

airfrow

EMPIRICAL STUDY ON CROWDSOURCING BUSINESS

AMAN NAMDEO

CREATING THE NEXT®

Introduction

- Founded in 2014 by Cai Li.^[1]
- Singapore based startup, Headquarters in Bugis, Singapore.^[1]
- Secured funding from East Ventures and Spaze Ventures in 2016.^[2]

Offer Pole

- Online Peer to Peer (P2P) platform, matches individuals with travellers to get there favorite brands and items abroad.^[3]
- Accommodate to requests originating from Singapore and Jakarta, Indonesia.^[3]



Stakeholder Pole

- Courier – Travellers originating from Singapore/Jakarta
- Recipients – Individuals from Singapore/Jakarta

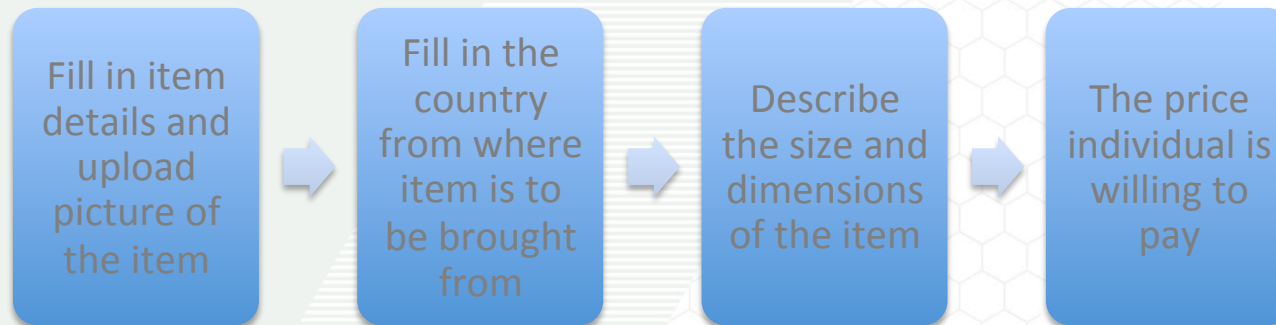
Character Pole ^[4]

- Mission – Get overseas products without Shipping restrictions and no hassle of forwarding items.
- Business Oriented – Focus is Profitability and Efficiency.

Creation Pole [2]

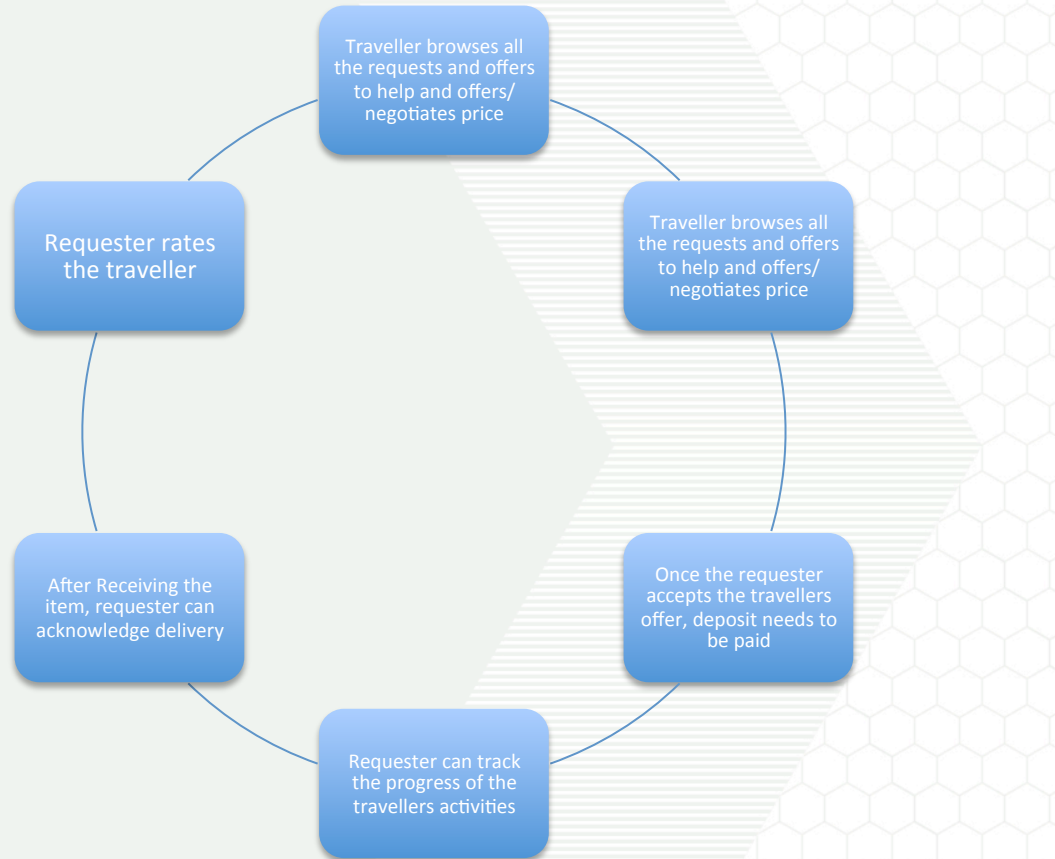


Individuals require to post product requests on portal



Creation Pole [2]

Traveller



Offer to Help ✕

Offer Price ⓘ

SGD 50

Remember that the relevant taxes (duty and/or GST) due to Singapore Customs have to be accounted for.

Return Date to Singapore

2017-02-16

Remember to declare the item for tax payment at the respective checkpoint upon arrival in Singapore.

Offer Expiry Days ⓘ

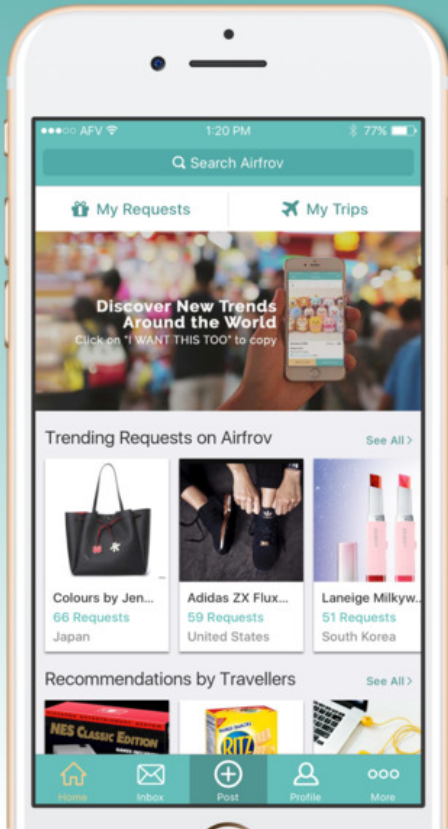
1 day 3 days 5 days

P.S. Is it okay to bring this item into Singapore? Check out our [FAQ](#).

Airfrov Mobile Application

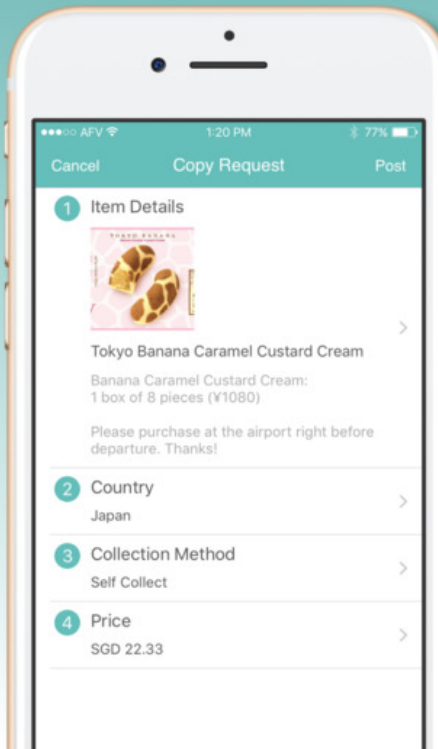
The Airfrov Experience

Brand new and reimagined



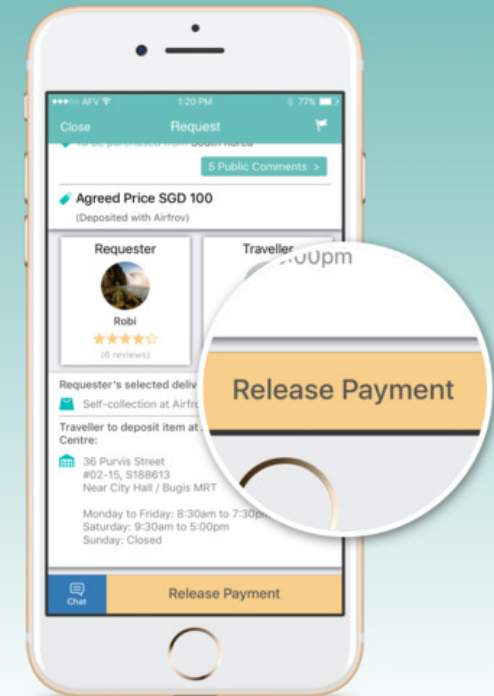
Get Overseas Products Through Travellers

Copy someone else's request or post your own



Airfrov Keeps Your Payment Secure

Only release payment to the traveller after receiving your item



Revenue Generation

- Airfrov charges a 7% per transaction + SGD 2 service fee, which is borne by the requester. ^[5]
- No service fees are charged to the traveller. ^[5]
- Money held in escrow and payment is released after requesters acknowledgement.
- The service fee covers banking and credit card charges as well as any operating overheads.
- Revenue from Ads on website.
- Revenue (TTM) 1 M USD. ^[1]

Value Proposition ^[6]

- Get Overseas Products. Breaks down barriers of inaccessibility.
- Avoids long waiting time.
- No shipping restrictions.
- Flexible/Negotiable rates and known cost.
- Savings on Shipping Cost.
- Community Oriented.

Airfrov Competitors [1]



Company	Employees	Est. Revenue
Airfrov	79	\$1 M
Garbr	104	\$1 M
Shopandbox	65	\$1.1 M
Peership	31	\$1 M



References



- 1) <https://www.owler.com/iaApp/12069422/airfrov-company-profile>
- 2) <https://www.airfrov.com/>
- 3) <http://www.cnbc.com/2015/06/18/earn-extra-while-you-travel-with-airfrov.html>
- 4) <https://www.airfrov.com/about-us>
- 5) <http://www.dealstreetasia.com/stories/32723-32723/>
- 6) <http://www.slideshare.net/airfrov/getting-overseas-products-to-singapore-comparison-of-agents>