PACKATOR
Crowdsourcing Company Business

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Business Model

● **Offer Pole**
- Deliveries of packages
- Opportunity for unprofessional persons to send packages : P2P
- Opportunity for companies to send packages or products to customers : B2B
- In both cases, a courier comes directly where the client is to send its package where he wants to.

● **Creation pole :**
- Two interfaces : a website and an application downloadable on Play Store or Apple Store
- Algorithm to assign the carrier to the sender
- Possibility of tracking the package
- Insurance of $1000 provided by PACKATOR for each delivery

● **Character pole :**
- Community oriented, Human and Trust
- Safety with the insurance on all deliveries

Business Model

● **Courier Pole :**
- The website offers two options : « City Now » and « Easy Economy »
- « City Now » for the deliveries within the German cities with travelers or unprofessional couriers
- « Easy Economy » for the national and international deliveries with professional couriers

EASY ECONOMY

Pickup within 60 minutes, professional packaging and worldwide shipping

No matter if you are sending a gift to a friend, a care package for a distant relative or your online sales – We pick up whatever you want, package it professionally and ship it, nationally and internationally.

📍 berlin   📍 leipzig   📍 munich

📍 potsdam   📍 dresden

CITY NOW

From A to B in 2 hours tops

Request a pickup from and we come over within 60 minutes or when you want us to, and deliver your shipping right away, everywhere in the city.

📍 berlin   📍 leipzig   📍 munich

📍 potsdam   📍 mannheim   📍 karlsruhe

📍 dresden

● **Sender/Recipient Pole :**
- Both can be Private Individuals
- Both can also be Professional Companies (E-Commerce, local stores or Offices)
- Option « PACKATOR 4 Business » designed for professional companies

Business Model

● Six main cities for the option « City Now » :
- Munich
- Berlin
- Leipzig
- Dresde
- Mannheim
- Karlsruhe
- Dresden
- Potsdam

● With the option « Easy Economy », the departure of the delivery must be in one of the six city
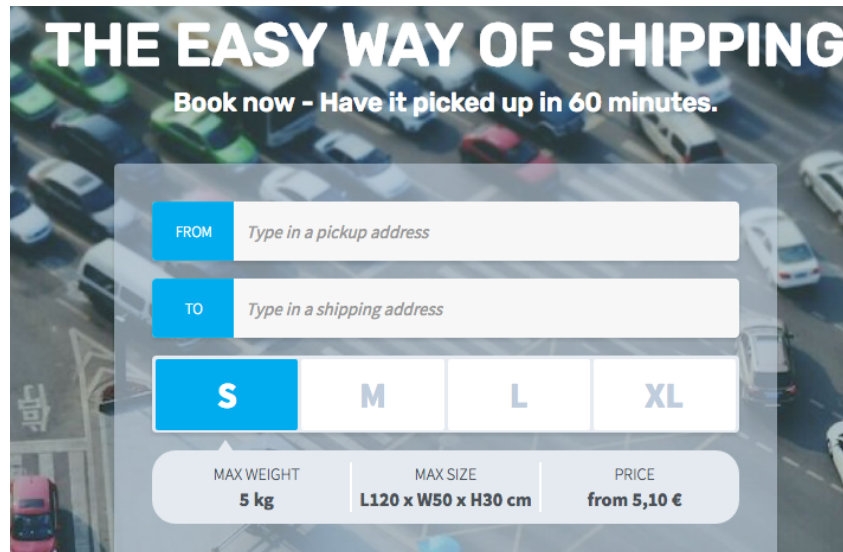

Main cities of Packator

Business Model

● **Revenue Model :**

- The price is computed in function of the distance and the size of the package
- 4 possible sizes with a maximal weight and maximal dimensions (S,M,L,XL)
- Couriers can earn up to $15 per hour
- For the customer point of view, the price is fixed and he cannot negotiate it
- For professional companies' deliveries, additional fees for packaging

Business Model

Creation

-Website
-Application
-Tracking package
-Algorithm to assign courier
-Insurance of $1000

Character

-Community oriented
-Human
-Trust
-Safety

Offer

-B2B
-P2P
-Intra-Urban
-National
-International

Couriers

-Travelers
-Unprofessional Couriers
-Professional Couriers

Senders / Recipients

-Private individual
-Companies : E-Commerce, Local Stores

Revenue models

-Prices fixed by the companies
-Additional fees for packaging
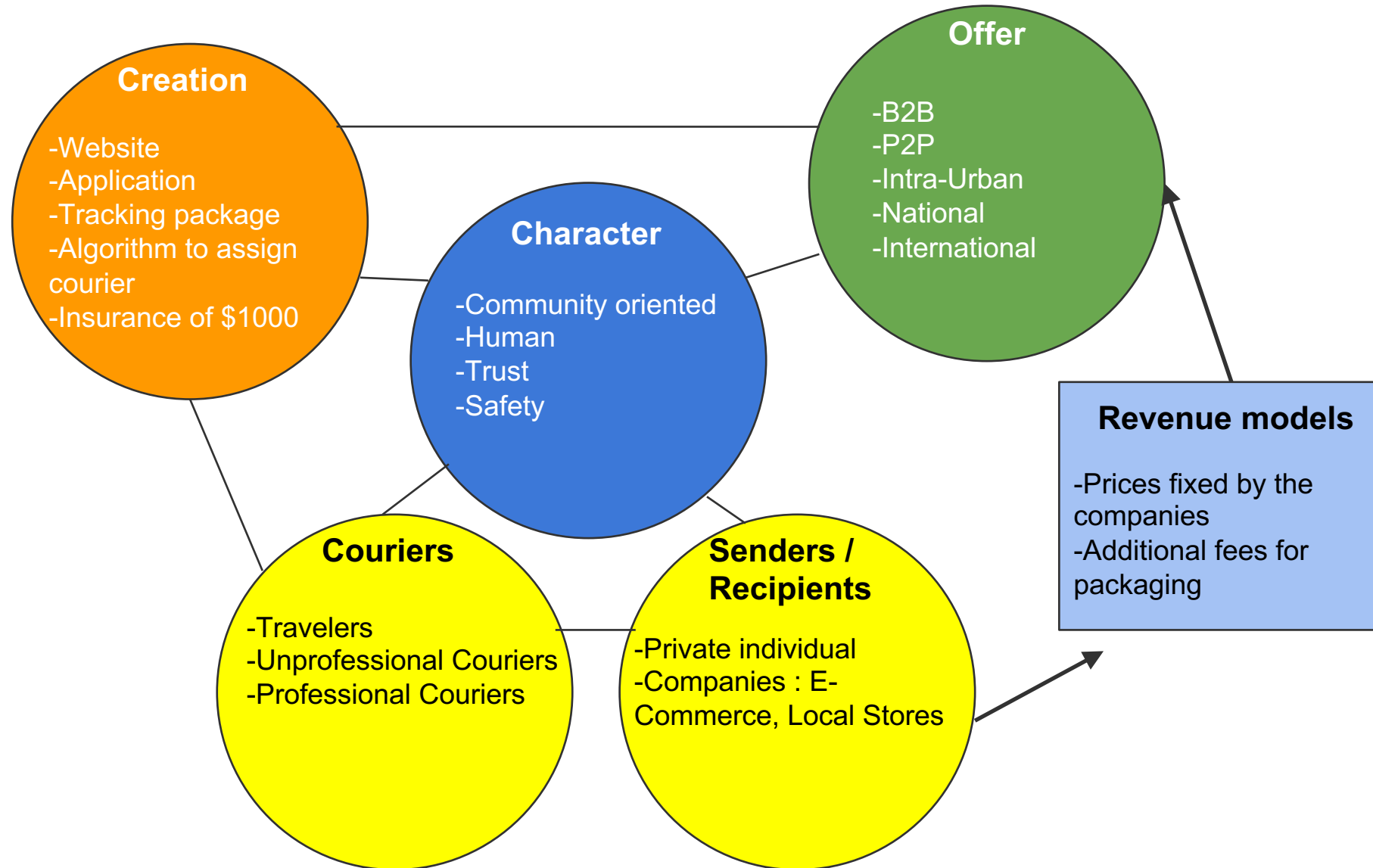
Analyse of the application

- Application like Uber using geolocalization
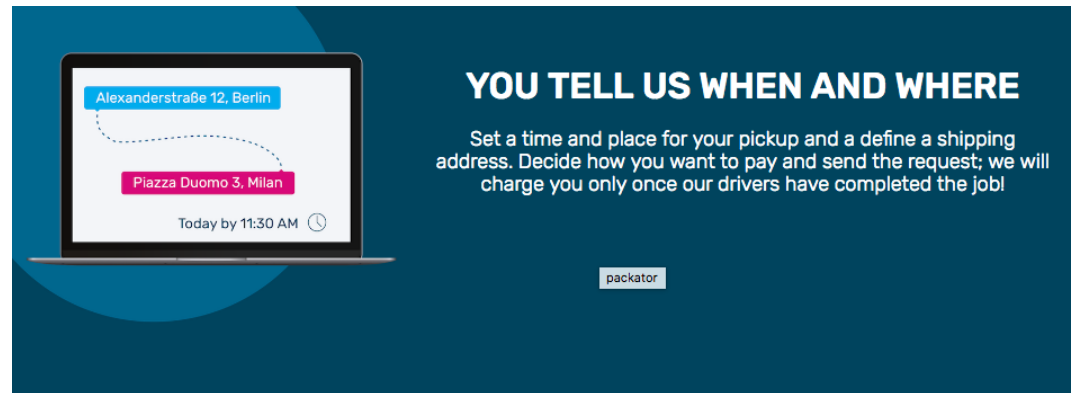- The client selects on a map the place where he is located and then selects - the final destination of the delivery
- « Menu infos » to help the client with the Job History, Account, FAQ, Service
- It is necessary to enter the client's address and the client's credit card.
- Some tricks are given to the client, example : snapping the object to deliver to help the courier to visualize
- The application does not support delivery from the US. It is important to be in Germany
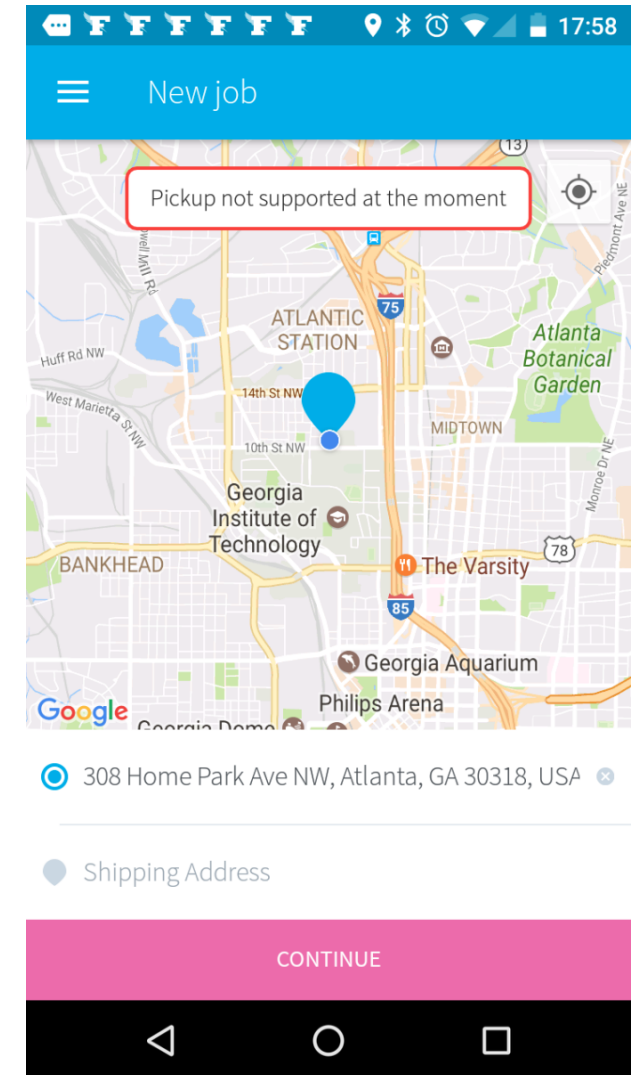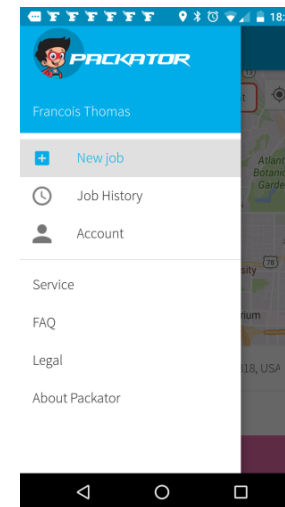
Communication and Information on the website

● For the sender, on the website :

- Short presentation of the application for the sender : 1 : "you tell us where you are"; 2 : "we pick up your goods" ; 3 : "your things are shipped"

- Information to reassure the sender

YOU TELL US WHEN AND WHERE

Set a time and place for your pickup and a define a shipping address. Decide how you want to pay and send the request; we will charge you only once our drivers have completed the job!

Alexanderstraße 12, Berlin
Piazza Duomo 3, Milan
Today by 11:30 AM

packator

SECURE

Reliable drivers, professional packaging, top carriers and secure payments; our efforts are focused on ensuring your goods a safe trip, no matter if short range or globally.

INSURED

We put our best efforts on securing and protecting your goods. Should life happen, we've got you: All of our shippings are covered by Allianz for up to 1.000€.

● For the courier, on the website :
- Couriers are called "HEROES"
- Explain how to become a HERO on the website
- Possibility to apply for becoming a HERO

Business Performance

● Weak statistics :
- Number of like on Facebook : 2106 likes
- Number of followers on Twitter : 50 followers
- Not enough ratings on Apple Store to give a grade for the application
only 6 employees

● Due to :
- Competition with professional transporters (DHL, UPS)
- Competition with others crowdsourcing companies
- A limited market essentially in Germany

PACKATOR is essentially in Germany