# CROWDSOURCING BACKPACK

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## 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

Creation

Web based interface

that matches shoppers

with available travelers.

Online payment transactions (Credit,

Debit, PayPal, bkash &

EFT). Tracking via Email/

Facebook/Backpack

notifications.

#### Offer

P2P International services from around the world to the U.S. & Bangladesh

#### Character

Mission: Provide every citizen of the world with a choice of buying organic, authentic and cost effective products with minimum friction.

Values:

## Revenue Model:

Prices of products are based as marked on the web (foreign country).
Purchase and payment online. Transaction and Optional fees applicable.
No membership fee required.

#### **Senders**

Online shop through identified traveler who is headed towards the recipient destination.

#### Recipients

Shopper/Location in destination country.

#### **Couriers**

Delivery by Traveler, Shopper Pickup or Domestic Courier Service

Source: https://backpackbang.com/



#### 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."

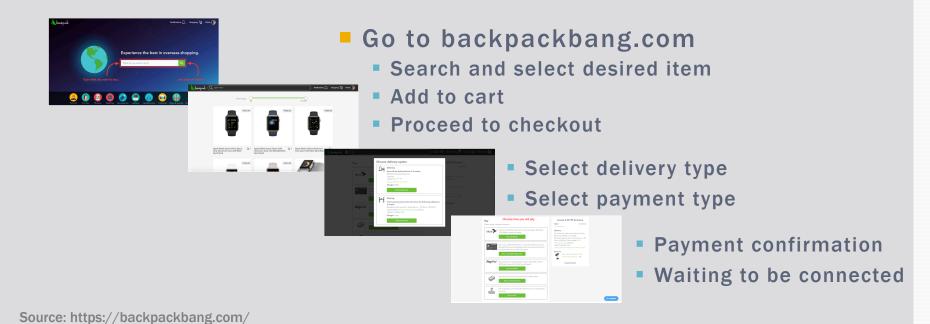


## APPS & COMM Systems

- 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

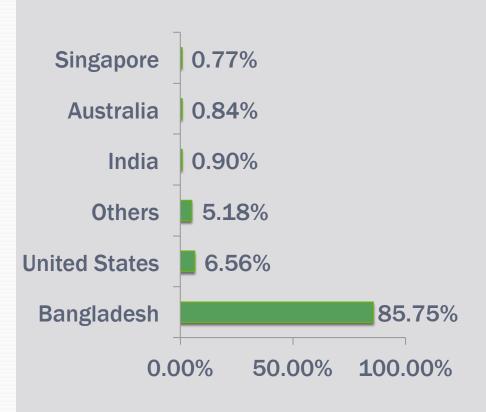


- APPS & COMM Systems
- Shoppers can easily navigate the web application in few steps:





#### **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.

Sales

Source: https://backpackbang.com/

## REFERENCES

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