



Transmetrics

# FAST FACTS

2021

For more information contact [marc.meyer@transmetrics.ai](mailto:marc.meyer@transmetrics.ai)



## State-of-the-art AI platform

As a state-of-the-art AI platform developed exclusively for the Supply Chain, Transmetrics optimizes transport planning by leveraging the power of **predictive analytics** and **machine learning**. Transmetrics combines the strengths of humans with those of AI, ensuring the highest operational benefits, and reducing the environmental impact of logistics.







## Unique approach

Transmetrics has developed a unique approach for analyzing, modeling, and predicting transport flows with **very high accuracy**. Our unrivaled technology requires a rare combination of **knowledge in multiple disciplines**, something unique to Transmetrics. Our advantage comes from having strong experience in both the technical (Big Data and Predictive Analytics) and domain (Transport and Logistics) areas.



## Key solutions

-  Asset Positioning
-  Linehaul Planning
-  Last Mile Planning
-  Maintenance Planning



## Key benefits

Our products have brought significant benefits to the **top-tier logistics companies** worldwide that have experienced an up to 25% reduction in **transport costs** while increasing their **fleet utilization** up to 14% and maintaining high service levels.



## Chief Executive Officer

**Asparuh Koev** is a successful serial entrepreneur with a proven record of building companies and leading them to success and a CEO and founder of Transmetrics.

Asparuh is responsible for the vision and direction of Transmetrics, managing the whole team and ensuring that it works efficiently, helping with the sales and customer presentations, securing funding to enable further development of the company, and setting the moral and ethical example within the company. He is also the key business expert with 18 years of experience servicing the transport market and an extensive network within cargo transport companies.

Prior to starting Transmetrics, he had founded Sciant AG, a software outsourcing company in Sofia, Bulgaria. Under Asparuh's guidance, the company grew to 350 employees and \$7 million revenue per year. At the time, the company was named second best employer in Bulgaria. In 2007, the company achieved a profitable exit for its shareholders when it was sold to VMWare and became VMWare Bulgaria. Asparuh also founded IntelliCo Solutions, a consultancy company servicing the cargo transport market. As a Managing Partner, Asparuh grew the company to 18 employees. Among its customers, IntelliCo Solutions has Fortune 500 clients delivering IT projects in \$1 million-\$20 million range. The company still successfully operates today.

Asparuh has a combination of technical and business background. He holds a bachelor's degree in Computer Science from the American University in Bulgaria and an MBA degree from the Vlerick Business School in Belgium (with Great Distinction).



## Chief Commercial Officer

**Marc Meyer** is a hands-on commercial strategist with a proven ability to translate business strategies into objectives and action.

He has experience in working with startups, upscaling, brand building, lean and agile scrum, and Design Thinking. Building and implementing an integrated marketing and sales strategies, opening new markets, focusing on brand awareness, client-centric marketing, lead generation, and strategic deal marketing.



## Head of Product

**Dessislava Tsvetkova** is a professional with a background in business analytics, mathematics, and marketing research.

Dessislava is responsible for feature and backlog management, product innovation management and requirements gathering, strategic development efforts management (from a business perspective). She is the Project Coordinator for the Horizon 2020/EIC-funded Transmetrics project. She is also involved in data engineering and reporting (SQL and ETL development) activities and business analysis (process modeling and transportation research).

She holds a Master's Degree in Strategic Marketing Research from Tilburg University and a Bachelor's Degree from the American University in Bulgaria with a double major in Mathematics and Business Administration (Magna Cum Laude). During her undergraduate studies, Dessislava was awarded an outstanding achievement in Mathematics award.

Before joining Transmetrics, she worked for the Dutch web analytics company Wakoopa on a project that tracked e-commerce website traffic.





## Contact information

### Contact Sales

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### Offices around the world

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