

CROWDSOURCING DELIVERY

A EMPIRICAL STUDY

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COMPANIES:

■ KOIKI



INTRODUCTION



- **NAME: KIOKI**
- **COUNTRY: SPAIN**
- **SLOGAN: GREEN DELIVERY SERVICE BY PEOPLE FROM YOUR NEIGHBORHOOD**
- **FIXED PRICES, 1.85€ FOR RECEIVED AND DELIVERED AND 7.85€ FOR SHIP(UP TO 5 KG)**
- **LAST MILE DELIVERY**
- **OFFER: DELIVER AND PICK UP PARCELS OR LETTERS AT THE EXACT TIME SPECIFIED BY THE FINAL CONSUMER.**

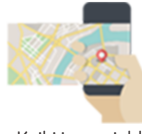
HOW IT WORKS

1. SHOP ON-LINE



Shop anywhere online and ship to your Koiki's address

2. SHIP TO YOUR KOIKI'S ADDRESS



Your Koiki is a neighbor living near you

3. SCHEDULE YOUR DELIVERY



As soon as the transport company delivers the package to your Koiki he will contact you, and you will specify the timing

4. GET YOUR STUFF



You will receive the package in your home at the time you want

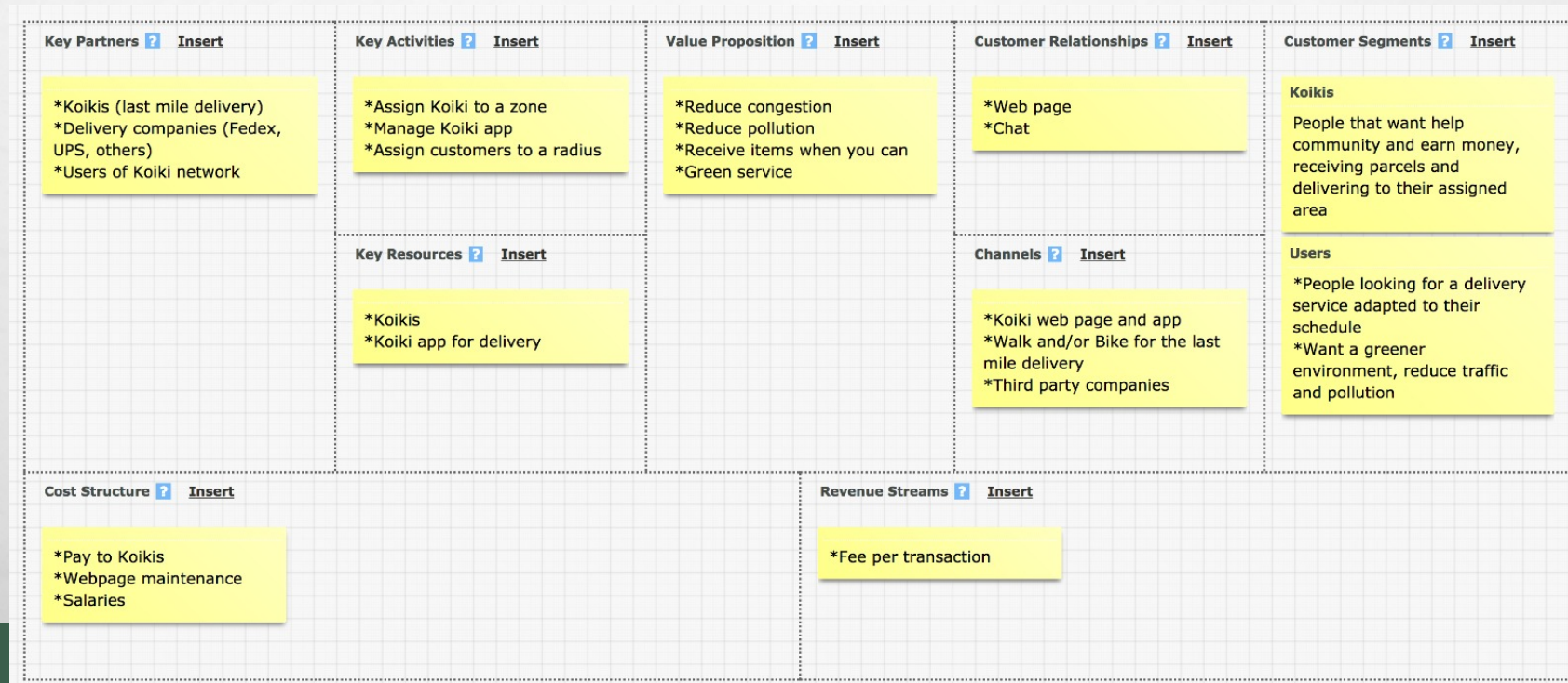
DELIVERY:

- **FIND OUT THE KOIKIS THAT WORK IN YOUR NEIGHBORHOOD (MIGHT BE A ACQUAINTANCE)**
- **WHEN YOU SHOP ONLINE, SHIP TO YOUR PERSONAL KOIKI SHIPPING ADDRESS**
- **YOUR KOIKI WILL DELIVER TO YOU AT THE EXACT TIME THAT YOU DECIDED**

SHIPPING:

- **CONTACT THE KOIKI IN YOUR NEIGHBORHOOD**
- **THE KOIKI WILL PICK UP AT HOME AND SEND THE PARCEL TO THE POST OR EXPRESS COMPANY**
- **STATUS VISIBILITY**

BUSINESS MODEL: CANVAS



RESOURCES

- **COURIERS: DEDICATED COURIERS FROM SUPPLIER TO “LOCAL HUB”, NONPROFESSIONAL EXPERIENCE REQUIRED, ALSO GIVES JOBS TO DISABLED PEOPLE AND ONGS. THE DELIVERY IS PERFORMED BY WALK OR BIKE.**
- **CHARACTER POLE: COMMUNITY ORIENTED**
- **B2C FROM PARCEL SERVICE TO KOIKI**
- **P2P DELIVERY METHOD FOR LAST MILE**
- **COMMUNICATION METHODS (MOBILE APP, WEBSITE KOIKI.EU, FORUM, FACEBOOK, MASSAGING SYSTEM TO PRIVATE)**

OTHERS

- **ENVIRONMENTAL FRIENDLY SERVICE**
- **REDUCE CARBON FOOTPRINT LESS TRANSPORTATION TRUCKS ON THE ROAD**
- **HELP YOUR NEIGHBORHOOD TO BE LESS TRAFFIC CONGESTION AND CARBON FREE.**
- **GIVES JOBS TO DISABLED PEOPLE AND ONGS.**

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