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CROWDSOURCED DELIVERY ANALYSIS: MEEMEEP

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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:

App

- Service Districts:

Australia

- Service objects:

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

- Melbourne's first crowd-sourced delivery service

Value Proposition Canvas

Service

Benefits: <ul style="list-style-type: none">• Low cost• Convenience to communicate	Experience: <ul style="list-style-type: none">• Save money• Delivery slowly
Features: <ul style="list-style-type: none">• Crowdsourcing• Deliver by commuters• Last-Mile deliver	

Substitutes:
Professional Deliver company, such as UPS

Customers



Business model components

Clients:
P2P

Offer:
Deliver a Parcel
Intra-urban/National

Character:
Community Human
Trust

Couriers:
Non-professional
dedicated couriers,
commuters

Revenue Model:
Negotiated Price

Gains

For customers	For Company	For society
<ol style="list-style-type: none">1. Save money2. Safe3. Convenience to pay4. Convenience to communicate with couriers	<ol style="list-style-type: none">1. Low deliver cost2. Online purchase3. Low communication cost (App)4. A lot of service objects	<ol style="list-style-type: none">1. Minimize the environmental footprint2. Create wealth3. Offer an opportunity for people who want to dedicated themselves to delivery