



Pitch Deck | Seed

HR Visibility Hub for companies that can't afford to lose great talent.

HRMS + Predictive Analytics + AI Agent, all in one place.

Fleet at a glance

💡 What we do

Fleet is the HR Visibility Hub

We combine a full HRMS with predictive analytics and an AI agent that turns insights into action - all in one platform.

🎯 Our Vision

To become the **central decision-making portal** for every and any manager — transforming people data into strategic action across every level of the company.

📊 Traction

\$620K

ARR

200+

paying clients

Proprietary psychometric tests

+5M runs to date

Proprietary AI predictive models

Attrition Risk live, more in pipeline

📁 Product

HR Visibility Hub=

- 1 Fleet HR (full HRMS with 15+ modules)
- 2 Fleet Analytics (Dashboard with key metrics and predictive models powered by AI/ML)
- 3 Multi AI Agent (insight-to-action automation)

📈 Product

12M companies in LatAm = **\$22.7B SAM**

👥 Focus on Mid-market & SMBs (100-2500 employees)

Scalable

Modular & integration-ready for mid-market growth.

💰 Fundraising

\$2M

Seed round

Use of funds:

50%
Team

40%
GTM

10%
AI tools

In due diligence with VCs + active conversations with strategic angels

● **Data Room available**



Revenue Impact

HR receives only **0.76%** of company revenue, making it the **least funded area**.

This **underinvestment** keeps HR's impact **unseen and undervalued**. – *Gartner*

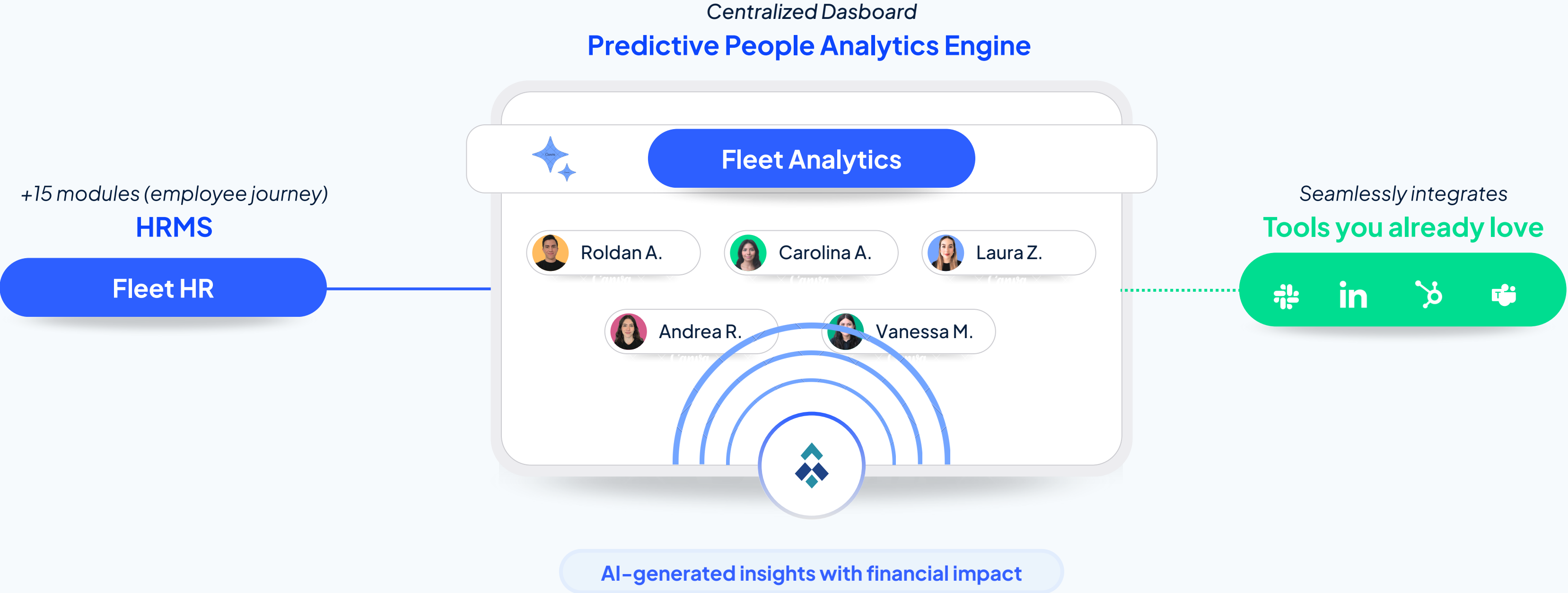


Business Impact

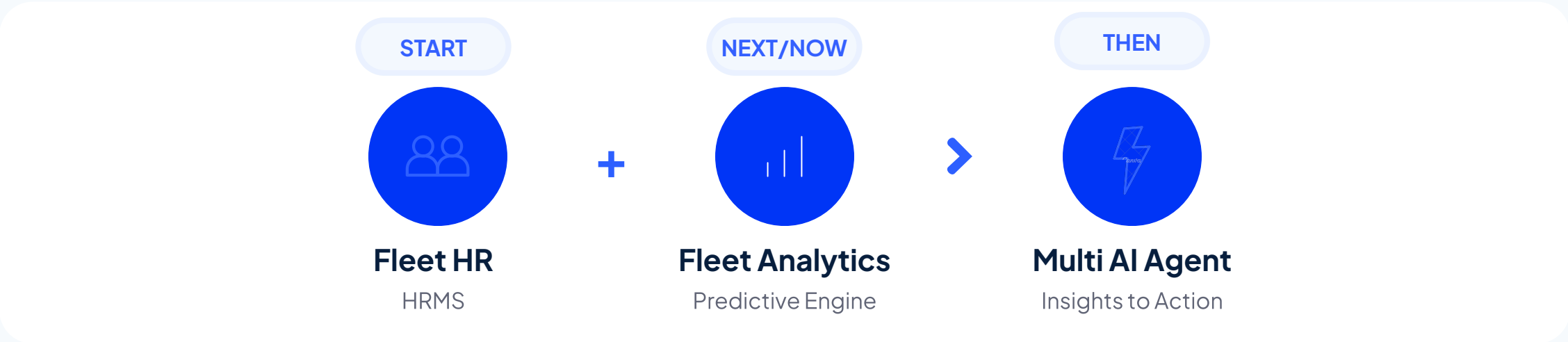
The average **SMB** loses up to to a staggering **\$700K** every year due to **turnover**.

42% is **preventable and predictable** but often ignored. – *Gallup*

The HR Visibility Hub built for managers, delivering actionable insights, driving real financial impact.



Fleet = HRMS + Predictive Intelligence + AI Execution



Partnerships

Ecosystem of specialized partners (+40)

Fleet HR

- Full HRMS with 15+ integrated modules across the employee lifecycle
- Includes proprietary psychometrics tests (5M+ runs), employee portal, talent mapping, succession, performance, 360°, VOE + more
- Already used by 200+ paying clients

Manage the entire employee lifecycle - all in one platform

Fleet Analytics

- Dashboard with key people metrics
- Proprietary AI and machine learning models
- Attrition Risk model is live
- Custom Widgets/Insight Engine
- Recruitment/Retention Potential and Workforce planning in pipeline.

Turn people data into predictive insights with real financial impact.

Multi AI Agent

- Interprets employee data
- Recommends and triggers smart actions
- Zero manual effort required

From insights to action - automatically & instantly

A Glimpse of Fleet Analytics Predictive Power

Proprietary Attrition AI Model

Think talent scoring, like credit scoring – but built for retention.

Predicts early warnings, before its too late

Designed to adapt to each company's DNA

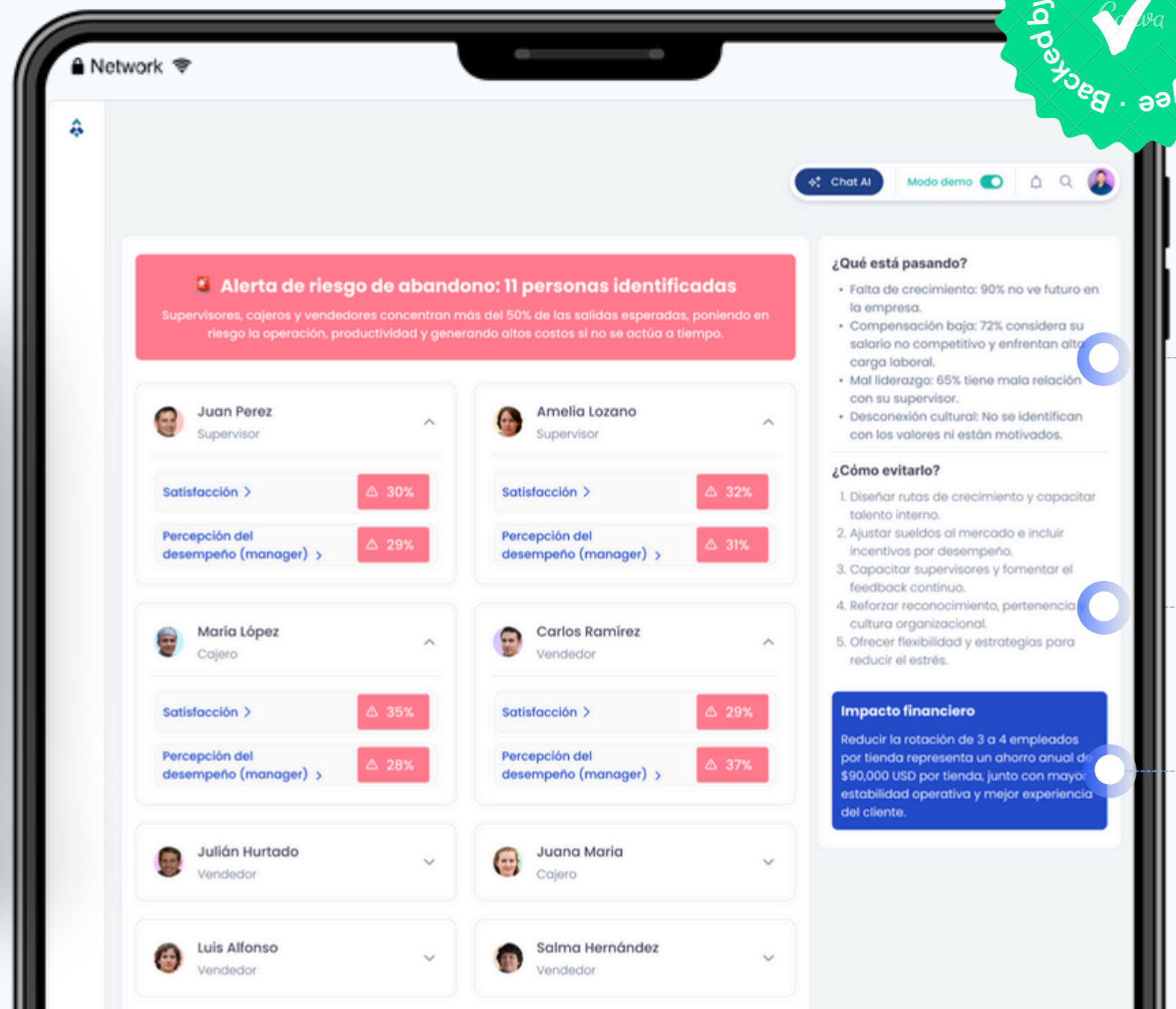


Who's at risk



Financial bleed

Insight

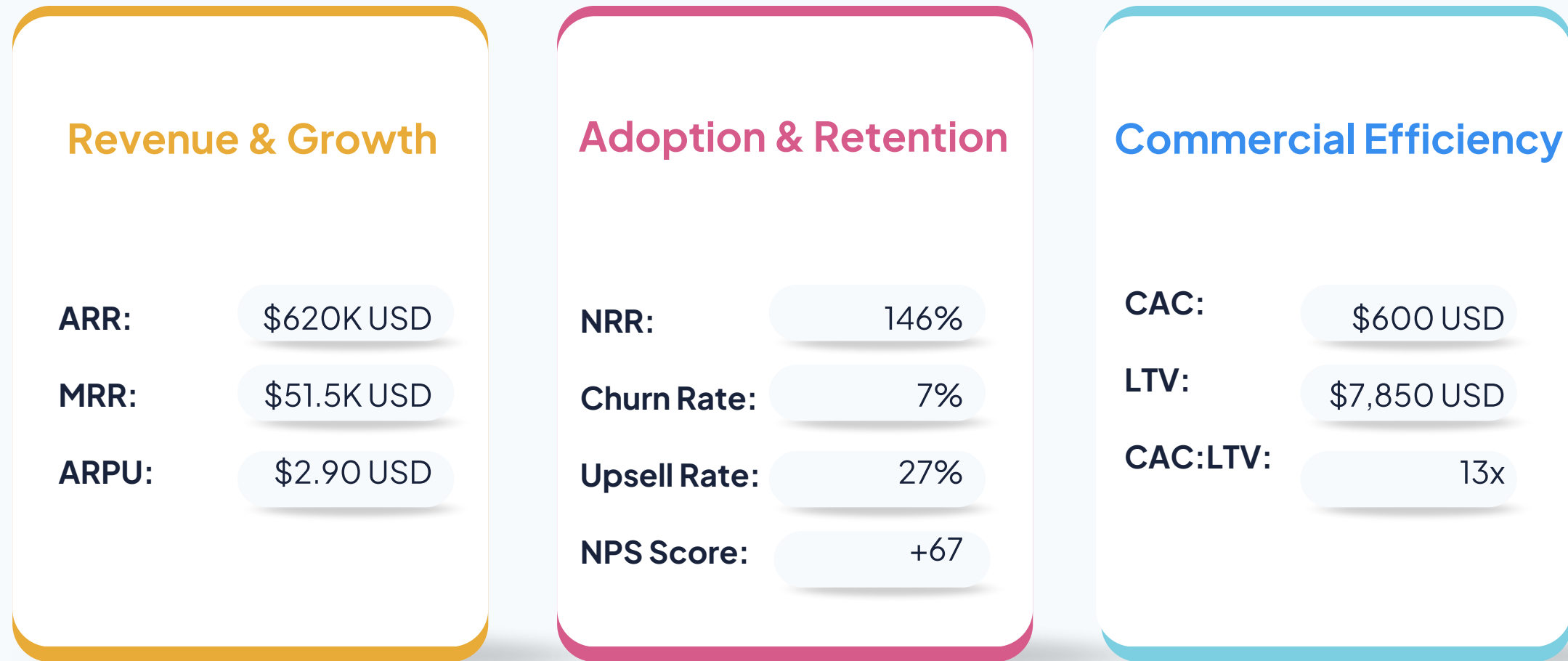


What's causing it

How to fix it

Payoff

The numbers tell the story:
Fleet is working — and scaling.



Leveraging the trust of +200 clients



Talent insights at a **fraction** of the cost of a bad decision.

	SMB	Mid-Market	Enterprise
Price per employee	\$4.5 USD	\$4 USD	\$3.5 USD
Annual Average Contract Value (ACV)	\$1.8K USD	\$10.5K USD	\$15K USD
Company Size (Number of Employees)	35	250	2500

There's a **\$22.7 billion** race in HR to enhance **12 million SMBs** just in LatAm.

Global SMBs

125M SMBs x \$1,890 ACV

Latin America SMBs

12M SMBs x \$1,890 ACV

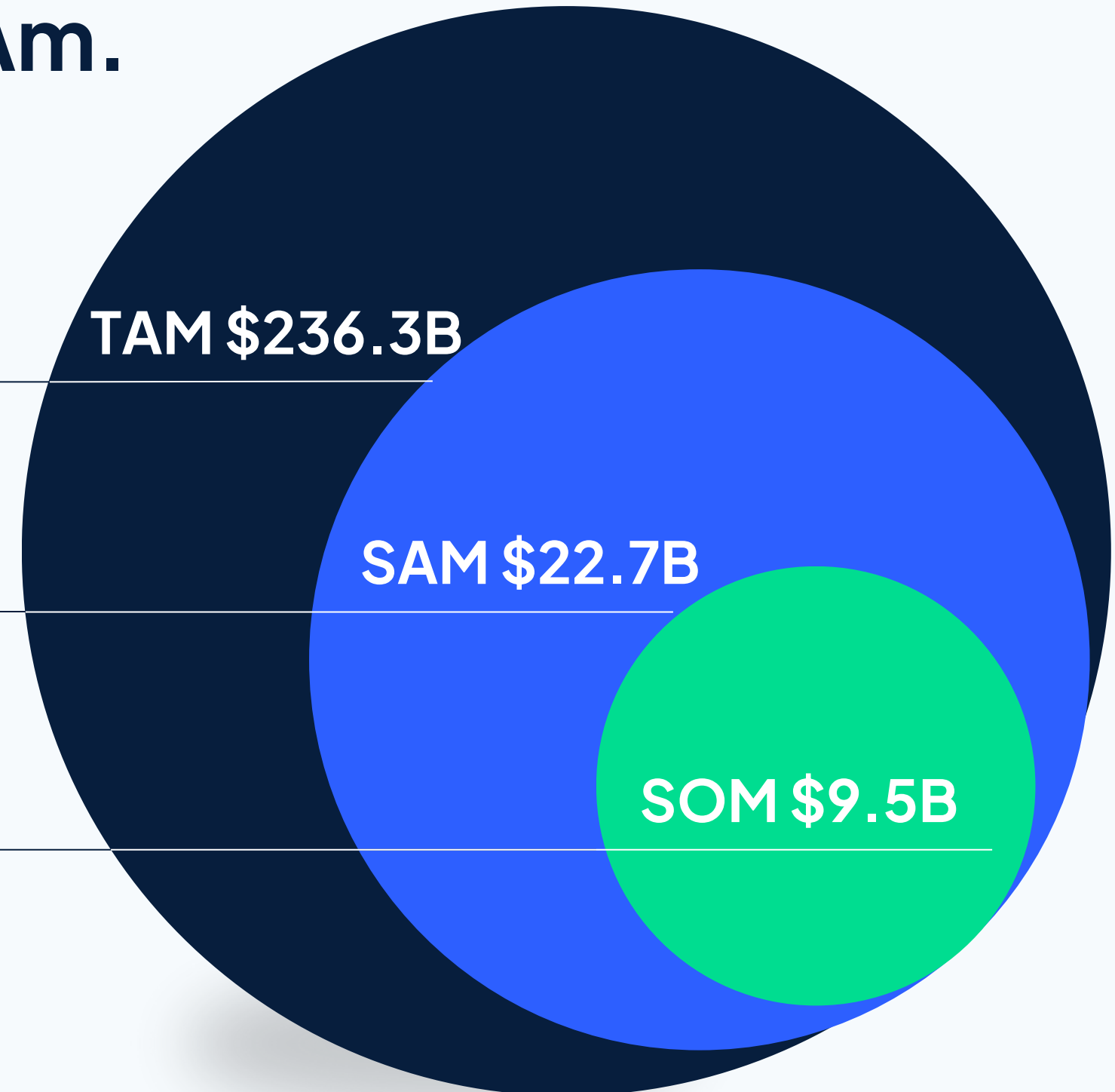
Mexico SMBs

5M SMBs x \$1,890 ACV

TAM \$236.3B

SAM \$22.7B

SOM \$9.5B



Mexican MSMEs*

Smart. Sticky. Scalable. The Fleet Business Model.

Target Audience

Bottom-up: start with managers, scales to leadership

Revenue Model

Freemium → Tiered subscriptions → Add-ons

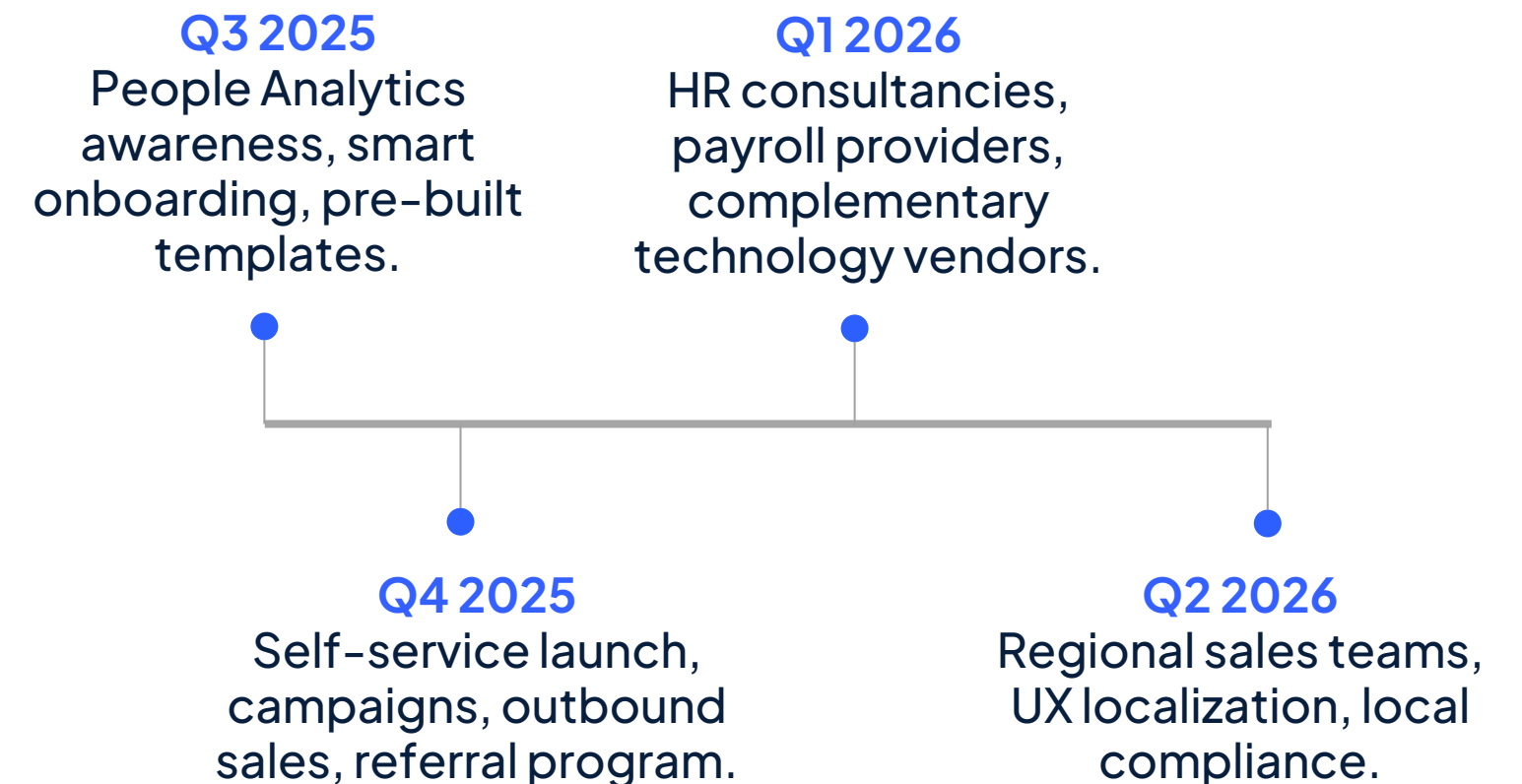
Go-to-Market

Product-led onboarding → Team invites → Upsells → Network effect

Competitive Advantage

Proprietary data + AI + predictive models → Embedded workflows → Smarter decisions

Launching Smart. Scaling Fast.

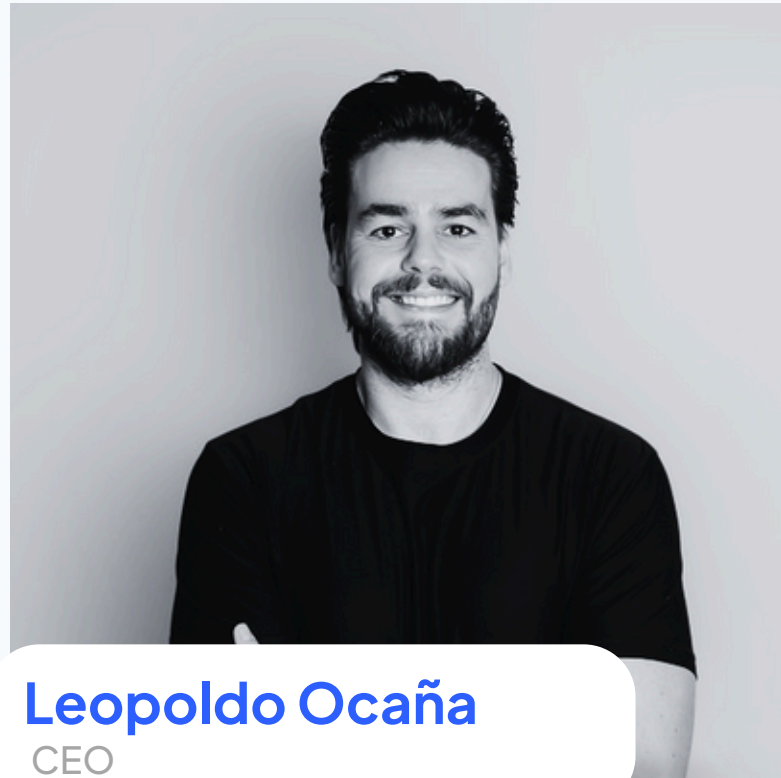


The only full-stack HR Engine built for any and every manager.



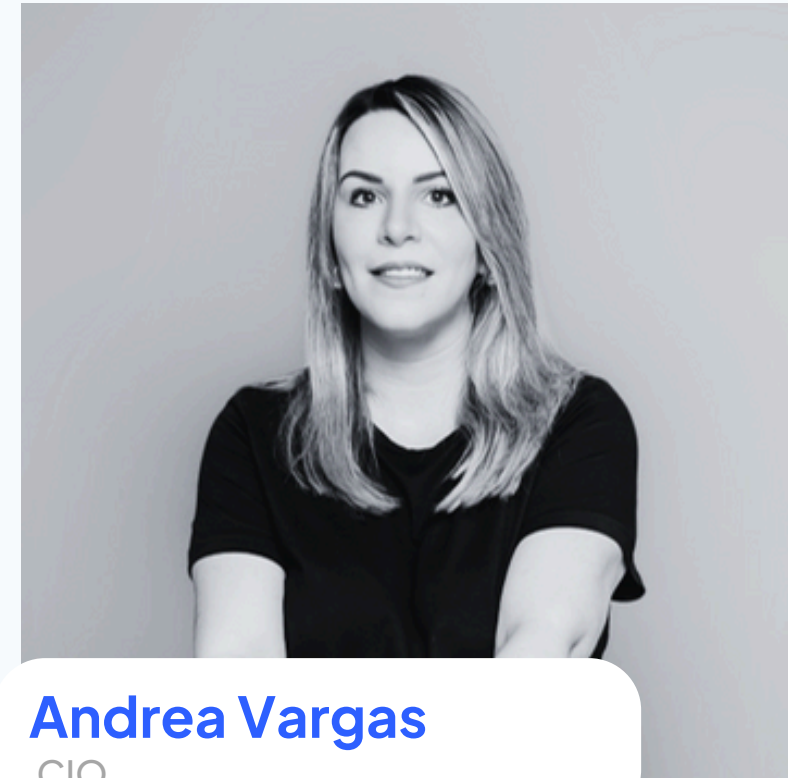
	Fleet	Buo	Lara AI	Brivé	Supercompany
HRMS	✓	✗	✗	✗	✓
Predictive Models (AI-based)	✓	◐	◐	✗	✗
Proprietary Psychometrics	✓	✗	✗	✗	✗
Performance/Growth Tracks	✓	✗	✗	◐	✗
Advanced People Analytics	✓	◐	◐	◐	✗
Financial Impact Insights	✓	✗	✗	✗	✗
Built for managers (not only HR)	✓	✗	✗	✗	✗

The **team** building the Future of Work



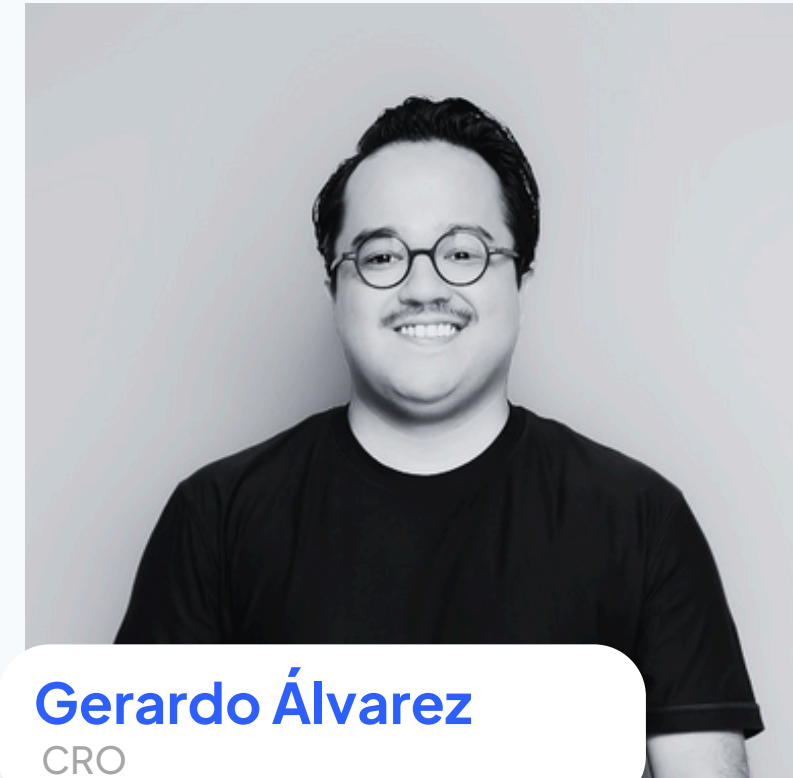
Leopoldo Ocaña
CEO

11+ years driving strategic growth and efficiency (SimCo). Scaled brands, expanded markets, and built profitable, data-driven business models.



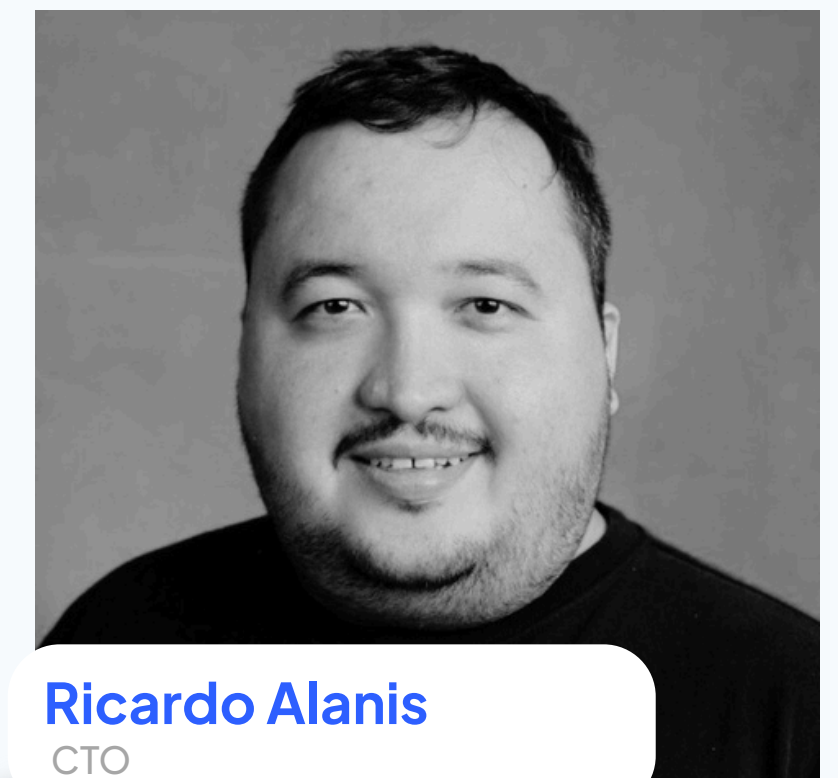
Andrea Vargas
CIO

13+ years transforming HR through corporate expertise (IBM, PepsiCo) and visionary product innovation as founder in HRTech.



Gerardo Álvarez
CRO

10+ years in SaaS (UBits, Palenca) leading onboarding, customer success, and sales to boost retention and drive successful software adoption.



Ricardo Alanis
CTO

10+ years leading data science and AI strategy across industries and companies (Nowports).



CFO
José Vargas
30+ years strategy CEO across diverse sectors



Technology Advisor
Gerardo Elizondo
Expert in AI/ML, driving global efficiency @Apple



Advanced Analytics
Adrián Álvarez del Castillo
AI & applied mathematics to solve business challenges.



HR Advisor
Luis Saldamando
Alformer CHRO and a leading voice in Latam's HR and cultural transformation space



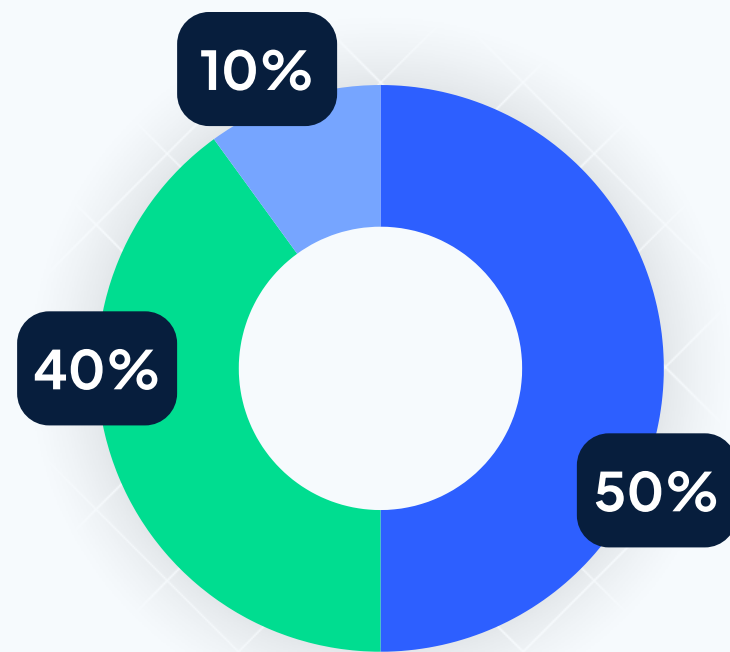
Startup Advisor
Alejandro Maldonado
Entrepreneur, Mentor, Advisor, Investor | TEDx Speaker

Raising a \$2M USD Seed Round.

Standard
SAFE
Agreement terms*

Use Of Capital

- Working Capital
- Tools
- Sales & Mktg



Product Milestones

- Corporate data model optimized for precision
- BI powering smarter, faster decisions at a glance
- Prediction power (People Analytics, Talent Intelligence, Behavioral Science, Workforce Planning)
- AI Agent: Autonomous, cross-functional action

Hiring Plan

- Tech Team (3)
- Data Team (4)
- Aquisition Team (3)
- Retention Team (3)

Expected Impact 2026

- 18 months runway
- Grow ARR from \$600K → \$4M USD by Q4 2026
- Expand customer base from 212 → 700 paying clients
- Upsell rate increase from 27% → 70%
- Expand to LatAm



The opportunity is now—
Join us today and be part of our journey
as we revolutionize the **future of work.**

Leopoldo Ocaña

Co-founder & CEO

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