

Wise Hustlers Delivers Bid-Based Freight Marketplace for Truck'n Bike

Four apps, one admin panel: Wise Hustlers built a marketplace where drivers and trucking companies bid on freight jobs, backed by real wallet funds.

CAPETOWN, WESTERN CAPE, SOUTH AFRICA, September 16, 2026 /EINPresswire.com/ -- [Wise Hustlers Technologies Pvt Ltd](#), an ISO 9001:2015 and ISO/IEC 27001:2022 certified, and SOC 2 compliant product engineering studio with 50+ apps and platforms delivered across [Africa](#), the US, Canada, and the UAE, today announced the successful delivery of Truck'n Bike, a bid-based freight marketplace built for Truck-Bike Load (Private) Limited, now live on the App Store and Google Play.

Local goods transport across much of Africa has long run on phone calls and messaging apps. A customer with a load to move rings around for quotes; a driver with an empty return leg has no reliable way to find nearby work. Price ends up being whatever the last phone negotiation landed on, with neither side able to judge whether it was fair. A fixed-rate model - the standard ride-hailing answer to this kind of problem - doesn't hold up in freight, because distance alone doesn't price a job. Vehicle class, load weight, loading time, and a hauler's own position and return route all move the number. On top of that, trucking companies had no way to participate as a business and route work to their own drivers, and nothing stopped a hauler from quoting low, winning the job, and abandoning it.

Wise Hustlers designed and built Truck'n Bike as a two-sided marketplace to solve exactly this. A customer posts what needs moving and selects a vehicle category; nearby independent drivers and registered trucking companies are notified instantly and compete for the job by bidding on



The advertisement for the Truck'n Bike app features a central graphic with the app's logo, 'TRUCK 'n BIKE', in bold blue and orange letters. Above the logo is the 'WISE HUSTLERS' logo and the tagline 'IDEAS | TECHNOLOGY | GLOBAL IMPACT'. To the right, a quote reads 'BUILDING SMARTER SOLUTIONS FOR A BRIGHTER TOMORROW'. Below the logo, the text 'MOVE | DELIVER | CONNECT' is displayed, followed by 'Your Trusted Partner for Transportation & Delivery Services in South Africa and Zimbabwe'. The background shows a cityscape with a truck and a motorcycle. Three smartphone screens are shown in the foreground, displaying the app's interface: a home screen with 'Book a Truck' and 'Book a Bike' buttons, a 'Track Your Booking' screen, and a 'Live Tracking' screen. At the bottom, four icons represent 'Reliable Services', 'Easy Booking', 'Real-Time Tracking', and 'Secure Payments'. A slogan 'Together We Move Forward' is written in the bottom right corner.

it. Letting the market price each load, rather than a fixed table set in an office, solves the pricing problem - but it introduces a harder one: an open bidding system is worthless if bidders don't honour what they bid. Every bid on Truck'n Bike is backed by a live wallet balance, so committing to a price means committing real money already sitting in the account.

Trucking companies get first-class business accounts on the platform. They bid and win jobs as a company, then assign the work to one of their own registered drivers - so the customer deals with a single accountable business, while the company retains full control over which driver actually runs the load. The result is a marketplace that works equally well for a solo driver picking up occasional work and a fleet operator dispatching a full roster.



The image is a promotional graphic for the 'TRUCK 'n BIKE' app. At the top left is the 'WISE HUSTLERS' logo with the tagline 'IDEAS | TECHNOLOGY | GLOBAL IMPACT'. To the right is the slogan 'BUILDING SMARTER SOLUTIONS FOR A BRIGHTER TOMORROW'. The central logo features a stylized truck and motorcycle icon with the text 'TRUCK 'n BIKE' and the tagline 'MOVE | DELIVER | CONNECT'. Below this, it says 'Your Reliable Partner for Transportation & Delivery Services in South Africa and Zimbabwe'. The graphic shows a white truck, a white van, and an orange motorcycle, all with the 'TRUCK 'n BIKE' logo. To the right, three smartphones display the app's interface, which includes options to 'Book a Truck', 'Book a Bike', 'Send a Parcel', 'Schedule a Delivery', and 'Track a Shipment'. At the bottom, there are icons for 'Truck Booking', 'Bike Delivery', 'Parcel Delivery', 'Business Logistics', 'Real-Time Tracking', and 'Secure Payments'. Logos for South Africa and Zimbabwe are also present, along with the tagline 'Moving People & Goods for Stronger Communities'.

Truck 'n Bike – Reliable Transportation and Delivery App for South Africa and Zimbabwe

The platform is really five pieces working together. Customers can post a delivery in under a minute - where it's coming from, where it's going, what it is, and what kind of vehicle it needs - then see offers from different drivers side by side and pick the best one based on price and ratings. Drivers only get notified about jobs that match the vehicle they're registered with, so a bike rider never sees a job meant for a full-size truck; they place their bid, and once they win, they get turn-by-turn directions and can track their earnings and wallet balance in the app. Trucking companies get their own type of account - they can bid on jobs just like an individual driver, but once they win, they hand the job off to one of their own drivers to actually complete it. Behind all of this is the system that manages the bidding itself: it sends job alerts to the right nearby drivers and companies, and - most importantly - checks that whoever is bidding

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*Shubham, Founder & CEO,
Wise Hustlers Technologies*

actually has enough money in their wallet to back that bid before it's accepted. On top of everything sits a control panel for Wise Hustlers' operations team, where they can add new vehicle types, approve new drivers and companies, and keep an eye on all the bidding activity

happening on the platform - without needing a developer every time something needs to change.

An open bidding system is worthless if bidders don't honour what they bid," said Shubham, Founder & CEO of Wise Hustlers Technologies Pvt Ltd. "We made commitment a precondition, not a promise - a driver or company has to hold sufficient wallet balance before a bid is even allowed to stand. That single design choice is what makes a two-sided marketplace like this trustworthy on both ends.

Several engineering problems had to be solved to make the model hold up in practice. Wallet balance checks needed to be handled as an atomic operation, since the same wallet can be exposed to several open jobs at once - a simple read-then-write check would let a driver over-commit across simultaneous bids. Because independent drivers and trucking companies are fundamentally different kinds of bidders - one a person who drives, the other a business that dispatches - the data model had to let a company bid, win, and delegate execution to a registered driver, while the customer still sees one accountable counterparty. Job notifications are filtered by both proximity and registered vehicle category, so a bike courier is never pushed a truckload, keeping the notification stream relevant enough that drivers keep responding to it. And because delivery work happens precisely where mobile coverage is weakest, the team built in deliberate handling for retries, offline states, and status reconciliation across all four apps rather than assuming a stable connection.

The platform runs on React Native for the customer and driver apps, a shared Node.js backend powering the bidding and wallet engine, a React.js admin console for operations, and MongoDB as the data layer handling jobs, bids, wallets, and the differing account structures of individual drivers versus trucking companies.

Wise Hustlers is a certified product engineering studio that has delivered more than 50 apps, SaaS platforms, and enterprise products for clients across Africa, the US, Canada, and the UAE. More on the Truck'n Bike build, including the full engineering breakdown, is available at wise-hustlers.com/case-studies/trucknbike.

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