

CROWDSOURCING KAARGO

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WHAT IS CROWDSOURCING?

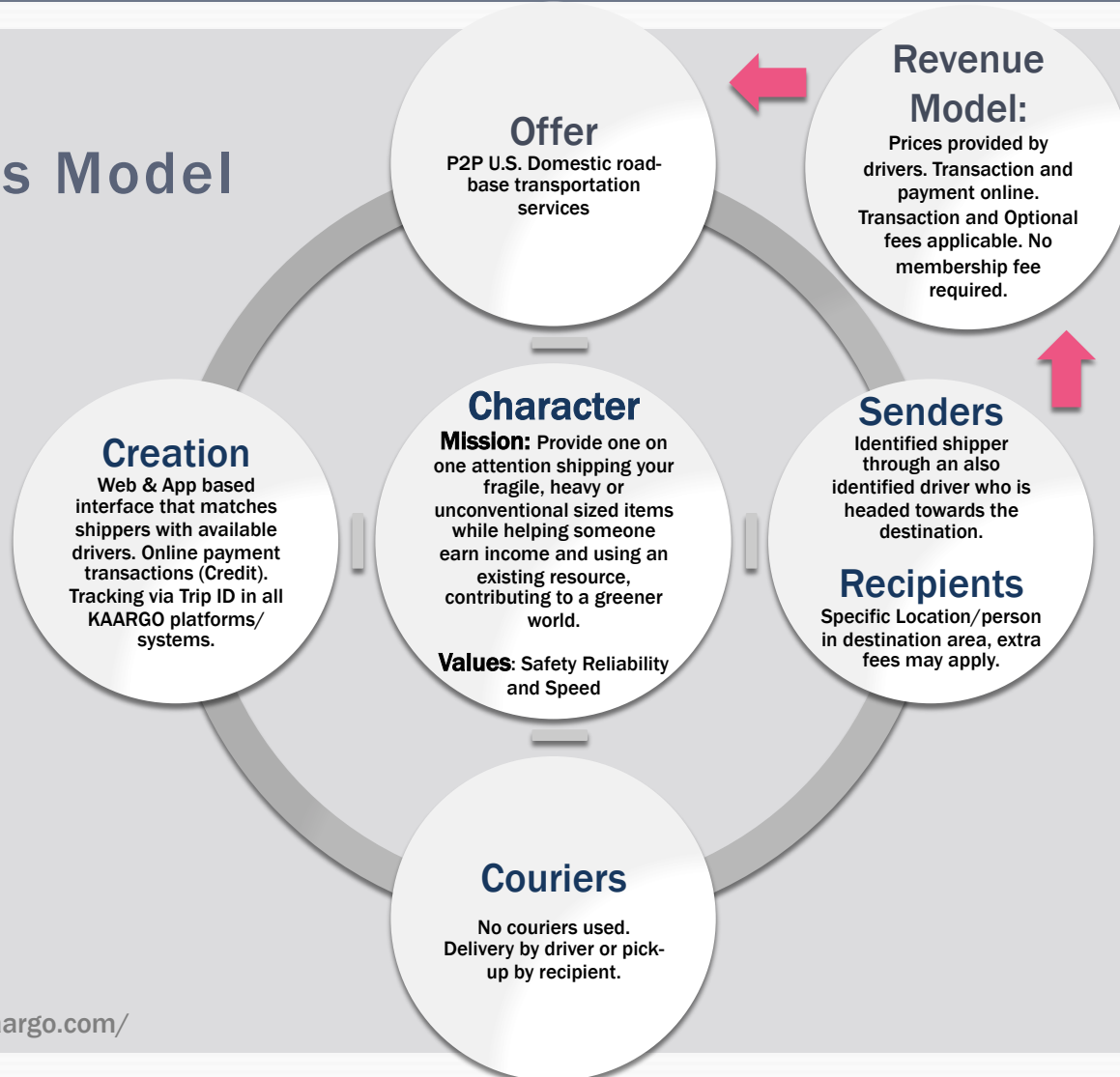
“Type of participative activity in which an individual, an institution, a non-profit organization, or company proposes to a group of individuals of varying knowledge, heterogeneity, and number, via a flexible open call, the voluntary undertaking of a task.”

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



KAARGO

■ Business Model



KAARGO

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Drivers and Shippers sign up on the Kaargo platform. Once signed up, Drivers can then Post their trips, Shippers can Post a Shipment (If they don't see an appropriate Trip for their Shipment) and all Kaargo users can browse Available Trips or Posted Shipments.

Kaargo has two types of fees, a nominal Listing fee when a Trip or Shipment is posted. Also a percentage of the total Trip fee paid by the Shipper to the Driver once a trip is purchased. Fees are charged separately.

KAARGO

■ Value Proposition

“Personal attention and peace of mind, be able to ship oddly weighted, sized or fragile items, be providing income to someone, and using an already existing resource vs. a scheduling a discrete, expensive trip via a large and impersonal carrier.”

KAARGO

■ APPS & COMM Systems

- Phone and Web application used to search, post and match shipper with driver. For registration, an available credit or debit card is needed.
- Driver sets up the price based in distance and space availability.
- Platform interacts with bank accounts for deposit and charges to drivers and customers respectively. Only payments online through the applications.
- Platform with no external advertising. Nor discounting coupons.

KAARGO

- **Track in Market**
- Raised an unknown amount from one investor by 2014. The market is still domestic (U.S.) and the page has approximately 35,405 yearly unique visitors and 72,635 unique views.
- Web traffic from the U.S. (70.68%) & India (29.32%)

REFERENCES

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- <http://www.siteworthtraffic.com/>
- <https://techcrunch.com/>
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