

CROWDSOURCING DELIVERY

A EMPIRICAL STUDY

Team 1:

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COMPANIES:

BISTIP

INTRODUCTION



- **NAME: BISTIP**
- **HEADQUARTER: INDONESIA**
- **SLOGAN: GET ANYTHING FROM ANYWHERE**
- **FOUNDER: WILLY EKASALIM, DODDY LUKITA**
- **NEGOTIATION PROCESS FOR THE PRICE**
- **INTERNATIONAL DELIVERY**
- **OFFER: A SECURE PLATFORM ALLOWING REQUESTERS FROM ANYWHERE TO REACH ANY TRANSPORTABLE OBJECT THROUGH THE TRAVELERS.**

IMPORTANT DATES

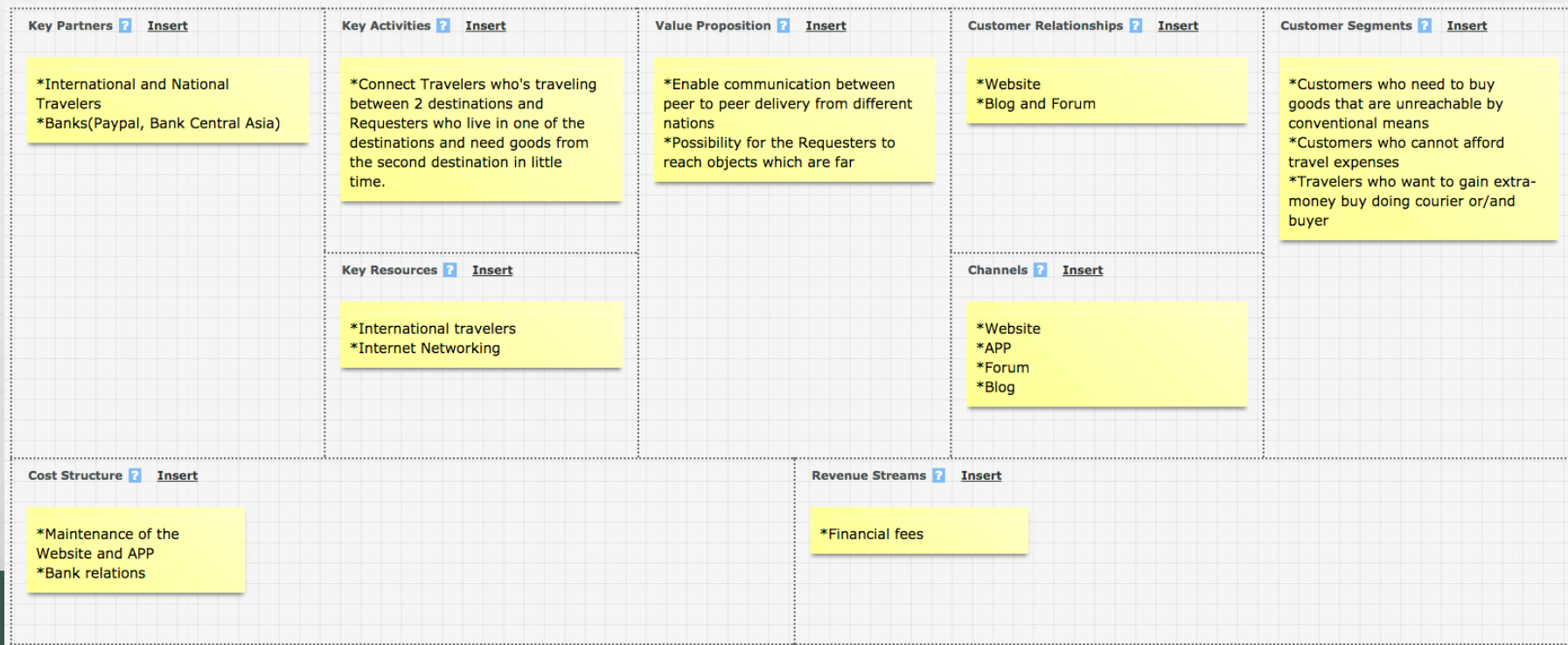
- **03-02-2012 - BISTIP WIDGET**
- **22-10-2011 - THE MOST PROMISING STARTUP 2011 IN INDONESIA**
- **14-10-2011 - NOW, YOU CAN USE OUR ESCROW WITH PAYPAL FOR YOUR TRANSACTIONS**
- **14-04-2011 - ROUTINE TRIP (PERJALANAN RUTIN) AND ENGLISH VERSION (BETA)**
- **02-04-2011 - BISTIP FOR MOBILE**
- **21-03-2011 - FACEBOOK LOGIN, SEARCH THROUGH NOTES FIELD, AND PROFILE FRIENDLY URL**
- **11-03-2011 - BISTIP.COM LAUNCHED**

HOW IT WORKS



- **TRANSACTION VALUE: 180,293\$**
- **REVENUE MODEL: FEES ON THE ITEM'S PRICE AGREED (NEGOTIATED PRICE, FINANCIAL FEES) ACCORDING THE PURCHASING MATHOS → BCA BANK TRANSFER 3% PAYPAL 5%**

BUSINESS MODEL: CANVAS



BUSINESS MODEL

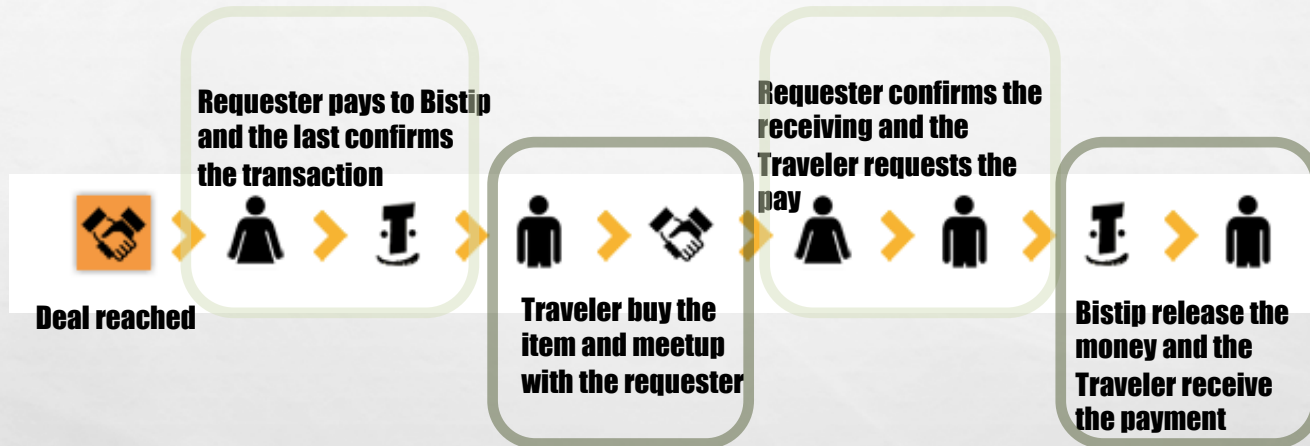


Notes: We are trying different Business models representations

RESOURCES

- **COURIERS: OPPORTUNIST TRAVELERS(COMMUTERS AND TRAVELERS) → SOCIAL DELIVERY**
- **CHARACTER POLE: COMMUNITY ORIENTED**
- **P2P DELIVERY METHOD**
- **COMMUNICATION METHODS (MOBILE APP, WEBSITE [HTTP://WWW.BISTIP.COM](http://www.bistip.com), FORUM, FACEBOOK, MASSAGING SYSTEM**

SAFETY & BENEFITS



- **“WE BELIEVE PEOPLE ARE FUNDAMENTALLY GOOD”**
- **BIITIP SAFETYPAY (ACCEPT US DOLLAR (PAYPAL) AND IDR (BCA BANK TRANSFER))**
- **IF ITEM CAN NOT BE FOUND BISTIP WILL REFUND REQUESTER’S PAYMENT**

REFERENCES

- [HTTPS://E27.CO/A-CLOSER-LOOK-AT-INDONESIA%E2%80%99S-PEER-TO-PEER-COURIER-MARKETPLACE/](https://e27.co/a-closer-look-at-indonesia%E2%80%99s-peer-to-peer-courier-marketplace/)
- [HTTP://WWW.BISTIP.COM/](http://www.bistip.com/)
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