ISyE 6339 Empirical Study – Crowd-shipping Businesses



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Business Model - GoGoVan



Creation

- Interface (Web and app)
- Algorithm to match senders and recipients
- Live tracking of drivers and baggage
- Less extensive selection process for drivers

Character

- Business and community oriented mission
- Concentrates on efficiency, control and human touch

Offer

- P2P
- B2B
- B2C
- Intra-urban
- National
- International

Couriers

- Non professional dedicated couriers
- Commuters/travelers

Senders/ Recipients

- Online shops
- Small business
- Enterprises
- Private individuals

Revenue Model

- Fixed price based on distance of travel and type of vehicle
- Additional charges –
 Depending on type of items,
 bridge tolls, tunnel tolls etc.
- No membership fees

Business Model - GoGoVan





Key Partners

- Technology Partners
- E-commerce / Retail partners
- Courier Partners
- Investment partners

Key Activities



- Community building
- Network expansion
- Partnership development

Key Resources



- Online community
- Driver community
- Institutional investors

Value Propositions

- Same day delivery
- Transportation of goods and passengers

PROPOSITION

- Pets shuttle
- Supplies moving
- English speaking driver when required
- International shipments
- Cost savings on delivery
- 24x7 service
- Real time tracking of packages

<u>Customer</u> <u>Relationships</u>



- Social engagement
- Customer service

Channels



- GoGoVan's website
- Mobile App
- Social Media
- Non professional dedicated couriers
- Commuters/travelers

Customer Segments



- consumers (Daily shoppers, trend setters etc.)
- Passengers
- Small and medium business enterprises
- Retail stores

Cost Structure

- Community management and customer service
- Platform development



Revenue Streams



- Revenue from advertisements on the vans owned by GoGoVan
- Receive a share of the transactions that take place for orders

Source: www.businessmodelgeneration.com

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 hey are comfortable with to deliver

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

GoGoVan – How well is it doing?

GOGO

- 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.