



Brilliant Harvest

AI Customer Experience Platform For Equipment
Dealers

AI Adoption at Equipment Dealerships: Not If, But When



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Serial Agtech Entrepreneur
Farm Born/Raised



Brilliant Harvest

AI Customer Experience Platform For Equipment Dealers

TITAN
MACHINERY

151
locations



The largest
CNH dealer



43
locations



2nd largest
CNH dealer

Parallel^{Ag}

16
locations

WEBB'S

6
locations



3
locations



3
locations

...and several more customers launching soon.

Market Traction



200+

Equipment dealer locations across all customers powered by Brilliant Harvest



\$4 Billion

Annual equipment sales across all customers powered by Brilliant Harvest



60,000+

Farmer reach across all equipment dealers powered by Brilliant Harvest

Technician Shortage

An Industry -Wide Challenge

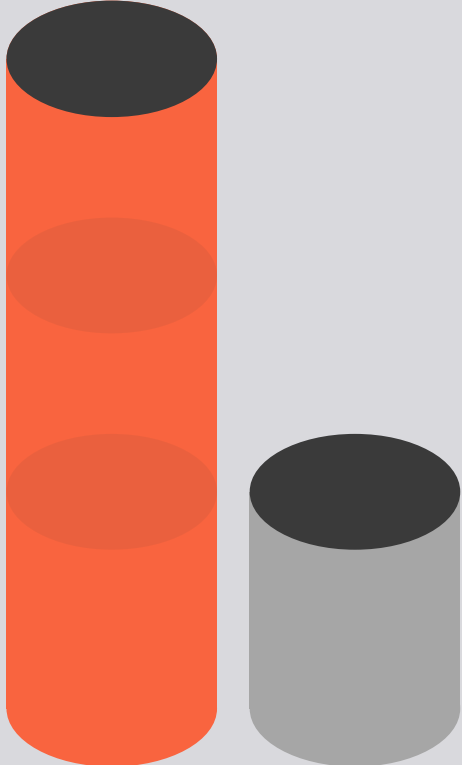
The need to fill up to 73,500 heavy equipment technicians over the next five years

73500

Almost 90% dealerships have a job opening rate above the national average

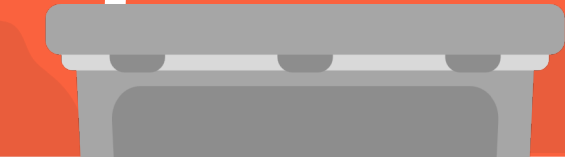


The equipment industry has a job opening rate 3x higher than the national average



Dealer Lost Revenue From Employee Turnover Per Year

\$2.4



Avg. Time Millennial Employees Leave Dealer After Completing Training



Source: <https://aednet.org/industry-insight-news/industry-reports/the-equipment-industry-technician-shortage> and AEM report

User Testimonials

What Employees Are Saying About Using AI at their Equipment Dealerships

“

I would've spent 2 hours troubleshooting for a simple headlight issue. Now? I get a detailed headlight diagnostic in just a few clicks.

Seasoned Technician at Large Equipment Dealership

”

User Testimonials

What Employees Are Saying About Using AI at their Equipment Dealerships

“

You have completely changed my mind about AI. The more I use it, the more I realize how it can help me.

20+ year Shop Foreman at Rocky Mountain Equipment

”

User Testimonials

What Employees Are Saying About Using AI at their Equipment Dealerships

“

This AI assistant is one of the most exciting things I have seen come our way to help us be more efficient in a long time.

General Manager at Large Equipment Dealership

”

User Testimonials

What Employees Are Saying About Using AI at their Equipment Dealerships

“

Having work orders and manuals in one, easy to use app means I can help customers on the spot. It saves me time every day and keeps my customers moving.

Service Advisor at Rocky Mountain Equipment

”

User Testimonials

What Employees Are Saying About Using AI at their Equipment Dealerships

“

I just saved 10 minutes looking for gearbox rebuild specs for an old 9352 swather.

Service Technician at Titan Machinery

”

User Testimonials

What Employees Are Saying About Using AI at their Equipment Dealerships

“

The AI Assistant shortened time needed to look up basic information that is often difficult to find.

Service Technician at Titan Machinery

”

User Testimonials

What Employees Are Saying About Using AI at their Equipment Dealerships

“

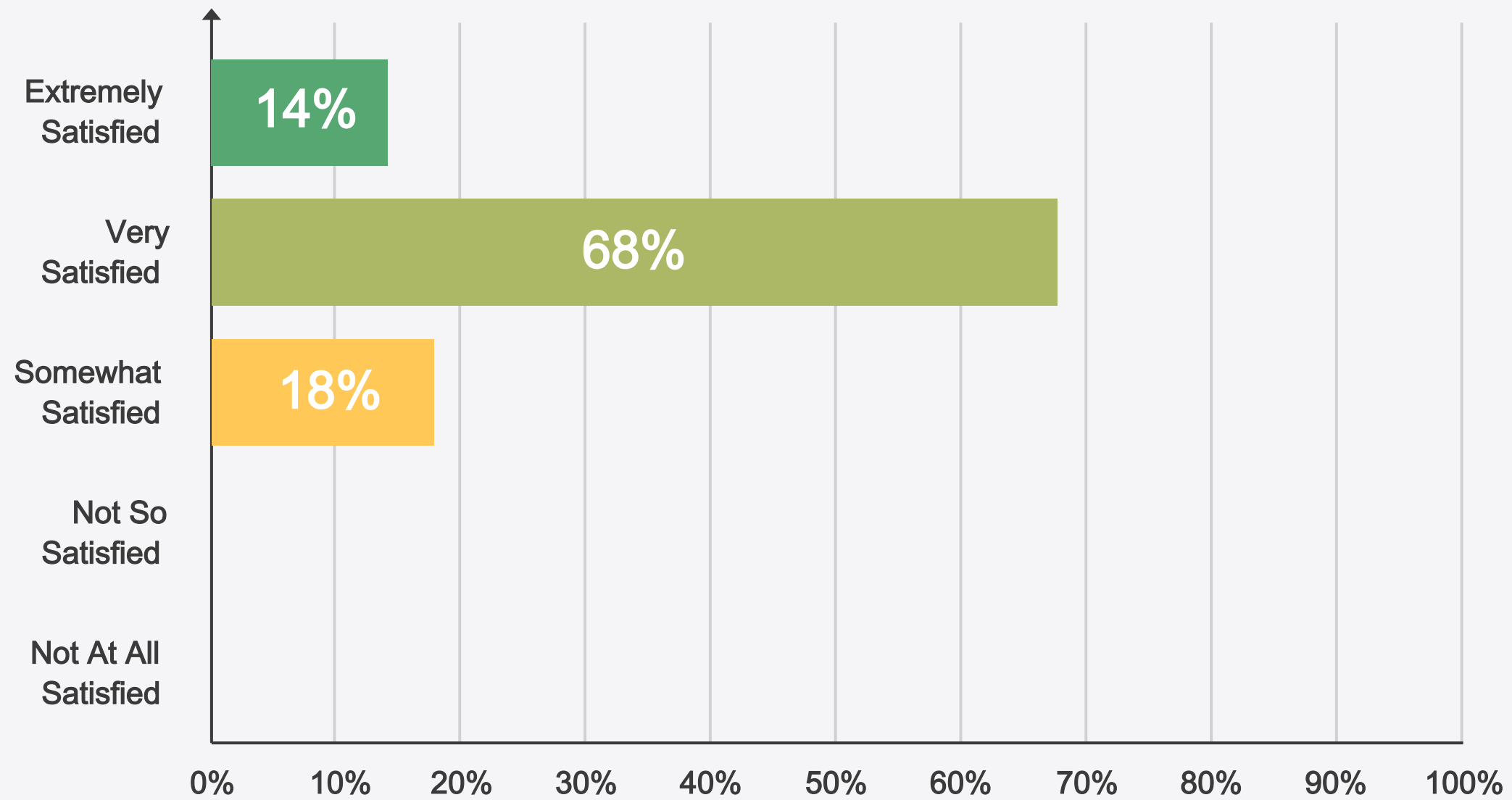
I just wanted to say thanks for the advice yesterday. I was able to help multiple farmers yesterday to take some stress off our foreman.

Service Manager at Rocky Mountain Equipment

”

Service Departments Love AI

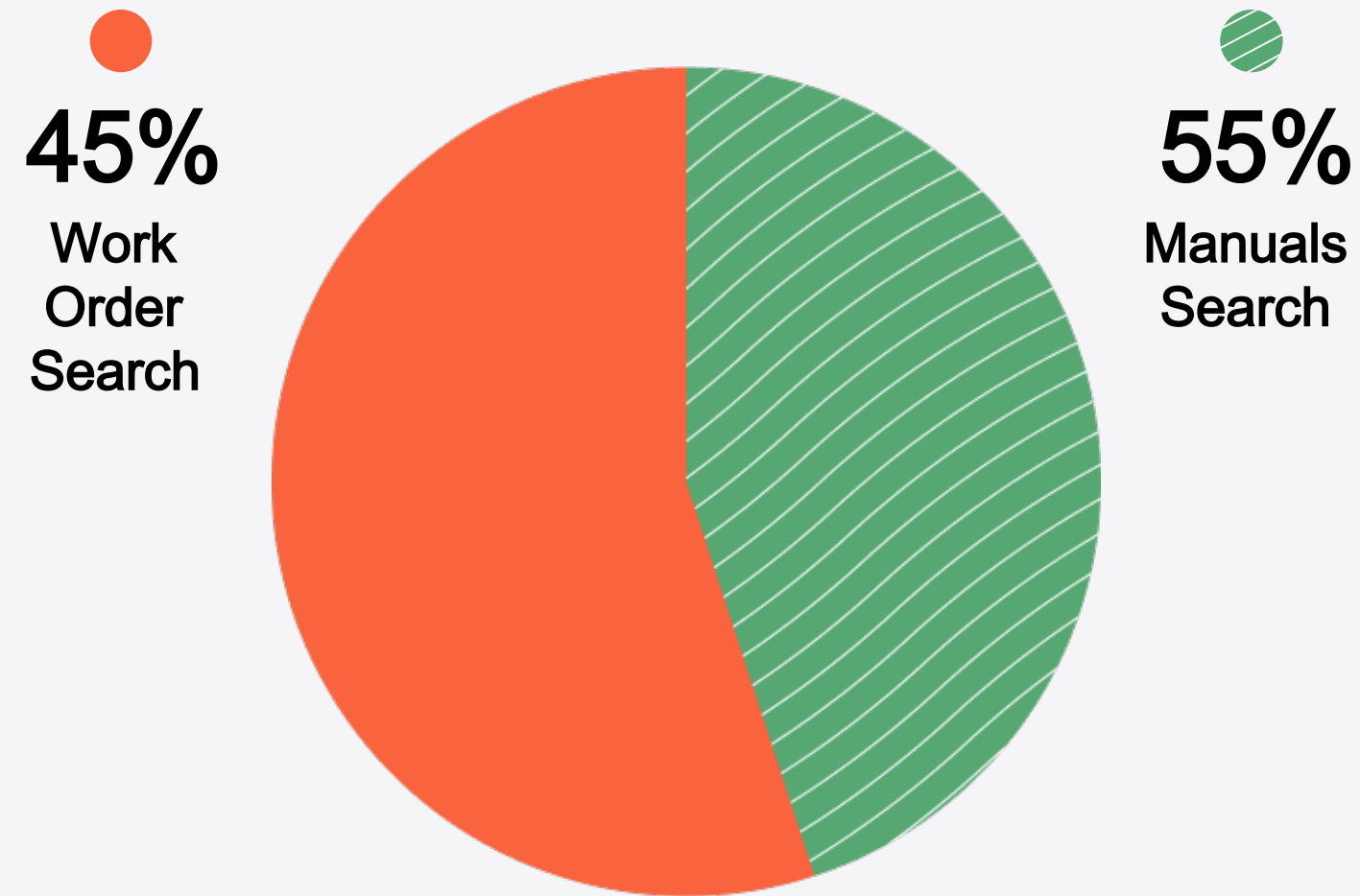
How would you rate your overall experience with your AI Assistant?



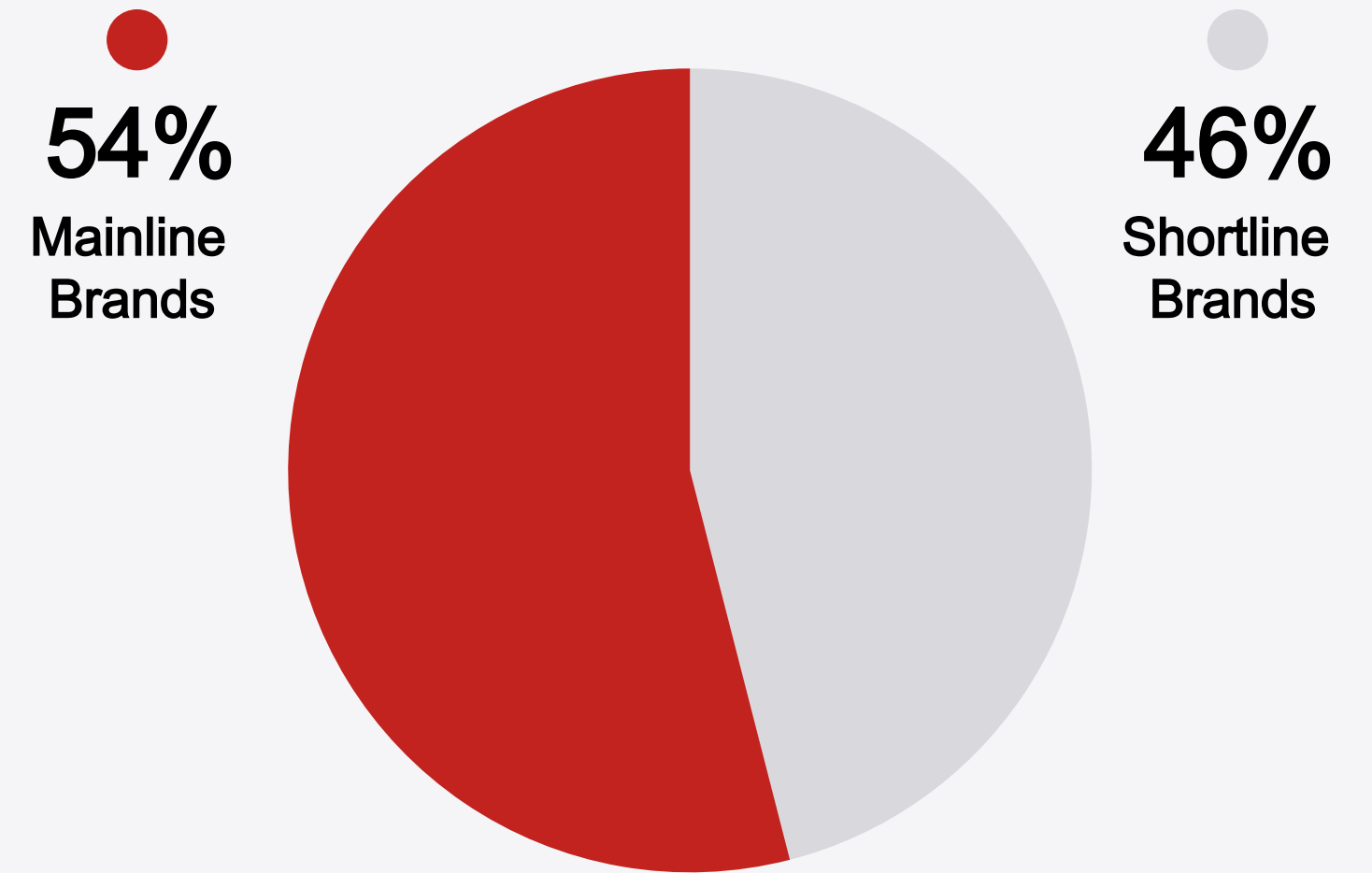
User Analytics

70% of Questions Are About Work Orders or Shortlines

Work Order Search vs Manuals Search

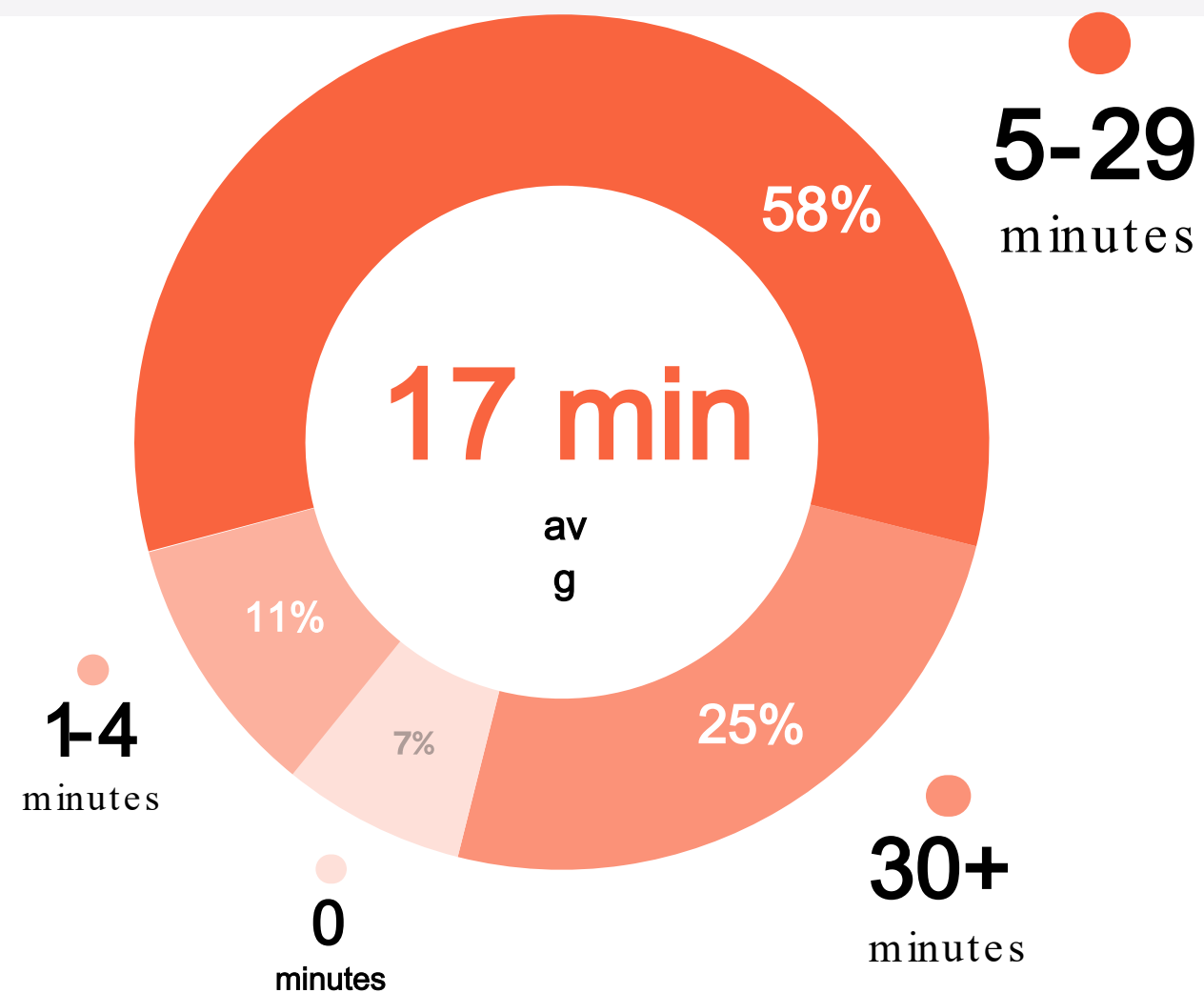


Mainline Brands vs Shortline Brands



An AI Assistant Saves Time

Each time you ask the Assistant a question, how much time does it save you?



This translates to saving over 10 hours

Per team member each week

