



# CROWD DELIVERY

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# Just Use Crowd



# What is Crowd Delivery?

- ▶ Crowd Delivery is a Business to Customer market
- ▶ Intra-urban service
- ▶ Selected team

"It is a massive relief and weight off my shoulders.  
Shopping is now easy and simple."

# Business Model

## Creation

- Customers make list of their items
- Customers receive the order within 30min

## Character

- Business oriented
- Efficiency
- Partnerships

## Offer

- Business to Customer
- Intra-urban service

## Stakeholder

- Groceries
- “Legendary Hero”
- US citizen

## Revenue model

- Monthly fees

# How does the business operate ?

## HOW CROWDSHIPPING WORKS

I NEED SHIPPED





PLATFORM

Sends requests to a network of drivers with spare capacity.

- Type of package
- When
- Where

I CAN DELIVER

MIKE B.  \$50 ★★★★★

JAMIE S.  \$30 ★★★

DAN T.  \$55 ★★★★★

# How do we pay for the service ?

- ▶ Fixed prices, monthly fees
  - \$29 for 5 orders
  - \$39 for 10 orders
- ▶ Free trials to attract new customers

## CASUAL CUCUMBER

**5** orders

Prepaid <b>\$29</b> / month
No lock in contracts
Free Smiles
Orders under \$50 + 10%
Orders over \$50 + 5%
Shop support
Approx 30 min delivery

**SIGN UP**

## 5 FREE

trial deliveries in

**5 DAYS**

Try us out
No lock in contracts
Invite to <b>VIP CLUB</b>
+ 0% on all orders
Unlimited High 5's
Shop support
Approx 30 min delivery

**TRY IT NOW**

## STANDARD STRAWBERRY

**10** orders

Prepaid <b>\$39</b> / month
No lock in contracts
Orders under \$50 + 10%
Orders over \$50 + 5%
Unlimited High 5's
Shop support
Approx 30 min delivery

**SIGN UP**

# Who are the stakeholders ?

## Sender

Grocery stores  
Convenience  
Liquor stores  
Fast foods

## Courier

Professional team  
30min delivery

## Receiver

People who work a lot  
Mother with children  
→ Use this time to do something else

# How is Crowd Delivery oriented ?

- ▶ Business oriented
- ▶ Professional team called the “Legendary Hero”
- ▶ Being on time (less than 30min)
- ▶ Efficiency



## **LEGENDARY HERO**

Our team of Legendary Heroes race around the shops and pick your order to the highest quality



## **FAST DELIVERY**

Your groceries are delivered to your door in around 30 mins

# Information and communication

- ▶ App in Play-store and App store
- ▶ Easy to use (user interface)
- ▶ Being efficient in your life
- ▶ Can order what you need every where (home, office...)
- ▶ Avoid going to shop and wait in lines



**ITS AN APP FOR YOUR  
PHONE**

Download the app or use the website



# Market Traction & performance

- ▶ Target the US market which is a big market
- ▶ Everyone is potentially a customer
- ▶ Best customers:
  - Mother with children
  - People who work a lot
  - Friends drinking a Friday or Saturday night