Georgia Tech

hitch
Crowdsourced Delivery

www.hitchit.co

TIFFANIE MARTIN
ALEXANDRA SANDOVAL
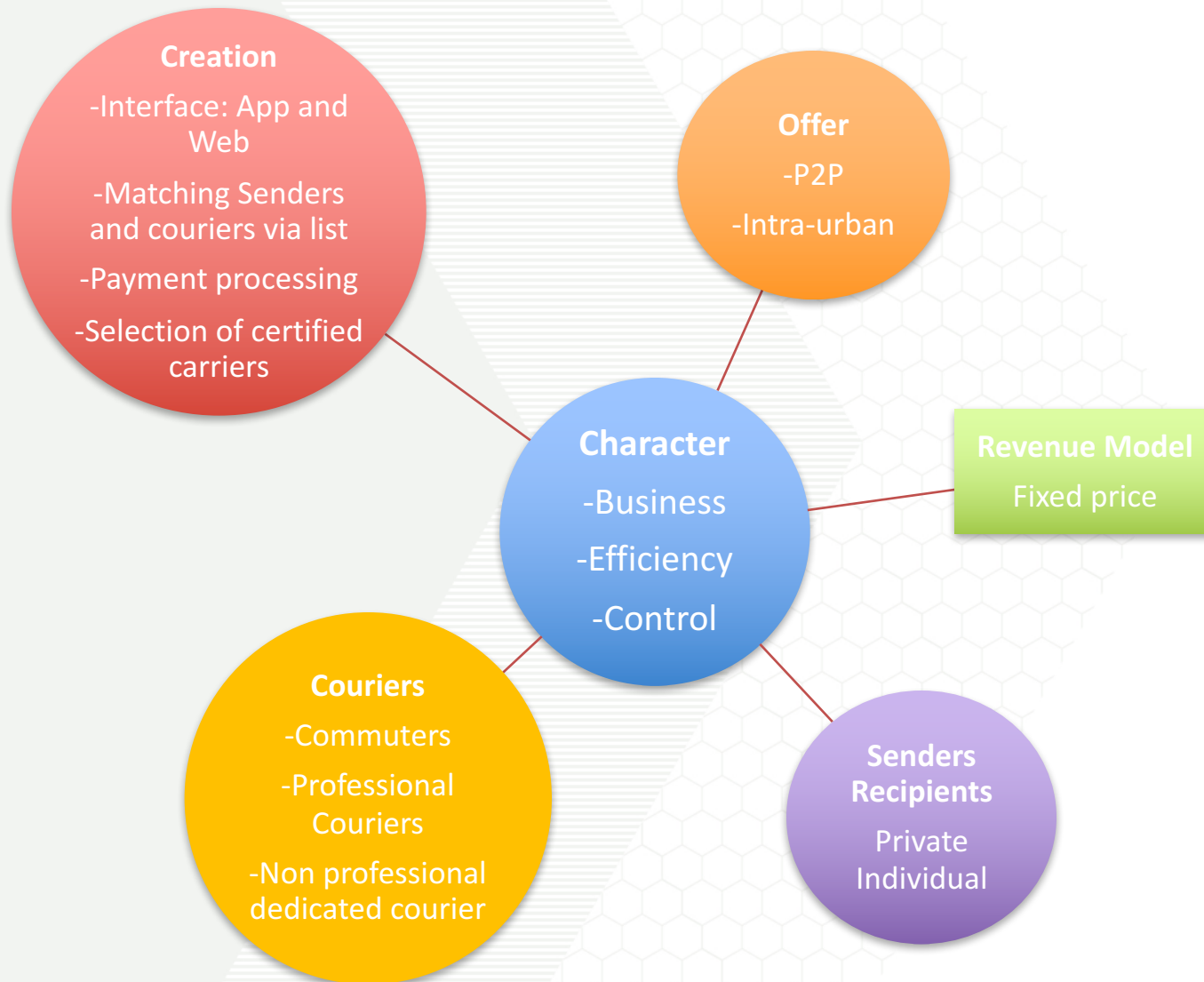JAGTEN SINGH

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BACKGROUND & VALUE PROPOSITION

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- Founded by Chuck Pasquotto in 2014 Tampa Bay, Florida

- Headquarters in Tampa Bay, FL

- Currently available Tampa Bay Region

- "Deliveries On Demand: No more waiting and wondering! With Hitch, you control the when and where."

- HITCH is a crowdsourced delivery company that connects everyday individuals to conduct commerce within the shipping / delivery segments. Hitch is an app designed to connect Travelers with Shippers.

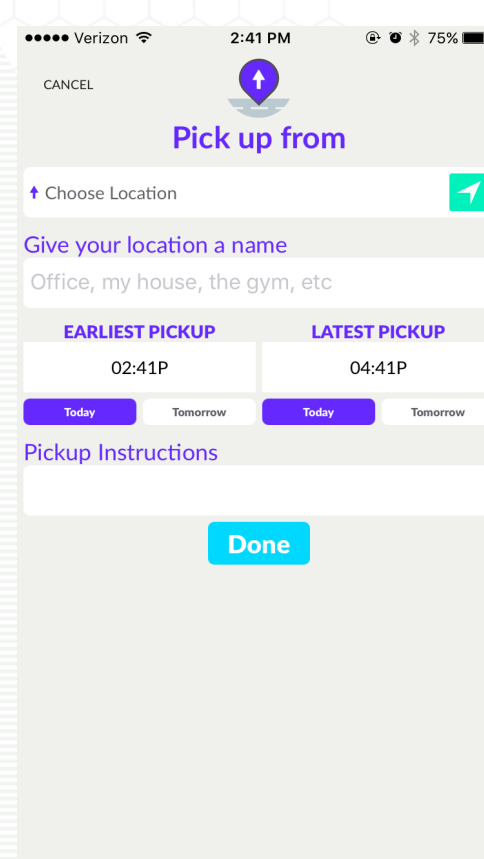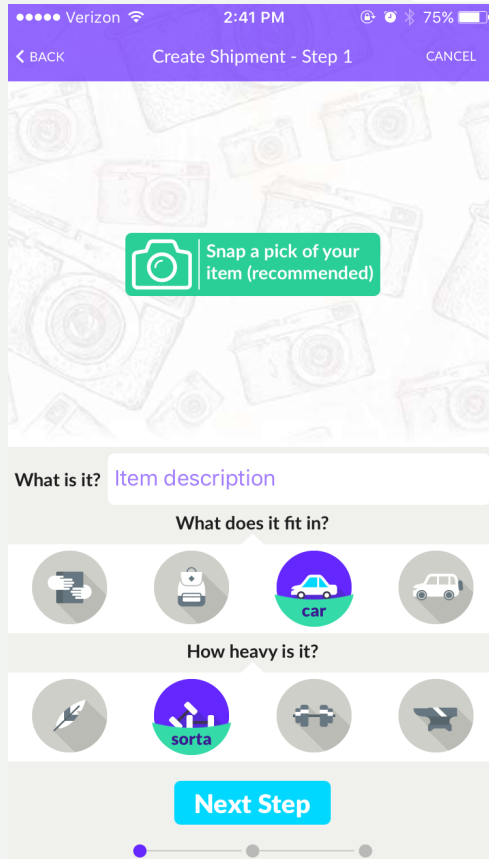- Completely cashless, all payments are made through the mobile app

- https://www.youtube.com/watch?v=n-7pS3Wvt3g

TETRAHEDRAL BUSINESS MODEL FRAMEWORK

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Creation
-Interface: App and Web
-Matching Senders and couriers via list
-Payment processing
-Selection of certified carriers

Offer
-P2P
-Intra-urban

Character
-Business
-Efficiency
-Control

Revenue Model
Fixed price

Couriers
-Commuters
-Professional Couriers
-Non professional dedicated courier

Senders Recipients
Private Individual

NORMATIVE TAXONOMY BUSINESS MODEL FRAMEWORK

	Hitch
Customers	Senders and recipients. Couriers: regular travelers all ready heading somewhere
Value proposition	For senders and recipients: save time, same day delivery at a reasonable price. For couriers: extra money on the commute already made
Competitive strategy	Low prices compared to same day commercial parcel services
Position in the value network	Direct contact with customer, bridge between sender and courier.
Internal organization and capabilities:	Algorithm to match sender with courier based on courier current location and route. Courier chooses what to deliver. Partnered with Stripe for payment transactions
Logic of revenue generation	Margin from cost of delivery. Cost to the customer includes a fixed cost based on the city, distance and package

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Download app, create profile & enter credit card information
To create a delivery request:
Take a picture of item, describe size and weight

Indicate pick up location, drop off location and time frame for delivery. Specify any special handling instructions

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Simple To Use

As a Traveler, tell us where you're going and we'll show you what's available for pick-up and delivery. If you're a Shipper, tell us what , when and where you want your item delivered. It's that easy.
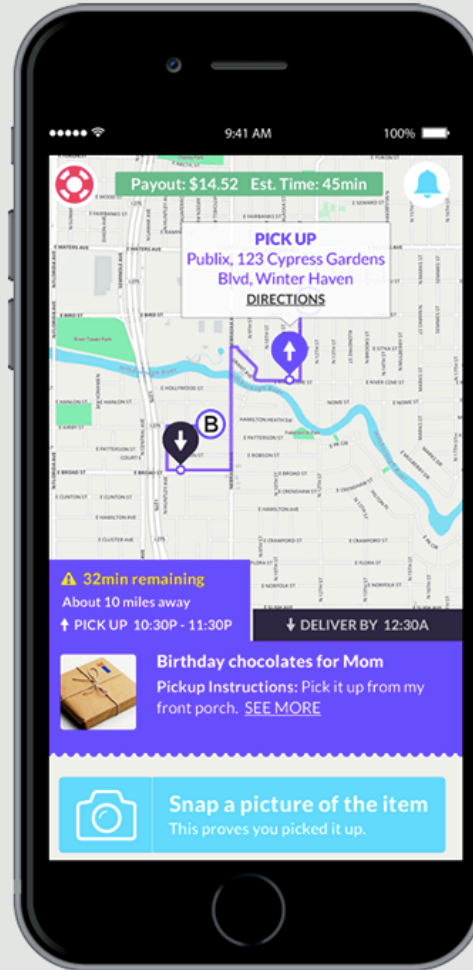
Environmentally Friendly

The HITCH app uses a resource that's already in motion. Less emissions, less fuel consumption, less road surface wear.

Socially Connect

The Hitch app serves as a marketplace where Shippers and Travelers are socially vetted by a community of their peers.

Payout: $14.52   Est. Time: 45min

PICK UP
Publix, 123 Cypress Gardens Blvd, Winter Haven
DIRECTIONS

⚠ **32min remaining**
About 10 miles away
↑ PICK UP 10:30P - 11:30P   ↓ DELIVER BY 12:30A

Birthday chocolates for Mom
Pickup Instructions: Pick it up from my front porch. SEE MORE

Snap a picture of the item
This proves you picked it up.

Suggested Route Guidance

The HITCH app uses a variety of 3rd party plug-ins to determine the quickest route for delivery.

Integrated Camera

Utilizing your phones internal camera, Travelers will be able to visually verify pick-up and delivery in support of Geo-location.
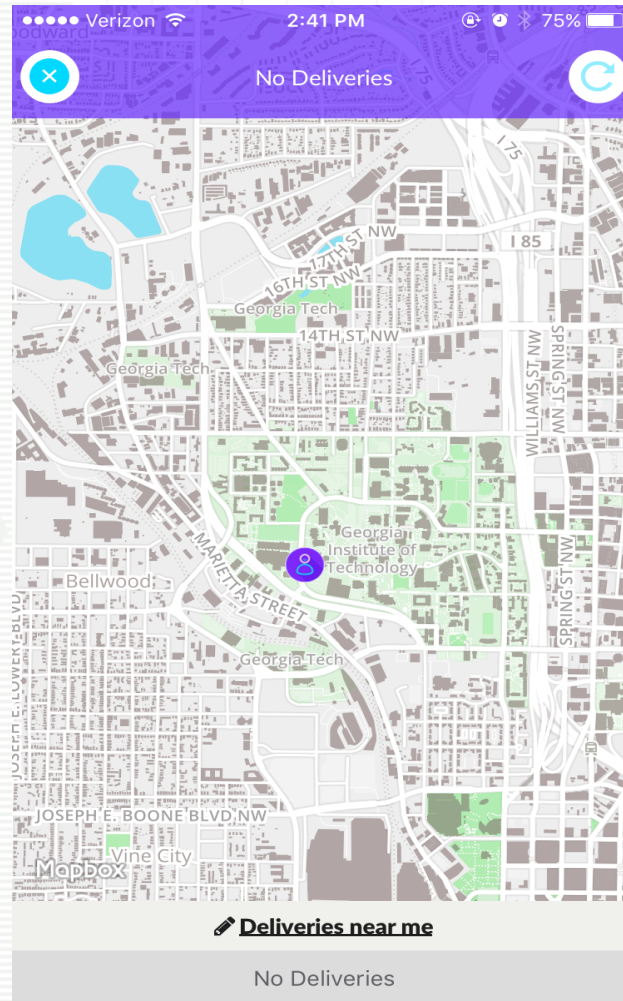
Profile Editor

Pictures, Payments, Preferences...it's all here. This is where you'll also tell us how far off of your intended route you are willing to travel to deliver an item.

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Travelers can input their travel information for the day (to and from locations) and see a listing of available items to be delivered.
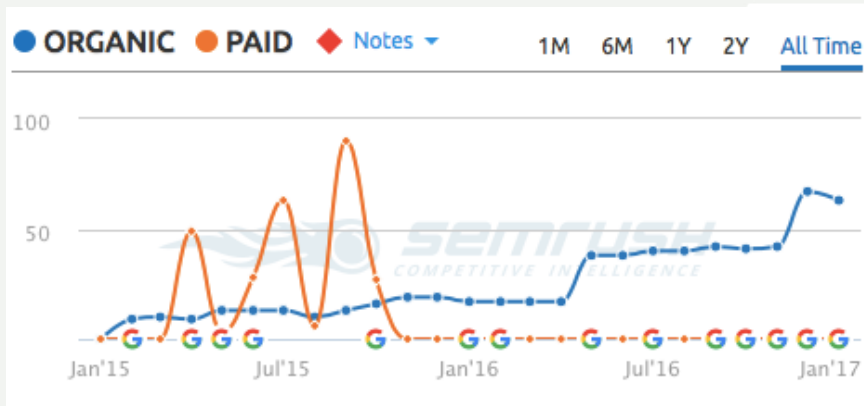
Currently app is not showing any deliveries in the Atlanta area

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MARKET TRACTION

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- Alexa Website Traffic Global Ranking: **20,040,091**

- hitchit.co receives about 35 unique visitors and 70 (2.00 per visitor) page views per day which should earn about $0.28/day from advertising revenue.

- Estimated site value is $120.85

"Clicks" on page by source

Top Keywords from Search Engines

Which search keywords send traffic to this site?

Keyword	Percent of Search Traffic
1. crowdsourced shipping	65.46%
2. hitchit	27.26%
3. crowd shipping	1.50%
4. tomb raider	1.13%
5. hitch it	0.83%

http://www.alexa.com/siteinfo/hitchit.co
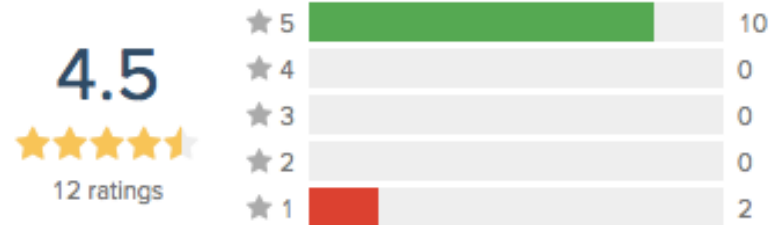
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⌁ *innovation & job news*

Tampa startup uses crowdsourcing for innovative package delivery

MEGAN HENDRICKS | TUESDAY, SEPTEMBER 09, 2014

Average Ratings (United States) More Countries

All Versions - **4.5** - **12** ratings

4.5
★★★★½
12 ratings

★ 5		10
★ 4		0
★ 3		0
★ 2		0
★ 1		2

Updated on Jan 30, 2017

Funding Signals

VENTURE FUNDED — Kima Ventures — Venture-Backed Curated

INCUBATOR / ACCEL'R — Tumml