ISyE 6339 Empirical Study – Crowd-shipping Businesses



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Business Model - mShipper



Creation

- Interface (Web and App)
- List to match senders and recipients
- Live GPS tracking available
- 3 step verification for shippers including physical verification

Character

- Community oriented mission
- Concentrates on efficiency and human touch

Offer

- P2P
- B2C

Couriers

- Non professional dedicated couriers
- Commuters/travelers

Senders/ Recipients

- Small and medium enterprises
- Retailers

Revenue Model

- Fixed base price for the first 4 kilometers
- Additional charges per kilometer apply as they are offer a premium rush service
- No membership fees

Business Model - mShipper



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



VALUE

PROPOSITION

- 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

Customer Segments



Consumers (Daily shoppers)

Channels



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

Cost Structure



- Platform development



Revenue Streams



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

Source: www.businessmodelgeneration.com

mShipper – App and what it does?



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

Create profile using the app and upload identity and address proofs



After the verification of the proofs, select to send an item or deliver it



Once the item is booked, a code is sent to the customer.



After the parcel is picked up, the code is entered into the system by the driver



Once the driver leaves, another code is sent to customer – the receiving code.

Track the package via GPS

Payment is made automatically



System acknowledges that the delivery is completed



Once delivery is completed, the receiving code is entered into the system by the driver

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