

Aifleet

THE NARRATIVE DEBT

Aifleet was building autonomous fleet operations in a category dominated by legacy logistics players. The technology was real. The story was indistinguishable from the incumbents. **A tech-first company telling a fleet-operator story**, with sales and marketing arguing about which audience to chase because nobody had named the audience.

THE WORK

Name the audience. Position the tech.

- **Brand refresh.** New visual and verbal system. New mission. New vision. New tagline.
- **Persona development.** Mapped four audiences. Shippers. Brokers. Employees. Investors.
- **Interactive proof.** Built tools and demos that let prospects feel the technology before the call.
- **Customer feedback.** User interviews to position the technology as the differentiator, not a feature.
- **Sales process rebuild.** New marketing-to-sales funnel. New one-pagers. New sales decks.
- **Sales and marketing alignment.** Built the org structure between teams that had been operating in silos.

THE RESULTS

From me-too to investable.

19%+

Revenue increase in 3 months

<10% to 22%

Sales close rate, more than doubled

31%

Inbound lead growth in the same window

Multiple

Pieces of coverage in local and industry publications

New product line developed against an unmet industry need, leading directly to an additional round of fundraising.

