

# ISyE 6339

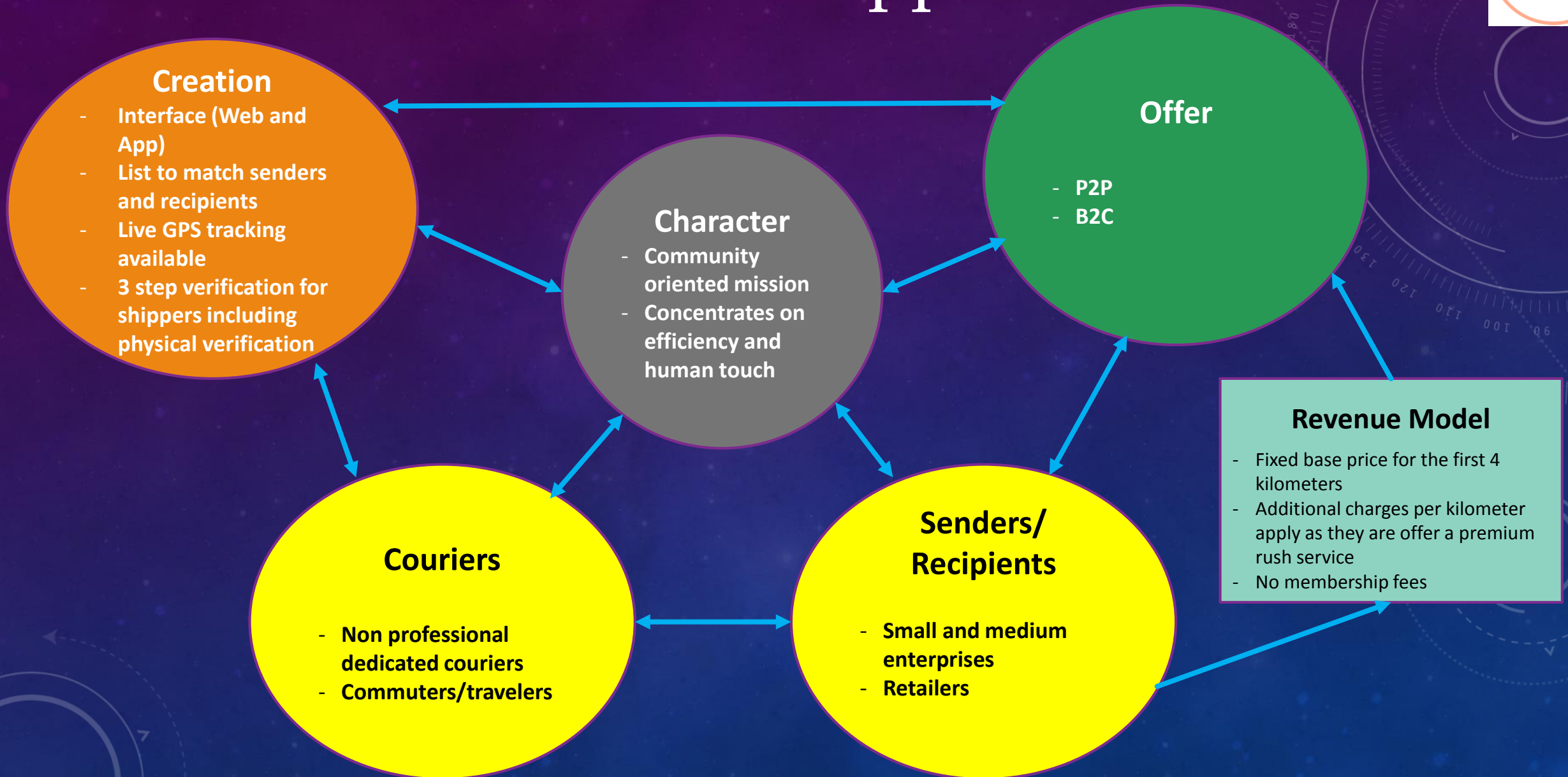
## Empirical Study – Crowd-shipping Businesses



BY

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# Business Model - mShipper



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## Key Partners



- Technology Partners
- E-commerce / Retail partners
- Courier Partners

## Key Activities



- Community building
- Brand network expansion
- Partnership development

## Key Resources



- Brand network
- Online community
- Driver community
- Institutional investors

## Value Propositions



- Same day delivery
- Delivery when the customer wants it
- Advantages for the driver to do deliveries according to his schedule
- Cost savings on delivery
- Real time tracking of packages

## Customer Relationships



- Social engagement
- Customer service

## Channels



- Mshipper's website
- Mobile App
- Social Media
- Non professional dedicated couriers
- Commuters/travelers

## Customer Segments



- Consumers ( Daily shoppers)

## Cost Structure



- Community management and customer service
- Platform development

## Revenue Streams

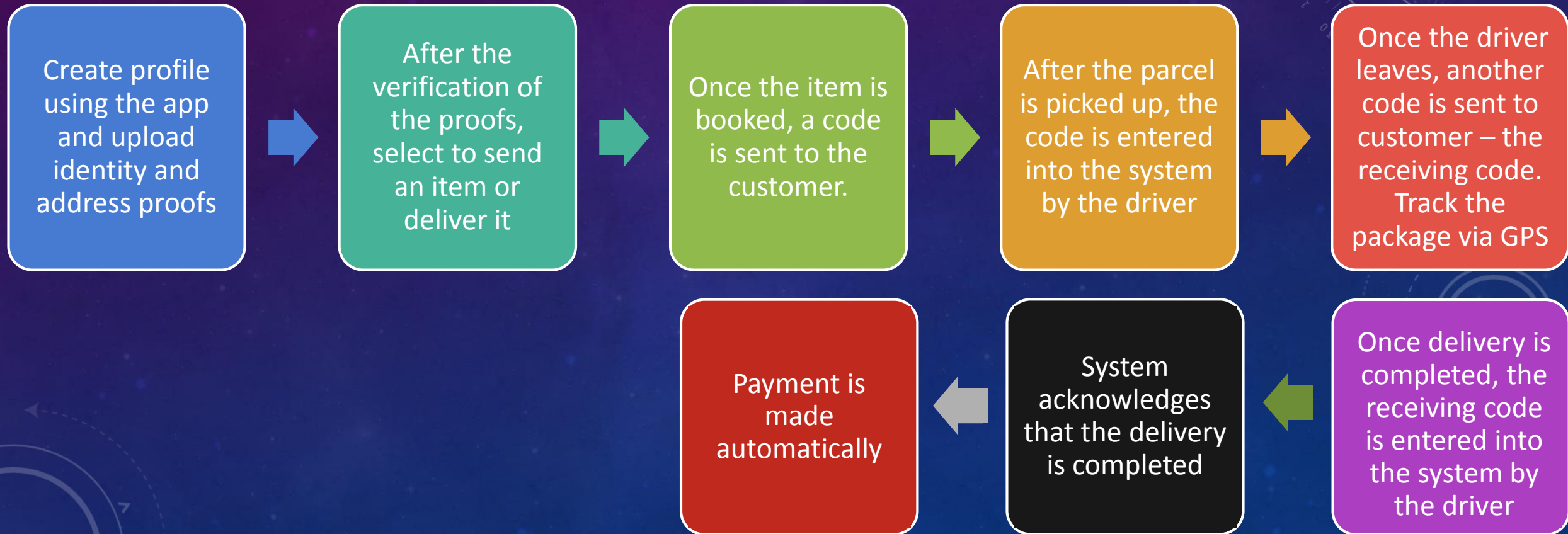


- Receive a share of the transactions that take place for orders



# mShipper – App and what it does?

- App is easy to use once the registration process is completed.
- Process is as follows:

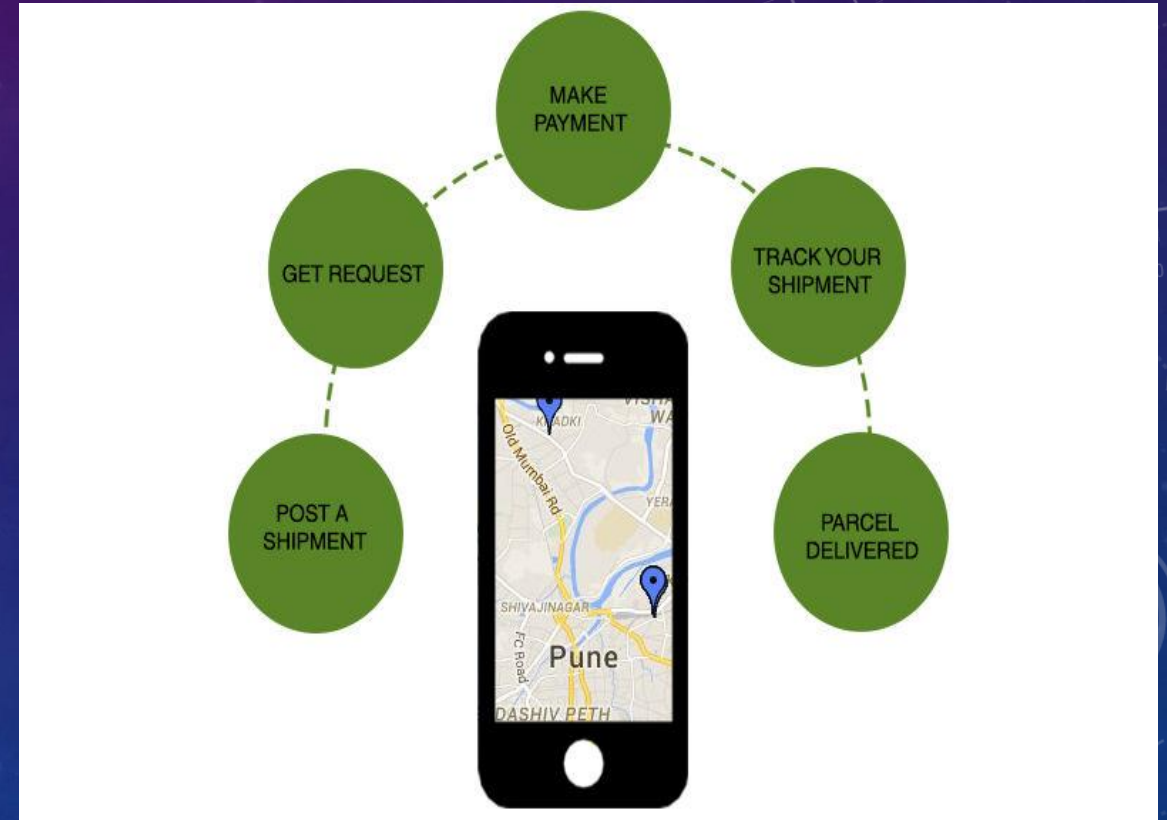




# mShipper – for shippers and drivers



- For Drivers:
  - Check the app for any deliveries to be made
  - Find a route convenient for you to deliver through
  - Get paid after delivery
- For Shippers:
  - No delivery no payment
  - Pick up in 30 minutes
  - Delivery in about 90 minutes
  - Cash on Delivery options
  - Most importantly - LogHold



# mShipper – LogHold



- Innovative approach by mShipper – LogHold
- What it does?
  - mShipper reaches a delivery point and the receiver is not available then the shipment doesn't go back
  - The mShipper contacts other mShippers who are near the location and are willing to hold onto the package until the receiver is back home.
  - No delay for receiver.
  - Safety is not compromised
  - No extra cost of redelivery because the shipment is very close by for re-delivery

# mShipper – How well is it doing?



- 8000+ shippers base
- 110 SMEs registered and using mShipper
- Raised a funding of 71000\$ since its inception
- Acquired a company called Speiler for app development
- 400 orders a day and a revenue of 20% of delivery charges on a daily basis
- Based on current Indian market, mShipper is likely the leading crowdshipping platform in the country
- Market Traction : New companies are coming up in India in this sector.
- mShipper is mostly restricted to New Delhi. Needs expansion.
- Internationally, it is still falling behind its competitors like Deliv