

*Bellhops*

# ABOUT/CHARACTER

*Moving gets heavy. **Allow us.***<sup>TM</sup>

- Founded: 2011 (as Campus Bellhop)
- Headquartered: Chattanooga, TN
- Target Market: Self-movers who want an alternative to hiring a moving company, who move frequently and are well versed in mobile technology

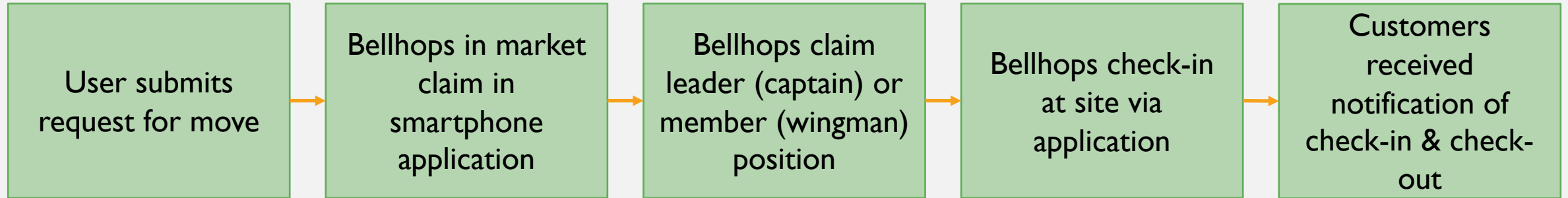
## **Character**

Business  
Control  
Trust



Cities served by Bellhops

# CREATION



# OPERATION DIFFERENTIATORS

- Bellhops claim moves and captain positions without middle management
- Customer given visibility to mover check-in/check-out

# OFFER

## Business to Customer (B2C)

### Intra-urban (all services + truck included)

#### IN-TOWN MOVES



#### Local Move

**Truck Included**

Includes 16' moving truck with fuel, dolly, moving blankets and Bellhops to load, drive and unload.

[Book Now](#)



#### Local Move

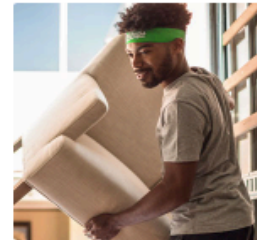
**Labor Only**

Hardworking Bellhops to help you load and unload. You provide the moving truck and all supplies.

[Book Now](#)

### Inter-urban (single location bookings)

#### SINGLE LOCATION SERVICES



#### Load or Unload

Only need help at a single location? Book Bellhops to help you load or unload.

[Book Now](#)



#### In-Home Move

Bellhops In-Home Moving helps you arrange furniture in your home or apartment.

[Book Now](#)

## COURIERS/SENDERS & RECIPIENTS

- Non-professional dedicated movers
- Bellhops recruits college students only with a smartphone. Marketing creates a focus on providing educated, well-mannered and strong movers
- Sender: Bellhops
- Recipient: Private Individual



# REVENUE MODEL

- Fixed Price
- Incremental charges based on:
  - Travel charge - fixed based on distance from city center to each location. Distance powered through Google Maps
  - Labor - minimum 2 hours/bellhop
  - Truck & Insurance (if applicable)
- Bellhops provides estimated total and allows customers to adjust number of bellhops and duration of labor.

<b>Estimated Total</b>	<b>\$485</b>
LABOR	
<b>3 bellhops x 3 hours</b> Two-hour minimum charge per bellhop	<b>\$360</b>
TRAVEL	
<b>Travel Charges</b>	<b>\$0</b>
TRUCK	
<b>Box Truck</b>	<b>\$125</b>

Estimated projection from Bellhops website

# BUSINESS PERFORMANCE

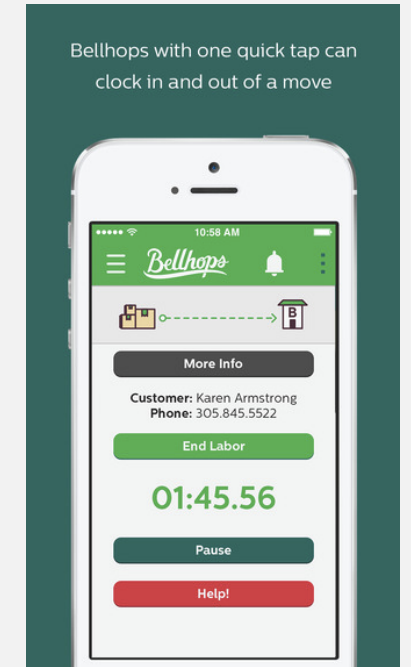
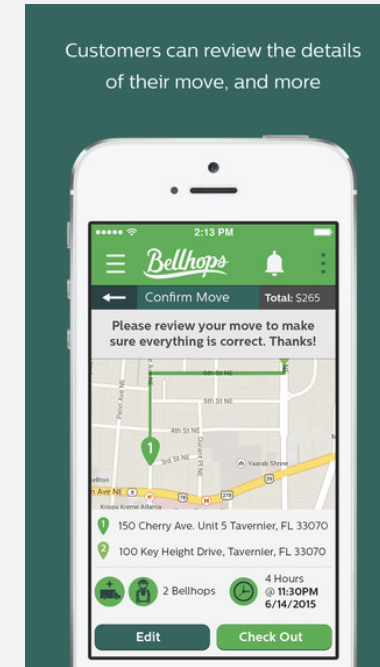
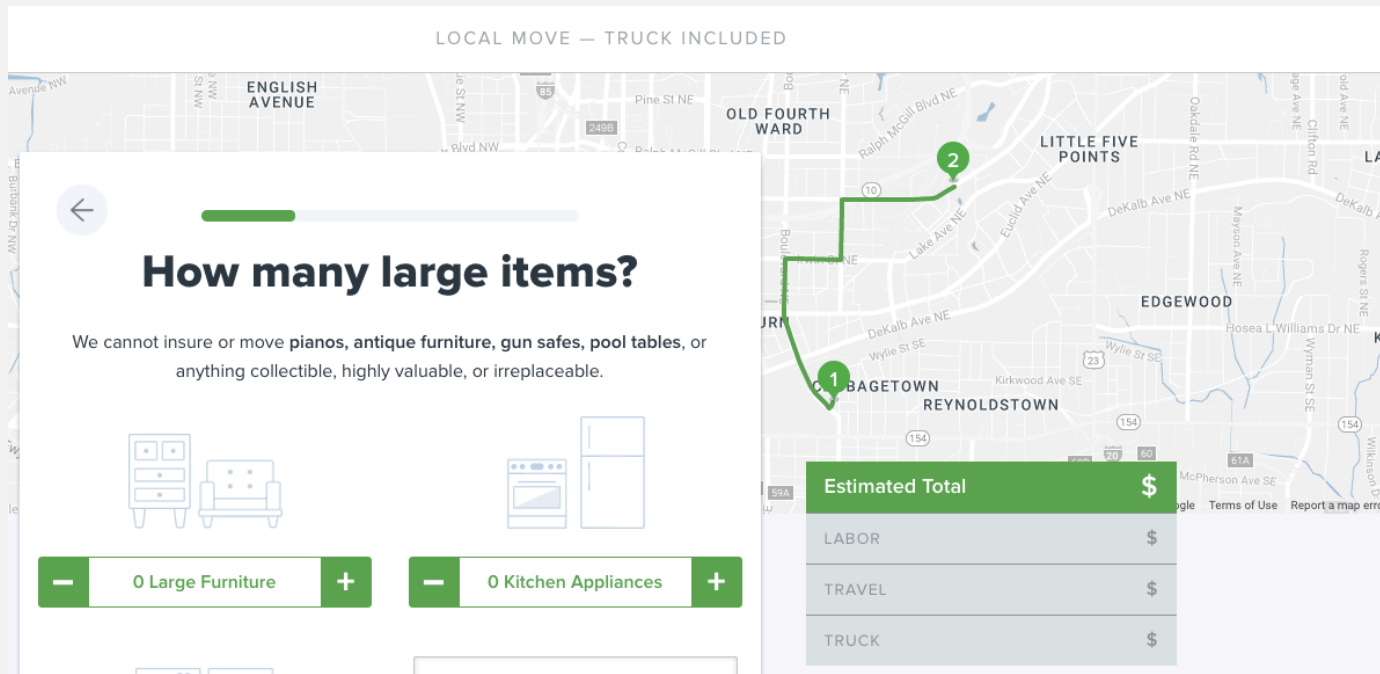
## Business Performance

Since 2011, Bellhops has expanded from providing services concentrated in the Southeast US to 50+ college towns nationwide

- \$22 million raised in venture capital funding
- Ranked #4 for best big company cultures (*Entrepreneur*)



# APPLICATION PERFORMANCE



- Utilizes web and mobile application
- Website integrated with Google maps and Yelp! to display moving route & customer reviews
- Application is bellhops primary source for finding and claiming work, effectively serving as the medium between the customer request and the bellhop service.