

# ISyE 6339

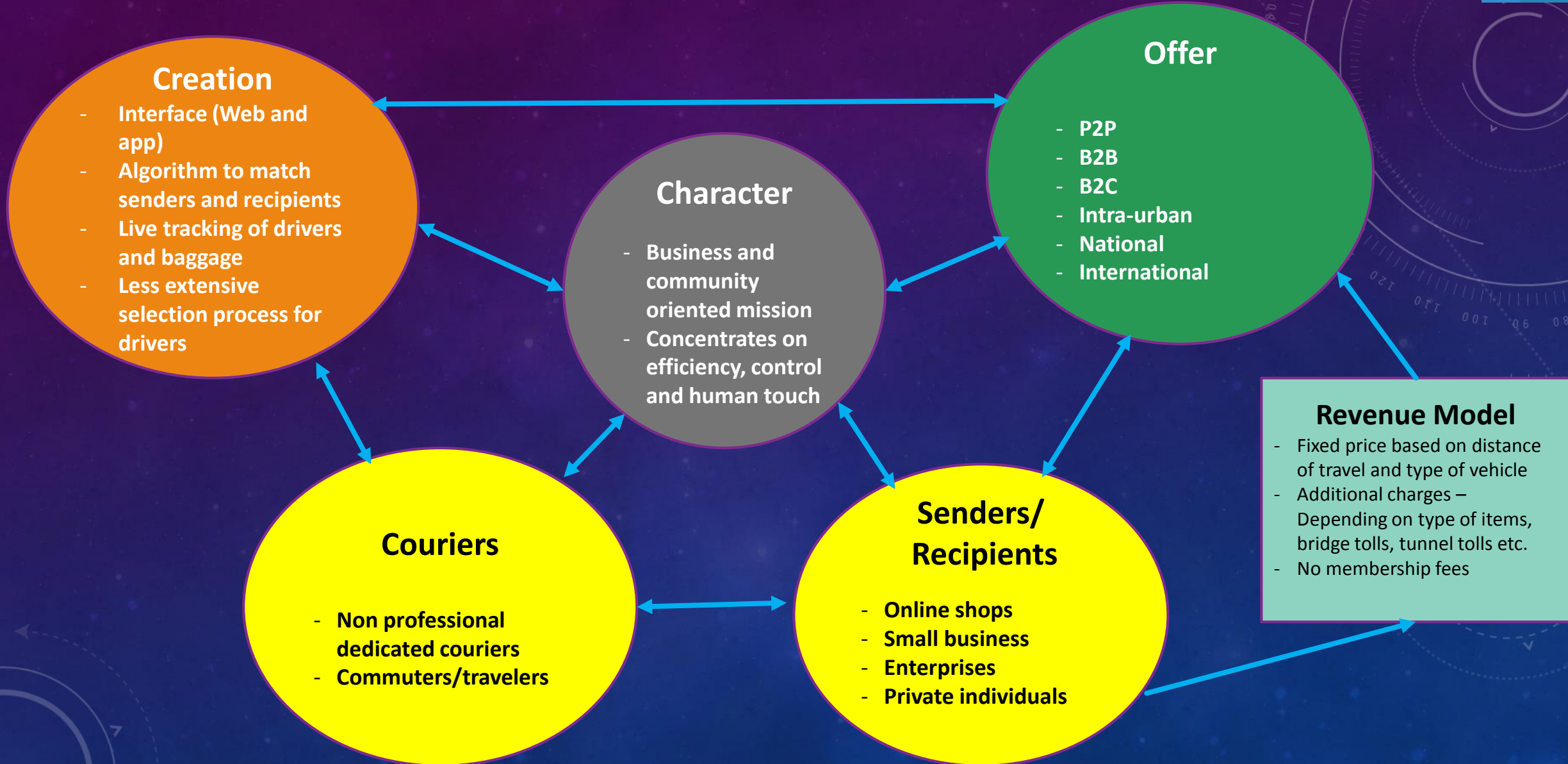
## Empirical Study – Crowd-shipping Businesses



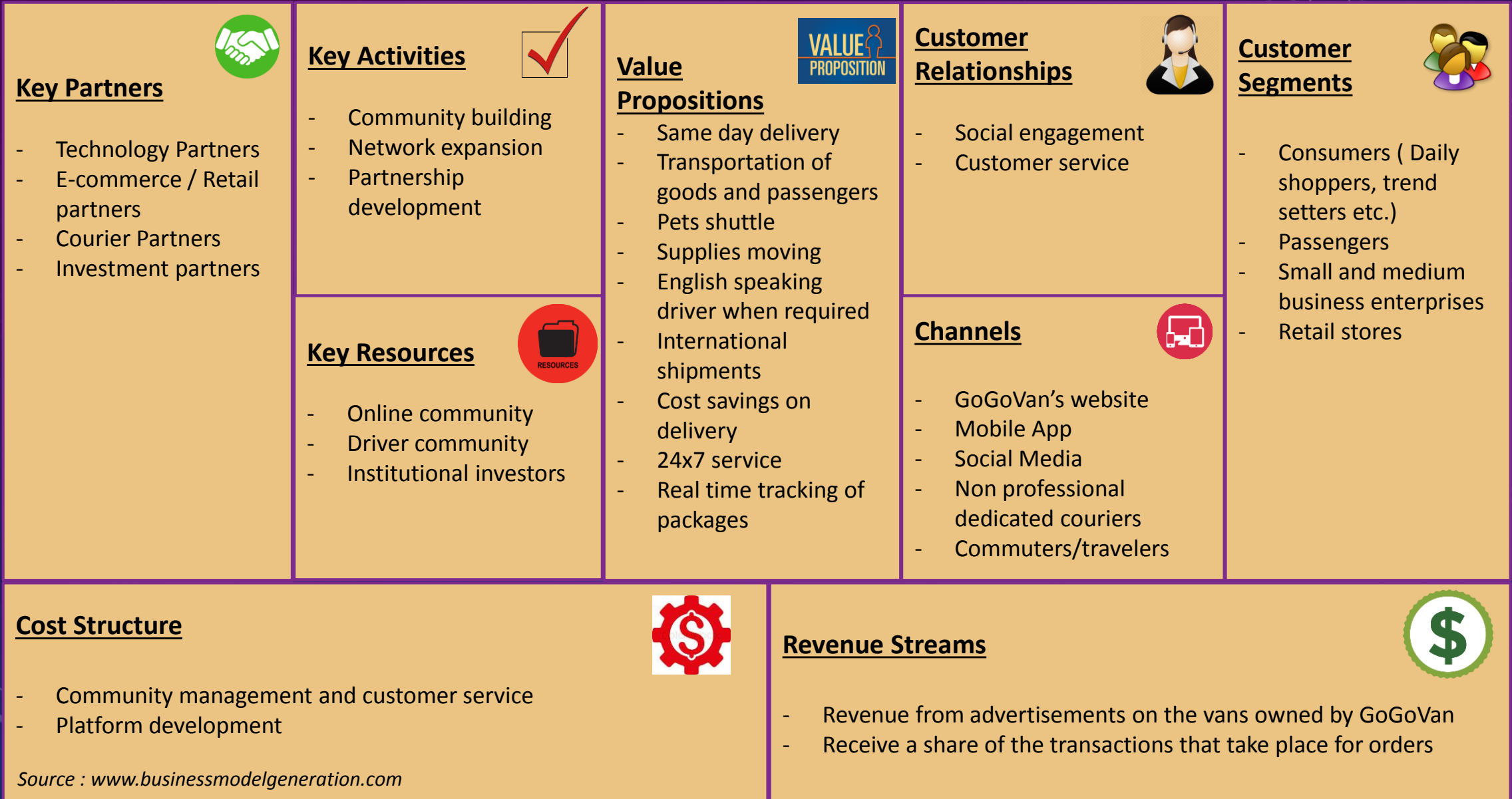
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# Business Model - GoGoVan



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# GogoVan – App and what it does?

For users:

- App works much like the previous ones, only it has some additional options that can be used
- Additional options include:
  - English speaking driver
  - If goods are longer than 6ft
  - Driver estimations of fare
  - Pet transportation
- Users can also choose which type of vehicle they want for the delivery
- Once, order is placed the delivery can be tracked and upon delivery to the customer the payment is automatic

# GogoVan – App and what it does?

For drivers:

Register on the app as a driver

Orders are electronically dispatched to all drivers at the same time

Can choose orders that they are comfortable with to deliver

Once the delivery is completed, the driver payment is done in full

# GoGoVan – How well is it doing?

- Working in 6 countries with more than 20,000 commercial vehicles and 150,000 registered drivers
- Partnership with big players like KFC, IKEA, PizzaHut, Nike etc
- Raised a funding of 6.5 million dollars in Series A and 10 million dollars in series B
- Obtained a large funding from Alibaba in 2016. 130 million dollars to Hong Kong with GoGoVan being a major recipient.
- One of the leading crowdshippers in Asia, however, GoGoVan still has to compete heavily in the International Market.