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)









Business Model

Creation

Web & App based

interface that matches

shippers with available

drivers. Online payment

transactions (Credit).

Tracking via Trip ID in all

KAARGO platforms/

systems.

Offer

P2P U.S. Domestic roadbase transportation services

Character

Mission: Provide one on one attention shipping your fragile, heavy or unconventional sized items while helping someone earn income and using an existing resource, contributing to a greener world.

Values: Safety Reliability and Speed

Revenue Model:

Prices provided by drivers. Transaction and payment online.
Transaction and Optional fees applicable. No membership fee required.

Senders

Identified shipper through an also identified driver who is headed towards the destination.

Recipients

Specific Location/person in destination area, extra fees may apply.

Couriers

No couriers used.
Delivery by driver or pickup by recipient.

Source: https://www.kaargo.com/

Business Model

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.

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."

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.

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%)

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