

Egypt's Trella Secures More Than \$600,000 In Pre-seed Round By Algebra Ventures

The Cairo-based trucking marketplace, Trella, announced that it has raised over \$600,000 in a pre-seed funding round led by Algebra Ventures. The round also saw participation of strategic investors, global VCs, and angel investors including Esther Dyson, executive founder of Wellville, and Jambu Palaniappan, former Head of Uber Eats - EMEA.

Founded in 2018, Trella is a b2b technology platform and trucking marketplace that connects shippers with carriers while reducing costs for shippers by improving load utilization and efficiency by offering transparent pricing schedules and enabling shipment tracking in real-time.

The startup's co-founders are no strangers to the transport-tech space in the region. Trella was founded by Omar Hagrass, a former Regional Manager, EMEA Launch and Expansion at Uber, and Pierre Saad, who was previously Software Architect & Technical Lead at Vezeeta. They are joined by Muhammad El Garem as Head of Operations. El Garem previously held in the position of Business Development Manager at OLX.

"Building on the fantastic success of ride-hailing startups, we built a similar solution for the freight industry in the region to improve efficiency throughout the supply chain," says Hagrass.

"The interest in our solution has been overwhelming, both from businesses who want to use our technology and from truckers who are getting significantly more value and more consistent flow of business through our platform. We're optimizing truckers' routes so they're no longer driving empty."

Karim Hussein, Algebra Ventures' Managing Partner, said that he believed that the local freight market in Egypt was "ripe for technological disruption."

"We are excited to be joined by a group of capable and experienced co-investors who will help accelerate Trella's growth in the short run and support it in subsequent financings."

<https://www.forbesmiddleeast.com/egypts-trella-secures-more-than-600000-in-pre-seed-round-by-algebra-ventures>