



# The F50 Leadership Summit



WHERE THE FUTURE OF MOVING IS DECIDED



— OPENING KEYNOTE

# The Moving Industry Has Changed

Wonjun Jeong



Grew up in Calgary,  
now in California

UC Berkeley



Moved 16+ times

2019

Founded Supermove

2023

\$20M Investment by A16Z  
(Andreessen Horowitz)



2023

Launched Automations

2024

Launched 1st AI Product  
AI Sales Copilot

2025

Launched AI Voice Agents  
Working with Top 10 Movers by \$  
Revenue



# The status quo was too comfortable



Steve  
Sasson



John  
Antioco



E-HAIL





***The most important opportunity  
of our lifetimes***



*AI will have the **biggest** impact  
to humanity since the internet*



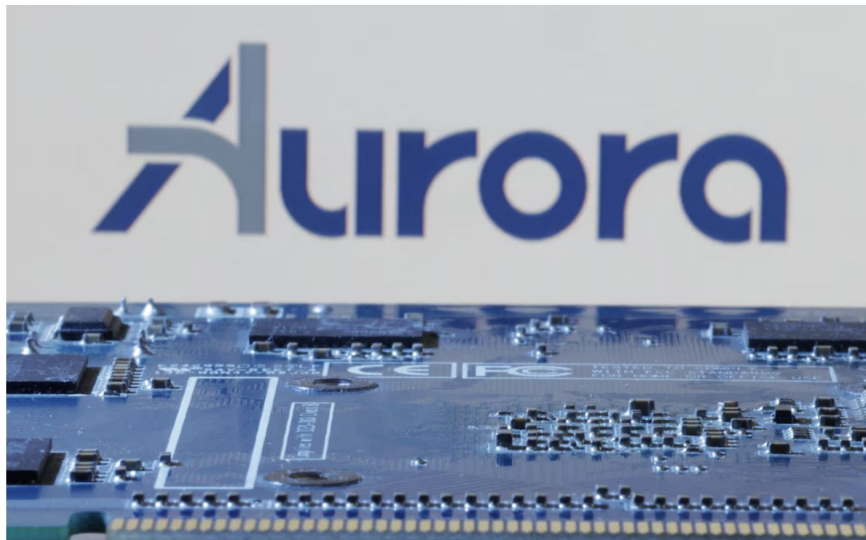
## Aurora partners with McLeod Software to manage autonomous truck shipments

By Reuters

August 28, 2025 6:07 AM PDT · Updated August 28, 2025



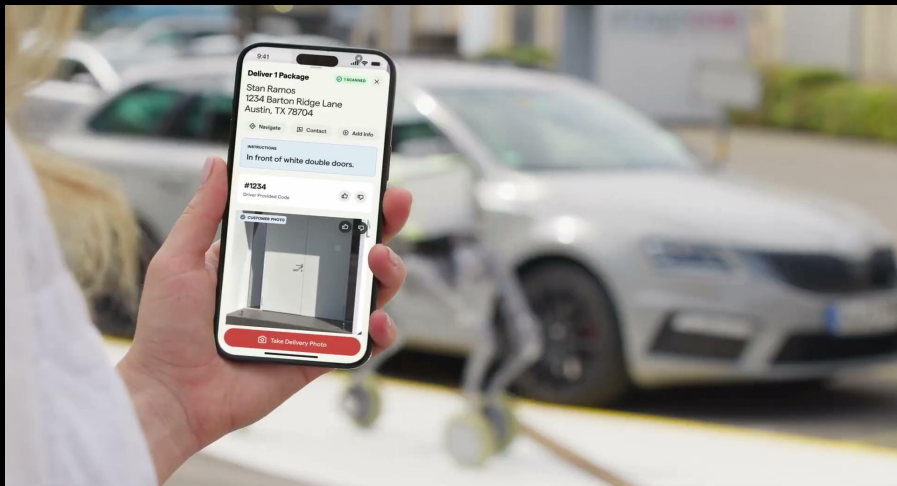
Aa



Aurora Innovation logo is seen near computer motherboard in this illustration taken January 8, 2024. REUTERS/Dado Ruvic/Illustration [Purchase Licensing Rights](#)

Aug 28 (Reuters) - Aurora Innovation ([AUR.O](#)) will integrate its self-driving trucking platform into McLeod Software's transportation management system in an effort to boost adoption, the companies said on Thursday.

An API integration to Aurora's technology will allow mutual customers to manage autonomous shipments with McLeod's TMS software.







THE WALL STREET JOURNAL.

TECHNOLOGY | ARTIFICIAL INTELLIGENCE | THE FUTURE OF EVERYTHING

# Humanoid Robots Finally Get Real Jobs

Newly powered by AI brains, these creatures of science fiction are moving toward a practical reality—stacking, sorting and lifting

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Resize

106

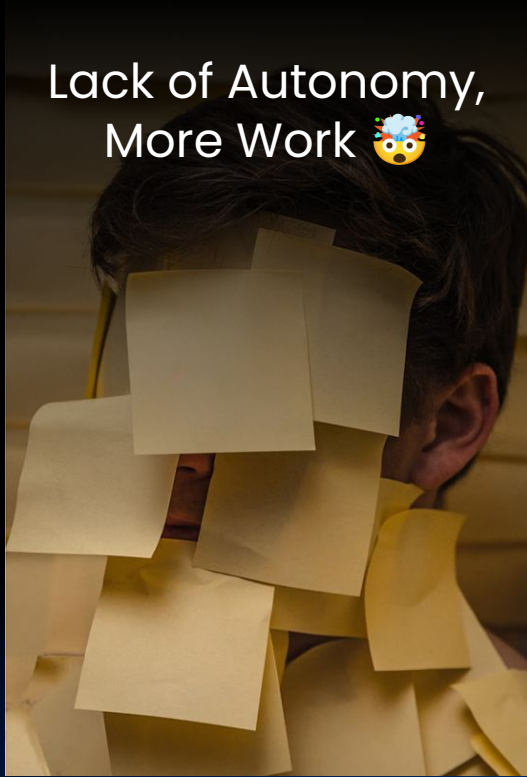
Listen (3 min)





Sure but what about today?

## Lack of Autonomy, More Work 🤖



Laser Thin Margins



Disconnected Systems



Expensive Growth



Admin Fatigue



Lack of innovation



Hyper competition

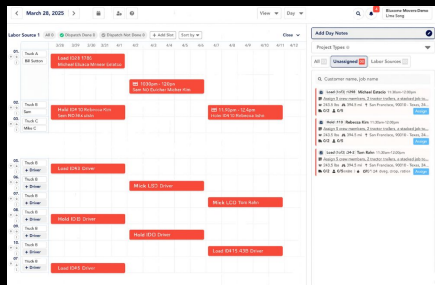


# Some innovation but not enough



## Pen & Paper

Historically traditional methods used by the industry



## Internet & Mobile

Connected us, brought us to the cloud



## Virtual

Fundamentally transforms how we work



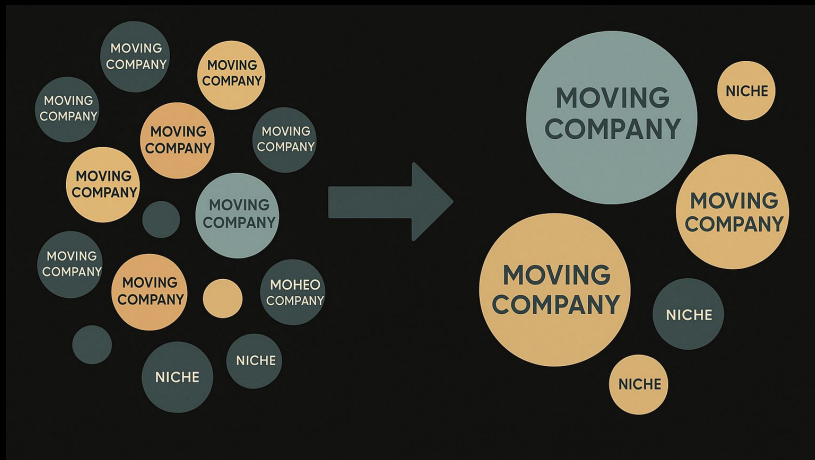


# AI is accelerating every timeline





# Consolidation Rising



PE roll-ups across all home services

Moving has been high risk, low margins, low repeatability, low NPS

AI will change this rapidly. Acquirers will look for lean businesses.

The end niches will remain, innovative companies dominate mainstream



# Customers will change rapidly too

## Today

Customers call, compare prices, negotiate terms. Movers control the entire sales process through human persuasion and information asymmetry.

## By 2030

Every consumer has a personal AI agent that handles complex negotiations automatically.

"Move me from SF to Austin, \$12k budget, protect my piano."

## The Power Shift

From human persuasion to AI-to-AI negotiation. Agents autonomously handle quotes, compliance checks, negotiation, and booking.

Commodity Movers



Premium Movers



Specialized services survive by offering genuine differentiation that AI agents recognize and value.



***Only a **few winners** will feast***  
***Many will famine***





You cannot afford to wait

***But you still have a bit of time***



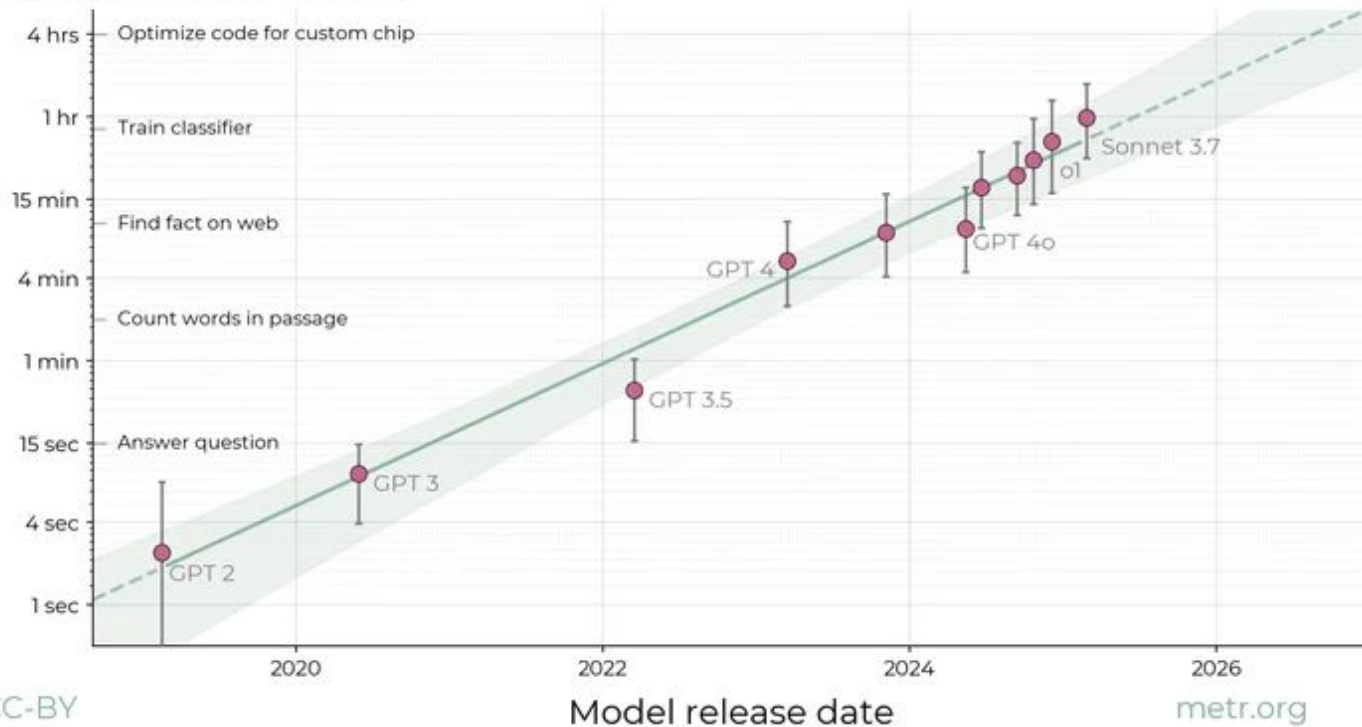
# AI is improving exponentially

The length of tasks AIs can do is doubling every 7 months



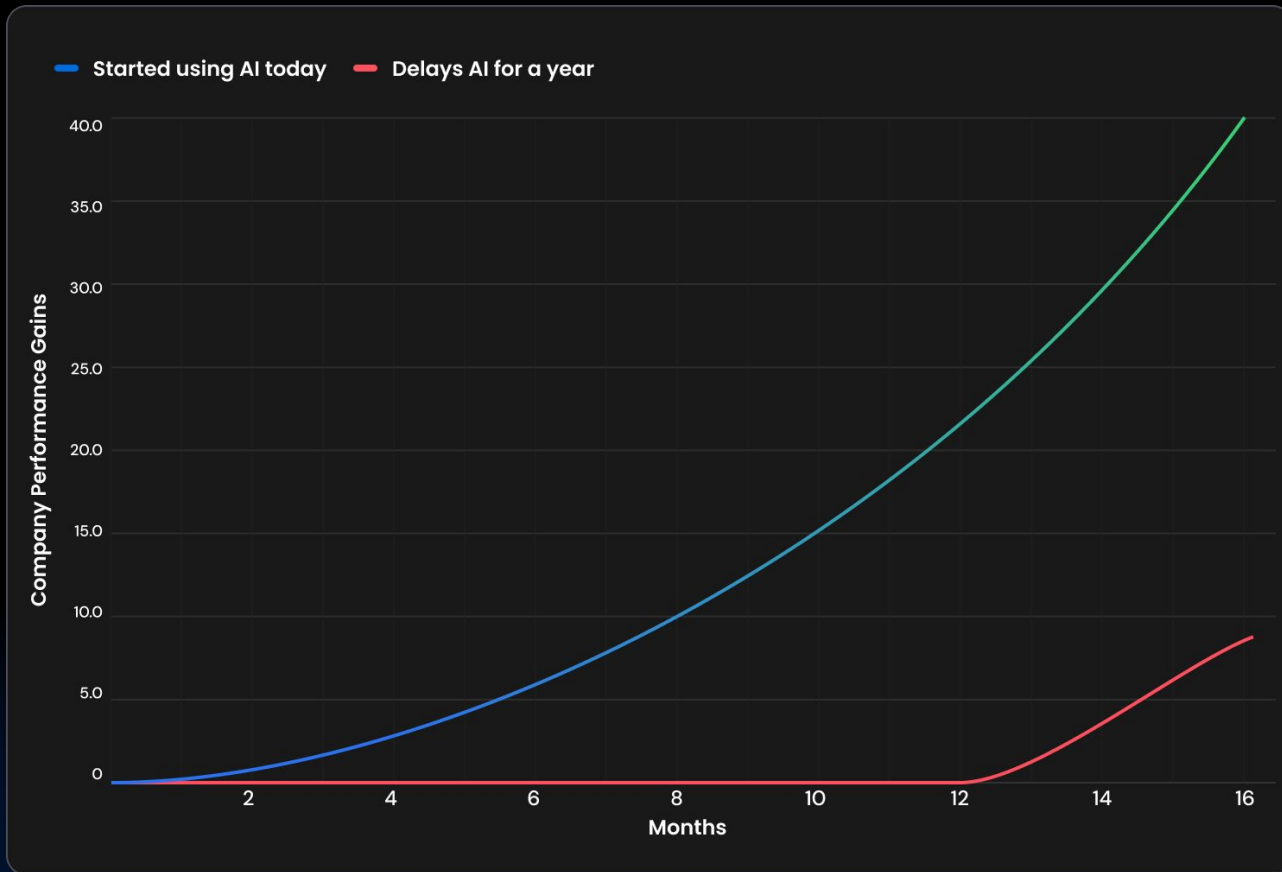
METR

Task length (at 50% success rate)





# Fall behind on AI now, stay behind forever





# *AI will transform every role*



## **Current Potential**

25% of global tasks are automatable with today's technology



## **Job Creation**

New roles will emerge faster than old ones disappear



## **Role Evolution**

Staff shift from data entry to revenue generation and customer experience management

E.g. A dispatcher working alongside an AI assistant can manage twice the move volume with higher customer satisfaction.



New gold standard

1 back office per ~~\$1MM~~ \$5MM revenue



What can I do today?



# ***The “AI Path to Empowerment”***



01. You

02. Team

03. Company

04. Customers



# ***The “AI Path to Empowerment”***



01. You

02. Team

03. Company

04. Customers





# You



# You



Who said building a successful company  
was easy?

You cannot delegate

**It starts with you**



LEADERSHIP > CIO NETWORK

# Viral Shopify CEO Manifesto Says AI Now Mandatory For All Employees

By **Douglas B. Laney**, Contributor. ⓘ Data, Analytics and AI Strategy Advisor ...

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Apr 09, 2025, 12:43pm EDT

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Tobias Lütke, CEO, Shopify (Photo By David Fitzgerald/Sportsfile via Getty Images)  
SPORTSFILE VIA GETTY IMAGES

Shopify CEO's Leaked AI Memo Sets the Standard for Modern Leadership

Market Summary > Shopify Inc

**140.22** USD

**+68.96 (96.77%) ↑ past year**

Closed: Sep 3, 7:31 PM EDT • Disclaimer

After hours 140.38 +0.16 (0.11%)

1D | 5D | 1M | 6M | YTD | **1Y** | 5Y | Max



Open	140.00	Mkt cap	182.24B	52-wk high	156.85
High	140.99	P/E ratio	78.22	52-wk low	69.84
Low	138.11	Div yield	-	Qtrly Div Amt	-





# ***Encourage your team 1 step at a time***



"We need to hire someone"

"This is really hard to do in 1 day"

-> How can AI do this?

Reward people who use AI

\$20 / month AI purchase is a no brainer



# Company



# Company



Projects that you never  
“had time” to do now get  
done

Do things in 1 second that  
take competitors months



# Shift to offense in a down market





# Customers





As other industries use AI for novel  
customer experiences

your customers will expect it



# Delightful customer move experiences automatically handled by technology

- ✓ Schedule a coffee delivery for the customer at the start of their move
- ✓ Books reservation for dinner in the new neighborhood they're moving too
- ✓ Branded mover bio + beautiful day before prep guide
- ✓ Automated texts and email sequences
- ✓ Optional kids or pet kit (coloring book / crayons / chew toy)
- ✓ Welcome home kit (scissors, toilet paper, soap, restaurant guides, plant – dropped off)



~~"My move was so inefficient, painful,  
and stressful"~~

You'll never guess what an amazing  
move we just had....



Your employees  
Your companies  
Your customers

Need you to **lead the way**



The start of a new era of moving  
led by the people  
in this room





# Moneyball







Don't be batshit crazy

Let's win the world series



# Thank you

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