

WHERE IT STANDS TODAY

Live. A workspace can be created today at app.movethewheels.com with a free tier. The product is early and has no public reference customers, usage figures or case studies, so credibility comes from the product itself and from a trial on the prospect's own lane.

HOW CUSTOMERS GET IT

Cloud subscription. A customer signs up, creates a workspace and starts the same day, with a free tier at activation-sized quotas. Prices are published in four regional bands. Enterprise adds dedicated tenancy or self-hosting, custom quotas and service-level commitments. Implementation, migration, partner onboarding, training and managed control-tower operations are available as paid services.

- Web application — the complete product for every role
- Worker app for drivers, riders and warehouse staff on phones and handhelds, working offline
- Recipient tracking page and notifications for the people and businesses receiving goods
- Partner portal and secure links so carriers, warehouses and agents can update their own steps
- Desktop application for control-tower and back-office operators
- AI co-pilot on every screen and in the worker app, bounded by each user's permissions
- GraphQL API, webhooks, command-line tool, SDKs and an agent tool server
- Documentation site at docs.movethewheels.com

02 One-Line Pitch

SAY EXACTLY THIS

"MoveTheWheels runs the whole journey of goods — every leg, mode, vehicle, container, warehouse and person — on one record, from finished good to final recipient."

SHORTER, FOR A CHAT MESSAGE

End-to-end logistics: every leg, mode and step.

THE CATEGORY SENTENCE

MoveTheWheels is the end-to-end logistics and supply chain platform for businesses that move physical goods.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Goods rarely travel in one hop. A carton leaves a factory by truck, waits at a hub, rides a train to a port, crosses the sea in a container, sits in a warehouse and is carried to the door by a rider — and every hop runs on a different system. MoveTheWheels gives the goods one record from finished good to final recipient. It plans every leg in any mode, manages the containers and their free time, places goods where they flow in the warehouse, checks every certificate before each step, runs the fleet and the people, and lets every party — shipper, carrier, warehouse, agent and recipient — track every step."

IF THEY ARE TECHNICAL

MoveTheWheels is API-first: one federated GraphQL surface covers consignments, handling units, journey plans and legs, vehicles, containers and their cycles, warehouses and stock, certificates, workers and lifecycle events, so there is one integration instead of a tool per stage. Multi-leg plans are saved atomically; every event records its source, event time and received time, and status authority stops late or duplicate partner updates from rewinding a shipment. Every query and mutation declares its permission and the gateway enforces it, so partners, recipients and AI agents act within exactly the scope they were given, and every action is audited with sensitive fields redacted.

IF THEY ARE A BUSINESS BUYER

Most businesses that move goods pay for a transport tool, a warehouse system, a container spreadsheet, a fleet tracker, a compliance folder and a pile of partner portals — and still pay people to re-key between them and to chase status. MoveTheWheels replaces that with one subscription priced on the size of the operation rather than on logins, so drivers, warehouse staff and partners can take part without raising the bill. Container free time is used instead of lost, goods are placed where they flow, and nothing moves out of compliance. Plans are published and there is a free tier to prove it on a real lane.

04 Problem We Solve

The complaints you will actually hear. None of them need the prospect to know what a transport management system is.

Every hop is a different system

Who feels it: Logistics director, forwarder, shipper

What it costs them: Truck, rail, sea, warehouse and last mile each live in their own tool or inbox. Nobody owns the whole journey, and sight is lost at every handover.

How MoveTheWheels answers it: One consignment record from finished good to final recipient, with every leg, transfer, container and warehouse stop on the same timeline.

Container charges nobody saw coming

Who feels it: Container controller, importer, finance

What it costs them: Free time runs out unnoticed, empties sit in the wrong place, and detention and demurrage appear weeks later on an invoice.

How MoveTheWheels answers it: A free-time clock per container and charge with the local last free day, proactive alerts to whoever can act, and proposals to reuse or reposition empties.

Goods are put wherever there is space

Who feels it: Warehouse manager, shift lead

What it costs them: Fast movers sit at the back, incompatible goods end up side by side, stock drifts from the shelf, and the first sign of a shortage is a truck waiting at the dock.

How MoveTheWheels answers it: Directed placement for every unit by goods profile, temperature, velocity and expiry, re-slotting proposals as demand changes, and a stock ledger that matches the shelf.

The certificate expired and nobody knew

Who feels it: Compliance lead, export clerk, fleet manager

What it costs them: Driver training, vehicle permits, goods certificates and warehouse licences live in folders. A shipment is held at a border or a load goes out with the wrong person.

How MoveTheWheels answers it: One compliance register, reminders before expiry, and rule checks before planning, loading, dispatch, crossing and placement.

Dispatch runs on phone calls

Who feels it: Dispatcher, fleet manager, drivers

What it costs them: Hours disappear finding who is free, qualified and rested; drivers and pickers get instructions by phone and prove their work on paper.

How MoveTheWheels answers it: Assignment by qualification, rest and location on one board, and a worker app with clear jobs, instructions, proof capture and each person's own hours and earnings.

Everyone emails for status

Who feels it: Customer service, consignees, partners, recipients

What it costs them: Shippers, carriers, warehouses and receivers each hold a piece of the truth and trade it by email and phone all day.

How MoveTheWheels answers it: A shared consignment record where each party updates its own step — no integration project needed — and a tracking page for the final recipient.

Firefighting instead of planning

Who feels it: Operations leadership

What it costs them: Problems are found after the window closed, when the only options left are expensive.

How MoveTheWheels answers it: A control tower of exceptions, not lists, and a co-pilot that briefs each person on cut-off risks, free time, expiries and stock problems while there is still time.

05 Value Proposition

Six things a partner can say with confidence.

One record for the whole journey of the goods

From the maker's dock to the recipient's door, every leg, mode, vehicle, container, warehouse stop and handover is on one consignment record. Splits, merges and re-plans keep the identity, and returns and claims reuse the custody chain.

Evidence: Multi-leg plans across any modes are saved as one atomic, versioned plan, and every step writes an event with its source and proof.

Every mode and every vehicle, as first-class

Road, rail, sea, inland water, air cargo, bikes, on foot and drones are legs on the same plan, with own fleet and partner capacity together. No mode is an afterthought bolted onto a trucking tool.

Evidence: Transfers between legs carry their own windows, so a late inbound leg raises the onward cut-off risk early.

Containers that earn their keep

Every container has a registry entry, cycles, live position and custody. Stuffing plans respect weight, goods profile and drop order; empties are forecast and reused; free time has a clock per container and charge.

Evidence: Requested extensions are never shown as granted, and missing agreement terms show as cannot estimate instead of a guessed figure.

Warehouses that place goods where they flow

Directed placement and re-slotting by goods profile, temperature, weight, velocity, affinity and expiry, with guided picking and loading that hands straight to the next leg.

Evidence: Every movement is a stock transaction, and expired or recalled lots are blocked from picking automatically.

People and compliance built in

Drivers, riders and warehouse staff are assigned by qualification, certificate validity and rest; certificates for goods, vehicles, people and sites are checked before each step; and workers see their own hours, earnings and certificates. Location is shared only on duty and the worker can see it.

Evidence: An expired certificate blocks the steps it governs unless a permitted approver records an override with a reason.

Every stakeholder, every step, and a proactive co-pilot

Shippers, carriers, warehouses, agents and recipients work on the same record with scoped access, and the co-pilot gives each person a brief and live nudges. ManufacturedOps, Kadaikodi, FluidGrids, BigConsole and Botmanor work in the same workspace.

Evidence: Every AI proposal and action is recorded with its approver; consequential actions need human confirmation.

06 Ideal Customer Profile

A manufacturer, distributor, forwarder or logistics provider whose goods change mode, vehicle or party at least once on the way to the customer, with its own or managed fleet, one or more warehouses and container exposure, that has outgrown spreadsheets and cannot face a year-long suite rollout.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Manufacturers, exporters and importers	20 to 1,000 employees, one or more warehouses, regular container moves	They feel the whole journey: factory release, multi-mode legs, containers and free time, document packs at borders, warehouse stops and delivery promises. ManufacturedOps can hand finished goods over directly.
Freight forwarders and logistics providers	Many clients, many partners per journey, client-separated stock	Their job is coordinating parties. Shared consignment records, partner self-service, client separation and dedicated tenancy are the product, not an afterthought.
Retailers, e-commerce and distributors with their own delivery	One to ten warehouses or dark stores, vans and bikes	Placement, stock accuracy, last-mile planning for vans and bikes and recipient tracking in one place. Kadaikodi orders can flow in natively.
Carriers and fleet operators of every mode	30 to 500 vehicles or units, own drivers or crews	Fleet availability, maintenance and certificates, assignment by qualification and rest, a worker app and proof at every step — across trucks, vans, bikes, rail, barge or short-sea.
Warehouse and fulfilment operators	Cold stores, bonded and hazardous stores, cross-docks, contract logistics sites	Directed placement, re-slotting, labour plans, docks and yard, and client views — on the same record as the inbound and outbound legs.
Special-goods industries	Food and cold chain, pharmaceuticals, chemicals, construction materials, agriculture	Goods profiles drive vehicles, containers, placement and compliance automatically, so chilled, hazardous or regulated goods are always handled correctly.

GEOGRAPHIES

Sold online wherever a customer operates, with four published regional price bands: Band A covers the US, EU, UK, Japan, Korea, Australia, Canada and Singapore; Band B the Gulf, Eastern Europe, Taiwan and Hong Kong; Band C Latin America, Southeast Asia, Turkey and South Africa; Band D India, Bangladesh, Pakistan, Nigeria, Kenya and Egypt. India is a first-class market with prices published in rupees. Jurisdiction-specific compliance rules are configured per customer, so bring us in before promising a particular country's regulatory content.

NOT A FIT — DO NOT CHASE

- Fewer than about ten vehicles or workers — point them at the free tier and move on rather than working the deal.
- Asset-free brokers whose whole business is load-board liquidity and carrier procurement.
- Buyers whose only requirement is in-cab safety hardware such as dash cameras.
- Organisations locked into an on-premises group suite with years left and no business-unit autonomy.
- Buyers who expect MoveTheWheels to act as their carrier, forwarder or customs broker — it is the platform those businesses run on.
- Anyone who wants covert monitoring of their workers.

07 Buyer Personas

Six roles decide this purchase. The operations lead, forwarder or container controller usually starts it, the warehouse and fleet managers can block it, the IT and security leads can veto it, and the owner or COO signs.

Logistics or operations director — usually signs or sponsors

WHAT THEY WANT

One picture of every lane, leg, container, warehouse and team; explainable cost to serve; promises kept

WHAT FRUSTRATES THEM

Seven tools, no single answer, problems discovered after the window closed

Open with: **Can anyone tell you, right now, every leg your biggest customer's goods will take this week — and which one is at risk?**

They will ask: How long to get one lane live, and what does it replace?

Freight forwarder or logistics provider operations head

WHAT THEY WANT

Coordinate many partners per journey, client self-service, margin per shipment

WHAT FRUSTRATES THEM

Status chasing by email, partner portals with their own logins, clients asking for visibility

Open with: **How many emails does one multi-leg booking generate before the goods arrive?**

They will ask: Can my partners update their own legs without buying a licence?

Container or equipment controller

WHAT THEY WANT

Use free time, put empties where they are needed, avoid charges and disputes

WHAT FRUSTRATES THEM

Clocks in spreadsheets, charges found on invoices, empties moved twice

Open with: **How many of your containers are inside their last two days of free time today?**

They will ask: Does it understand our different agreements per charge and payer?

Warehouse or distribution centre manager

WHAT THEY WANT

Space, flow, stock accuracy, labour and docks under control

WHAT FRUSTRATES THEM

Placement by habit, long pick paths, stock that does not match the shelf, docks over-booked

Open with: **Who decides where a pallet goes when it arrives — and why there?**

They will ask: Will my pickers actually use the handheld, in their own language?

Fleet and workforce manager

WHAT THEY WANT	WHAT FRUSTRATES THEM
Available, compliant vehicles and qualified, rested, safe people on every job	Defects reported late, certificates expiring unseen, dispatch by phone, turnover

Open with: **How do you know a driver's training and rest are valid before you hand them the job?**

They will ask: Is this going to feel like surveillance to my drivers?

IT, security or compliance gatekeeper

WHAT THEY WANT	WHAT FRUSTRATES THEM
Fewer systems, clean integrations, governance and evidence	Fragile integrations between stage tools, access to driver and customer data poorly controlled

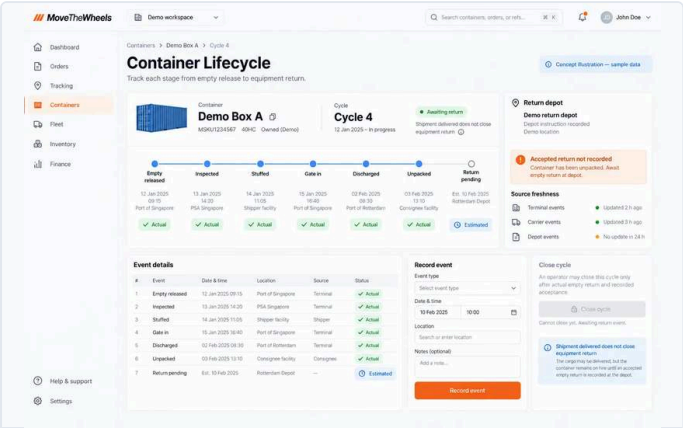
Open with: **How many integrations between your factory, shop and logistics tools are you personally keeping alive?**

They will ask: How are partners, recipients and AI agents permissioned and audited?

08 Top Use Cases

12 SCENARIOS

Twelve concrete situations, each written as the bind the customer is in and what changes.



SHIPPER'S LOGISTICS LEAD, FORWARDER, CONSIGNEE

Carry goods from finished good to final recipient on one record

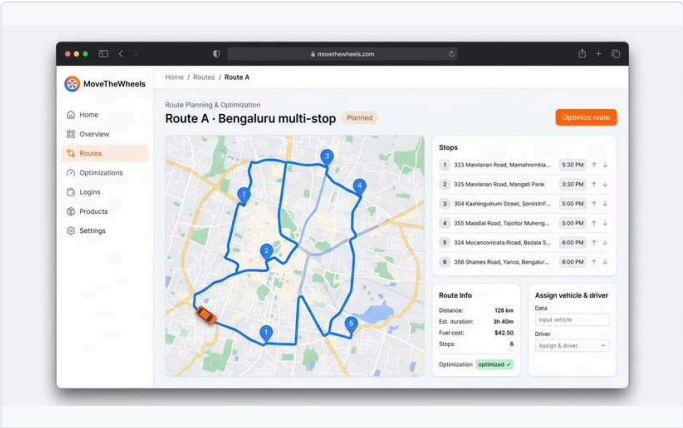
THE SITUATION

Twenty pallets leave a factory and pass through a truck, a rail terminal, a port, a ship, a warehouse and a van. Each party has its own system and the shipper finds out about problems from the customer.

WHAT HAPPENS WITH MOVETHEWHEELS

The release creates one consignment with its goods profile. The journey plan carries every leg, transfer and warehouse stop; each party records its step on the same timeline; the recipient confirms receipt with proof.

Everyone answers 'where is it and what happens next?' from the same record.



PLANNER, FORWARDER

Plan a door-to-door journey across modes in one step

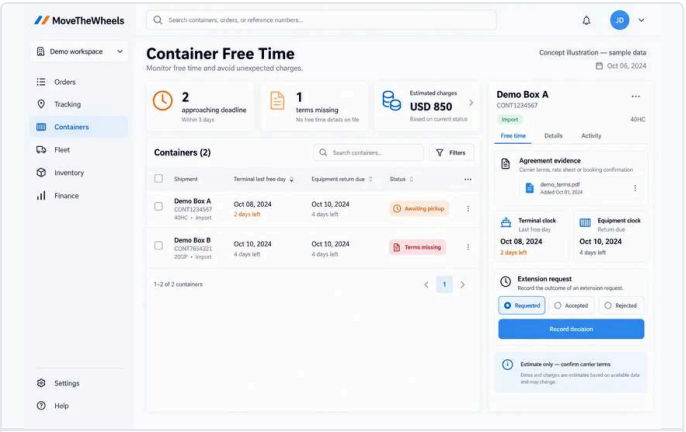
THE SITUATION

An export moves by rider, truck, rail and sea, planned in four tools and a spreadsheet of cut-offs.

WHAT HAPPENS WITH MOVETHEWHEELS

Journey options are compared by cost, time, emissions and risk, then committed as one atomic, versioned plan with each leg's vehicle, crew, container and estimate.

Cut-offs and transfers are managed together; a late leg raises the onward risk early.



CONTAINER CONTROLLER, IMPORTER, FINANCE

Use container free time instead of paying for lost time

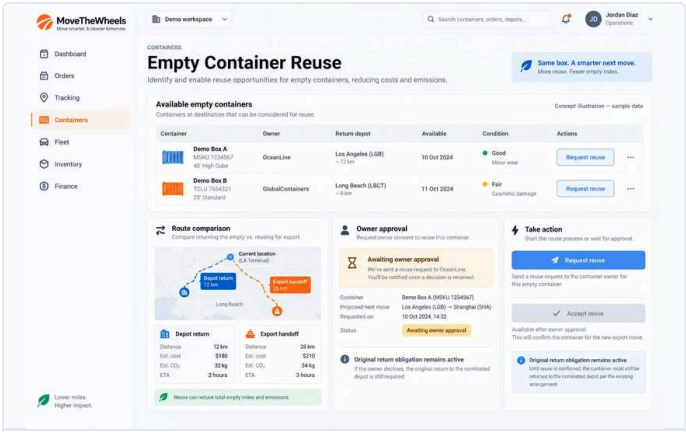
THE SITUATION

Detention and demurrage arrive on invoices weeks after the containers have gone back.

WHAT HAPPENS WITH MOVETHEWHEELS

Each container and charge has a clock with its local last free day and exposure at chosen dates. The brief lists containers inside their last days with proposals to strip, move or return, and extension requests are recorded with evidence.

Free time is used, charges are explained, and requested is never mistaken for granted.



CONTAINER CONTROLLER

Reuse empties instead of repositioning them twice

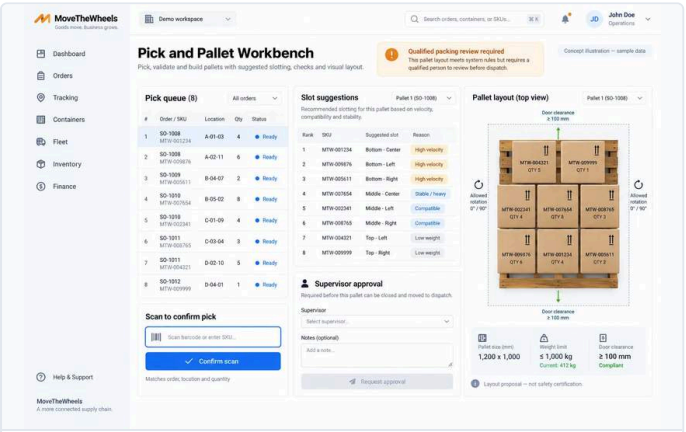
THE SITUATION

Import empties go back to a depot and export empties are collected from it the next day.

WHAT HAPPENS WITH MOVETHEWHEELS

Empty demand is forecast by depot and type, and the platform proposes reusing nearby import empties for exports; approval closes one cycle and opens the next atomically.

Fewer empty moves, with the effect shown before approval.



WAREHOUSE MANAGER, RECEIVERS

Place goods where they flow

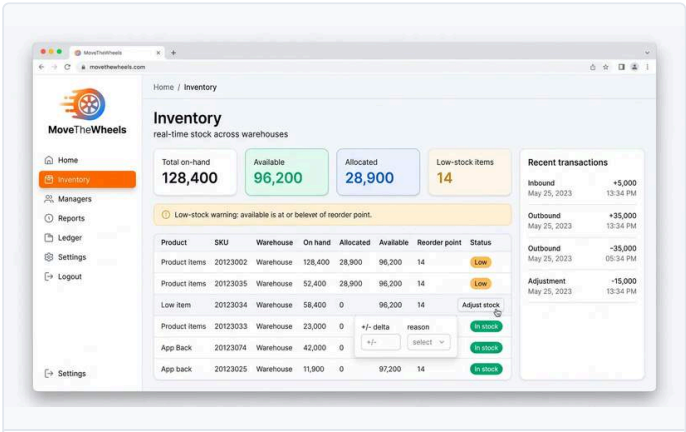
THE SITUATION

Pallets go wherever there is space; fast movers sit at the back and chilled goods compete for room.

WHAT HAPPENS WITH MOVETHEWHEELS

Every receipt gets a directed location by goods profile, temperature, velocity, affinity and expiry, with the reason shown on the handheld. Re-slotting proposals arrive as demand changes.

Shorter pick paths, compatible storage and a stock record that matches the shelf.



SHIFT LEAD, LOADERS, DISPATCHER

Hand the warehouse straight to the road

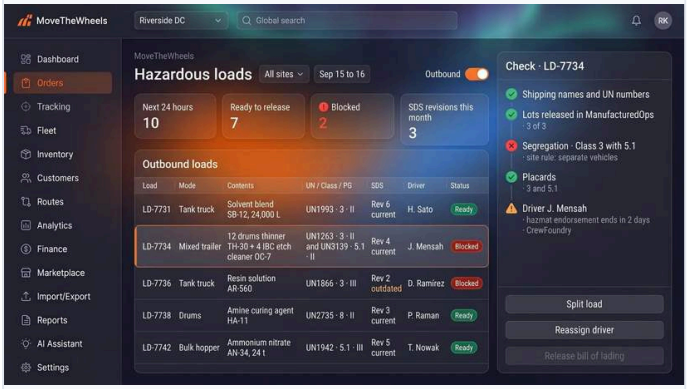
THE SITUATION

A packed order is retyped into a delivery system before it can move.

WHAT HAPPENS WITH MOVETHEWHEELS

Picking, packing and staging follow the leg and drop order; loading follows the load plan; the loaded unit becomes a departed leg on the same record.

No re-keying between the dock and the road.



COMPLIANCE LEAD, DISPATCHER, EXPORT CLERK

Never move out of compliance

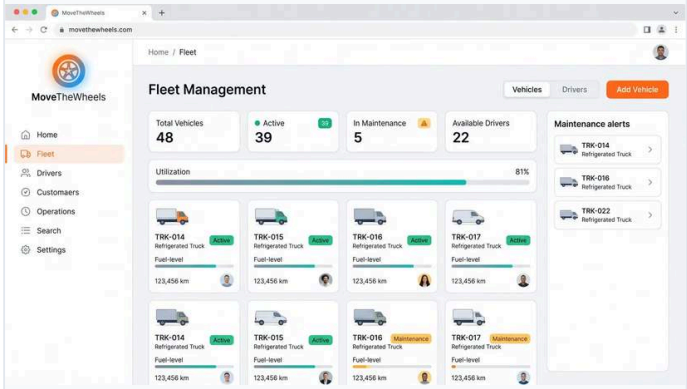
THE SITUATION

A driver's hazardous-goods training lapses unnoticed; a sea-leg document pack is missing a certificate at cut-off.

WHAT HAPPENS WITH MOVETHEWHEELS

The compliance register reminds owners before expiry, blocks the steps an expired item governs, and flags incomplete document packs before cut-off. Overrides need a permitted approver and a reason.

Nothing moves with an expired certificate, an untrained person or a non-compliant vehicle.



FLEET MANAGER, DISPATCHER

Run a fleet of every mode from one board

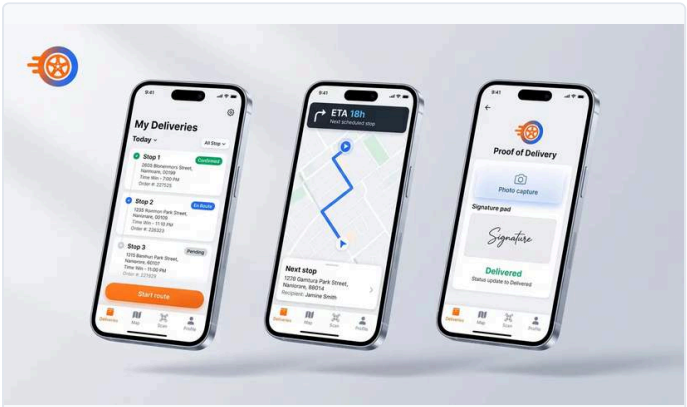
THE SITUATION

Vans, trucks, bikes and partner capacity are tracked in different places; a vehicle with a defect is still assigned.

WHAT HAPPENS WITH MOVETHEWHEELS

One availability board across modes reflects maintenance, defects, documents and location freshness; a defect takes a vehicle off the board and offers the nearest equivalent.

Dispatch only sees vehicles that are truly available.



DRIVERS, RIDERS, WAREHOUSE WORKERS

Give every driver, rider and picker a clear day

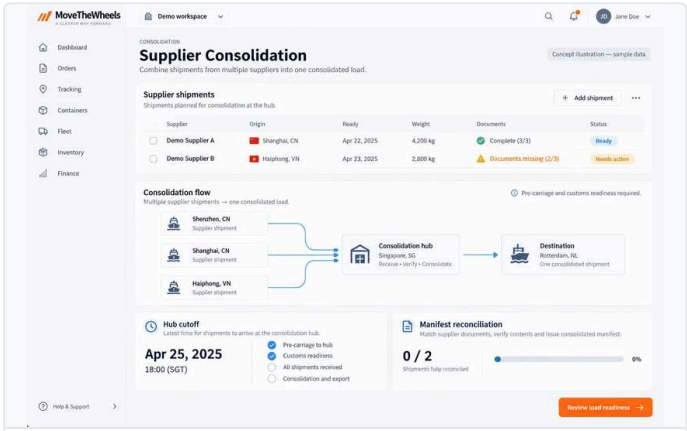
THE SITUATION

Instructions arrive by phone, proof is on paper, and workers cannot see their own hours or earnings.

WHAT HAPPENS WITH MOVETHEWHEELS

The worker app shows jobs in order with instructions, captures proof, takes one-tap exceptions, and shows each person their hours, earnings and certificates. Location is shared only on duty and is visible to the worker.

Clear, fair, safe work — and better data without surveillance.



FORWARDER, CARRIERS, WAREHOUSES, AGENTS, CONSIGNEE

Let every stakeholder update one record

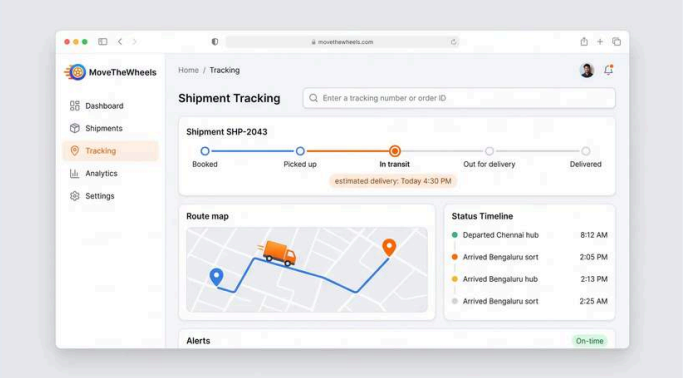
THE SITUATION

Status lives in emails between six companies.

WHAT HAPPENS WITH MOVETHEWHEELS

Each party is invited to the consignment and updates its own step by browser, secure link, app, file, message or API. Handovers are tasks with owners and evidence; documents are shared once.

The shipper sees one timeline and nobody chases status.



FINAL RECIPIENT, CUSTOMER SERVICE

Show the final recipient what is coming

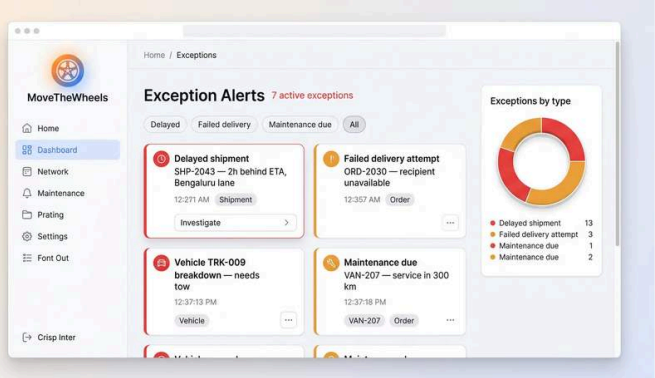
THE SITUATION

Recipients call to ask when goods will arrive and cannot change anything.

WHAT HAPPENS WITH MOVETHEWHEELS

A tracking page and notifications in their language show progress and the window with its basis; they can change the slot, redirect to a pickup point and report problems at the door.

Fewer calls, better first-time delivery, and issues captured on the record.



OPERATIONS DIRECTOR, DISPATCHER, CONTAINER CONTROLLER, WAREHOUSE MANAGER

Start every day with a proactive brief

THE SITUATION

Problems are discovered after the window closed.

WHAT HAPPENS WITH MOVETHEWHEELS

Each person gets a brief of the exceptions that need them — cut-off risks, free time ending, certificates expiring, docks over-booked — with a proposed action; accepting it updates every affected party.

Decisions are made while there is still time, and every AI action is on the record.

09 Product Capabilities

What the platform covers, grouped the way a buyer thinks about it.

Goods lifecycle and journeys

One record for the goods; every leg, mode and vehicle.

Consignments and handling units
One identity from finished good to final recipient, nested items, cartons, pallets and container loads, with splits, merges and re-plans.

Goods profiles
Chilled, frozen, perishable, hazardous, fragile, high-value, oversized, live, regulated and return goods drive every downstream rule.

Multi-leg, multi-modal plans
Road, rail, sea, inland water, air, bikes, on foot and drones as one atomic, versioned plan with transfers and cut-offs.

Journey options and dated estimates
Options by cost, time, emissions and risk; estimates with currency, surcharges and validity compared to invoices later.

Load building and route sequencing
Weight, volume and segregation respected; stops sequenced against windows, access rules and driver hours.

Returns and claims
Reuse the original custody chain and condition evidence.

Containers and free time

Use equipment well and free time fully.

Container registry and cycles
Every container and returnable unit, with actual, planned and estimated events and their sources.

Live position and custody
Where each container is and who holds it, with handover seals and condition.

Stuffing plans
Weight, distribution, goods profile and drop order; fill rate before sealing.

Empty demand and approved reuse
Forecasts by depot and type, reuse proposals and repositioning moves.

Free-time clocks
Per container and charge, local last free day, exposure, proactive alerts and evidence-backed extensions.

Warehouses, placement and stock

Goods placed where they flow; stock that matches the shelf.

Facility model
Zones, racks, bins and floor locations with temperature, weight and goods-profile permissions.

Inbound and cross-dock
Notices, dock appointments, scan receiving, discrepancies with photos, quality holds.

Directed placement and re-slotting
By goods profile, temperature, weight, velocity, affinity and expiry, with reasons.

Stock ledger and counts
By item, lot, serial, expiry, owner and location; cycle counts by value and velocity.

Outbound and loading
Guided picking, pack verification, cartonisation, staging by leg and drop order.

Certifications and compliance

Checked before every step.

Compliance register
Goods, trade, vehicles, people, facilities and partners.

Expiry management
Reminders before expiry; expired items block the steps they govern.

Step-level rule checks
Training, permits, segregation, zone and licence rules before planning, loading, dispatch, crossing and placement.

Document packs
Assembled per leg and border and checked for completeness and consistency.

Evidence on demand
Every check, by whom, against which rule version, exportable.

Fleet and workforce

The right vehicle and the right person on every job.

Fleet board across modes
Availability, equipment, maintenance, defects, documents, fuel and energy.

Rosters and assignment
By qualification, certificate validity, rest, location and preference.

Working time and safety
Hours rules, planned breaks, pre-shift checks, incident and near-miss reporting.

Worker app
Jobs, instructions, proof capture, exceptions, own hours, earnings and certificates, offline.

Dignity by design
On-duty-only location visible to the worker; context-aware performance; transparent earnings.

Stakeholders and tracking

Every party, every step.

Shared consignment workspace
Scoped access for shippers, consignees, carriers, forwarders, warehouses, agents and insurers.

Partner self-service
Updates by browser, secure link, app, file, message or API.

Event quality and status authority
Duplicates recognised, late events never silently rewind status, freshness always shown.

Predicted arrivals
Per leg and delivery, with their basis shown.

Recipient tracking
Progress, delivery choices, proof at the door and issue reporting.

Control tower
Exceptions with owners, proposed actions and decision deadlines.

AI co-pilot and agents

Intelligent, personalised and proactive.

Ask the operation
Answers from live records with links, under the user's permissions.

Briefs and nudges
Per role and person, in their language and channel.

Planning, container, warehouse and cost intelligence
Proposals with their reasons and effect inside each workflow.

Document intelligence
Reads transport documents, certificates, invoices and agreements and flags inconsistencies.

Governed agents
Same permissions as the authorising person; human confirmation for consequential actions; every action in an audit ledger.

Platform and Burdenoff group

Enterprise foundations and one workspace.

Role-based access at the edge
Every query and mutation permission-checked at the gateway; seeded logistics roles.

Audit and encryption
Per-operation audit with sensitive fields redacted; field-level encryption of identity data; tenant isolation.

Burdenoff group in one workspace
ManufacturedOps, Kadaikodi, FluidGrids, BigConsole, Botmanor, CrewFoundry, AssetHandler and more.

API and integrations
Federated GraphQL, signed webhooks, and any external system through FluidGrids.

10 Pricing & Plans

Pricing is on the size of the fleet under management — active vehicles plus driver profiles — not on how many people log in, so adding a dispatcher or a warehouse clerk does not raise the bill. Every user-facing feature is available from the free tier upward; what changes between tiers is capacity, governance, support and service-level commitment. Four regional bands set fixed market prices rather than currency conversions, so an Indian or Latin American customer pays their region's published price. AI features run on the customer's own model provider key, so model usage is not billed by us.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	$0 forever No card required. Band D equivalent: ₹0 forever.	Micro-businesses and evaluators who want to run real logistics work before paying	15 managed vehicles and drivers; 2 admin seats, 1 workspace; 50 shipment orders per month; 5 tracked vehicles; 1 GB shared storage, 30-day analytics history; Community support plus one ticket a month; Best-effort uptime
Starter	$99/mo or $79/mo annual Band D example: ₹3,999/mo or ₹3,199/mo annual.	Small fleet operators and startups, roughly up to fifty people	50 managed vehicles and drivers; 5 admin seats, 1 workspace; 500 shipment orders per month; 50 tracked vehicles; 25 GB shared storage, 90-day analytics history; Email support under 48 hours; Best-effort uptime
Growth	$399/mo or $319/mo annual Band D example: ₹14,999/mo or ₹11,999/mo annual. Includes a 14-day trial.	Scaling companies, small third-party logistics providers and freight brokers	250 managed vehicles and drivers; 15 admin seats, 3 workspaces; 5,000 shipment orders per month; 250 tracked vehicles; 100 GB shared storage, 365-day analytics history; Priority support under 24 hours; 99.5% uptime commitment
Business	$999/mo or $799/mo annual Band D example: ₹39,999/mo or ₹31,999/mo annual.	Established multi-team logistics functions, roughly up to a thousand people	1,000 managed vehicles and drivers; 50 admin seats, 10 workspaces; 50,000 shipment orders per month; 500 pooled tracked vehicles; 1 TB pooled storage, 730-day analytics history; Priority support under 8 hours; 99.9% uptime commitment
Enterprise	From $12/vehicle/mo list; $9/vehicle/mo annual at 250+ Band D from a $4 per vehicle per month equivalent. Annual contract. Dedicated environments are quoted separately.	Large fleets, regulated organisations and multi-entity groups	Custom quotas and unlimited seats and workspaces; Dedicated tenancy or self-hosting; Production single sign-on and directory provisioning, security event streaming, data residency; Dedicated support with a contracted service level; 99.95% or better uptime commitment

Add-ons

ADD-ON	PRICE
50-Profile Pack — 50 more managed vehicles and drivers	$39/mo
250-Profile Pack — 250 more managed vehicles and drivers	$149/mo
1,000-Profile Pack — 1,000 more managed vehicles and drivers	$499/mo
100-Tracked-Vehicle Pack	$49/mo
500-Tracked-Vehicle Pack	$179/mo
5K Application Pack — 5,000 more orders a month	$29/mo

ADD-ON	PRICE
50 GB shared storage	$15/mo
AI Pro — higher daily routing and estimate volume on your own provider key	$79/mo
Analytics Pro — 730-day history, custom dashboards, scheduled reports	$99/mo
Audit Standard — 365-day audit history with filters and export	$39/mo

WHAT TO TELL A PROSPECT ABOUT PRICE

- Prices above are the Band A list, before tax. Bands B, C and D are lower fixed market prices, not conversions — Band D covers India, Bangladesh, Pakistan, Nigeria, Kenya and Egypt, and India prices are published in rupees.
- AI capabilities use the customer's own model provider key or subscription, so model usage is never included in the plan price. Say this early with any prospect who is budgeting for AI.
- Storage and interface request limits are pooled across all Burdenoff products on the same account, so a customer using more than one product gets a larger shared pool.
- Dedicated environments, self-hosting and premium support are quoted separately and are substantially larger commitments than a subscription. Bring us in before discussing them.
- Never estimate, discount or round a price in front of a customer. We control final pricing, discounting and contract terms on every quote.
- Value is measured with each customer against their own baseline during a trial — never promise savings, accuracy or return-on-investment figures.

11 Competitive Landscape

Prospects compare MoveTheWheels with kinds of tools, not one rival: visibility layers that watch freight, enterprise suites that match the breadth at enterprise cost, and specialists that own one slice. Describe each as a category, never by brand, and concede where it genuinely wins — saying so makes the rest credible.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Freight visibility platforms	Platforms that aggregate location and status data from carriers and devices to show where freight is and predict when it will arrive, usually for large shippers on enterprise contracts.	Very large carrier and device connectivity built up over years, and arrival prediction trained on more shipment history than a new platform has. If predicted arrival on a huge existing network is the single priority and budget is not constrained, they are a fair choice, and you should say so.	They watch freight using other systems' data; they do not run the journey, the containers' free time, the warehouse, the compliance checks or the people. MoveTheWheels is one record for all of it, with published pricing and partner self-service instead of an integration programme.
Enterprise supply-chain suites	Large warehouse, transport, order-management and planning suites sold to global enterprises with dedicated technology teams.	Deep warehouse functionality at very high volume, and supply-chain planning — demand forecasting, network design, scenario modelling — at a scale we do not compete on. If a prospect needs heavy planning rather than execution, concede immediately.	Long deployments, dedicated staff and quote-only pricing. MoveTheWheels covers execution end to end — every leg and mode, containers and free time, warehouse placement, compliance, fleet and workforce — on a published tier a mid-sized operator can start on one lane.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
E-commerce fulfilment services	Providers that run warehouses and parcel shipping for online brands, either in their own network or as software.	For a pure online brand shipping parcels, onboarding is fast, shop integrations are deep, and they can take the physical fulfilment off the brand's hands entirely. That is a real service we do not offer.	They stop at parcel fulfilment. No multi-modal journeys, no containers or free time, no fleet or workforce, no partner collaboration. The moment a business moves freight across modes or runs its own vehicles, MoveTheWheels covers what they do not.
Fleet telematics and safety tools	Hardware-backed software for vehicle fleets: gateways, cameras, driving-event detection, electronic logs and driver coaching.	Vehicle safety and driving-hours compliance backed by their own hardware. If the buying decision is driven by insurance and road-safety outcomes, they win, and the hardware is part of why.	They cover the vehicle. MoveTheWheels covers the goods, the journey, the containers, the warehouse, the compliance and the people, and takes device data onto the same record with its freshness shown.
Last-mile delivery apps	Route optimisation and driver apps for doorstep delivery, with customer notifications and proof of delivery.	A polished last-mile experience, strong driver apps and very quick onboarding. If the requirement is only last mile with a great driver app, they are a reasonable buy.	Last mile only. No warehouse placement, no containers or free time, no multi-modal legs, no compliance register. The MoveTheWheels worker app serves drivers, riders and warehouse staff on the same record as the rest of the journey, priced on the operation rather than per task.
Spreadsheets, email, phone and chat	How most journeys are actually coordinated today: a planner's spreadsheet, emailed documents, phone calls to drivers and chat groups with partners.	Free, familiar and infinitely flexible; nobody needs training and every partner already uses them. For a business moving a handful of loads a month on one lane, they may be enough.	Nothing is checked, nothing is tracked and nobody owns the whole journey. Free time runs out unnoticed, certificates expire in folders and everyone asks where things are. MoveTheWheels starts on a free tier and lets partners join by secure link without buying anything.

THE POSITIONING LINE TO HOLD

Visibility tools watch goods move; stage tools hand them to the next system. MoveTheWheels runs the whole journey — every leg, mode, container, warehouse and person — on one record.

12 Why Us / Differentiators

If a partner remembers only a few things, make it these.

The goods are the spine

One consignment record from finished good to final recipient, across every leg, mode, vehicle, container, warehouse and handover.

Every mode, every vehicle

Bikes to ships, own fleet and partners, in one atomic, versioned plan.

Containers and free time first-class

Cycles, positions, stuffing plans, empty reuse and a clock per container and charge.

Warehouse placement on the same record as transport

Directed placement and re-slotting by goods profile, velocity and expiry, handing straight to the next leg.

Compliance before every step

Certificates for goods, vehicles, people and sites checked before planning, loading, dispatch, crossing and placement.

People first

Assignment by qualification and rest, and a worker app with own hours, earnings and certificates — no surveillance.

Every stakeholder on one record

Partner self-service and a final-recipient view, with event quality and status authority.

AI-native and the Burdenoff group

A proactive, personalised co-pilot with governed agents, and ManufacturedOps, Kadaikodi and FluidGrids in the same workspace.

13 Customer Proof & Credibility

There are no customer logos to show and you should not look for a substitute. Credibility comes from the product: a prospect can create a free workspace and test the claims on their own lane, and the governance is inherited from a platform rather than promised.

YOU CAN CHECK IT YOURSELF

The free tier carries the product surface at activation-sized limits. A sceptical operations manager can plan a multi-leg consignment, track a container's free time, place goods in a warehouse and share tracking with a recipient in an afternoon.

DEPTH ACROSS THE WHOLE JOURNEY

Goods, legs, containers, warehouses, compliance, fleet, workforce and stakeholders on one data model, rather than a visibility layer over other systems.

GOVERNANCE THAT IS ENFORCED, NOT DOCUMENTED

Every query and mutation is permission-checked at the gateway, every action is audited with sensitive fields redacted, and tenant isolation is enforced in the database.

HONEST BY DESIGN

Requested extensions are never shown as granted, missing terms show as cannot estimate, and late partner updates never silently rewind status.

WORKERS TREATED WITH DIGNITY

Location is shared only on duty and is visible to the worker; a data-protection impact assessment template is available for customers.

A PUBLISHED PRICE LIST

Tiers, quotas, add-ons and regional bands are public.

Be straight about this. Be straight with prospects about three things. There are no public reference customers, usage numbers or case studies, and any partner who implies otherwise will be contradicted by our own website. MoveTheWheels does not claim any third-party security certification and does not publish tracking-accuracy, savings or return-on-investment figures; value is measured with the customer against their own baseline. And it is not a carrier, forwarder or customs broker — it is the platform those businesses run on, and jurisdiction-specific compliance content is configured with each customer. When a prospect asks about a specific country's rules, a specific external system or a security questionnaire, bring us in rather than guessing.

14 Demo Information

The best demonstration is the real product on a realistic lane. Use a workspace with a multi-leg consignment, a few containers with free-time clocks, one warehouse zone and a small crew — a bare workspace demonstrates nothing.

HOW TO GET A DEMO

We give the demonstration. Introduce us and we will run it with the prospect's own lanes, modes, containers and warehouses in mind. A prospect who prefers to explore alone can create a free workspace at app.movethewheels.com with no card.

Runs about About ten minutes for the core flow; twenty to thirty with questions and a deeper pass on whichever pillar matters most to the room.

WHERE TO LOOK

- **Product website and capability status** — `https://movethewheels.com`
- **Create a workspace and try it free** — `https://app.movethewheels.com`
- **Documentation** — `https://docs.movethewheels.com`
- **Book a walkthrough with Vignesh** — `https://calendly.com/vignesh-burdenoff/1-1`

The walkthrough, in order

1. **The control tower and a morning brief**
   This is the whole network as exceptions, not lists — a late inbound leg threatening an onward cut-off, containers running out of free time, a certificate expiring, a dock over-booked — each with an owner and a proposed action.
2. **A consignment's journey plan**
   One record from the factory to the recipient: truck, rail, sea, warehouse and van legs, each transfer with its window, each container with its seal. Every party updates its own step on this same timeline.
3. **Container free-time board**
   Every container and every charge has its own clock with the local last free day. Here are the ones inside their last two days and what the platform proposes to do about them.
4. **Warehouse placement on the handheld**
   When a pallet arrives, the platform tells the receiver where it goes and why — temperature, velocity, compatibility, expiry — and proposes re-slotting as demand changes.
5. **Compliance register and a blocked assignment**
   Certificates for goods, vehicles, people and sites live here. This driver's hazardous-goods training has expired, so dispatch will not offer them that load until it is renewed.
6. **Fleet board and the worker app**
   Every vehicle across modes on one board, and this is what a rider sees: jobs in order, instructions, proof capture, their own hours and earnings — and location sharing that is visible to them and stops at the end of the shift.
7. **Recipient tracking page**
   The person receiving the goods sees progress and the window, can change the slot or redirect, and reports problems at the door straight onto the record.
8. **The co-pilot**
   Ask anything about the operation and it answers from live records under your permissions, with links. Any action it proposes needs your confirmation and lands in the audit ledger.

15 Sales Talking Points

Lines that work in a first conversation, and why each lands.

Goods rarely travel in one hop — but most software covers one hop.

Every logistics person recognises the handover problem instantly.

One record from finished good to final recipient.

It is the simplest way to say what is different.

Bikes to ships on one plan.

It shows breadth without a feature list.

Free time used, not lost.

Container charges are a pain every importer can put a number on themselves.

Goods placed where they flow.

Warehouse managers feel the cost of placement by habit every shift.

Nothing moves out of compliance.

Compliance failures are memorable and expensive.

Your drivers and pickers will actually like it.

Frontline adoption is the hidden veto, and dignity is a differentiator.

Partners update their own steps without buying anything.

It removes the integration objection for multi-party journeys.

Start free on one lane.

It lowers the risk of saying yes.

16 Objection Handling

10 OBJECTIONS

Things prospects actually say. Concede what is true first, then redirect.

> **"You are a young product with no references."**
>
> True, and we will not pretend otherwise. That is why there is a free tier: put one real lane through it and judge it on your own goods.
>
> PROOF · Free workspace at app.movethewheels.com with no card.

> **"We already have a transport system and a warehouse system."**
>
> Keep what works. Start with the handovers they do not cover — containers and free time, partner updates, recipient tracking — and connect the rest through the API or FluidGrids.
>
> PROOF · Federated GraphQL API, signed webhooks and FluidGrids for external systems.

> **"We already track our vehicles."**
>
> Good — that data can flow onto the same record. We add the goods, the journey, the containers, the warehouse, the compliance and the people around the vehicle.
>
> PROOF · Device data appears on the timeline with its freshness shown.

> **"Our partners will never log into another portal."**
>
> They do not have to. They can update their step from a secure link, a file, a message or an API.
>
> PROOF · Partner self-service without a licence.

> **"Our drivers will see it as surveillance."**
>
> It is designed not to be. Location is shared only on duty and the worker sees exactly what is shared; they also see their own hours, earnings and certificates.
>
> PROOF · Worker-privacy design and a data-protection impact assessment template.

> **"Our compliance rules are specific to our country and goods."**
>
> Rules are configured per jurisdiction and customer, and attached to the goods, vehicles, people and places they govern. Bring us your rules and we will show them working.
>
> PROOF · Compliance register with step-level checks and versioned rules.

> **"Is it secure enough for our customers' data?"**
>
> Permissions are checked at the gateway on every operation, partners and recipients see only what is shared, actions are audited and identity data is encrypted.
>
> PROOF · Gateway-enforced access control, redacted audit, tenant isolation.

> **"How accurate are your arrival predictions?"**
>
> We do not publish a generic accuracy figure. Predictions show their basis, and we measure accuracy on your own lanes during a trial.
>
> PROOF · Predicted arrivals with basis and freshness shown.

> **"Enterprise suites already do all this."**
>
> Some do, after a long implementation and at a price you have to ask for. Here you can start on one lane this week at a published price, with every mode on one platform.
>
> PROOF · Published tiers and a free entry point.

> **"What about AI making decisions on our freight?"**
>
> The co-pilot proposes; a permitted person decides. Consequential actions need confirmation and every action is recorded.
>
> PROOF · Governed agents and an AI audit ledger.

17 Discovery / Qualification Questions

Questions that tell you in twenty minutes whether this is real. The first four qualify; the rest size the opportunity and find the champion.

ASK THIS	LISTEN FOR
Walk me through one typical shipment — how many legs, modes and companies touch it?	Three or more hops or parties is a strong fit.
Where do you lose sight of the goods today?	Handovers between modes, partners or warehouses.
Do you move containers, and who watches free time?	Spreadsheets, surprise charges, empties moved twice.
Who decides where goods go in your warehouse?	Habit, tribal knowledge, stock that drifts.
Where do certificates for drivers, vehicles, goods and sites live?	Folders, email, a recent compliance incident.
How are drivers and warehouse staff assigned and instructed each day?	Phone calls, paper, messaging groups.
How do your customers and recipients find out where their goods are?	Calls and emails to customer service.
How many logistics tools do you pay for, and which one frustrates you most?	Three or more, and a named frustration.
Is anything forcing a decision on a date?	A renewal, customer demand, audit, new lane, new warehouse or peak season.
Who would sign, and who would use it first?	An operations champion with access to a budget holder.

18 How to Identify a Good Opportunity

Use these to decide where to spend your time. Green means lean in, amber means qualify harder before investing, red means be helpful and move on — a partner who walks away well keeps the relationship for the next one.

STRONG SIGNAL — PURSUE

- Their goods change mode, vehicle or company at least once on the way to the customer
- They move containers and cannot say how much free time is left
- They run a warehouse whose placement is decided by habit
- Someone says spreadsheet, double entry or ringing round in the first ten minutes
- A compliance incident, a surprise charge or a key customer's tracking demand happened recently
- They are a forwarder or logistics provider whose clients want visibility and self-service
- They have abandoned a long suite implementation

Introduce us straight away.

WORTH A CONVERSATION

- Between ten and fifty vehicles — a fit for Starter, but a smaller, self-serve deal
- Single-mode, single-site operations — the value is real but narrower
- They are happy with an existing transport or warehouse system — the conversation is about handovers, containers and partners, not replacement
- Over a thousand vehicles with a dedicated technology team — expect a long cycle and a procurement gate
- A signed independent security attestation is a hard requirement — qualify how hard before investing

Qualify further before an introduction.

POOR FIT — DO NOT CHASE

- Fewer than ten vehicles or workers — send them the free tier and move on
- Asset-free brokers whose whole business is load boards
- Locked into an on-premises group suite with years left on the contract
- The only requirement is in-cab safety hardware
- They want covert monitoring of their workers
- They are choosing on price alone across four vendors

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

Ask: how many different companies, vehicles or systems does one shipment pass through between leaving your dock and reaching your customer? If the answer is three or more, you have a real opportunity. If it is one hop in one system that works, thank them and move on.

19 How to Introduce Us

Keep the introduction short and about them. You are not selling the product — you are proposing a twenty-minute conversation with the people who built it. Always tell us who you have spoken to before we make contact, so we do not arrive cold or repeat what you have already covered.

IN CONVERSATION

"Say something like: I know a team that has built one platform for the whole journey of goods — every leg and mode from truck to rail to ship to bike, the containers and their free time, the warehouse, the compliance checks and the drivers and pickers — all on one record that every partner and customer can see. It is live, there is a free tier you can try on one lane this week. Worth twenty minutes? I can introduce you to Vignesh, who runs it."

EMAIL — SUBJECT: ONE RECORD FOR EVERY LEG YOUR GOODS TAKE — WORTH 20 MINUTES?

Hi [Name],

When we spoke about [the handovers between modes / the container charges / the status calls], it stayed with me.

I have been looking at MoveTheWheels. It gives goods one record from the factory to the final recipient: every leg and mode, the containers and their free time, warehouse placement, compliance checks before each step, and the fleet and people behind it. Partners update their own steps and your customers can track every step. It is live, priced on the size of the operation rather than per login, and there is a free tier you can put one real lane through.

Would you like an introduction to Vignesh, who runs it? He is at vignesh@burdenoff.com, or you can pick a time directly: https://calendly.com/vignesh-burdenoff/1-1

Best,
[Your name]

SHORT MESSAGE / LINKEDIN

Short version: MoveTheWheels runs the whole journey of goods — every leg and mode, containers and free time, warehouse placement, compliance, fleet and people — on one record every partner and customer can see. Live, published pricing, free tier. Happy to introduce you if your goods change hands on the way.

WARM THREE-WAY INTRODUCTION

For a three-way introduction email, give us three things in the note: what the prospect actually does and roughly how many vehicles and warehouses, the specific frustration they voiced in their own words, and whether the person you are introducing can approve a purchase or only recommend one. That last point changes how we run the first call more than anything else. Copy vignesh@burdenoff.com and we will reply within one working day.

Please do not: Do not promise accuracy, savings or return-on-investment figures. We measure value with the customer on their own lanes.; Do not describe the product as certified against any security or privacy standard.; Do not invent, estimate, discount or round a price, and never negotiate terms. We control final pricing and every quote.; Do not imply existing customers, usage numbers or references. There are none yet.; Do not name carriers, ports, shipping lines or vehicle makers as partners, or run the demonstration yourself. Introduce us and we will demonstrate it properly.

20 Lead Handoff Process

Register the opportunity before you introduce anyone. Registration is what makes commission payable, and it protects you from a second partner claiming the same account. Nothing is retroactive, so a conversation you have already had is worth registering today.

1. Register the opportunity before anyone is contacted

Email vignesh@burdenoff.com with the company, the contact and what you know. Approved registration protects the opportunity for 90 days, with one further 90-day extension available if there is active progress. There is no retroactive registration.

2. We confirm the registration and check for conflict

We check whether the account is already in active pipeline and confirm back to you in writing which programme tier applies. If we already had an active opportunity, we will say so straight away rather than after the work is done.

3. Make the introduction

A three-way email or a call with vignesh@burdenoff.com copied, or send them straight to https://calendly.com/vignesh-burdenoff/1-1 for a 20-minute conversation. Tell us anything you have already promised or explained so we stay consistent with you.

4. We qualify and demonstrate

We run a walkthrough against their lanes, modes, containers, fleet and warehouses,. You are welcome to attend and we would usually prefer it.

5. Proposal, quote and contracting

We control final pricing, discounting and contract terms on every quote. If you are an approved reseller, every quote must be approved by us before it reaches the customer. Procurement gets the master agreement, data-processing addendum, security exhibit and service-level terms as needed.

6. Implementation and the ongoing relationship

Onboarding is fast for a mid-market operation. If you deliver implementation, migration, integrations or training yourself, that service revenue is yours and contracted directly with the customer, provided it does not conflict with our agreement.

7. Commission on collected revenue

Commission is calculated on collected net revenue and paid 15 days after successful realisation, once settlement, refund, tax and payout-document checks clear. Refunds and credits reduce or reverse it.

SEND US THIS — IT IS ALL WE NEED

- Company name, website, country and the market they bill in — the regional band affects the price and therefore your commission
- Contact name, role, email and phone, and whether they can approve a purchase or only recommend one
- Roughly how many vehicles, workers, warehouses and containers they manage, and which modes they use
- Which systems they use today for transport, containers, warehouse, compliance, fleet and tracking, and what each one costs them if you know
- The frustration they voiced, in their own words — this is worth more to the first call than any qualification form
- Whether anything is forcing a decision on a date: a renewal, a customer requirement, an audit or a peak season
- What you have already told or promised them, so we do not contradict you
- Whether you want to stay in the loop, join the calls, or hand over entirely

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registration within one working day and confirm whether it is approved, conflicted or needs more detail. First contact with the prospect happens within two working days of the introduction. We keep you updated at each stage — qualified, demonstrated, quoted, signed — and we tell you promptly if it dies, and why.

Deal registration: Register by emailing vignesh@burdenoff.com or calling +91-7358445777 before any contact is made. Approved registrations are protected for 90 days, extendable once by 90 days where there is active progress. Registration is required for commission eligibility, and there is no retroactive registration. If two partners claim the same account, the first approved registration with genuine contribution takes priority; any split requires written approval. Partner and affiliate rewards never stack on the same customer.

21 Partner / Referral Commercials

Partners are paid on collected net revenue — what the customer actually paid us, after taxes, refunds, credits, payment fees and pass-through costs — not on list price or contract value. Regional pricing does not reduce your eligibility: if the customer is billed at their region's normal price, your commission is simply calculated on that amount. Which tier you fall into depends on what you actually contribute, from a registered introduction through to owning the resale.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral Partner	Registered introduction, no sales ownership	`10% of first-year collected net software subscription`	0% unless separately approved · 3% of first-year collected net add-ons, capped at $10,000
Logistics Consulting Partner	Introduction plus evaluation support and advice during selection	`12% of first-year collected net software subscription`	0–3% where active in the customer success plan · 3% of first-year collected net add-ons, capped at $15,000
Implementation Partner	Introduction plus rollout, data migration, integration or training delivery	`15% of first-year collected net software subscription`	3–5% where active in the renewal success plan · 5% of first-year collected net add-ons, capped at $25,000
Authorised Reseller	Approved resale in a region or account, with first-line commercial ownership	`Up to 15% reseller margin on the approved quote`	Up to 8% where the account stays active and supported · Up to 5% on dedicated tenancy or managed services, only where approved
Logistics-Tech, MSP or Strategic Partner	Operates the platform for end customers under the MoveTheWheels name, or brings repeat enterprise pipeline and bundled delivery	`Custom wholesale or managed-service terms`	Custom · Custom

THE RULES THAT MATTER

- Register before any contact. Approved registration is protected for 90 days with one 90-day extension where there is active progress, and there is no retroactive registration.
- Commission is calculated on collected net revenue only. Taxes, refunds, chargebacks, credits, payment fees, customer-owned cloud costs and the customer's own AI provider spend are all excluded.
- Large deals earn an additional incentive on first-year net subscription: 1% capped at $2,500 from $100,000; 2% capped at $7,500 from $250,000; 3% capped at $25,000 from $500,000 — where the deal was registered before procurement and the quote was approved before signature.
- Dedicated tenancy, self-hosting, air-gapped deployments, premium support and managed services carry heavy delivery effort, so partner economics on them are lower and must be approved in the quote.
- Marketplace take rates and content publisher revenue are not partner-commissionable — they follow a separate publisher programme.
- Partner and affiliate rewards never stack on the same customer, and heavy discounting can reduce commission. Regional band pricing is not discounting: it is the normal price for that market.
- We approve every quote, and resellers must be approved in writing before quoting at all. Reseller margin combined with any customer discount must not take our net realisation below the approved regional floor.
- Never promise a feature, a compliance status, a discount or a timeline without our written approval, and never make side agreements, rebates or off-contract commitments.

GETTING PAID

Paid 15 days after successful realisation of revenue, once settlement, refund, cancellation, fraud, tax and payout-document checks clear. Multi-year contracts pay as the customer's cash is collected rather than on total contract value, unless separately approved. Refunds, chargebacks and customer credits reverse or reduce commission, deducted from future payouts if already paid. Partners handle their own invoicing and local tax compliance; we withhold and report where the law requires it. Payment currency follows the partner agreement.

These are the standard programme terms for MoveTheWheels and are provided for guidance. They are not an offer and do not create an entitlement. The terms that actually apply to any deal are those in your signed partner or reseller agreement and in the quote issued to the customer, and we control final pricing, discounting, contract terms and commission eligibility on every opportunity. Some commercial terms, including marketplace take rates, are still being finalised.

22 Contact Information

YOUR CONTACT

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 CALL

https://calendly.com/vignesh-burdenoff/1-1

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

EVERY BURDENOFF PRODUCT

https://burdenoff.com/products

If MoveTheWheels is not the right fit, the answer may well be on that page.

WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

23 Useful Links & Sales Assets

ASSET	WHERE	WHAT IT IS FOR
MoveTheWheels website	`https://movethewheels.com`	Positioning, capabilities and use cases — the public claim, and the safest source to quote from
Create a workspace or sign in	`https://app.movethewheels.com`	The live product. Free tier, no card. Send a hands-on operations manager straight here
Documentation	`https://docs.movethewheels.com`	Product guides, interface reference and integration material for a technical evaluator
Use-case library	`https://movethewheels.com/use-cases`	Scenario walkthroughs by role
Comparisons against the alternatives	`https://movethewheels.com/vs`	Head-to-head pages including where each competitor genuinely wins — useful before a competitive call
Security and privacy approach	`https://movethewheels.com/security`	What to send a technology or compliance gatekeeper who asks before the first call
Professional and managed services	`https://movethewheels.com/services`	Implementation, migration, partner onboarding, training and managed control-tower operations
Frequently asked questions	`https://movethewheels.com/faq`	Plain answers on modes, containers, pricing, mobile and data export
Book a 20-minute call with Vignesh	`https://calendly.com/vignesh-burdenoff/1-1`	Send this link directly to a prospect, or use it yourself to brief us before an introduction
Email Vignesh T.V.	`mailto:vignesh@burdenoff.com`	Deal registration, introductions and partner questions. Phone: +91-7358445777
All Burdenoff products	`https://burdenoff.com/products`	The wider product family on the same platform — often the second and third conversation with the same account

WHAT YOU CAN SHARE, AND WITH WHOM

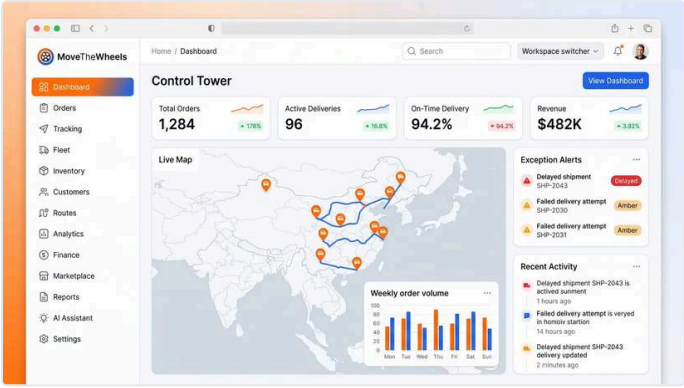
- Share freely and publicly: anything on movethewheels.com, the documentation site, the use-case library, the comparison pages and the published prices. It is already public and reviewed.
- Share with a named prospect only: this playbook, the cheat sheet, the discovery questions and the objection handling. It contains our competitive positioning and our own assessment of where we are weak — do not post it, forward it to a list, or attach it to a public tender response.
- Needs our written sign-off before it leaves your hands: any quote, discount, contract term, service-level commitment, security or compliance claim, delivery date, or statement about a specific country's rules or a specific external system.
- Never share or create: carrier, port, shipping-line or vehicle-maker names presented as partners, customer names, references, usage figures, screenshots presented as a live customer operation, or any invented metric. There are no reference customers yet, and a fabricated one damages every deal you bring us afterwards.
- Using our name and brand: describe yourself as a MoveTheWheels partner where that is approved in your agreement, and use the logo and product name as supplied without altering them. Do not register domains, social handles or advertising keywords containing the product name without written approval.

24 Product Mockups — Complete Visual Appendix

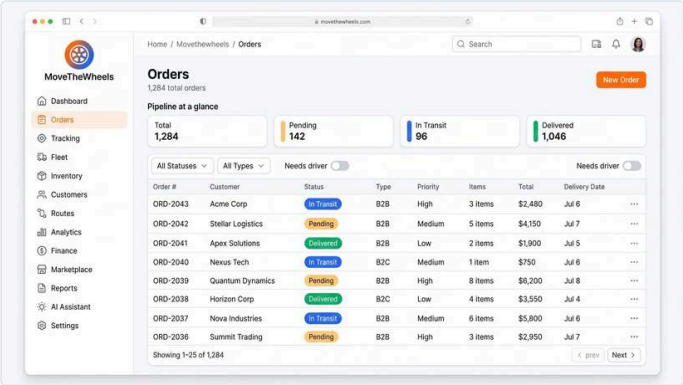
59 SCREENS

Every screen in the MoveTheWheels design set — 59 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

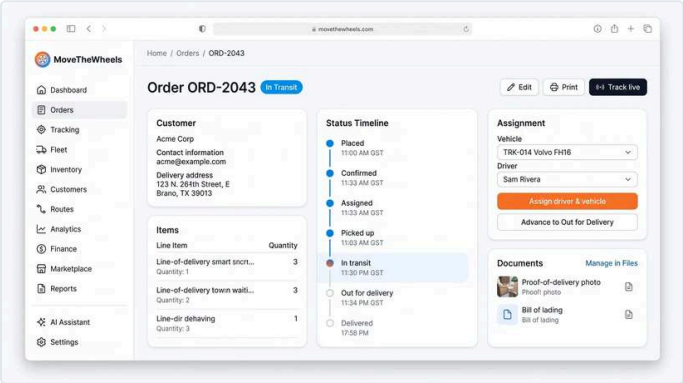
PRODUCT SCREENS · 21 SCREENS



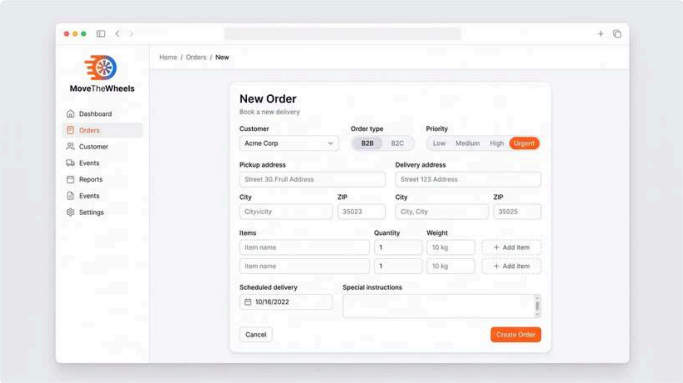
001 Mtw 01 Control Tower Dashboard



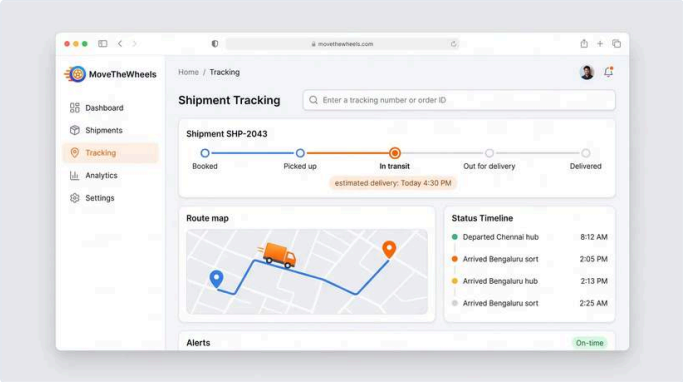
002 Mtw 02 Orders List



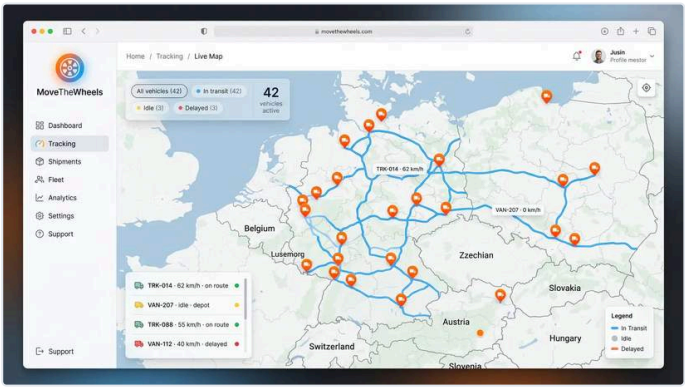
003 Mtw 03 Order Detail



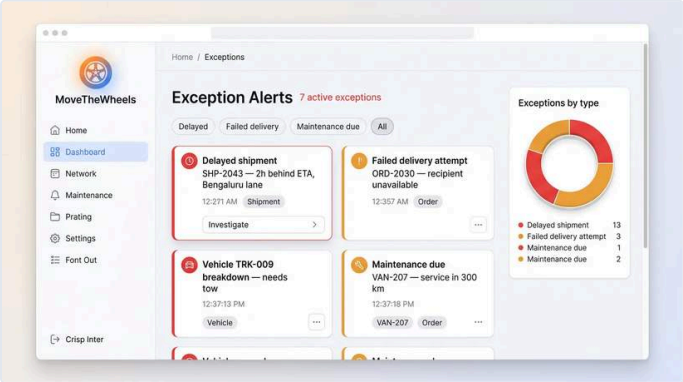
004 Mtw 04 Create Order



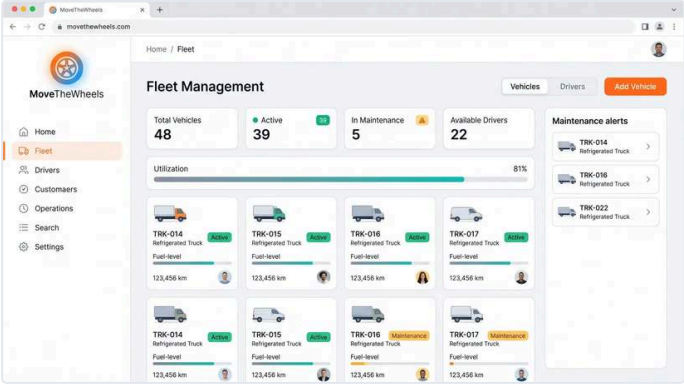
005 Mtw 05 Shipment Tracking Timeline



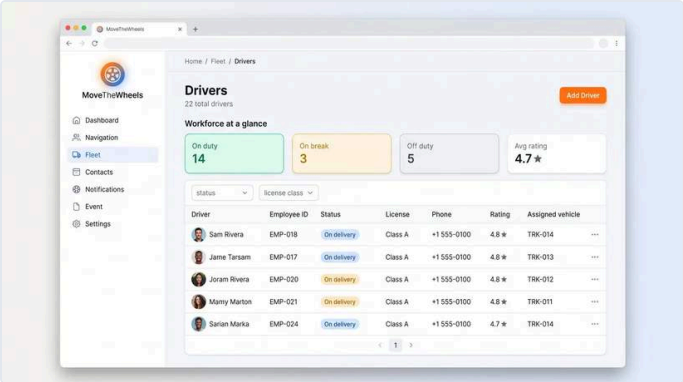
006 Mtw 06 Live Tracking Map



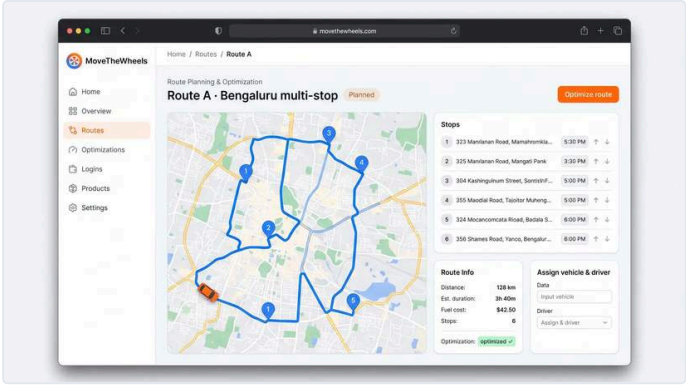
007 Mtw 07 Exception Alerts



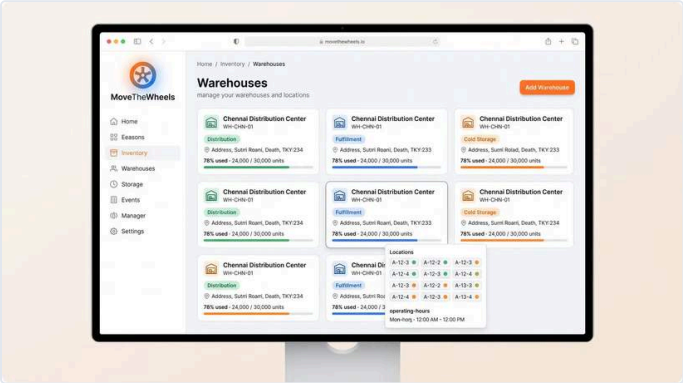
008 Mtw 08 Fleet Overview



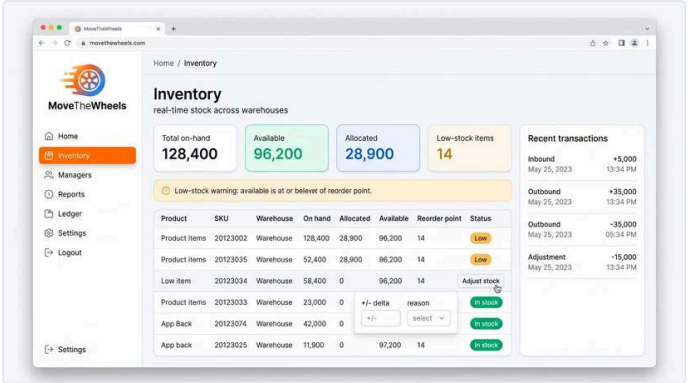
009 Mtw 10 Drivers Roster



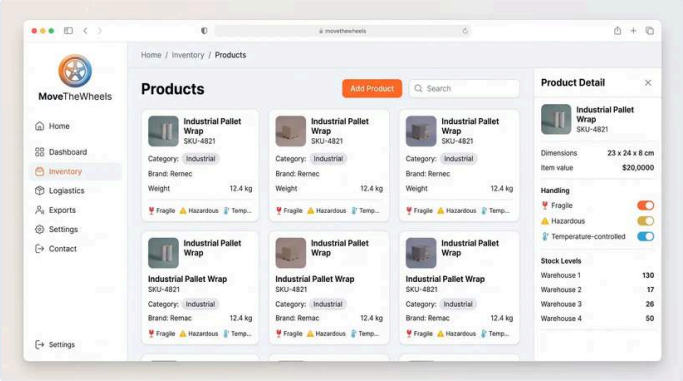
010 Mtw 11 Route Optimization



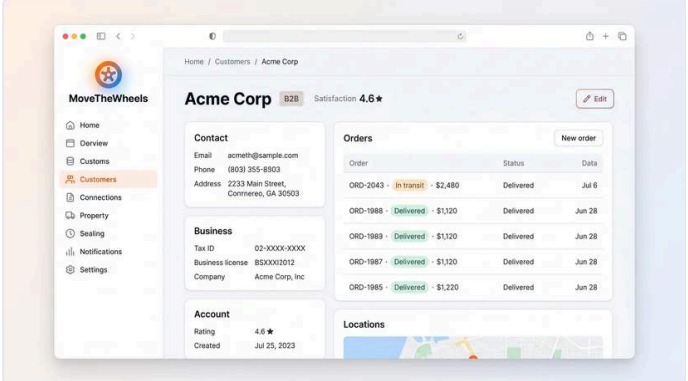
011 Mtw 12 Warehouses



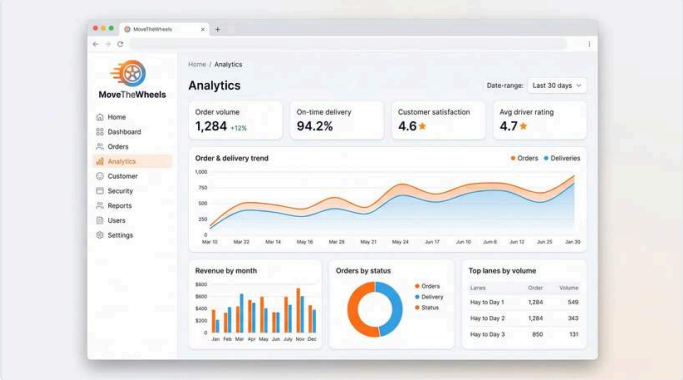
012 Mtw 13 Inventory



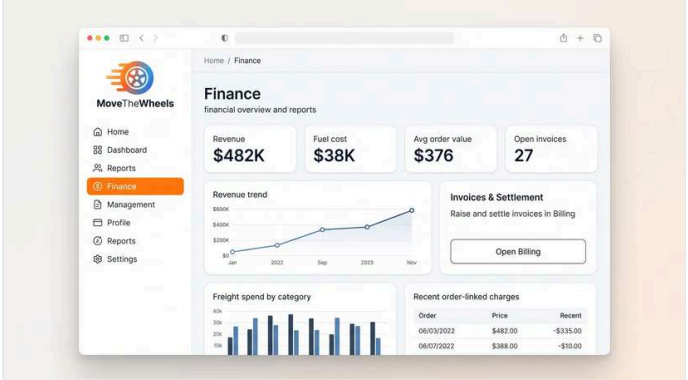
013 Mtw 14 Product Catalog



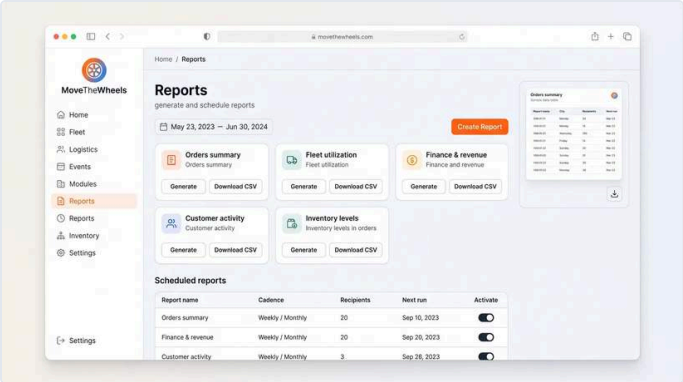
014 Mtw 15 Customer Directory



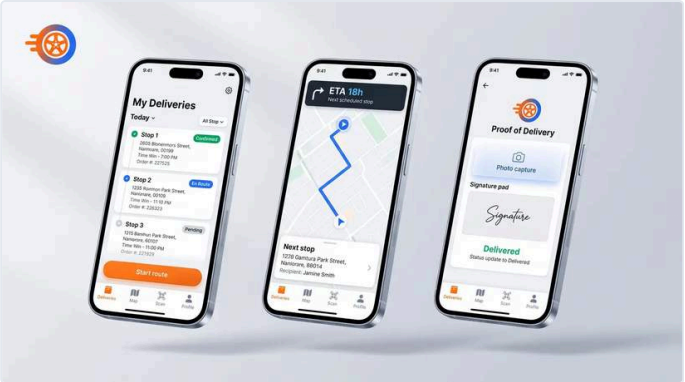
015 Mtw 17 Analytics



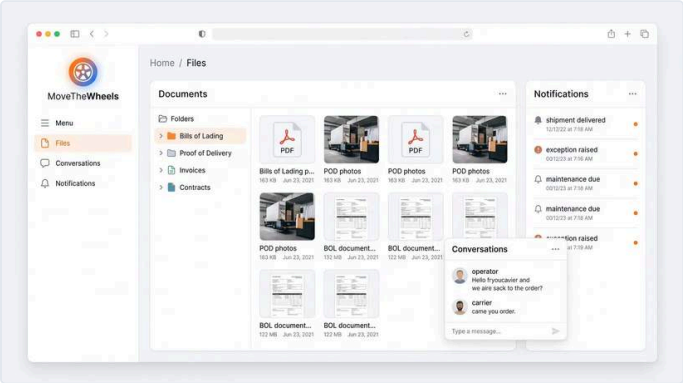
016 Mtw 18 Finance



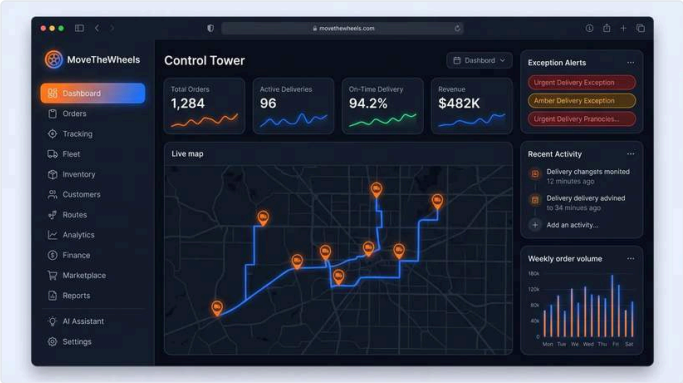
017 Mtw 19 Reports



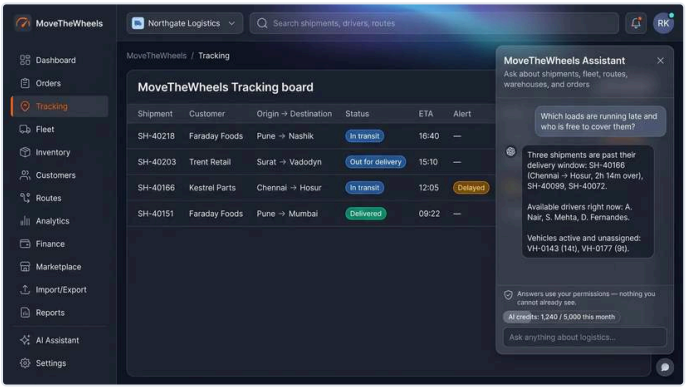
018 Mtw 22 Mobile Driver App



019 Mtw 23 Files Notifications Conversations

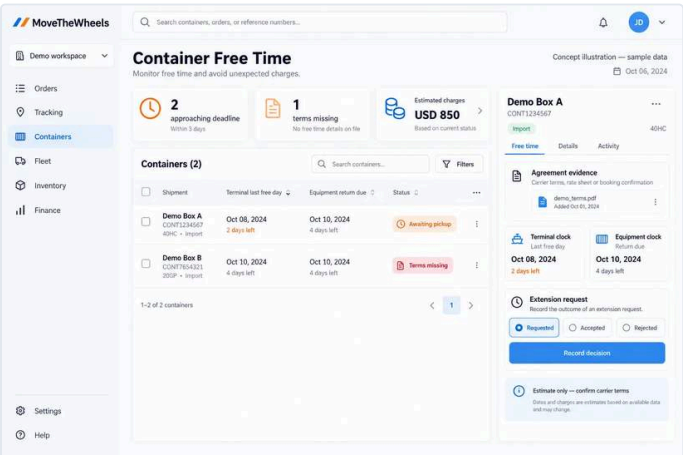


020 Mtw 24 Control Tower Dark

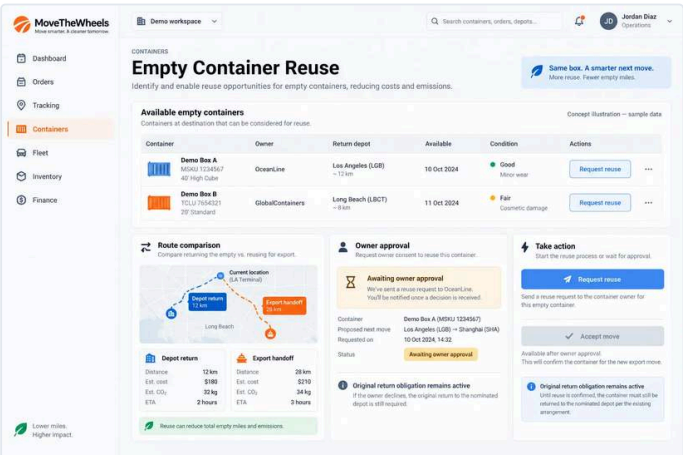


021 Mtw 26 Assistant Governed Actions

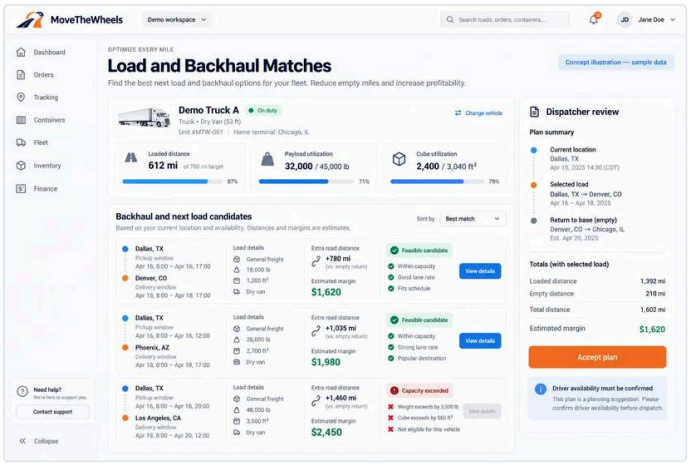
DOMAIN DEPTH · 10 SCREENS



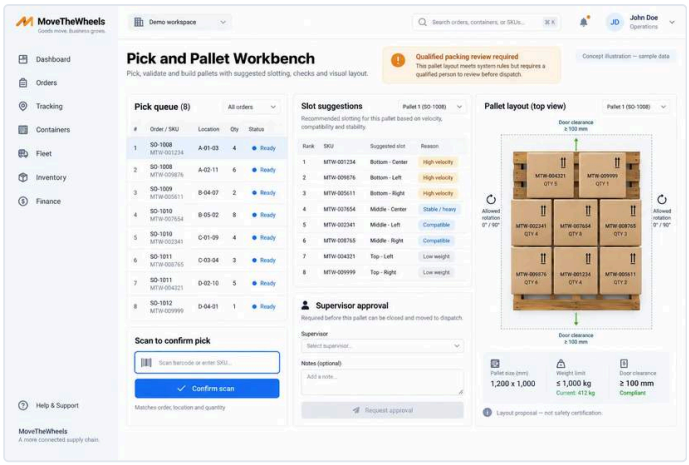
022 Free Time



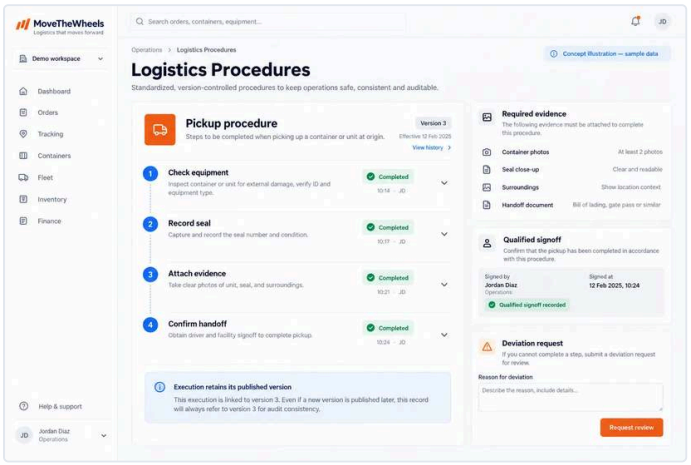
023 Empty Reuse



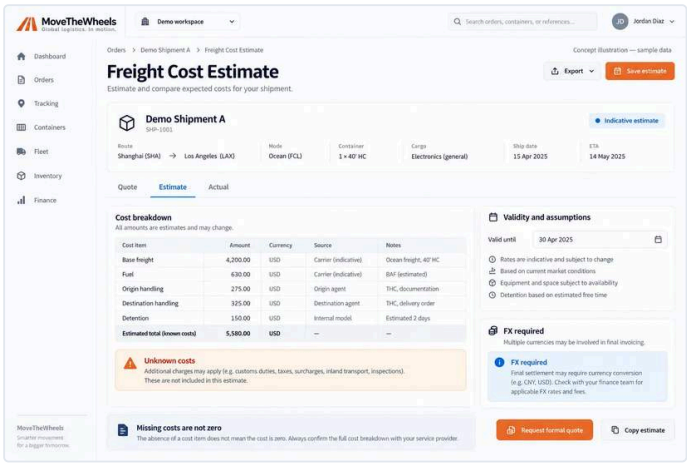
024 Load Backhaul



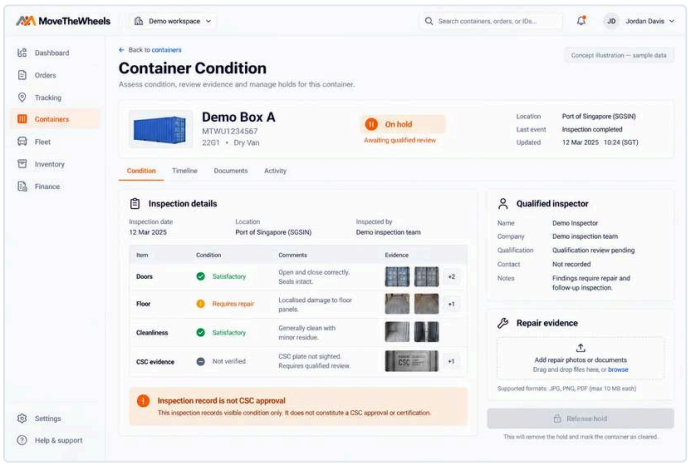
025 Pick Pallet



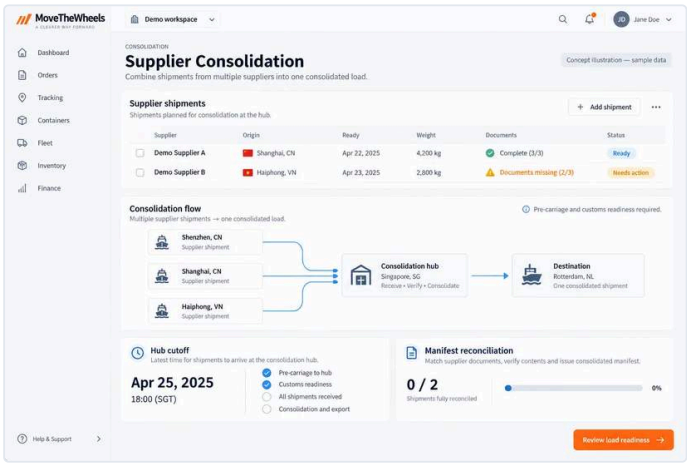
026 Procedures



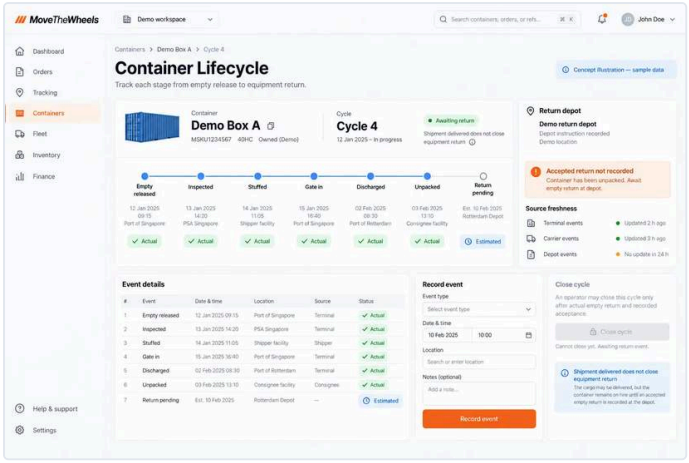
027 Freight Cost



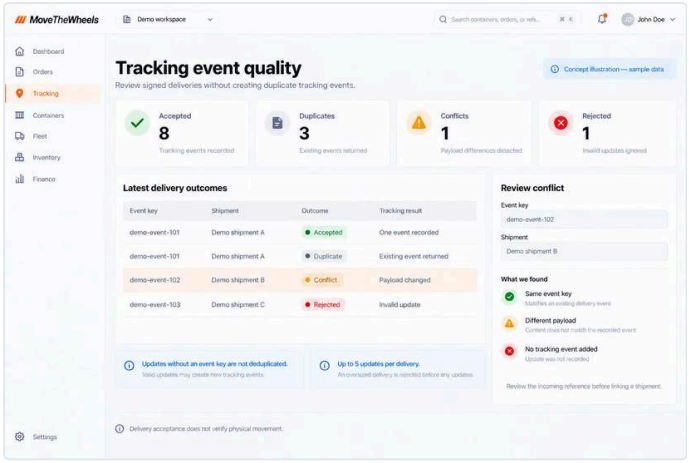
028 Condition



029 Consolidation

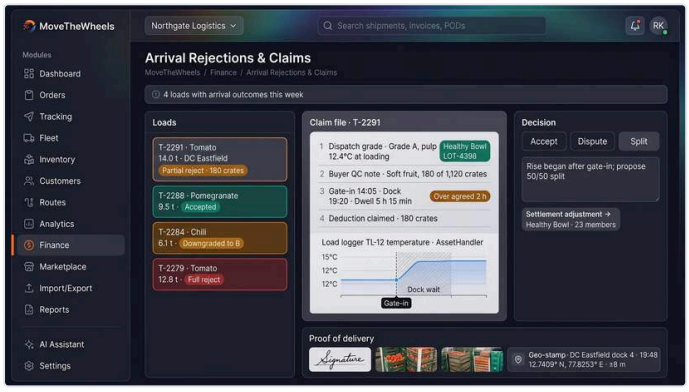


030 Lifecycle



031 Tracking Event Quality

AGRICULTURE · 1 SCREENS



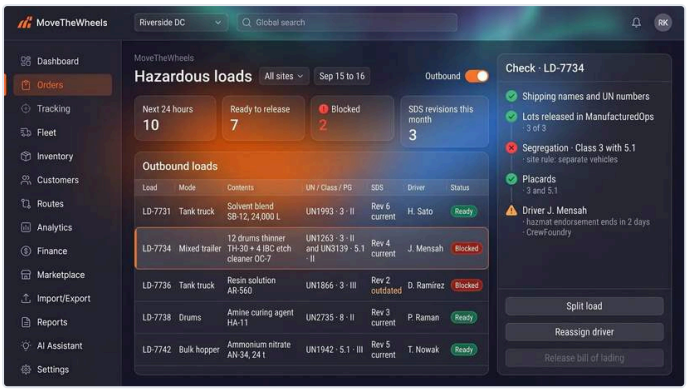
032 Produce Arrival Rejections And Claims 1 Rejection Claim File

AVIATION AIRPORTS · 1 SCREENS

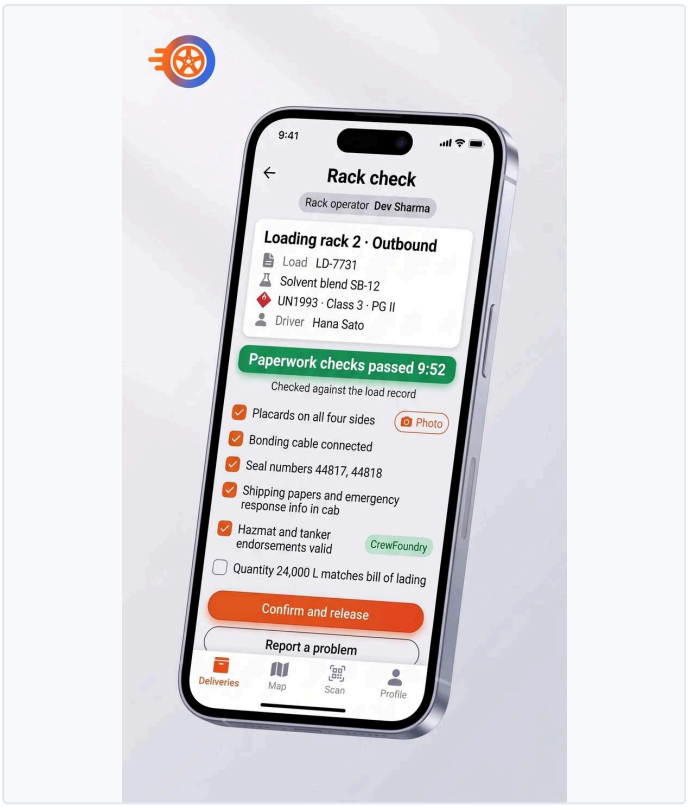


033 Air Cargo Flight Cutoff And Uld Buildup Board 1 Export Build Up Board

CHEMICALS · 2 SCREENS

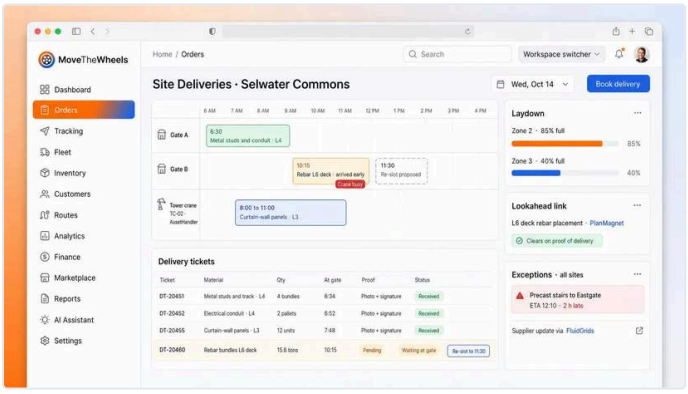


034 Dangerous Goods Load Readiness Check 1 Outbound Hazardous Loads



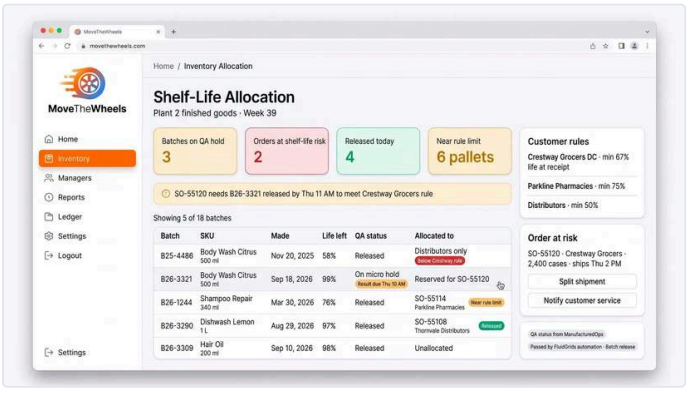
035 Dangerous Goods Load Readiness Check 2 Rack Check On A Phone

CONSTRUCTION · 1 SCREENS



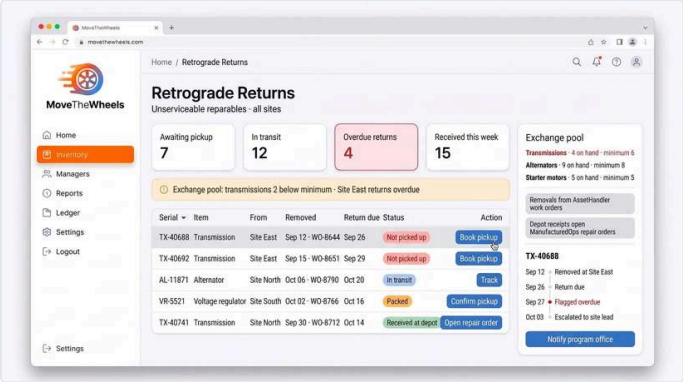
036 Construction Site Delivery Scheduler 1 Site Deliveries Timeline

CONSUMER GOODS · 1 SCREENS



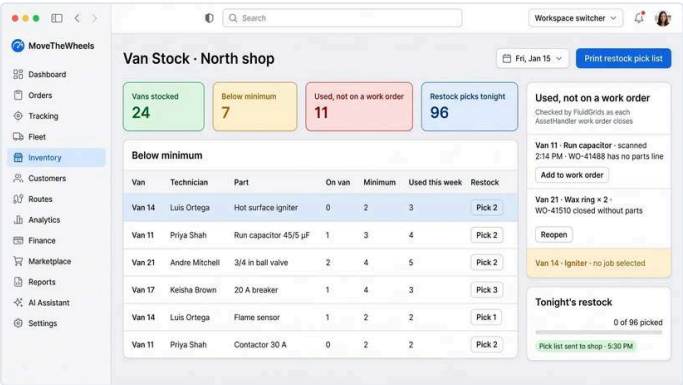
037 Retailer Shelf Life Allocation Board 1 Shelf Life Allocation Bo

DEFENSE INDUSTRY · 1 SCREENS

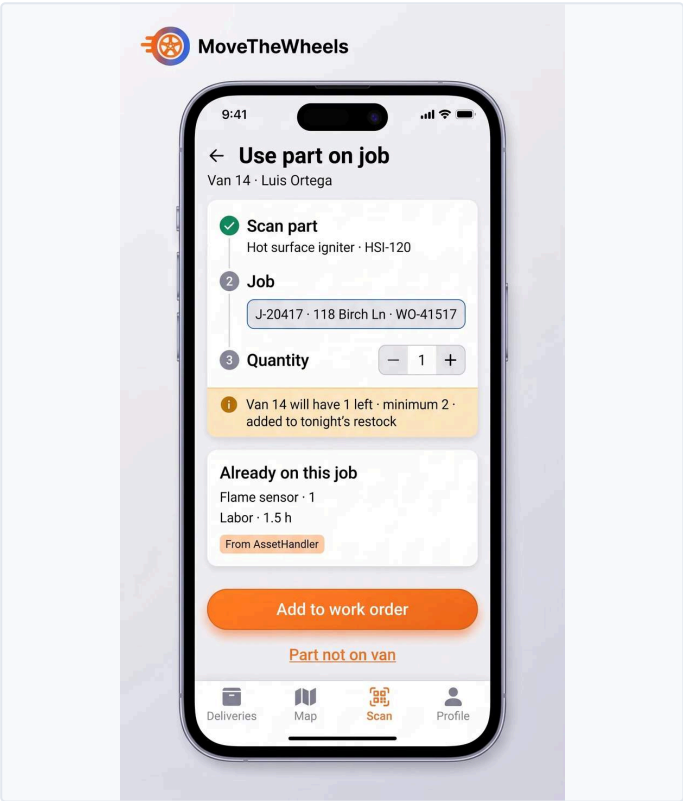


038 Reparable Retrograde And Carcass Return Tracker 1 Retrograde Returns And E

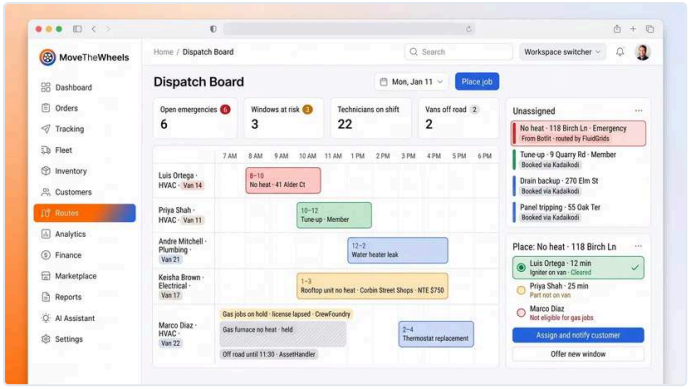
FIELD SERVICES · 4 SCREENS



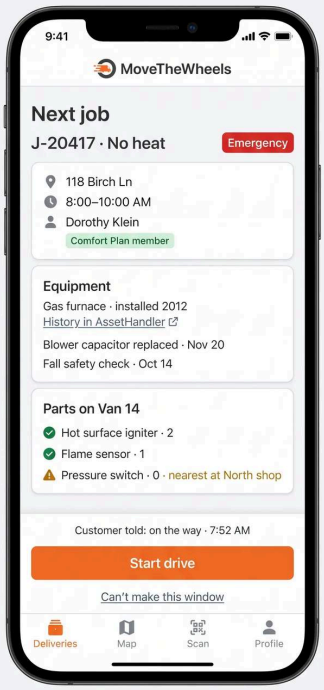
039 Service Van Stock Replenishment Board 1 Van Stock And Restock



040 Service Van Stock Replenishment Board 2 Use A Part On A Job

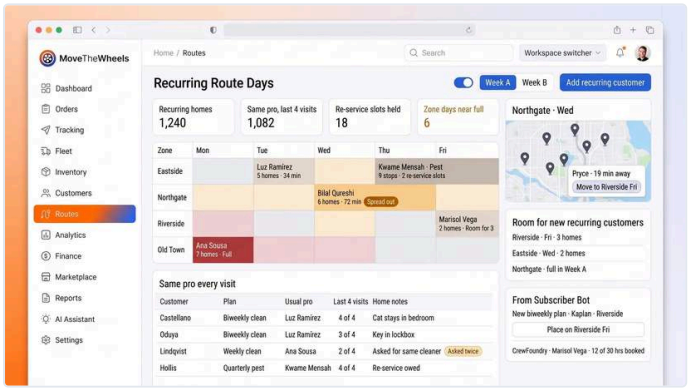


041 Technician Dispatch Board And Arrival Windows 1 Dispatch Board

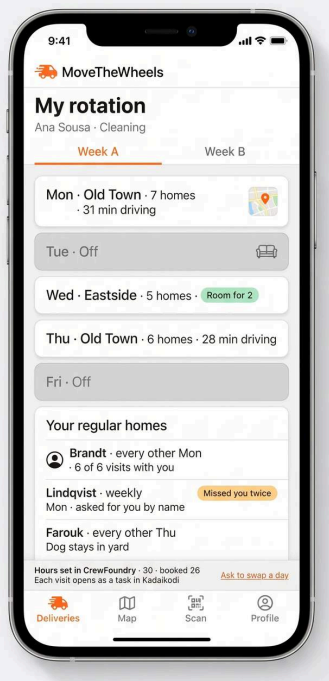


042 Technician Dispatch Board And Arrival Windows 2 Technician S Next Job

HOME SERVICES · 2 SCREENS

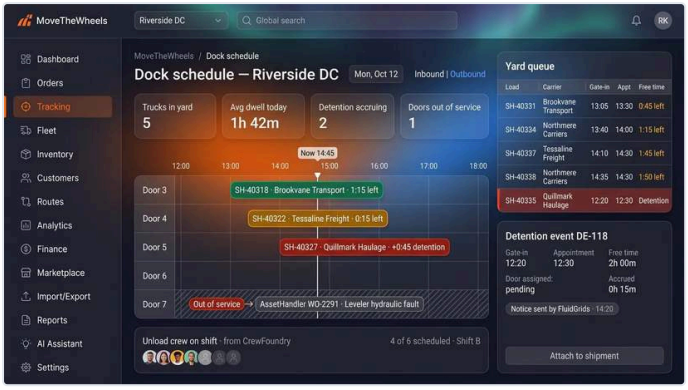


043 Recurring Home Service Route Day Planner 1 Two Week Route Days By Z

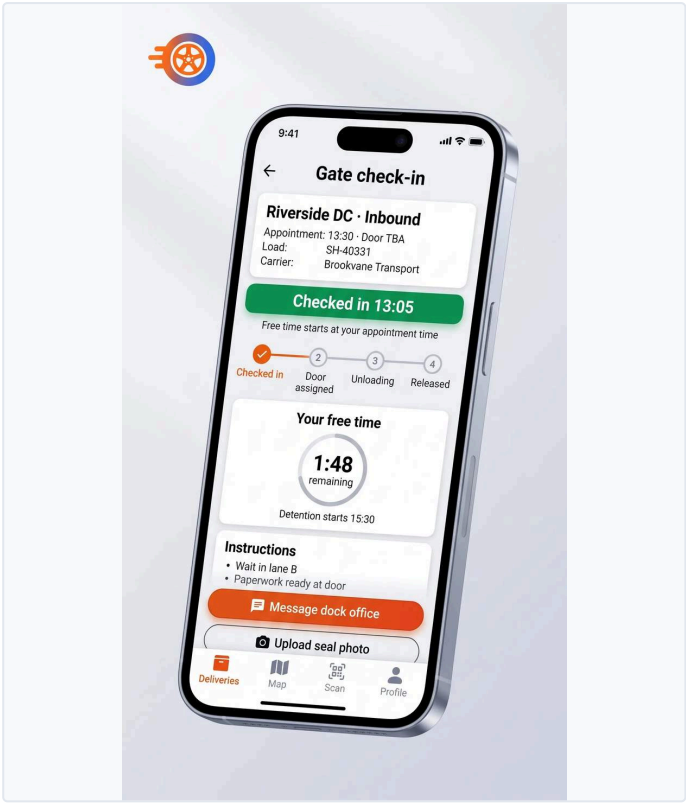


044 Recurring Home Service Route Day Planner 2 A Pro S Two Week Rotatio

LOGISTICS · 2 SCREENS

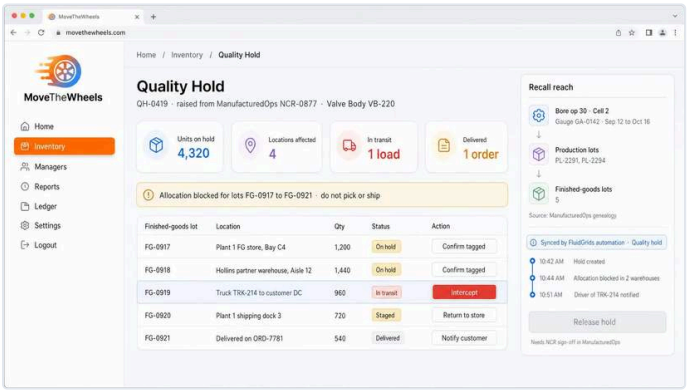


045 Dock Appointments And Detention Clock 1 Dock Board With Free Tim



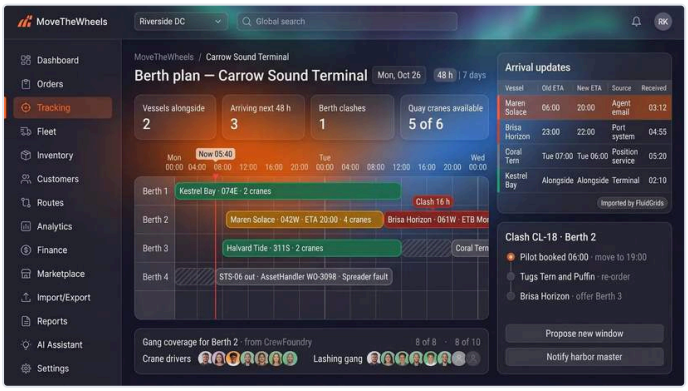
046 Dock Appointments And Detention Clock 2 Driver Gate Check In

MANUFACTURING · 1 SCREENS



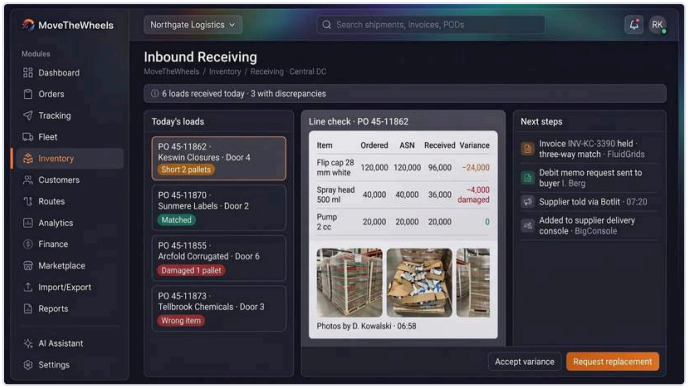
047 Suspect Lot Finished Goods Hold 1 Quality Hold Board

MARITIME PORTS · 1 SCREENS

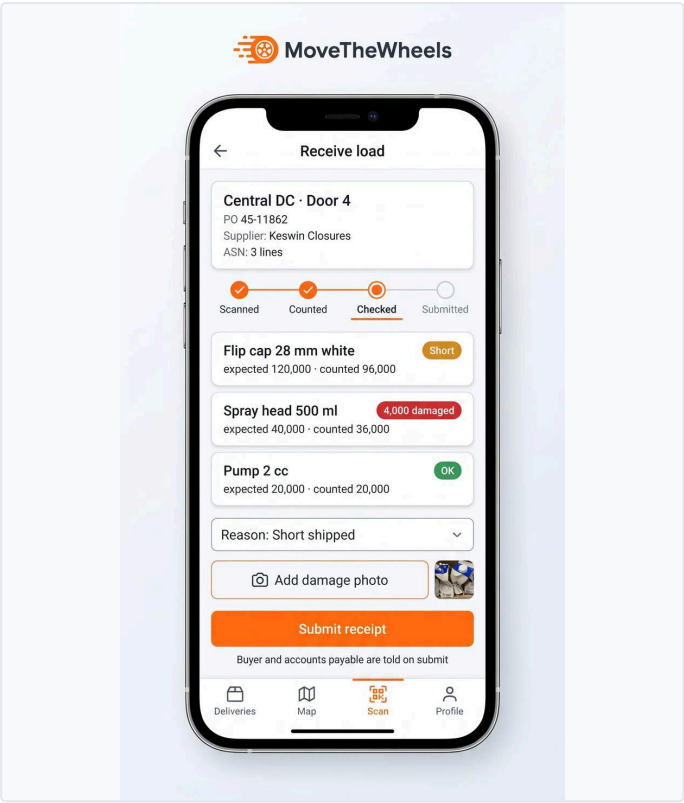


048 Berth Window And Vessel Call Board 1 Berth Timeline With A Cl

PROCUREMENT SOURCING · 2 SCREENS

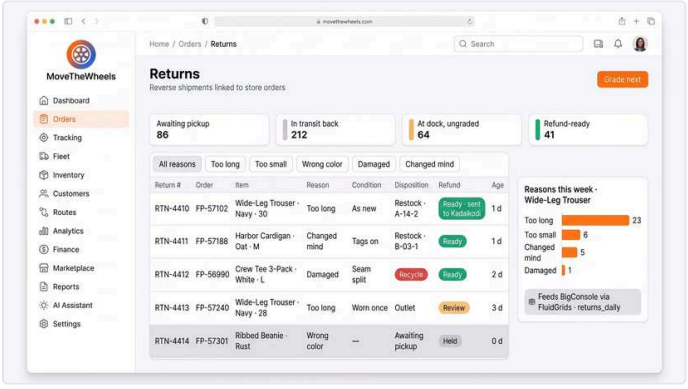


049 Inbound Po Receiving Discrepancy Board 1 Receiving Discrepancies

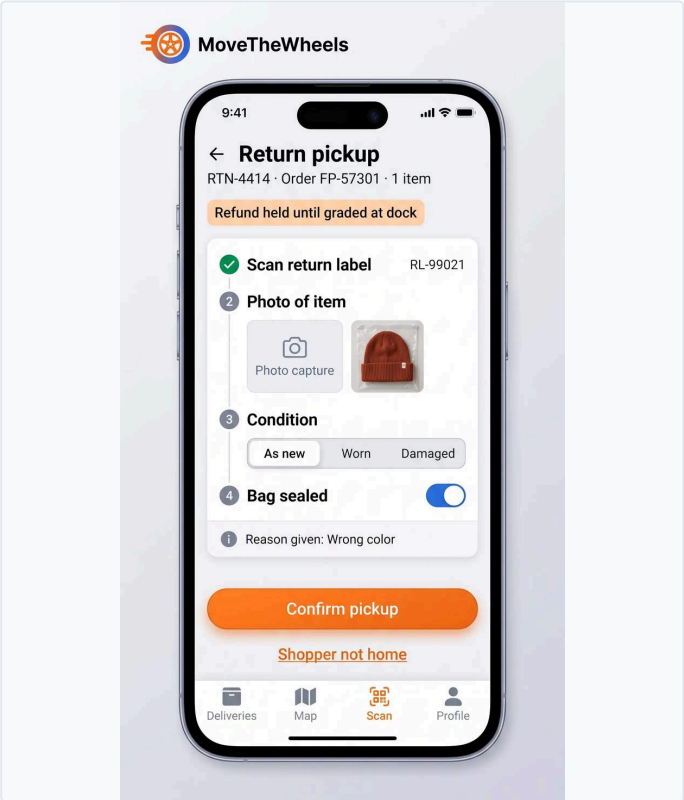


050 Inbound Po Receiving Discrepancy Board 2 Log A Shortage At The Do

RETAIL ECOMMERCE · 2 SCREENS

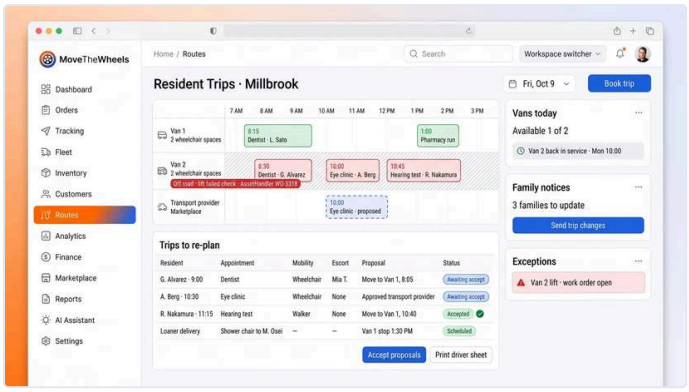


051 Retail Returns Grading And Restock Queue 1 Returns Queue



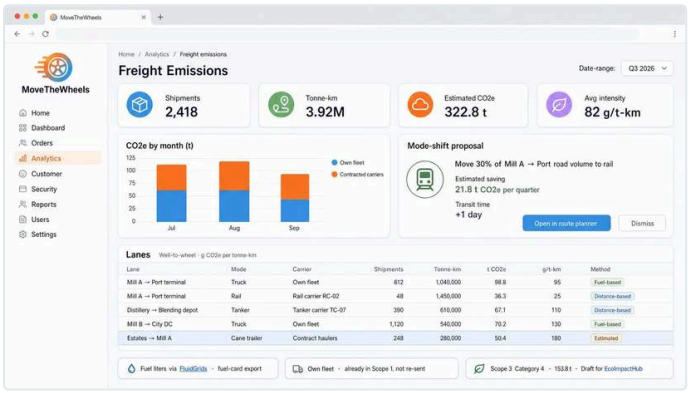
052 Retail Returns Grading And Restock Queue 2 Return Pickup

SENIOR CARE · 1 SCREENS



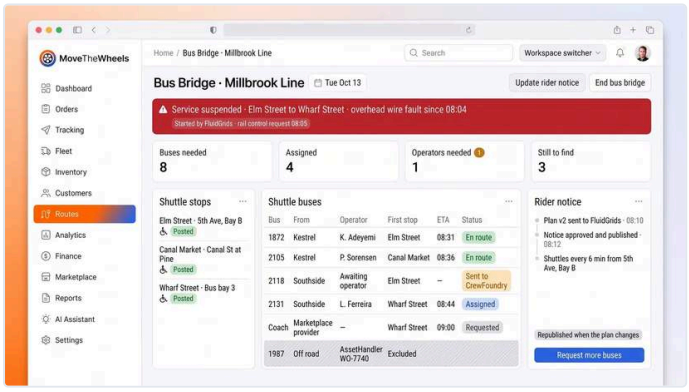
053 Senior Living Appointment Transport Board 1 Today S Trips And Van Ti

SUSTAINABILITY ESG · 1 SCREENS



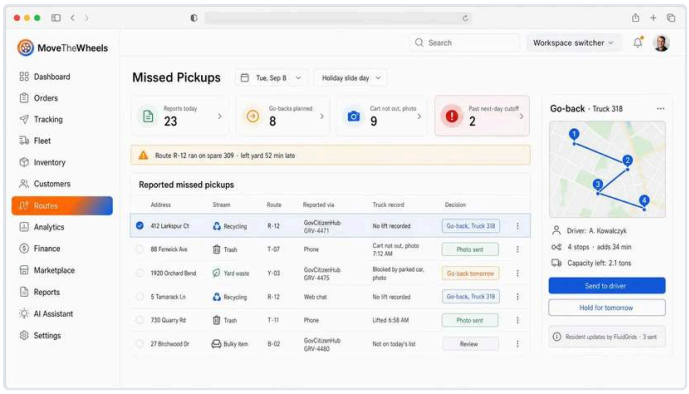
054 Freight Emissions By Lane 1 Freight Emissions

TRANSPORTATION MOBILITY · 1 SCREENS

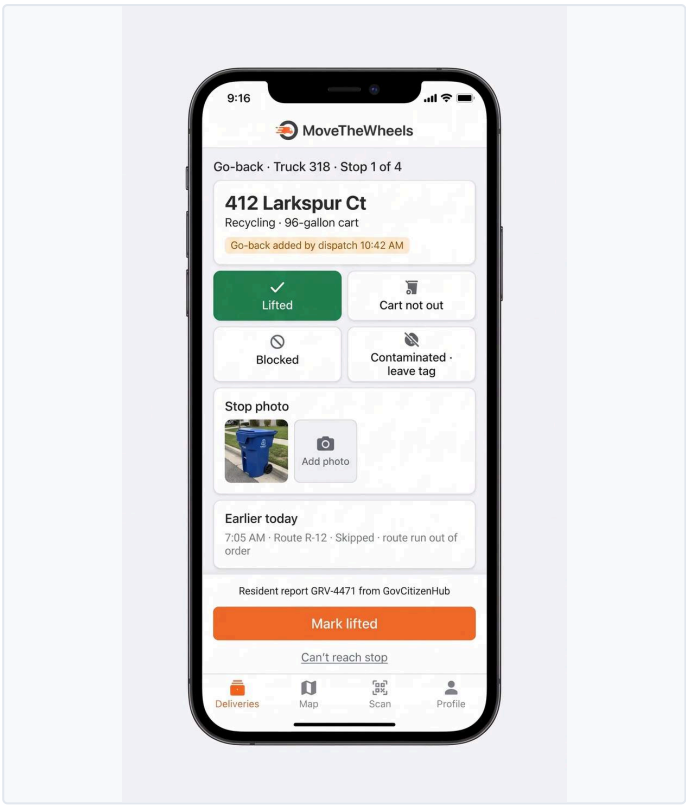


055 Transit Bus Bridge Dispatch Board 1 Bus Bridge Board

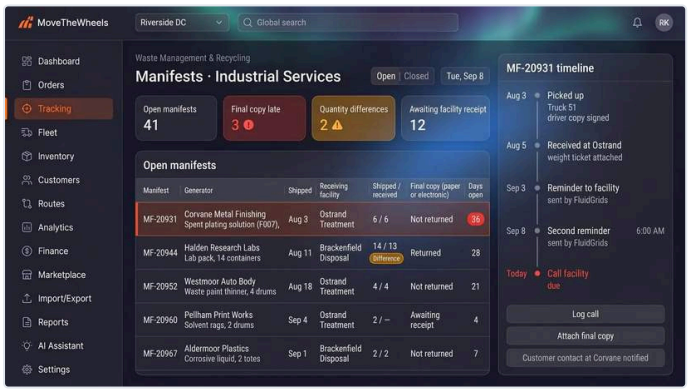
WASTE RECYCLING · 3 SCREENS



056 Collection Route Missed Pickup Board 1 Missed Pickup Board

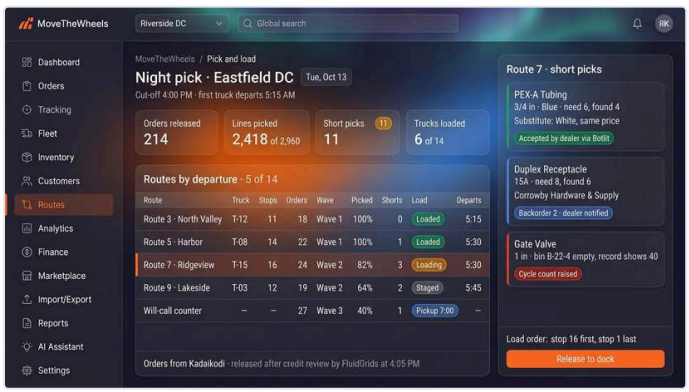


057 Collection Route Missed Pickup Board 2 Stop Exception In The Dr



058 Hazardous Waste Manifest Return Tracker 1 Manifest Return Tracker

WHOLESALE DISTRIBUTION · 1 SCREENS



059 Wholesale Route Wave Pick And Load Board 1 Night Pick And Load Boar

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