



Founded: 2013 (as Easybring)

Headquartered: Norway

Cities served: Norway, UK (separate markets) already traveling.

Target Market: Private consumers looking to move goods quickly and cheaply. Individuals looking to monetize their travel in by carrying items on routes they are already traveling.

Character

Send it with someone going that way, anyway

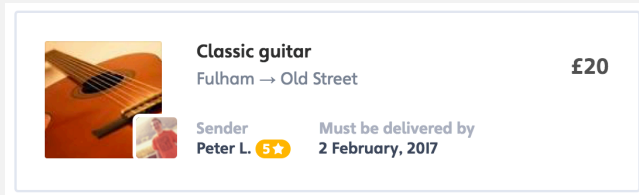
Human
Trust
Efficiency

Value Proposition

Send things easily and cheaply around the country.

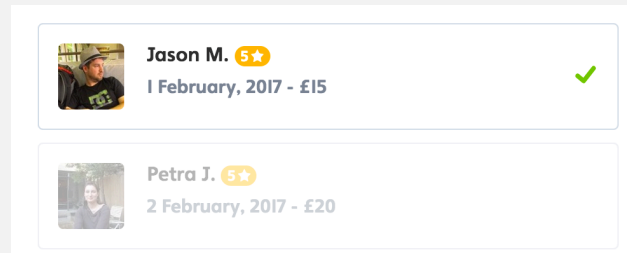
Make money when travelling with no extra effort.

CREATION



Classic guitar
Fulham → Old Street £20

Sender: Peter L. 5★
Must be delivered by: 2 February, 2017



Jason M. 5★
1 February, 2017 - £15 ✓

Petra J. 5★
2 February, 2017 - £20



A diagram illustrating the agreement phase. On the left is a photo of a driver wearing a cap and a dark t-shirt. On the right is a photo of a customer in a red t-shirt. A green line connects the two photos, with a green hexagon containing a white checkmark in the center.

I. Post your delivery

Simply post your shipment on Nimer. We'll walk you through the whole process.

2. Receive delivery offers

Bringers will contact you with offers when they can deliver your shipment.

3. Strike a deal

Choose a bringer and agree on pickup and delivery times.

Operations differentiators:

- Nimer's unique pricing algorithms
- Positive impact on environment by reduced emissions
- Drivers are already driving the route anyway
- No packaging of items required
- Pets are allowed

KEY RESOURCES

Offer

P2P Delivery in Norway/UK markets

- Intercity
- Intracity
- Last mile

(B2B courier services offered as well)

Couriers

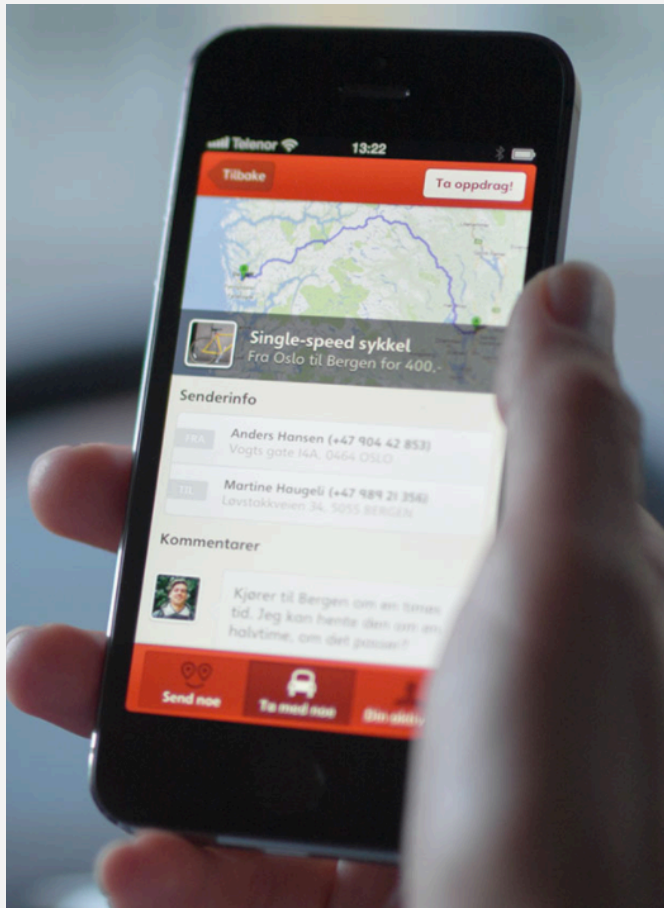
- Private individuals (commuters, travelers)
- Small scale commercial companies (“man with a van”)



Sender: Private Individual

Recipients: Private Individual

APPLICATION



- Desktop and App access to service
- All communication through the platform
- Routing suggestions are available
- No real-time tracking

FINANCIALS

Revenue Model

- Negotiated prices
 - Senders choose price but are given recommended “fair market” guidance
- Company takes a “matching fee”

Cost Structure

- Platform Development Hosting
- Salaries
- Marketing

Business Performance

- Norwegian Nimber users have reported making up to £50,000 delivering items
- 60,000 users in its native Norway (0.6% of the Population)
- Has received \$3M in startup funds