

LUGG

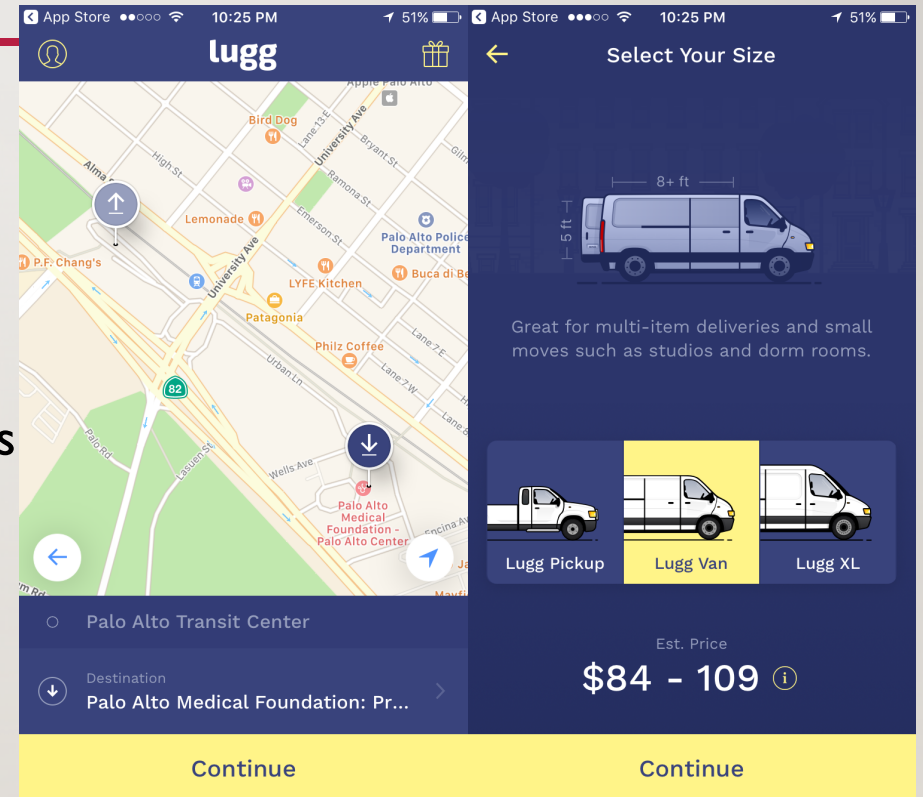
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INTRODUCTION

- Crowdsourced moving company
- Connects you with a truck and two movers
- Costs vary depending on loading/unloading labor, miles traveled and class of vehicle requested
- Area of coverage includes San Francisco Bay Area and Los Angeles with drop off within 150 miles
- Available Mon-Fri 9am-9pm, Sat-Sun 9am-8pm

APP

- Download app and set pick up location
- Click a picture of item to be moved
- Two movers and truck are instantly on the way
- Earn credits on referrals through app and new sign ups



TARGETED AUDIENCE

- In store purchases from stores and has partnered with over 17 stores including Costco, IKEA, Pottery Barn, Home Depot etc.
- To move Craigslist purchases
- Make donations of electronics, clothing, other items to goodwill
- Moving furniture from street to home
- Disposal of junk to junkyards

ITEMS TRANSPORTED

- No limit on number of items transported as long as they fit on truck
- ETA is 15 mins to an hour
- Lugg can be scheduled in advance
- Items transported inside to where they need to be placed
- Only one pick up and drop off per truck
- Will not assemble/disassemble furniture
- Will provide Certificate of Insurance in case of building requirements

REVENUE MODEL

- Pick up truck

\$25 base + \$1.75 per mile + \$1.25 per min of labor

- Cargo van

\$45 base + \$2.25 per mile + \$1.25 per min of labor

- Box truck or sprinter vans

\$75 base + \$2.25 per mile + \$2 per min of labor

Estimate available before ordering

Labor charge only for loading/unloading

Driving time not charged, only charged per mile

\$25 charged as pre authorization fee which is refunded immediately

LUGGERS (MOVERS)

- Luggers with trucks/cargo vans can make up to \$35/hour
- Pay is lower for helpers and those without their own vehicle
- Plus 100% of tips
- Paid at the end of each day
- Movers are first given background screenings and few trial runs

EXPANSION PLANS

- App currently available only on iOS, plans to include Android
- Expansion of service area with a view to replace options like U-Haul

REFERENCE

- <https://lugg.com>
- <https://techcrunch.com/2015/08/26/lugg-an-app-for-on-demand-short-distance-moves-raises-3-8-million/>
- <https://www.yelp.com/biz/lugg-san-francisco-4>
- <https://twitter.com/lugg?lang=en>