

CROWDSOURCING BACKPACK

Gao, Steven
Silva, Edson

WHAT IS CROWDSOURCING?

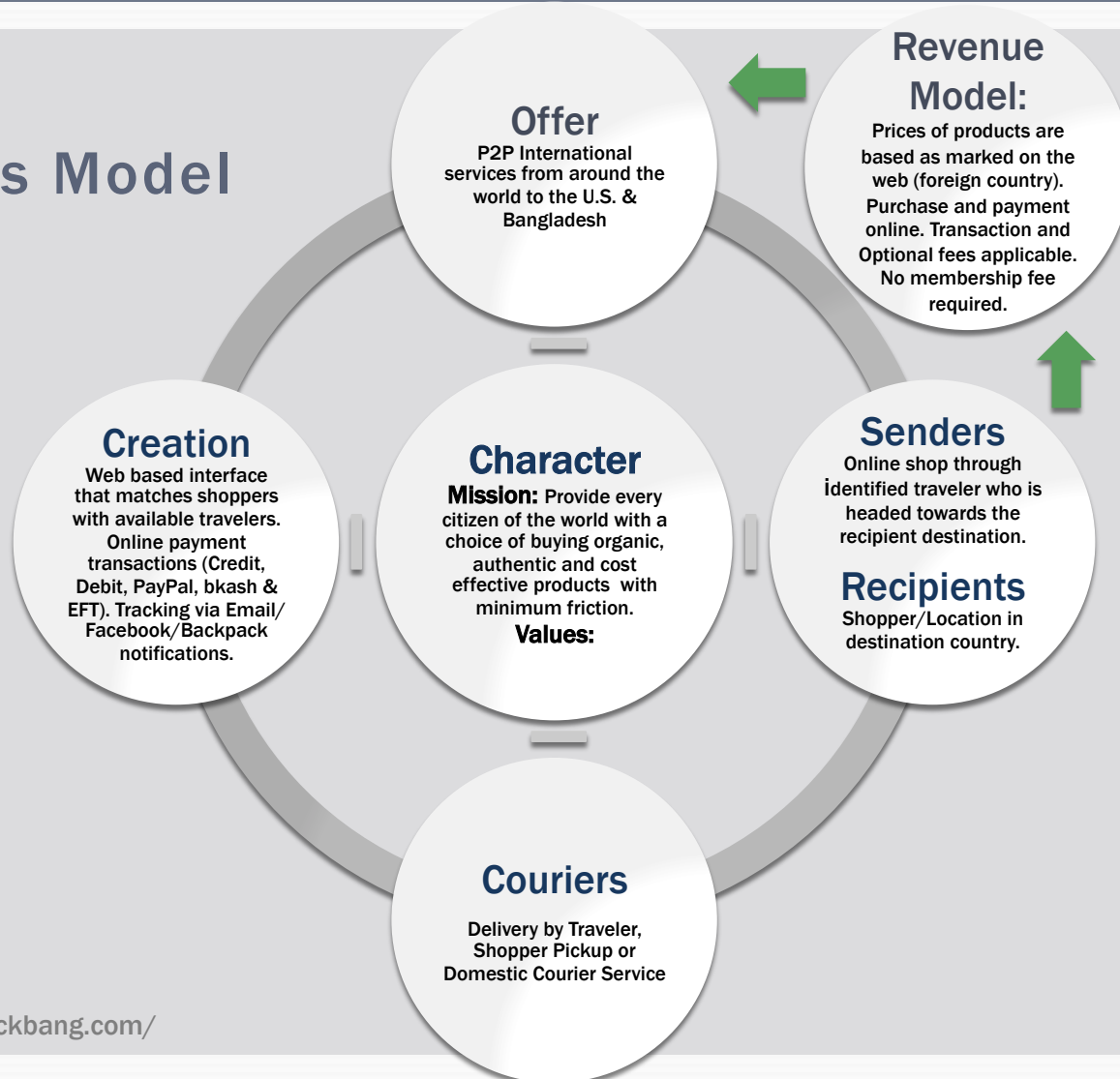
“Type of participative activity in which an individual, an institution, a non-profit organization, or company proposes to a group of individuals of varying knowledge, heterogeneity, and number, via a flexible open call, the voluntary undertaking of a task.”

(Jean-Francois Rouges and Benoit Montreuil, adapted from Estelles-Arolas and Gonzalez Ladron)





■ Business Model





■ Business Model

Backpack provides a fast, reliable, hassle-free online overseas shopping experience. Travelers from all over the world carry foreign products from overseas that local shops don't sell, for shoppers who request them.



■ Value Proposition

“Fastest global delivery system, most competitive pricing, reliable request guarantee policy, secure payment, highest user satisfaction, reliable and transparent platform and world class customer service.”



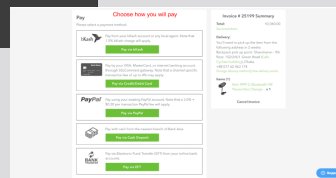
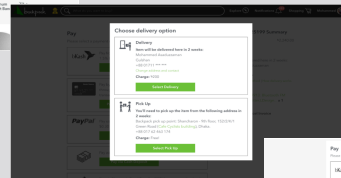
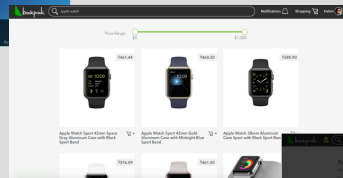
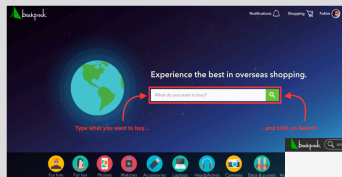
■ APPS & COMM Systems

- Backpack only has a web based platform to place a request, track an order, select delivery type, etc. When submitting a request the platform matches with a registered/future traveler.
- The platform is also used to communicate to the traveler using messaging service. Tracking notifications also available via Email/Facebook/Backpack.
- Visuals closer to a shopping store rather than a shipping or transportation business. Primarily products shown are from specific brands with low variety of products



■ APPS & COMM Systems

- Shoppers can easily navigate the web application in few steps:



- Go to backpackbang.com

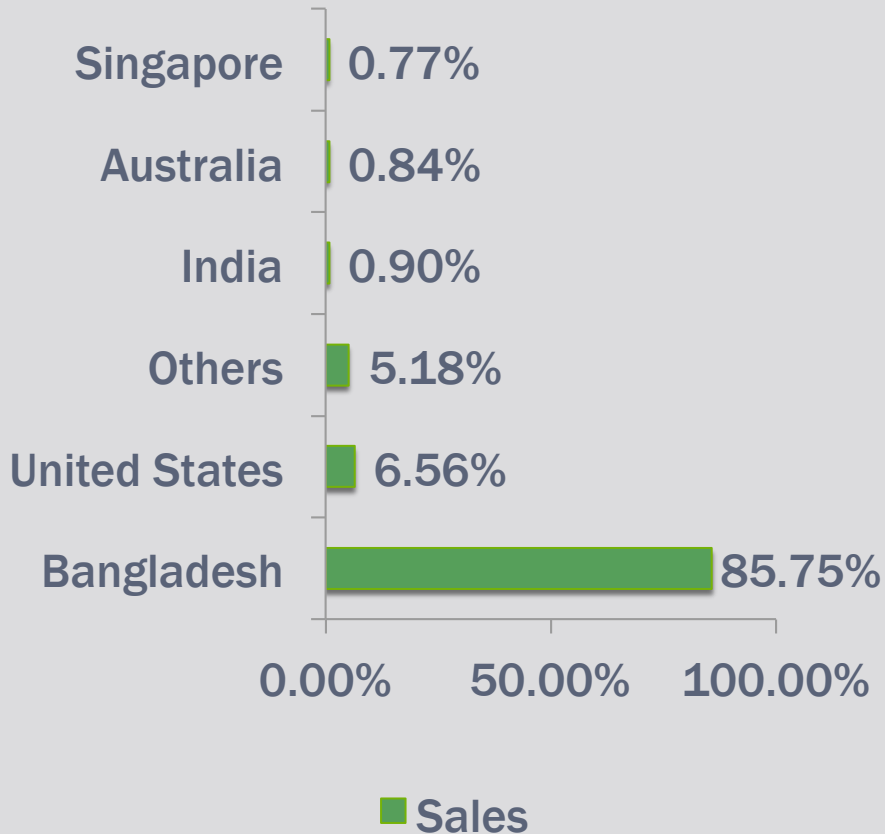
- Search and select desired item
- Add to cart
- Proceed to checkout

- Select delivery type
- Select payment type

- Payment confirmation
- Waiting to be connected



Web Traffic



Track in Market

- \$120K in 1 round funding from 1 investor in 2014.
- The webpage registers approximately 1,494,310 yearly unique visitors
- Web traffic mainly in Bangladesh, U.S. and India, presence in Australia growing slowly.

REFERENCES

- <https://www.crunchbase.com/>
- <http://www.siteworthtraffic.com/>
- <https://techcrunch.com/>
- <https://backpackbang.com/>
- <https://www.similarweb.com/>