



IFOY Innovation Check: LOADY, Loady
Category: Start-up of the Year

Market relevance

LOADY’s product named Loady addresses the enormously important issue of standardized data exchange in the awarding and execution of transport orders in the forwarding environment, both in the industrial and the commercial environment. It thus provides “standardized and reliable requirements for loading and unloading at industrial sites” - undoubtedly a highly relevant problem for an extremely high number of companies today. There is almost no manufacturing company or trading company that is not affected by the issue.

Customer benefit

Standardized data storage and maintenance are already an enormous lever for error prevention. If necessary, this data is then also exchanged automatically and standardized on a case-dependent basis. This eliminates significant causes of errors and significantly increases process reliability. This does not only offer an advantage when all contractual partners of a process use the system, but already when one of the contractual partners has it in use, the first important advantages already become usable, through the then as free text, but nevertheless structured and standardized as well as previously checked provision of the data.

Novelty / Innovation

The problem, which is actually of far-reaching relevance, has simply not been addressed to date; it is the first solution of its kind. The market behavior regarding the acceptance of data handling has not yet been fully clarified. The usability on the basis of different clients allows the product to be quickly implemented and accepted by users. The standard must be accepted as such by those responsible for the company.

Functionality / Type of implementation

The product is implemented with a convincing architecture, which also provides suitable clients with easy-to-use functionalities for the different user groups. Particularly is the conception, which already makes a significant advantage convertible also with initial few users. This makes a possible successful implementation profitable even in the initial phase for individual customers - a topic that is unfortunately often neglected in many products.

Verdict

At the interface between supply chain and intralogistics, this start-up is positioned in the area of loading. “The future standard” (own statement) offers a structured linking of data to optimize the overall process of freight from tendering to ramp approach. In addition, there is an architecture of applications up to an app for the driver. The challenge here is whether the proposed structure will actually be accepted as a new standard by stakeholders. However, the product can also function on its own, without another company being connected, and then outputs the data as free text, but in an optimized structure.

Market relevance	++
Customer benefit	++
Novelty / Innovation	+
Functionality / Type of implementation	+
++ very good / + good / Ø balanced / - less / -- not present	