

# CROWDSOURCING HONESTBEE

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honestbee   
delivered *fresh*

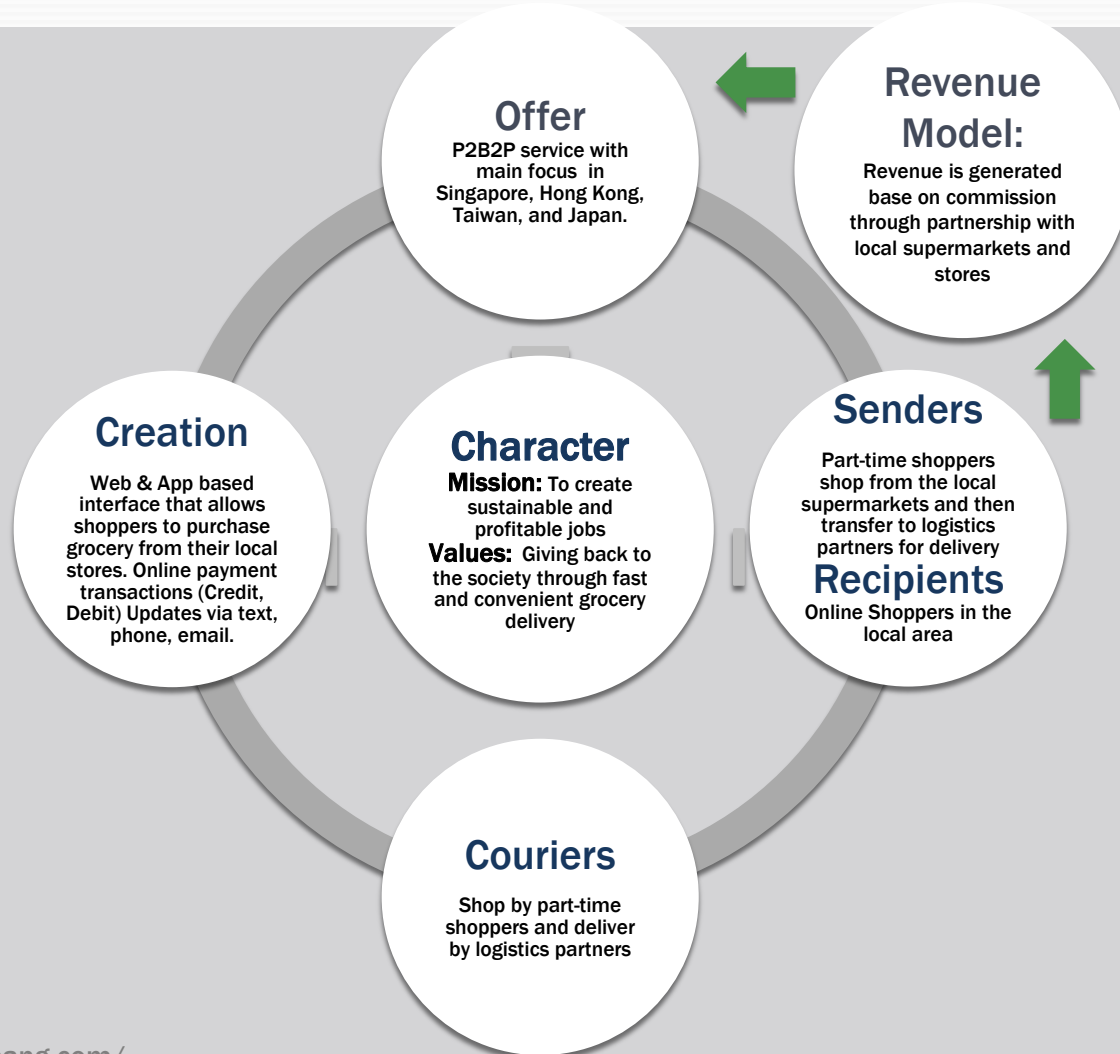
# WHAT IS CROWDSOURCING?

“Type of participative activity in which an individual, an institution, a non-profit organization, or company proposes to a group of individuals of varying knowledge, heterogeneity, and number, via a flexible open call, the voluntary undertaking of a task.”

(Jean-Francois Rouges and Benoit Montreuil, adapted from Estelles-Arolas and Gonzalez Ladron)



# Business Model





## ■ Business Model

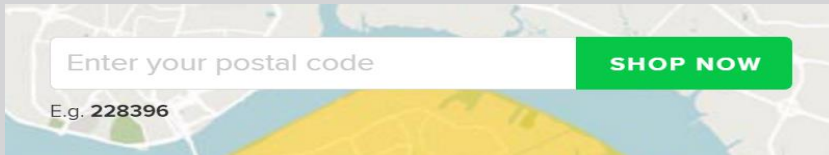
Honestbee provides a platform for customers to shop from multiple stores in one order. Trained concierge shoppers handpicks the groceries and then transfers to local logistics partners for delivery.

Honeybee offers same day 1-hour delivery and free delivery service if the order amounts to more than \$30 per store. If an item were out of stock, concierge shopper would call customers to suggest a substitute or refund. A payment is charged after all of the items are delivered.

## ■ Value Proposition

Honestbee empowers the community by providing a technology platform that nourishes caring and entrepreneurship

# Apps & Comm System (Receivers)



Enter your postal code **SHOP NOW**

E.g. 228396

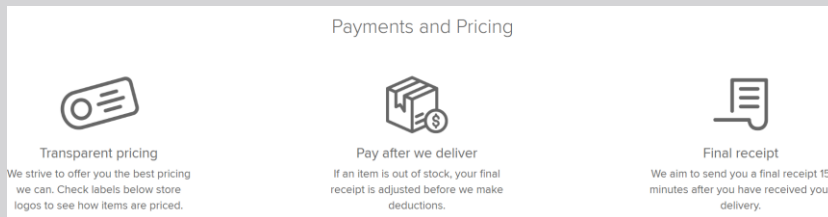


Supermarkets

**FairPrice**  
Groceries & Daily Necessities  
Same price as in-store

**EMPORIUM SHOKUHIN**  
Japanese Gourmet Grocer  
Same price as in-store

**LePetitDepot**  
The French Mall  
Your daily French supermarket  
Same price as in-store



Payments and Pricing

**Transparent pricing**  
We strive to offer you the best pricing we can. Check labels below store logos to see how items are priced.

**Pay after we deliver**  
If an item is out of stock, your final receipt is adjusted before we make deductions.

**Final receipt**  
We aim to send you a final receipt 15 minutes after you have received your delivery.

- Receivers can easily navigate the web/mobile application in 4 steps:
- 1. Enter the current address
- 2. Shop at multiple stores and add items to the cart
- 3. Live tracking and updates from shoppers to customers. Substitute items if original orders are unavailable
- 4. Payment goes through the web/mobile application once the ordered items are delivered

# Apps & Comm System (Shoppers/Shippers)






**honestbee**

**FLEXI DRIVE**

-   
**Attractive Rates**
-   
**Earn Completion Bonus**
-   
**Receive more Orders**

- **Shopper bees get paid up to \$11/hr for shopping at the local store at their own schedule.**
- **Delivery bees (carriers) get paid up \$22.2 an hour to deliver groceries to customers**
- **Both shopper bees and delivery bees require background check before official employment**

-   
**Set your own schedule**  
Your family comes first. Work when it suits you and them best.
-   
**Get paid weekly**  
Keep your budget in check with weekly and timely pay.
-   
**Work close to home**  
Choose from one of our 23 hubs in Singapore.

# Traction in the Market

- **\$15Million** in Series A funding from 5 investors in 2015
- **8** more countries are added in service in Asia in 4 years
- **90K** unique monthly website visitors
- **50%** of the site traffic from the last 3 months is from direct visit
- **9** page views per user in the last 3 months

# REFERENCES

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- <https://techcrunch.com/2015/10/20/honestbee/>
- <http://www.siteworthtraffic.com/report/honestbee.com>
- <https://www.techinasia.com/honestbee-series-a-funding>