

CROWDSOURCING DELIVERY

A EMPIRICAL STUDY

Team 1:

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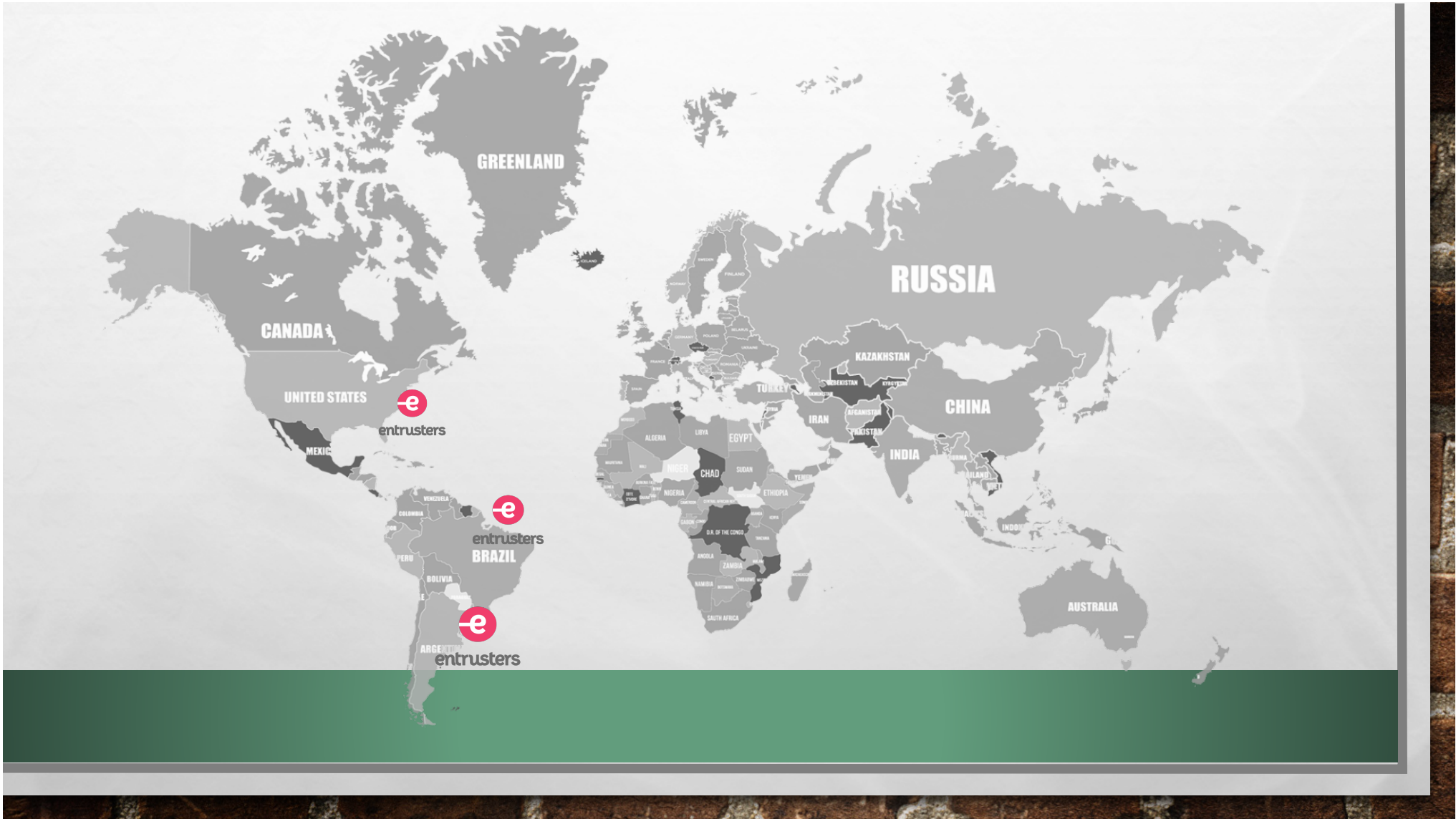
Cenfeng Wang

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COMPANIES:

ENTRUSTERS



GREENLAND

CANADA

UNITED STATES

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MEXICO

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BRAZIL

e

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ARGENTINA

RUSSIA

KAZAKHSTAN

CHINA

INDIA

AUSTRALIA

Other countries labeled on the map include: CANADA, MEXICO, UNITED STATES, GREENLAND, RUSSIA, KAZAKHSTAN, TURKEY, IRAN, PAKISTAN, BANGLADESH, INDIA, CHINA, AUSTRALIA, SOUTH AFRICA, ZAMBIA, ANGOLA, D.R. OF THE CONGO, ETHIOPIA, YEMEN, SUDAN, CHAD, NIGER, LIBYA, ALGERIA, EGYPT, NIGERIA, CAMBODIA, THAILAND, VIETNAM, MALAYSIA, INDONESIA, PHILIPPINES, and BRAZIL.

INTRODUCTION

- **NAME: ENTRUSTERS**
- **COUNTRY: EEUU - ARGENTINA**
- **SLOGAN: SHOPPING WITHOUT BORDERS**
- **FIXED PRICES**
- **INTERNATIONAL DELIVERY**
- **OFFER: A SECURE PLATFORM ALLOWING REQUESTERS FROM ANYWHERE TO REACH ANY TRANSPORTABLE OBJECT THROUGH THE TRAVELERS**



entrusters

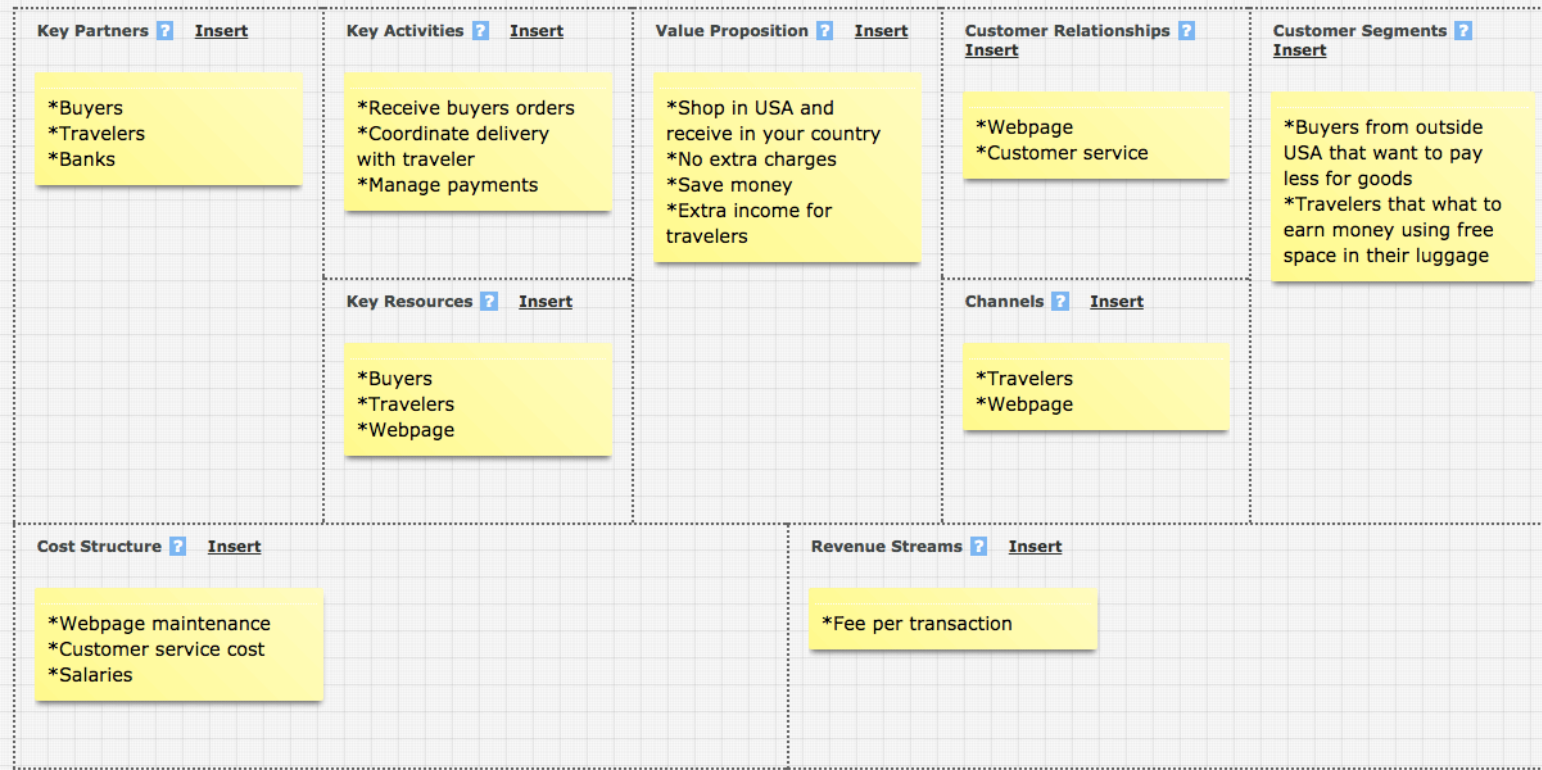
HOW IT WORKS



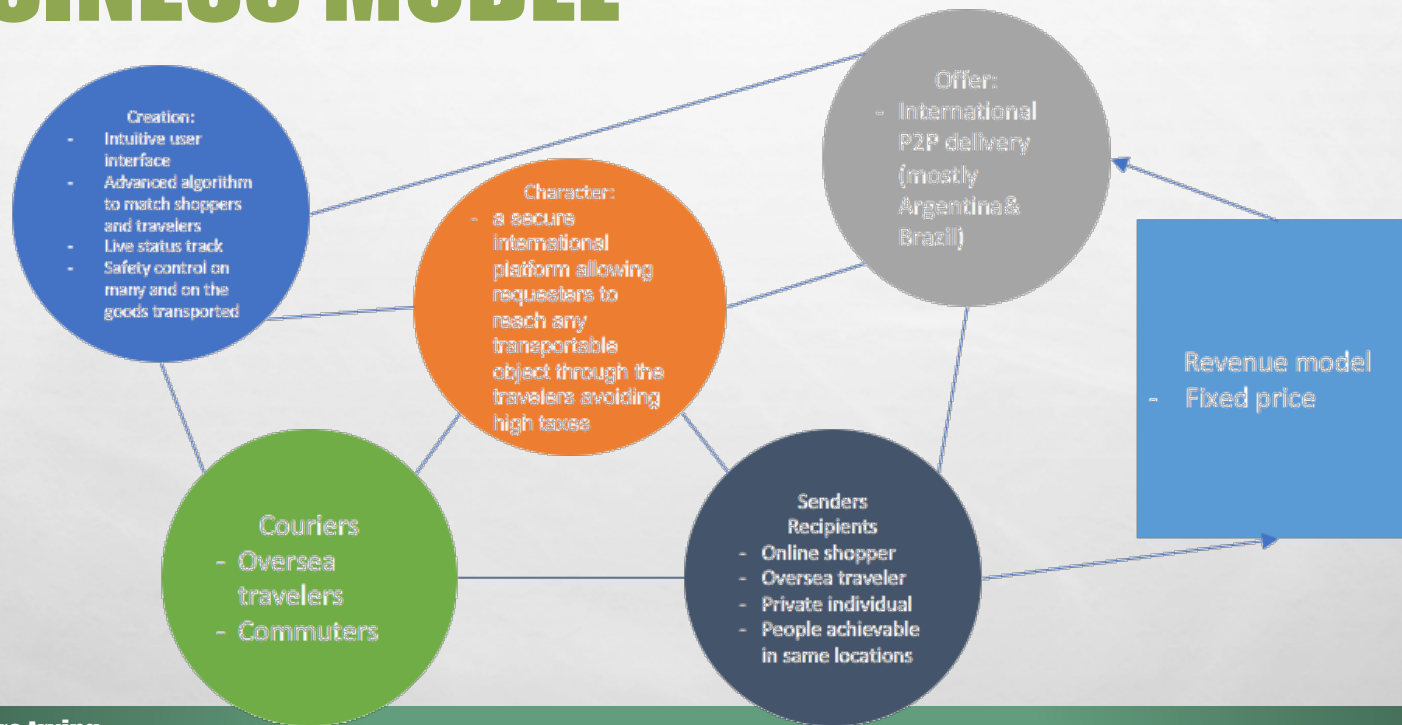
- 1 **Shoppers** request items from online retailers abroad and deposit purchase price, fees and taxes to **Entrusters**
- 2 **Travelers** add trips and pick prepaid items to deliver to destination
- 3 **Travelers** deliver to **Shoppers** in person, via e-locker or last-mile logistics partner ([Uber](#), [EasyDeliver](#))
- 4 **Entrusters** deposits payment to **Travelers** within 24 hours of delivery

- **THE SERVICE IS FOCUSED IN DELIVERIES TO ARGENTINA AND BRAZIL DUE TO HIGH TAXES TO FOREIGN MANUFACTURED PRODUCTS AND SUMPTUARY ITEMS IN THOSE COUNTRIES**

BUSINESS MODEL: CANVAS



BUSINESS MODEL



Notes: We are trying different Business models representations

REVENUE MODEL

- **10% OF TOTAL PRODUCT COST PER TRANSACTION**
- +
- **8% AVERAGE AMAZON AFFILIATE FEE PER TRANSACTION**

Our Most Popular Products Generate High Value for Shoppers, Travelers and Entrusters

Electronics



Fashion & Accessories



Babies & Kids



IPHONE example

- **Entrusters revenue: 117\$**
- **Less processor fees: 26\$**
- **Entrusters margin: 91\$**
- **Traveler earns: 100\$**
- **Shopper saves: 218**

RESOURCES

- **COURIERS: TRAVELERS**
- **CHARACTER POLE: COMMUNITY ORIENTED**
- **P2P DELIVERY METHOD**
- **COMMUNICATION METHODS (WEBSITE, ENTRUSTERS.COM, FACEBOOK, SOCIAL NETWORKS)**

SAFETY & BENEFITS

- **ENTRUSTERS RECEIVE AND MANAGE THE PAYMENT MONEY, THEY ACCEPT BITCOIN, PAYPAL, CREDIT CARD.**
- **ENTRUSTER WORKS AS AN INTERMEDIATOR WITHIN SHOPPER AND TRAVELERS**
- **LOWER PRICES COMPARED TO RETAIL STORES**
- **NEW RELEASES FASTER THAN REGULAR RETAIL**
- **PRE-PAID OF ALL FEES AND TAXES**
- **WARRANTED DELIVERY**
- **SHOP IN ANY ONLINE STORE IN THE US.**

REFERENCES

- [HTTPS://ENTRUSTERS.COM/](https://entrusters.com/)
- [HTTP://SHARETRAVELER.COM/INTERVIEW-ENTRUSTERS/](http://sharetraveler.com/interview-entrusters/)
- [HTTP://TECH.CO/INTERNATIONAL-CROWDSOURCED-SHIPPING-STARTUPS-2015-03](http://tech.co/international-crowdsourced-shipping-startups-2015-03)
- [HTTP://WWW.USATODAY.COM/STORY/TRAVEL/ROADWARRIORVOICES/2015/09/29/ENTRUSTERS-PAYS-YOU-TO-DELIVER-IPHONES-AND-PEANUT-BUTTER-ON-YOUR-NEXT-TRIP-TO-ARGENTINA-OR-BRAZIL/83078322/](http://www.usatoday.com/story/travel/roadwarriorvoices/2015/09/29/entrusters-pays-you-to-deliver-iphones-and-peanut-butter-on-your-next-trip-to-argentina-or-brazil/83078322/)