



AVOID THE TRIP.  
**PigeonShip**

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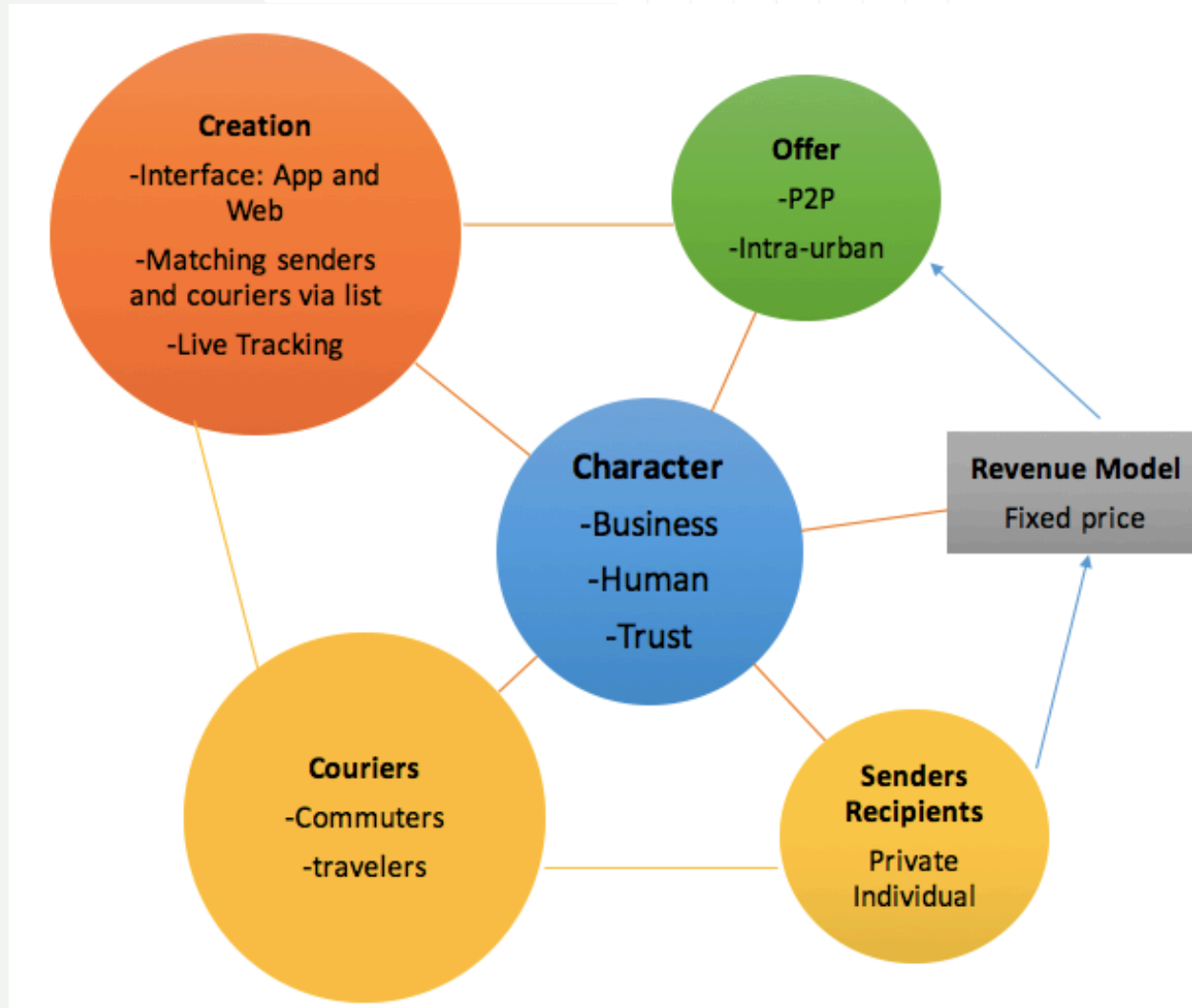
CREATING THE NEXT®

## BACKGROUND & VALUE PROPOSITION



- Founded in 2011 by Jared Overton in Utah
- “Ship almost anything, anywhere, anytime”
- PigeonShip offers a service to connect individuals with couriers who are willing to pick up and deliver packages
- PigeonShip offers to deliver almost any item of any size to anywhere you choose at a specified time
  - Offers to deliver anything from flowers, to urgent documents, to pets
  - Offers to deliver same-day and on weekends and holidays
- PigeonShip also offers classifieds, restaurant, and grocery delivery

# TETRAHEDRAL BUSINESS MODEL FRAMEWORK

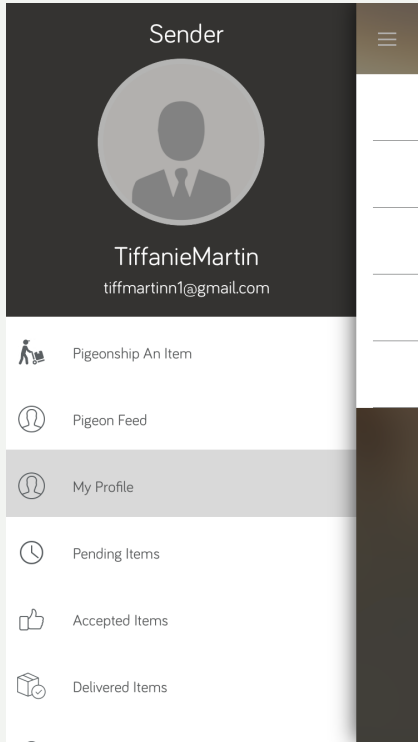


# NORMATIVE TAXONOMY BUSINESS MODEL FRAMEWORK

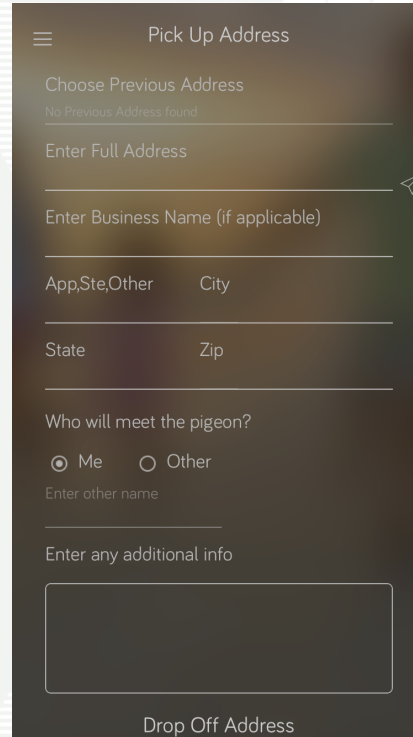


	PigeonShip
<b>Customers</b>	Senders and recipients Couriers: any individual can be a courier; couriers are not hired by PigeonShip.
<b>Value proposition</b>	For senders and recipients: ship almost anything, anywhere, anytime. For couriers: extra money on the commute already made.
<b>Competitive strategy</b>	Low prices compared to same day commercial parcel services.
<b>Position in the value network</b>	Direct contact with customer, bridge between sender and courier.
<b>Internal organization and capabilities:</b>	Payment processing through web/app is for delivery fee. Not capable of processing payment from store/restaurant. Notification sent to couriers' phones if package to be delivered is near courier.
<b>Logic of revenue generation</b>	Margin from cost of delivery. Delivery is a fixed price but dependent on distance/item size/delivery speed requested. Sender can increase price willing to pay from base price for a faster response from a courier. Cannot decrease price willing to pay.

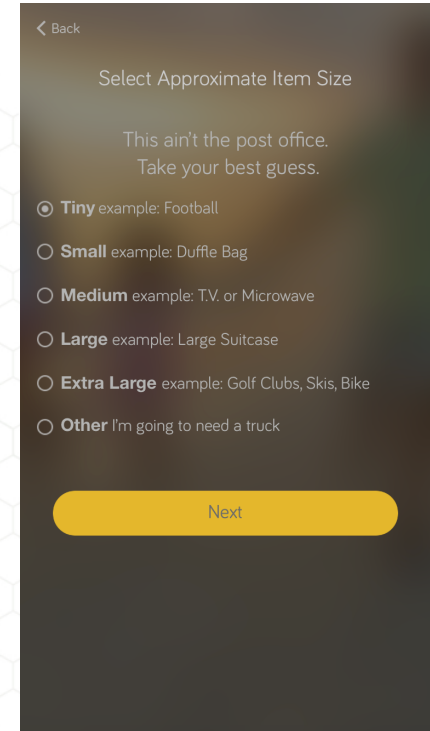
# MOBILE APP: SENDER PERSPECTIVE



Download app, create profile  
& enter credit card information

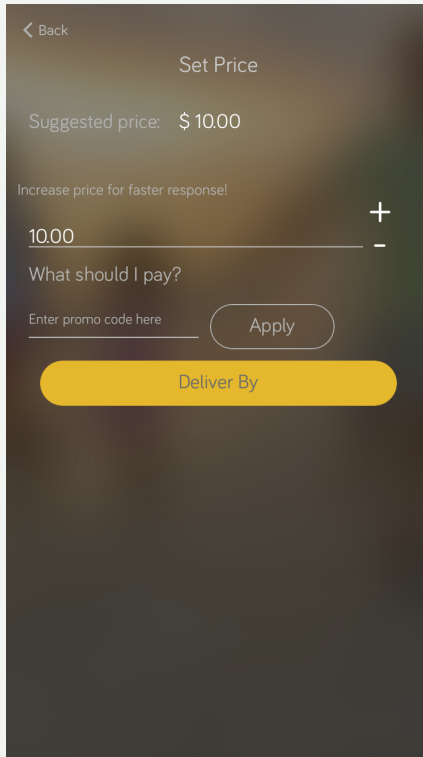


Enter pick up & drop off address &  
who will meet courier to pick  
up/drop off

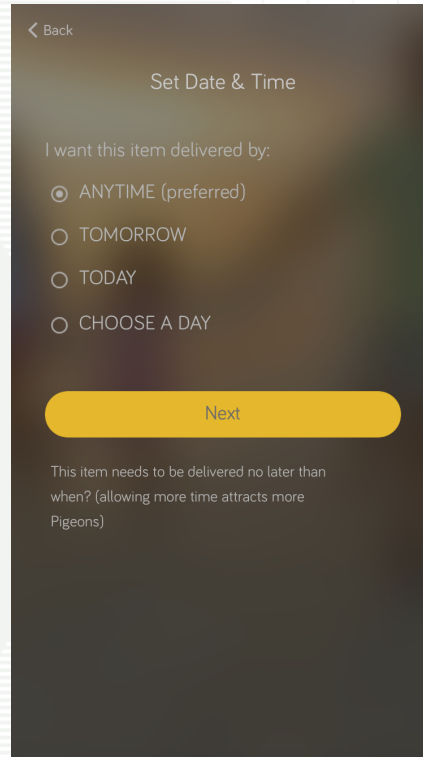


Enter size of item

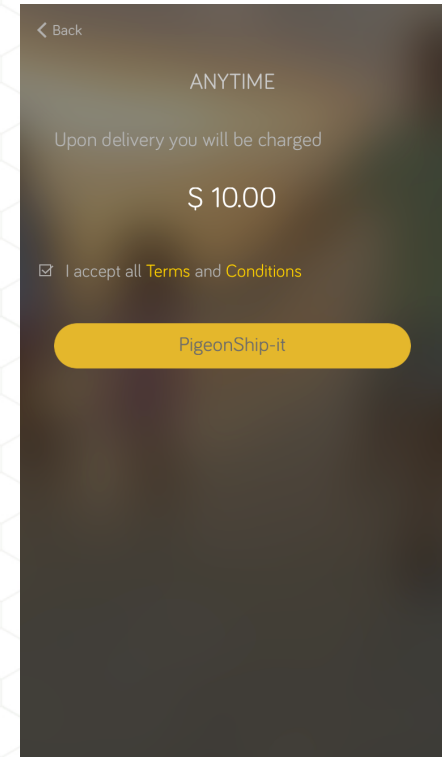
# MOBILE APP: SENDER PERSPECTIVE CONT.



Set price. Can increase price willing to pay from base price for a faster response from a courier. Cannot decrease price willing to pay.



Set date & time to deliver by

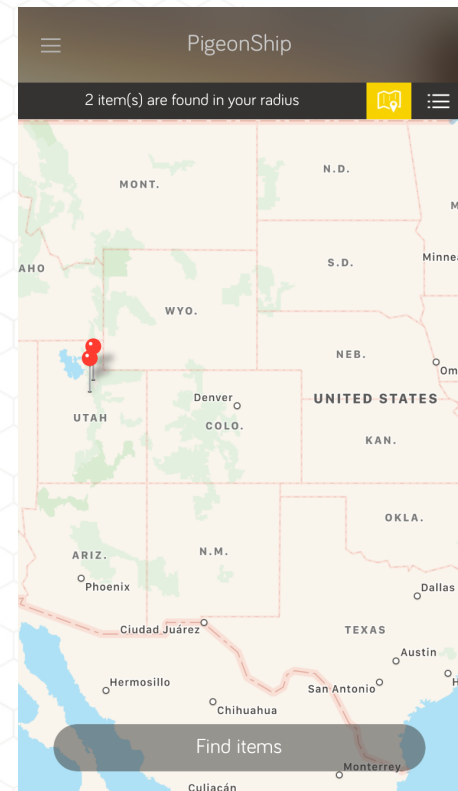
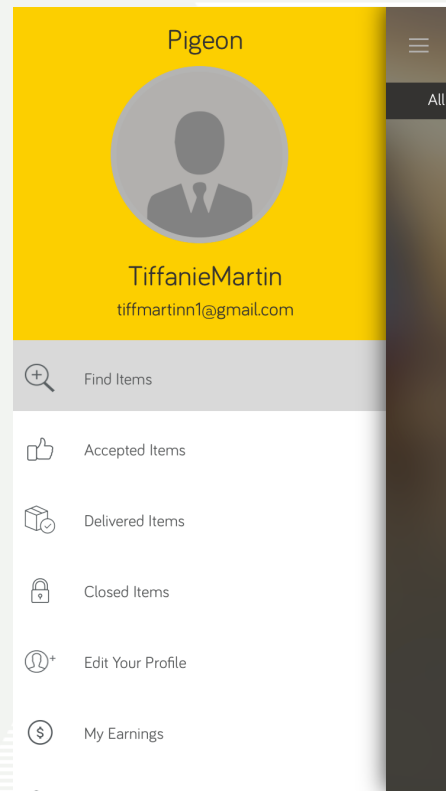


Tap "PigeonShip-it"

# MOBILE APP: COURIER PERSPECTIVE

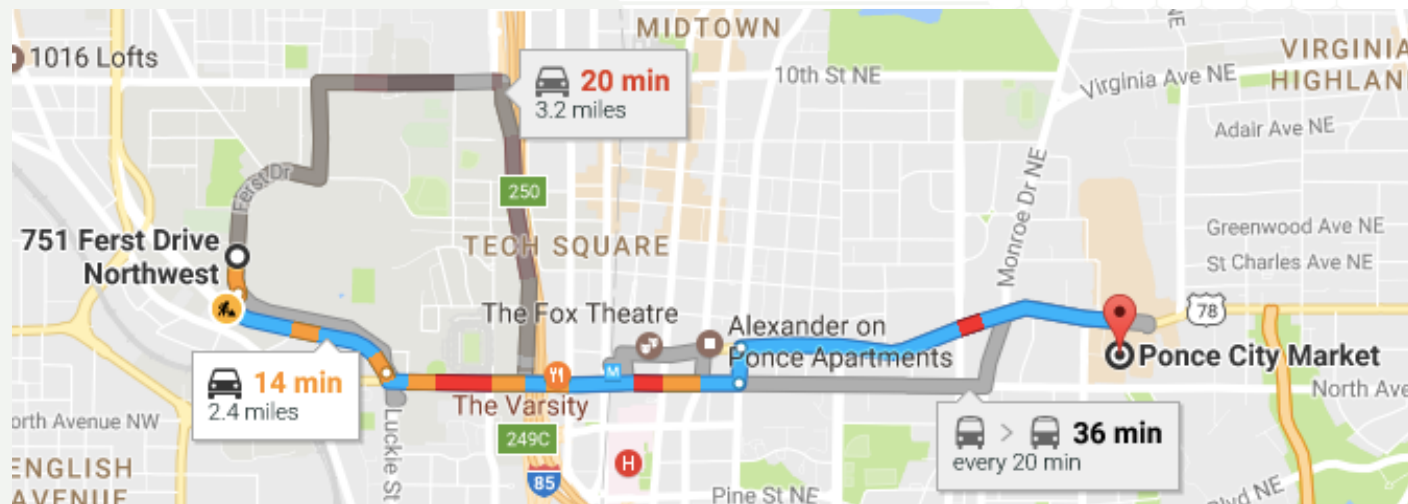


- Download app and create profile
- Start commute
- Receive text if an item to be delivered is available on your route
- Accept to deliver
- Pick up item
- Deliver item
- Get paid



## EXAMPLE DELIVERY

- Requested delivery from ISyE Complex to Ponce City Market on a non-holiday weekend evening
  - Base price for small, medium, large item = \$10
  - Base price for extra large item = \$20
  - Base price for item needing a truck = \$50





## MARKET TRACTION



- Alexa Global Website Traffic Ranking: 5,779,509
- Peak popularity was in August of 2015 and popularity has declined dramatically since then
- PigeonShip is only available in Utah
- At the time of peak popularity they had a bigger fleet in Utah than UPS with over 2000 drivers
- PigeonShip planned to expand to other cities/states but never has