End-to-End Logistics Marketplace with Smart Load Matching, Route Optimization and Paperless Transport Documents

Summary

Profile type	Company's country	POD reference
Technology offer	**Spain**	**TOES20250916001**

Profile status	Type of partnership	Targeted countries
PUBLISHED	**Investment agreement**	**• World**

Contact Person	Term of validity	Last update
Enrico FRANZIN	**17 Sep 2025** **17 Sep 2026**	**17 Sep 2025**

General Information

Short summary

Cargoffer is a digital freight marketplace connecting shippers and truckers via a transparent reverse auction. It reduces empty miles, cuts fuel and CO with AI route optimization, and ensures compliance with EU eFTI 2026 through a digital e-CMR. Targeting logistics firms, SMEs, and independents, it lowers costs, improves truck use, and adds traceability. Now at MVP stage, piloting in Spain and Portugal, it's ready to scale across the EU.

Full description

Road freight transport in Europe faces a major inefficiency: up to 43% of truck journeys in Spain and 30% across the EU are performed empty, resulting in wasted capacity, higher costs for shippers, and unnecessary CO emissions. This situation is particularly harmful for the 90% of transport companies that are SMEs with fewer than three trucks, who struggle to remain competitive while complying with increasingly strict environmental regulations.

State of the art: Existing freight exchanges mainly focus on connecting supply and demand but lack transparency, sustainability metrics, and digital integration with logistics operations. Most solutions charge high fixed fees, provide little value-added beyond load postings, and fail to address truckers' needs such as optimized routing, fair pricing, or simplified compliance with EU legislation.

Our innovation: Cargoffer is a digital marketplace for freight that integrates three key modules into a single platform:

Load Exchange (Marketplace): A reverse auction system that allows shippers to post palletized freight or full truckload needs while truckers bid competitively, reducing empty miles and ensuring fair prices.

Route Optimizer: An AI-driven routing tool offering four variants (fastest, shortest, lowest fuel, lowest CO_2 emissions), including fuel stop recommendations and real-time CO_2 footprint calculations.

Digital e-CMR and eFTI compliance: Automatic generation of transport documents signed digitally and fully connected to the future EU eFTI Gate, eliminating paperwork and ensuring immediate traceability.

Main features and advantages:

Transparent, commission-based "pay-per-use" model (average 6%, with incentives for sustainable behavior).

Significant cost savings for shippers (up to 30%) and improved truck utilization for carriers.

CO_2 reduction potential of over 1 million trips per year if applied broadly to interregional transport in Spain alone.

End-to-end integration: usable through responsive web interface or API-Rest, enabling compatibility with TMS, ERP, or fleet management systems.

Blockchain-based data integrity for shipment records and digital proof of delivery.

Stage of development: The platform is already live at MVP stage in Spain and Portugal, with ongoing pilots involving logistics operators and associations of truckers. Early adoption confirms both shippers and carriers see value in fairer pricing, faster processes, and regulatory compliance.

Application fields:

Industrial companies and retailers needing palletized freight transport.

Logistics operators seeking to subcontract transport capacity.

Truckers and SMEs looking to monetize empty returns and digitalize their operations.

Public sector and regulators aiming to monitor CO_2 emissions and ensure compliance with digital freight documentation.

International cooperation sought:
Cargoffer is looking for:

Strategic partners in logistics, freight forwarding, and digital platforms to integrate our API-based services across Europe.

Associations of transporters to expand adoption and foster fair working conditions.

Investors and corporates interested in scaling sustainable logistics and green tech solutions.

Our vision is to create a long-term partnership network that enables cross-border road freight optimization in the EU. We foresee cooperation models such as joint pilots, technology integration, co-development of features, or commercial partnerships. In the long term, we aim to establish a pan-European digital freight ecosystem that reduces inefficiencies, lowers emissions, and improves the quality of life for professional drivers.

Advantages and innovations

Reduction of Empty Truck Miles
In Spain, 28.2% of interregional trips and 43% of all freight movements run empty (Eurostat, 2021). Cargoffer's load exchange matches truck capacity with demand in real time. Cutting even 10% of empty trips would avoid 1M+ unnecessary journeys yearly in Spain, lowering costs and emissions.

Dynamic Pricing via Reverse Auctions
Unlike static postings or annual fees (e.g. WTransNet, uShip), Cargoffer applies transparent reverse bidding with data-driven price limits. Shippers gain competitive rates while truckers receive fair pay. A pay-per-transaction model (4–15%, avg. 6%) lowers entry barriers for SMEs and independents.

Integrated Route Optimization
Truckers often use generic tools like Google Maps, ignoring restrictions (height, hazmat, rest rules). Cargoffer offers four optimized modes (fastest, shortest, lowest fuel, lowest CO_2), factoring vehicle dimensions, HS codes, and rest requirements. Fuel stop optimization further improves efficiency. Impact: up to 8% fuel savings and 5–10% CO_2 reduction per trip.

Digital e-CMR & eFTI 2026 Compliance
Paper freight docs cause delays in processing and payments. Cargoffer generates digital e-CMRs with advanced signatures, connected to the EU's eFTI Gate, ensuring compliance with the 2026 framework. This speeds invoicing, accelerates payments, and provides real-time traceability for all stakeholders.

Blockchain-based Data Integrity
Traditional freight platforms lack secure, tamper-proof records. Cargoffer applies blockchain timestamping and geo-verification of milestones, creating immutable proof of transport execution. This reduces disputes and claims, strengthening trust between shippers and carriers.

Accessibility & Integration
Many platforms require retraining and work as isolated tools. Cargoffer is accessible via responsive web, REST API, and even chatbots (Telegram/WhatsApp). This minimizes onboarding time and integrates seamlessly with existing TMS, ERP, or fleet management systems.

Technical specification or expertise sought

Stage of development

Already on the market

Sustainable Development goals

- **Goal 3: Good Health and Well-being**

- **Goal 8: Decent Work and Economic Growth**

- **Goal 12: Responsible Consumption and Production**

- **Goal 5: Gender Equality**

IPR Status

IPR applied but not yet granted

IPR Notes

Secret know-how

Partner Sought

Expected role of the partner

Cargoffer seeks international partners to accelerate adoption and scaling across Europe. Desired roles include:

- Commercial partners (logistics providers, freight forwarders, 3PLs, and large shippers) to integrate Cargoffer into their operations and expand the network of available loads and carriers.
- Associations of transporters and SMEs to promote the platform among their members, helping independent drivers and small fleets access fairer and more efficient freight opportunities.
- Technology partners (TMS, ERP, and fleet management software providers) to integrate Cargoffer's API-based services into their systems, offering added value to their clients.
- Investment and strategic partners interested in supporting the international expansion and sustainability impact of the platform.

The collaboration can take the form of joint pilots, technology integration, co-marketing initiatives, or long-term strategic agreements. In the long term, the commitment is to build a pan-European freight ecosystem that reduces inefficiencies, cuts emissions, and ensures better working conditions for professional drivers.

Type of partnership

Investment agreement

Type and size of the partner

• **SME 11-49**

• **Big company**

• **SME 50 - 249**

Dissemination

Technology keywords

- **01003003 - Artificial Intelligence (AI)**
- **01003010 - Databases, Database Management, Data Mining**
- **01003019 - Electronic Signature**
- **01003008 - Data Processing / Data Interchange, Middleware**
- **01003009 - Data Protection, Storage, Cryptography, Security**

Market keywords

- **09001002 - Trucking**
- **02006007 - Databases and on-line information services**
- **02007022 - Software services**
- **09001007 - Other transportation**
- **02007011 - Manufacturing/industrial software**

Targeted countries

- **World**

Sector groups involved