Hasan Nasir

Founder & CEO, Smart Route Systems

18 Church Road, UK (Open to relocate) • +44 7762 837416 • Hassan.Nasir573@gmail.com • [LinkedIn](#)
Languages: English (Fluent)

Visionary and results-driven founder with a Master of Science in Global Logistics & Supply Chain Management and a proven track record in operational optimization. Expert in integrating advanced technologies like AI, IoT, and blockchain to solve complex logistical challenges. My venture, Smart Route Systems, is born from a deep understanding of the inefficiencies within fresh food logistics, particularly for SMEs. I am dedicated to launching and scaling a platform that delivers tangible value through enhanced efficiency, sustainability, and profitability for our clients, aiming to democratize access to cutting-edge logistics technology.

AREAS OF EXPERTISE

Strategic Vision & Leadership • Logistics & Supply Chain Management • Technology Integration • Business & Product Development • Market Analysis & GTM Strategy • Financial Modelling & Planning • Vendor & Risk Management • Intellectual Property Strategy • Compliance & Sustainability • Inventory Management

VENTURE PROFILE: SMART ROUTE SYSTEMS

Mission: To empower small and medium-sized enterprises (SMEs) in the fresh food sector with an affordable, AI-driven logistics optimization platform that reduces spoilage, increases efficiency, and creates new revenue opportunities through a collaborative network.

- **Core Problem Solved:** Addressing critical SME pain points including high spoilage rates (up to 15-20%), inefficient "empty miles" (up to 25%), and lack of access to affordable, real-time tracking and optimization technology.
- **Innovative Solution:** A multi-faceted platform featuring:
  - **AI-Powered Route & Load Optimization:** To minimize travel time and fuel costs.
  - **Real-Time IoT Monitoring:** Using sensors to track location, temperature, and humidity, preventing spoilage and ensuring compliance.
  - **Collaborative Logistics Network:** A marketplace for SMEs to share unused vehicle capacity, turning a cost center into a revenue stream.
- **Target Market:** Initially targeting over 30,000 UK-based SMEs across local farms, food distributors, and independent grocers.
- **Revenue Model:** A scalable, multi-stream model including tiered SaaS subscriptions, pay-per-use features, and commission on the load-sharing marketplace.

PROFESSIONAL EXPERIENCE

Smart Route Systems   **London, UK**
Founder & CEO | Full-time   *June 2025 – Present*

(Conceptual & Pre-Launch Phase)

- Authored a comprehensive business plan detailing the market opportunity, product-market fit, technological architecture, go-to-market strategy, and 5-year financial projections.
- Designed the Minimum Viable Product (MVP) feature set, prioritizing AI-driven route optimization, real-time IoT tracking, and a collaborative load-sharing marketplace to deliver immediate customer value.
- Developed the core IP strategy focused on protecting proprietary algorithms and the unique aggregated dataset.
- Conducted extensive market research to validate the core problem and quantify the target addressable market, confirming strong interest in solutions costing £250-£1,000 per month.

Civil Aviation Authority | Allama Iqbal International Airport   **Lahore, PK**
Internship | Full-time   *22 Sept 2020 - 30 Oct 2020*

- Assisted in the coordination of passenger and cargo operations, ensuring strict compliance with international aviation and logistics standards.
- Monitored and tracked high-value cargo to guarantee on-time delivery and integrity, providing key data for performance indicators.
- Generated analytical reports on key performance indicators (KPIs), identifying bottlenecks and proposing data-driven solutions to improve logistical processes.

EDUCATION

Northumbria University, London   *20202 – 2023*
MSc, Global Logistics Operations and Supply Chain Management
- **Dissertation:** Investigating the impact of digitization on supply chain risk management within the UK E-commerce sector.

University of Management and Technology, Lahore   *2017 – 2021*
Bachelors, Aviation Management

CERTIFICATIONS AND PROJECT
- Fundamentals of Entrepreneurship from Cranfield University | 2021
- Certified Training in Airside Operations & Air Traffic Management | 2018