



CROWDSOURCED DELIVERY ANALYSIS: GRAB

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Introduction to Grab

- Total Equity Funding: \$1M in 1 Round from 2 Investors
- Most Recent Funding: Debt Financing on July 4, 2016 / Undisclosed Amount
- Headquarters: Mumbai, Maharashtra
- Description: Grab is India's leading on demand last mile logistics service for merchants & small businesses.
- Founders: Jignesh Patel, Pratish Sanghvi, Nishant Vora
- Categories: Delivery, Logistics, Enterprise Software
- Website: <http://www.grab.in>

Business

- Grab (formerly “Grab a Grab”) is a hyper local delivery service focused on restaurants and food enterprises. They have a team of 600+ riders across Mumbai & Pune who are connected via a technology platform that enables a speedy pickup & delivery of orders. From the time an outlet receives a delivery order, their rider reaches for pickup within 15 mins and completes the delivery in another 20 mins.
- Grab is the leading provider of express logistics catering to over 400 enterprises in the past 3 years. They strive to create time efficiencies while reducing outlet’s in-house delivery costs & providing seamless tech backed process.

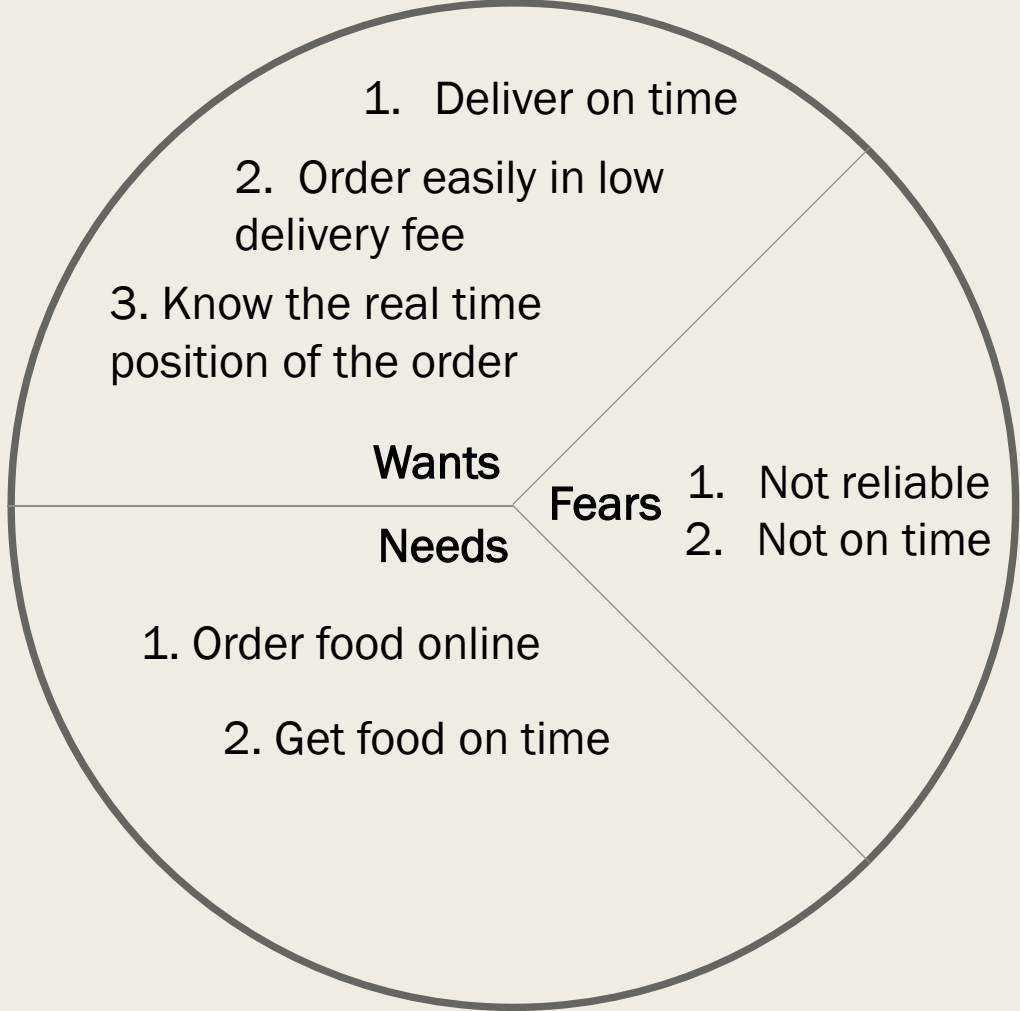
Value Proposition Canvas

Service

<p>Benefits</p> <ol style="list-style-type: none"> 1. Fast delivery 2. Low price for delivery 	<p>Experience</p> <ol style="list-style-type: none"> 1. Get food on time 2. Can order on line and on app. Can check the rider's position in real time
<p>Features</p> <ol style="list-style-type: none"> 1. Deliver from restaurants to customers 2. Big delivery team 	

<p>Substitutes:</p> <ol style="list-style-type: none"> 1. Restaurants themselves deliver orders. 2. Customers pick orders up in restaurants.

Customers



Gains

For customers	For retailer	For society
<ol style="list-style-type: none">1. Convenient and quick2. Personalization: each parcel is delivered by one rider.3. Customers can track the order on web and on phone.	<ol style="list-style-type: none">1. Get more orders2. Widen the market3. Win good reputation	<ol style="list-style-type: none">1. Reduce traffic jam based on riders on road2. Reduce carbon emission

Business model components

Clients : B2C

Offer

Deliver an order from a shop, a restaurant, a pharmacy, etc.

Intra - urban

Character

1. Business
2. Efficiency
3. Control

Couriers

Professional or non-professional
dedicated couriers

Revenue Model

Fixed prices