ISyE 6339 Empirical Study – Crowd-shipping Businesses



BY

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Business Model - DELIV



Creation

- Interface (Web)
- App only for drivers
- Algorithm to match senders and recipients
- Live tracking available
- Detailed selection of drivers

Character

- Business oriented mission
- Concentrates on efficiency and control

Offer

- **B2B**
- **B2C**
- Intra-urban
- National

Revenue Model

- Fixed base price
- No membership fees

Couriers

- Non professional dedicated couriers
- Professional couriers
- Commuters/travelers

Senders Recipients

- Online shops
- Small business
- Enterprises
- Brick and mortar shops

Source : Tetrahedron Business Model : Rouges, J.F. and Montreuil, B. 2014. Crowdsourcing delivery: New interconnected business model to reinvent delivery.

Business Model - DELIV



Customer **Key Activities** VALUE Customer Value PROPOSITION **Relationships Key Partners** Segments **Propositions Community building Real Estate Partners** Brand network Social engagement Consumers (Daily (PREIT, SIMON, GGP, 3 hour same day expansion **Customer service** shoppers, retailers Westfield) delivery Partnership etc.) **Technology Partners** Delivery when the development **Brands** (Established (IBM, Manhattan customer wants it and emerging Associates) Multiple packages to brands) E-commerce / Retail one location for a low **Key Resources** Channels partners price RESOURCES **Courier Partners** Cost savings on Brand network delivery Deliv's website **Online community** No set up fees Social Media **Driver** community No minimum volume **Professional couriers** Institutional and Real time tracking of Non professional _ strategic investors packages dedicated couriers Commuters/travelers **Cost Structure Revenue Streams** Community management and customer service Payments from last mile delivery service Platform development Building transportation operations for large retailers

Source : www.businessmodelgeneration.com

Deliv – App and what it does?



- Guaranteed One day delivery.
- Order can be for today, tomorrow or any day within a span of 30 days
- Customer base:
 - Small Business : Businesses that are small scale and require small size and amounts of packages to be delivered
 - Enterprising : Businesses that are large scale, Walmart or Walgreens, that require larger packages to be delivered.
 - Drivers : Lucrative opportunities for drivers. Can select their delivery route and schedule. Much like Uber or Lyft

Deliv – App and what it does?

• App – user friendly, quite simple to use

Select the location from where to be picked

Get an estimate of the fare and place order Track the delivery until it is reached

Payment

automatic upon
delivery

deliv

Deliv – How well is it doing?

- One of the fastest growing crowd-shipping companies
- 18 Market centers spread over the United States
- More than 100 retail players
- Delivery for over 4000 businesses and in over 100 different cities
- \$ 28 million raised as funds in 2016.
- Partnerships with Walgreens, Kohl's, UPS, PetSmart and other large retailers to climb up the ladder in crowdshipping
- Market traction: Inability to establish a broader network of markets.

Our Markets



Atlanta, Boston, Chicago, Dallas, Grand Rapids, Houston, Las Vegas, Los Angeles, Miami/Ft Lauderdale, NY - Brooklyn/Queens, NY - Manhattan*, NY - Yonkers, Northern New Jersey, Orange County, Philadelphia, SF Peninsula & South Bay, San Francisco, Seattle, Washington DC