

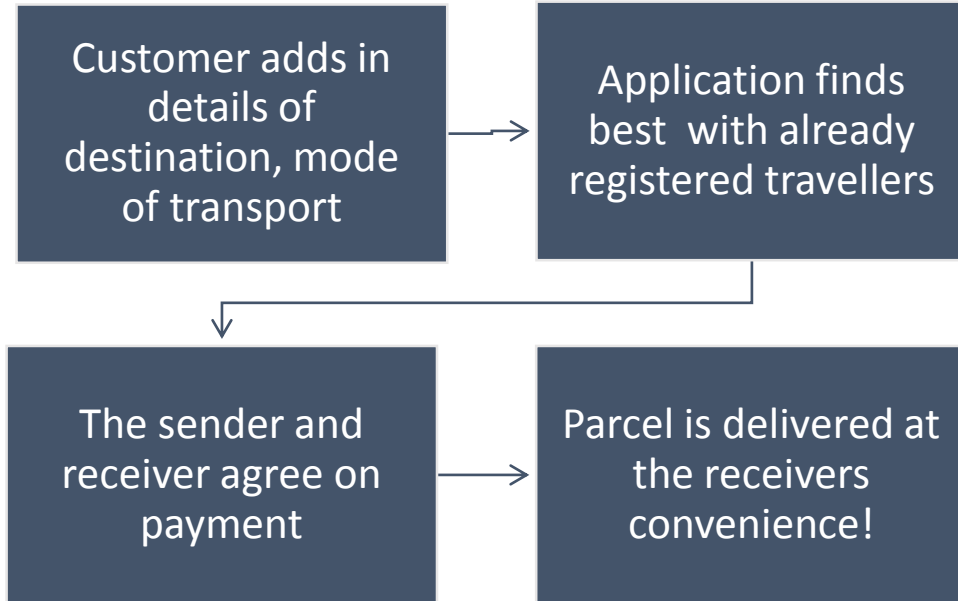
International crowdsourcing www.canubring.com



Business Model and value proposition

Customer	Value Proposition	Competitive Strategy	Position in the value network	Internal organization and capabilities	Logic of revenue generation
<ol style="list-style-type: none"> Locals of various countries 	<ol style="list-style-type: none"> 70% savings for senders Faster delivery Can be delivered anytime as per convenience of receiver Carrier can make 200\$ for delivering goods 	<ol style="list-style-type: none"> Those travelling insert their details and type of luggage they wish to carry! Carrier adds in details of type of good and mode of transportation Estimates are done there and then Senders adds details and preferred mode of transport 	<ol style="list-style-type: none"> Last mile delivery Based on a P2P model 	<ol style="list-style-type: none"> Website for sending and receiving good Compare rates, flights, deliveries Based on trust Customer may buy the product too! 	<ol style="list-style-type: none"> Revenue generation on cash processing commissions. Charges both receiver and shipper a certain rate and earns from their transactions Insurance commission

The supply chain



Social Media Presence



Active Since February 2012



Canubring
@Canubring

- Home
- About
- Photos
- Likes**
- #Canubring Map
- Instagram feed
- Pinterest
- Welcome
- Posts

Create a Page

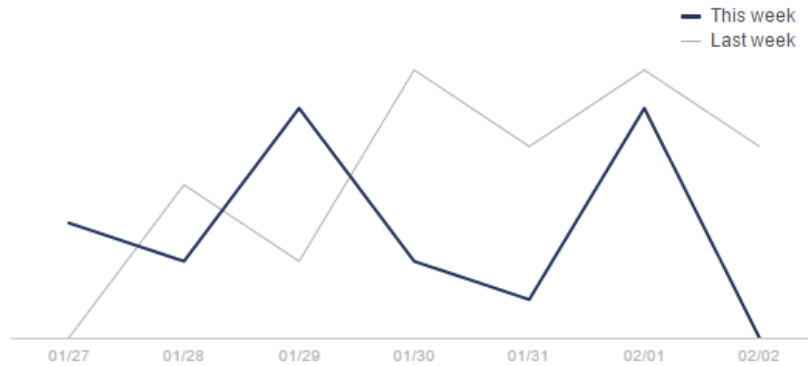
Liked Following Share

People

23 People Talking About This

5,042 Total Page Likes
▲ 0.4% from last week

20 New Page Likes
▼ 33.3%



4,984 Total Page Follows
0% from last week



Canubring (@Canubring) profile page showing bio, website, and a tweet from October 10, 2016, featuring a world map and text about Zara's pricing in different countries.



Canubring Pinterest profile page showing 27 followers, 68 following, and several boards including Travelling, Places to go, Products, and Technology.



Market Response and Business Performance

- Predominantly in Latin America (Lagos) and plans to expand to 50 African cities in the next 5 years
- 3067 transactions in first year in 2013 and growing!
- Estimated annual revenue per user = 4.8\$
- Customers save up to 70%
- Customers decide the price!

References

1. www.canubring.com