

# ISyE 6339

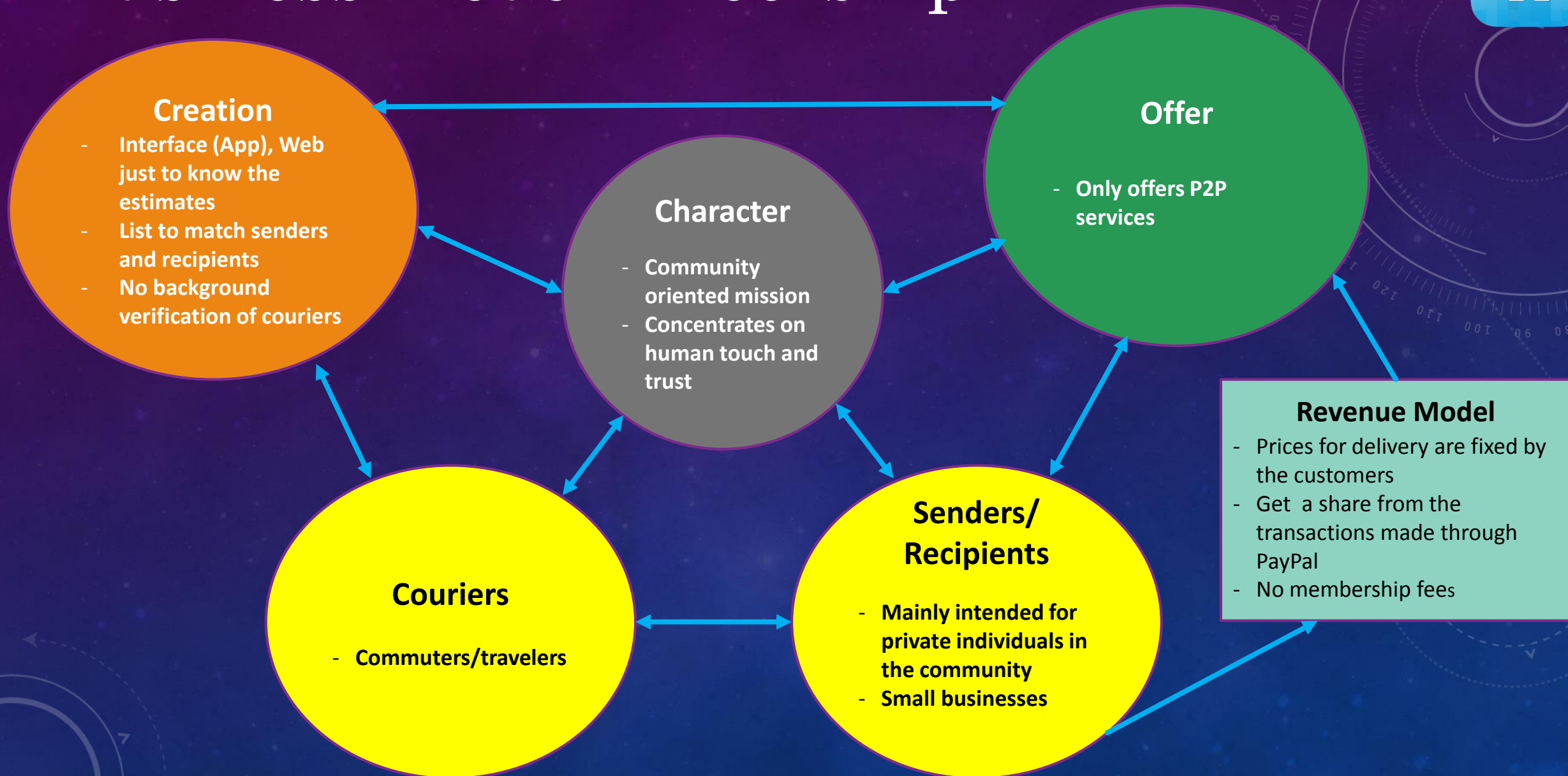
## Empirical Study – Crowd-shipping Businesses



BY

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# Business Model - Peership



# Business Model – Peership



## Key Partners



- Technology Partners

## Key Activities



- Community building
- Brand network expansion
- Partnership development

## Key Resources



- Online community on social media
- Driver community

## Value Propositions



- Same day delivery
- Customer can request the item that he/she requires
- Cost savings on delivery
- Real time tracking of packages

## Customer Relationships



- Social engagement
- Customer service

## Customer Segments



- Consumers ( Daily shoppers )

## Channels



- Peership's Mobile App
- Social Media
- Commuters / travelers

## Cost Structure



- Community management and customer service
- Platform development

## Revenue Streams



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

Source : [www.businessmodelgeneration.com](http://www.businessmodelgeneration.com)

# Peership – App and what it does?



- Download app directly or
- Register mobile number in the website- app is messaged to the number
- Simple process of delivery:

Select  
item for  
delivery

Give  
location  
for  
delivery

Automatic  
payment  
after  
delivery

# Peership – for drivers



- Sign up with a Facebook account or a google account
- Once app is downloaded, switch to – Deliver on my way option
- App shows if any items are to be delivered around your location
- Payment via Paypal – 10\$ minimum cashout threshold

Select  
items to  
be  
delivered

Select the  
route  
appropriate  
for you to  
deliver

100%  
payment to  
drivers. No  
commission  
is taken by  
Peership

# Peership – Market Performance



- Peership, although has a reasonably good business model, it is not thriving in the market.
- Reasons?
  - Presumably because its networking is not good. Database is not sufficient to pull off something of this sort.
  - Without taking commission for each delivery, it has low profit margin and high risks involved.
  - No tie-ups with big retailers to boost its funding.