

Jiaxin Lin

## Introduction:

- Headquarters: Melbourne, Australia
- A platform that connect retailers, customers and movers through combining it innovative app with a curated fleet of independent and commercial couriers
- Categories:

Transportation, Last-mile, Platform

Goal:

reinvent the final stage of last mile by making it simpler, smarter and seamless

## **Business:**

• Communication:

Арр

Service Districts:

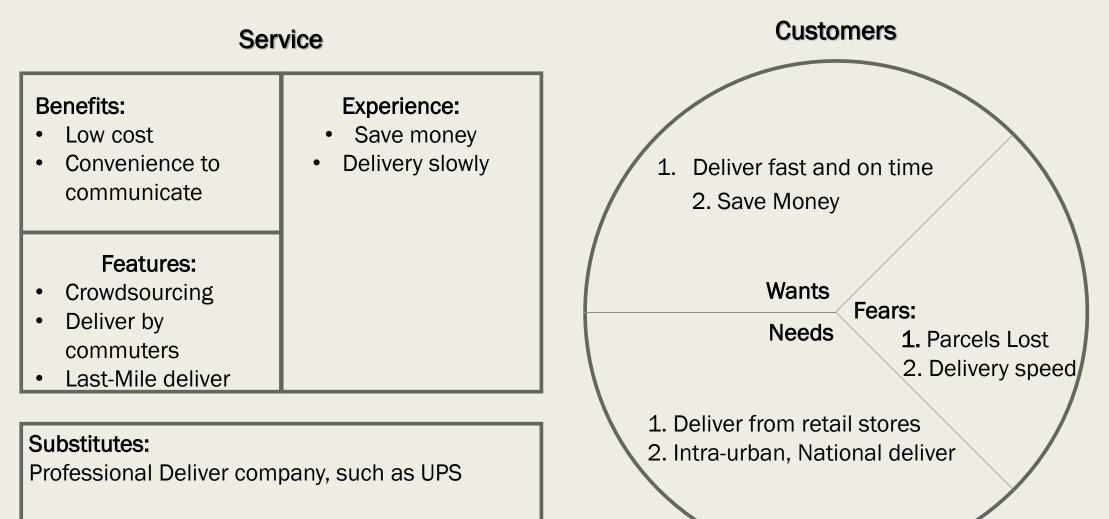
Australia

Service objects:

Large retailer, Small-medium retailer, Stores, personal deliveries

Melbourne's first crowed-sourced delivery service

## Value Proposition Canvas



#### **Business model components**



Couriers: Non-professional dedicated couriers, commuters

Revenue Model: Negotiated Price

# Gains

For customers	For Company	For society
<ol> <li>Save money</li> <li>Safe</li> <li>Convenience to pay</li> <li>Convenience to communicate with couriers</li> </ol>	<ol> <li>Low deliver cost</li> <li>Online purchase</li> <li>Low communication cost (App)</li> <li>A lot of service objects</li> </ol>	<ol> <li>Minimize the environmental footprint</li> <li>Create wealth</li> <li>Offer an opportunity for people who want to dedicated themselves to delivery</li> </ol>