

Your AI assistant for freight forwarding.

Supporting operators with the admin, insights and follow ups that keep shipments moving, driving growth.



Finsho connects to your email inbox and becomes your co-pilot for every shipment.

- Organises all emails from carriers, hauliers, customs and customers into clear shipments and stages.
- Extracts key data from documents instantly, container numbers, seals, weights, VGM, free time and duties.
- Builds a clean shipment dashboard showing stages, data, emails, documents and alerts.
- Drafts follow-ups and prompts operators when actions are due or replies are delayed.





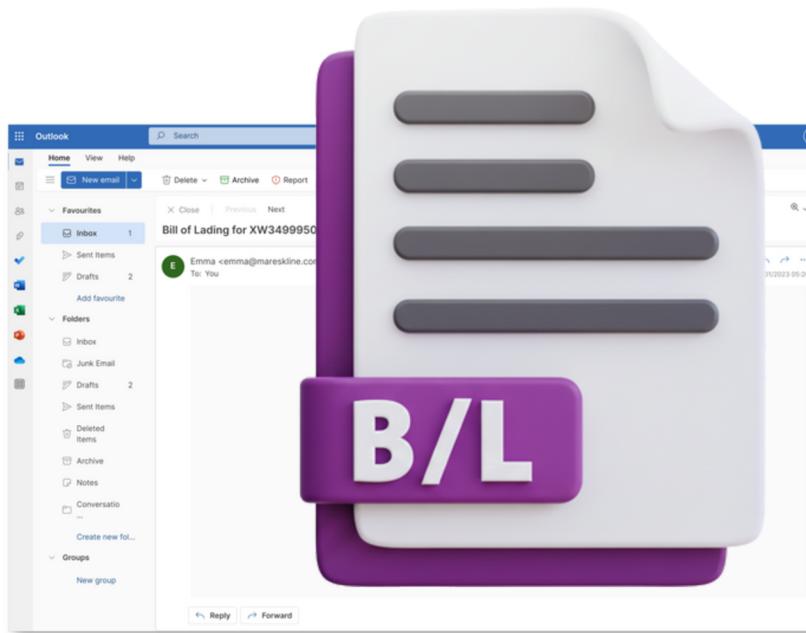
Meet John and John's email inbox

- 10 ongoing shipments. Hundreds of emails
- Critical info buried in threads and PDFs
- Constant chasing to avoid delays
- Hours lost manually checking documents and updating the TMS
- John has just connected **Finsho** for his next import.

From	Subject	Received
Sarah CMA CGM Imports	Arrival Notice MSKU214887 (Free time starts today)	Tue 09:27
Patrick	Driver cannot collect, PIN missing	Tue 09:15
Emily Hapag-Lloyd Docs Team	VGM deadline today	Mon 19:14
Liam	Draft customs entry attached, please review HS codes	Mon 18:30
Aidan	Any update on ETA for our shipment?	Mon 16:43
Ningbo Factory Docs Dept	Packing list & commercial invoice (final)	Mon 13:24
Katarina	Release on hold due to charges	Fri 16:03
Sales	New booking request from Valencia	Fri 15:00
A&C Homeware	Question about handling fee	Fri 14:53
Emma Maersk Line	Draft B/L attached, please confirm	Fri 14:30
Mick@Unpost Couriers	Your shipment CYT3499920 has been collected	Fri 13:41
Johnny Murphy Supplies	Need delivery slot confirmation	Fri 13:09

Finsho understands the context of John's shipment and automatically pulls the emails relevant to the current stage.

John's current stage: Bill of Lading Issuance



- Shipper, Consignee, Notify Party
- Vessel / Voyage Number
- B/L Number
- Weights & Package Count
- Container & Seal Numbers
- POL, POD, and Place of Delivery

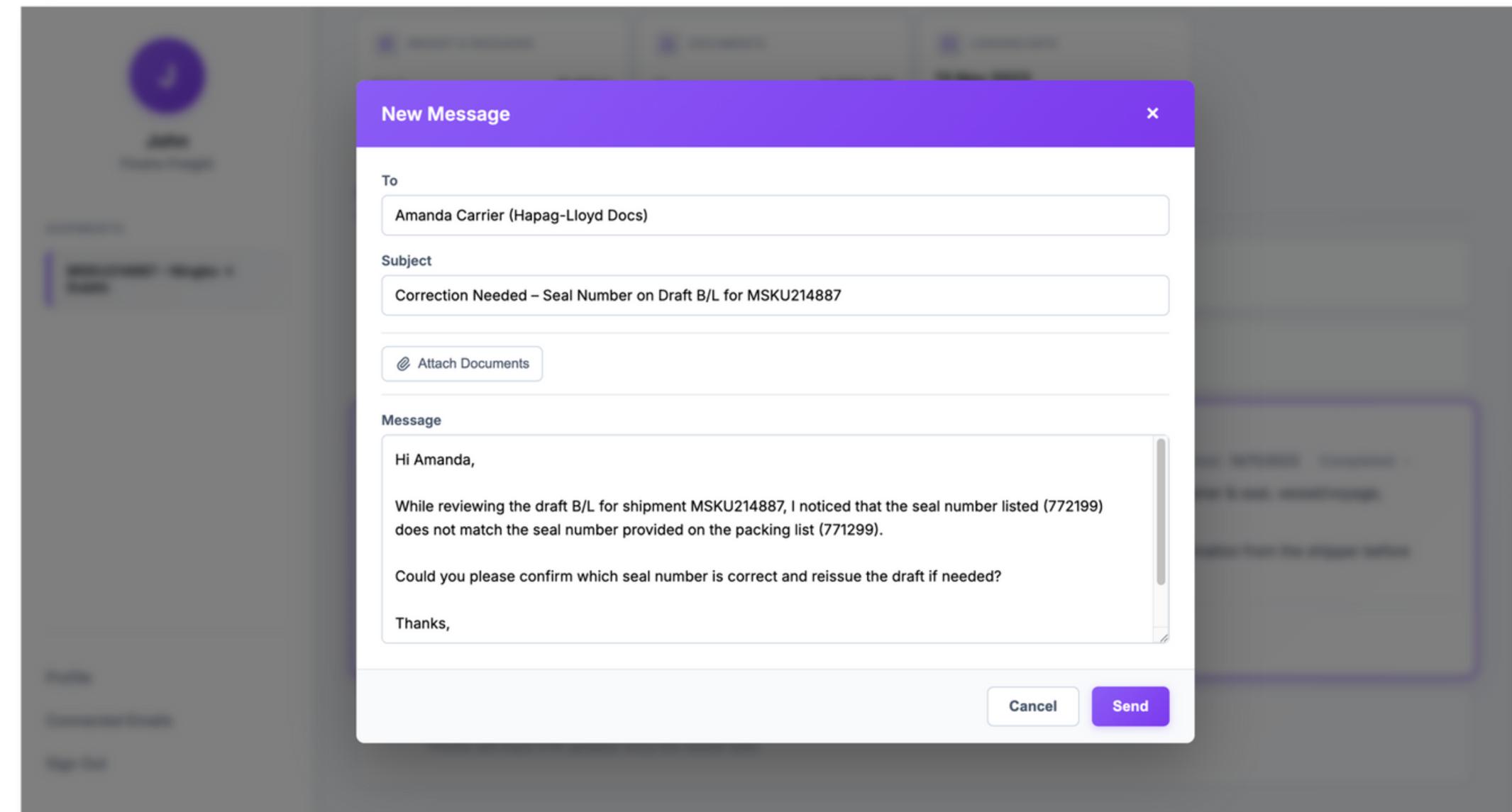


A screenshot of the Finsho dashboard. The main header shows 'MSKU214887 – Ningbo to Dublin'. Below it, the 'Current Stage' is listed as 'Bill of Lading Issuance', 'Direction' as 'Import', and 'Progress' as '20%'. A progress bar is partially filled with purple. The 'Key Data Points' section contains several cards: 'BILL OF LADING' (HLGB000123456), 'CONTAINER & SEAL' (HLBU 1234567), 'PORTS' (Ningbo, CN; Dublin, IE), and 'VESSEL / VOYAGE' (HAMBURG EXPRESS, Voyage 014E). The 'SHIPMENTS' section shows 'MSKU214887 – Ningbo → Dublin'. The 'Stages' section lists three completed tasks: 'Pre-shipment Docs from Shipper', 'Loading & VGM', and 'Bill of Lading Issuance'. The 'Notes' section is currently empty. At the bottom, there are links for 'Profile', 'Connected Emails', and 'Sign Out'.

It converts the extracted emails and documents into an organised shipment data view on the **Finsho** dashboard, flagging inconsistencies and keeping everything ready for John to act on or copy into his TMS.



Finsho identifies what needs to happen next and drafts emails for John in his style, even when the information is spread across different threads. It also tracks deadlines, stage updates and ETA changes across all shipments, prompting John when action is required. All of John's all shipment emails and documents are automatically stored, making bureau admin effortless.





To recap how John uses **Finsho**:

- John connects his email, creates a shipment on the dashboard and adds the key parties involved.
- **Finsho** pulls all relevant emails into that shipment, organising them by stage and constantly scans for new inbound. This can be manually updated by John too, if the communication happens outside of email.
- Extracts the key data from all documents instantly (BLs, VGM, invoices, customs entries, etc.).
- Auto-files each email and document for records
- Flags any mismatches or missing details that John should review and can perform calculations such (eg. Verifying VGM)
- Works out the next required action based on the current shipment stage.
- Drafts emails for John in his own tone across the correct threads.
- Tracks deadlines and stage progress, prompting John when action is needed.
- Highlights customers who haven't booked in a while for sales outreach.



A large stack of shipping containers in various colors including red, blue, green, and purple, stacked in a tiered fashion. The containers are made of metal and show signs of wear and rust. A purple diagonal shape, resembling a ribbon or a stylized arrow, is overlaid on the top left of the image, pointing towards the text.

Thank You!