

CROWDSOURCING DELIVERY

A EMPIRICAL STUDY

Team 1:

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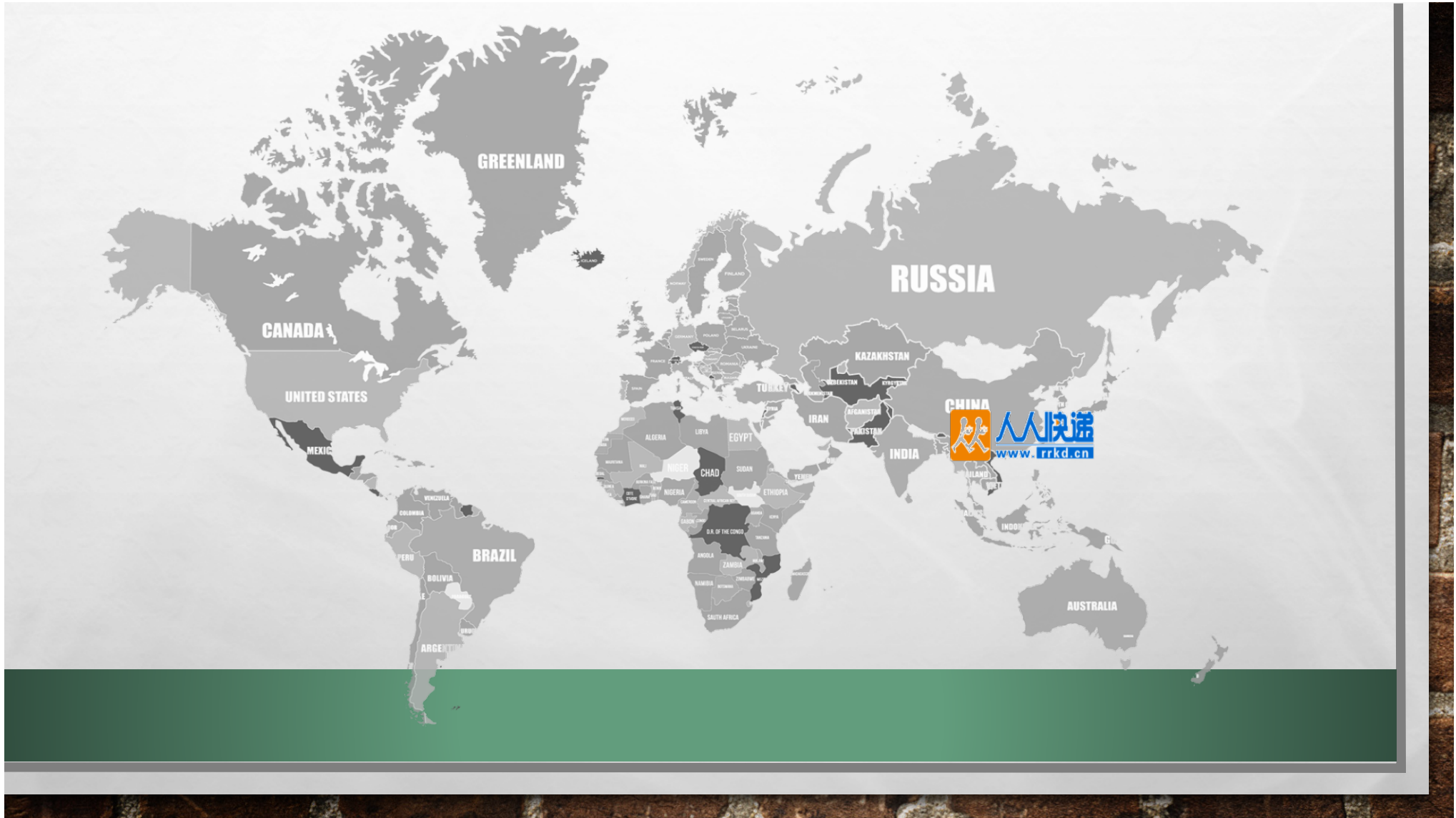
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COMPANIES:

RENREN KUAI DI



INTRODUCTION



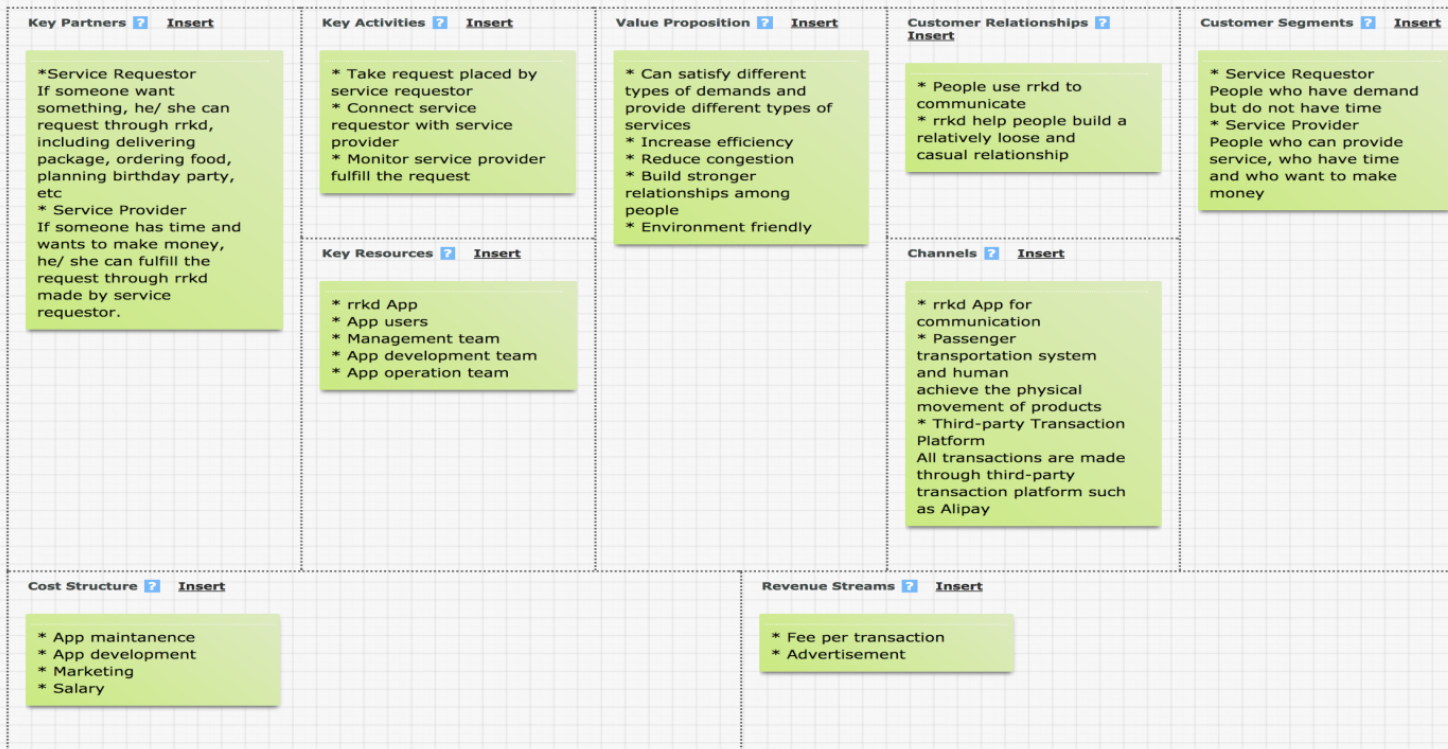
- **NAME: RRKD**
- **HEADQUARTERS: CHENGDU, CHINA**
- **DESCRIPTION: E-COMMERCE INFORMATION PLATFORM BASED ON CROWDSOURCING**
- **OFFER: RRKD ENABLES CUSTOMERS TO BE CONNECTED WITH SERVICE PROVIDER THROUGH THEIR WEBSITE AND MOBILE APP. THOUGH RRKD, CUSTOMERS' MULTIPLE DEMAND, INCLUDING ORDERING FOOD FROM RESTAURANT, SHOPPING, PACKAGE DELIVERY, ETC.**

HOW IT WORKS



- **SERVICE REQUESTORS PLACE REQUEST ON APP, WHICH CAN BE ANYTHING, FROM DELIVERING PACKAGE TO PLANNING BIRTHDAY PARTY**
- **SERVICE PROVIDERS, WHO HAVE TIME AND WANT TO MAKE SOME MONEY, CAN REGISTER TO BE “FREE COURIER” AND LOOK FOR POTENTIAL GIG ON APP**
- **RRKD CONNECT SERVICE REQUESTORS TO SERVICE PROVIDER**
- **AFTER RECEIVING TASK, SERVICE PROVIDER FULFILL THE REQUEST POSTED BY REQUESTOR IN TIME**

BUSINESS MODEL: CANVAS



RESOURCES



- **COURIER: PASSENGER TRANSPORTATION, TRAVELERS**
- **COMMUNICATION METHODS: APP, WEBSITE [HTTP://WWW.RRKD.CN/](http://www.rrkd.cn/), OPEN PLATFORM, WEIBO, WECHAT**
- **CHARACTER POLE: COMMUNITY ORIENTED WITH SPONSORS TO EASE THE NEEDS OF THE CUSTOMERS**
- **PEER TO PEER DELIVERY METHOD**

SAFETY AND BENEFITS

- **RRKD WILL PERFORM BACKGROUND CHECK ON POTENTIAL SERVICE PROVIDERS BEFORE REGISTRATION.**
- **COMMUNICATIONS ARE MADE THROUGH RRKD FOR REFERENCE PURPOSE.**
- **INFORMATION OF SERVICE REQUESTOR AND SERVICE PROVIDER ARE TRANSPARENT TO EACH OTHER.**
- **TRANSACTIONS ARE MADE THROUGH THIRD-PARTY PAYMENT PLATFORM SUCH AS ALI-PAY.**

OTHERS: FACTS AND DATES

2015:

- **20 MILLION USERS REGISTERED**
- **10 MILLION “FREE COURIERS” REGISTERED**

2014

- **15 MILLION USERS REGISTERED**
- **8 MILLION “FREE COURIERS” REGISTERED**

MAY, 2011

- **FOUNDATION IN CHENGDU, CHINA**

REFERENCES

- [HTTPS://WWW.FACEBOOK.COM/SHYPMATE/](https://www.facebook.com/shypmate/)
- [HTTP://WWW.RRKD.CN/](http://www.rrkd.cn/)
- [HTTP://BAIKE.BAIDU.COM/VIEW/9551925.HTM](http://baike.baidu.com/view/9551925.htm)
- [HTTP://DZSWS.MOFCOM.GOV.CN/ANLI15/DETAL_9.HTML](http://dzsws.mofcom.gov.cn/anli15/detal_9.html)
- [HTTP://TECH.SINA.COM.CN/I/SPECIAL/RENRENKD/](http://tech.sina.com.cn/i/special/renrenkd/)