



**BUDDYEXPRESS™**

**GLOBAL SOCIAL SHIPPING**

# ABOUT/CHARACTER

- Founded: April 2015
- Headquartered: Santa Clara, California, USA
- Area served: Global
- Target Market:
  - Travelers looking to monetize their extra luggage space and reduce their traveling cost
  - People looking to shop or ship goods within USA or abroad which otherwise can be expensive
- Competitor: Grabr

## **Character**

Community

Human

Trust



BuddyExpress can ship anywhere. Anytime.

# CREATION

Traveler posts his trip with departure date and place, product size and weight limit he can carry and his price offer

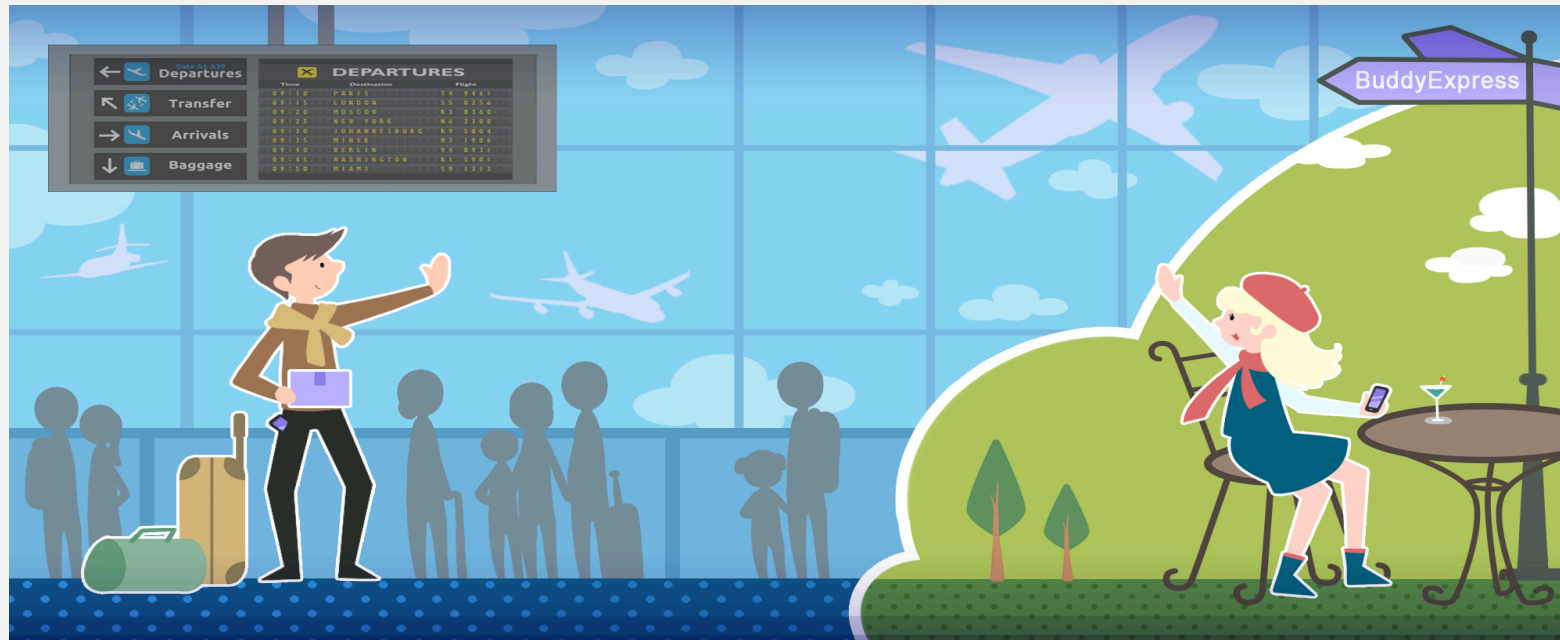
Sender posts his product description and mentions pick up and drop off points, due date for delivery and his price offer

Traveler and Sender look for offers on the app and contact each other

Traveler and sender negotiate a delivery fee using the app

Traveler carries package to destination and gets confirmation code from recipient

BuddyExpress transfers payment to traveler on delivery confirmation



# OPERATION DIFFERENTIATORS

- Much cheaper for the sender than ordinary shipping options
- Flexible and fast
- Reimbursement to sender if package is lost or damaged
- Extra cash from the delivery for traveler to fund his travel
- Reliable as it works through an extensive friends and family network

# OFFER

## Peer to Peer (P2P)

- National/International (all services from order picking to delivery)
- The process is based on trust
- Traveler provides his credit card information as a collateral to guarantee reimbursement to the Sender in case of loss or damage (the sender needs to notify Budyexpress within 24 hours of scheduled or actual delivery with evidence of non conformity with the request)
- Sender provides his credit card information as a collateral to guarantee payment to the traveler
- Sender can use his discretion to request reimbursement if the package is late

### Notifications

Someone is traveling and can deliver a package!

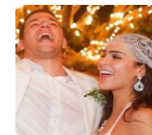


08-Jan-17 02:19 PM EST

trip

Someone is traveling between Queenstown, Singapore, 141052, Singapore and Ho Chi Minh City, Ho Chi Minh City, 727806, Vietnam. Do you know anyone who needs something delivered?

Someone needs a package delivered.



05-Dec-16 08:39 AM EST

Someone needs a package delivered from São Paulo, SP, 05303, Brasil to Fortaleza, CE, 60175, Brasil. Do you know anyone traveling who can help?



Packages



Trips



Deliveries



Notifications



Profile

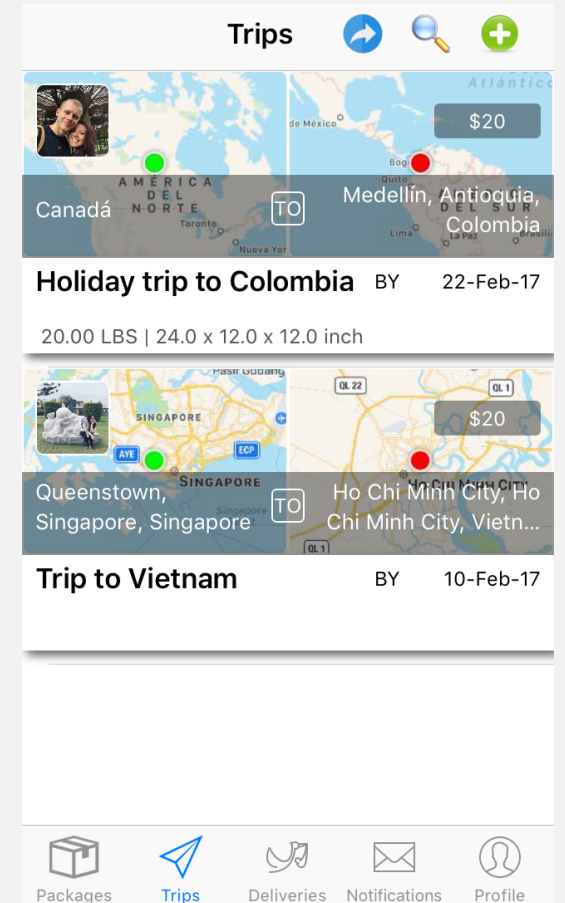
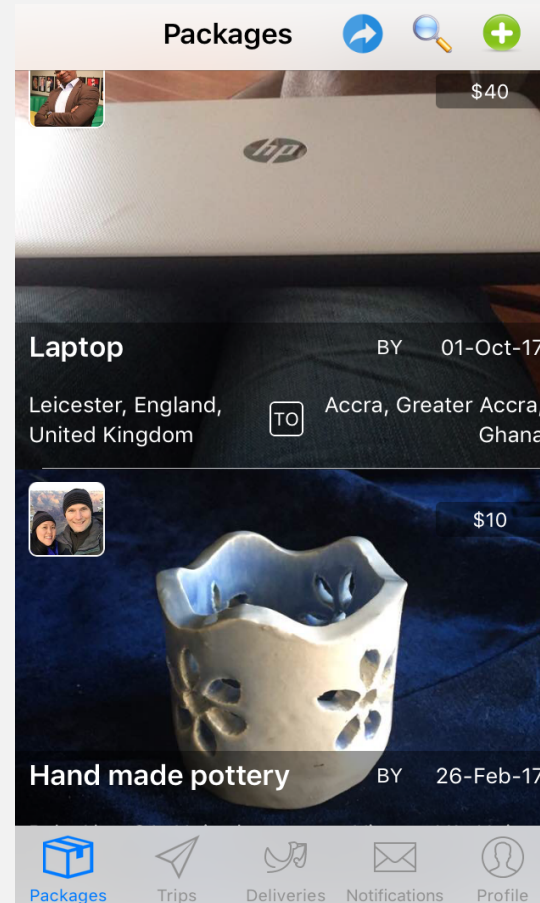
## COURIERS/SENDERS & RECIPIENTS

- Opportunist couriers, who decide to make the delivery so as to discount their trip costs
- BuddyExpress uses social authentication, provides accountability via a review system and screens against the terrorist watch list to filter out bad contenders.
- BuddyExpress provides a public audit trail of packages and documents package ownership and photos, and provides information that allows travelers to properly declare packages to customs and establish a chain of custody.
- Sender: Private Individual
- Recipient: Private Individual



# REVENUE MODEL

- Negotiated prices and financial fees
- Sender and traveler both mention their offer prices and the final deal is negotiated on the app
- Package is not delivered to the recipient until the traveler receives the confirmation code from the recipient (the code is sent to both the recipient and the sender at the time of package pick up)
- Sender's credit card is charged and traveler is paid
- Buddyexpress takes a percentage of the payment for the services provided





# APPLICATION PERFORMANCE

- Utilizes mobile application
- Applications provides two separate tabs:
  - I. TRIPS: for travelers
  - II. PACKAGES: for senders
- Buddyexpress app has a payments and escrow system that reimburses the sender in case of theft, loss and damage
- No rating system for the experience
- No live tracking feature (can get details by contact)

