

Empirical Study on International Crowdshipping: **PiggyBee**

ISyE 6339 | Supply Chain Information Systems

Team 7 Members

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“PiggyBee, connecting the ones looking to get or ship something with the ones traveling”



David Vuylsteke

- Incentive: he missed a product back home in Brussels, which gave him the idea of collaborative transport
- PiggyBee was founded and was online since April, 2012
- Started with shipping sound and light equipment across the globe
- Eco-friendly freecycling



Revenue Model

- **Free shipping**
Carriers do not receive fees, instead, users trade transport, accommodation, or local advice
- **Priority goal:**
Grow community to ensure a maximum of deliveries

- **P2P.** Post a request (to get or send something) anywhere globally. Someone who will be making the journey already will bring it to you
- It can be (almost) anything from (or to) anywhere across any distance (international, domestic or local)

“Seekers”

- Someone looking for an item to be transported
- **Shippers, Receivers**

Website Instructions:

1. Post item(s) that you would like to receive or have delivered
2. Offer a thank you tip or a reward (a pick-up from airport, etc.)
3. PiggyBee will email and notify you about traveler(s) taking this route

“Travelers”

- Someone traveling and transporting an item
- **Carriers**

Website Instructions:

1. Post travel itineraries
2. Ask for a tip or a reward (a drink, etc.)
3. PiggyBee contacts you by email with seekers who wish to transport items on the same route

If an item must be purchased:

- The seeker to reimburse the traveler upon delivery
- The seekers may prepay the amount to the traveler through PayPal or wire transfer
- PiggyBee can help as a third party by blocking the amount until delivery

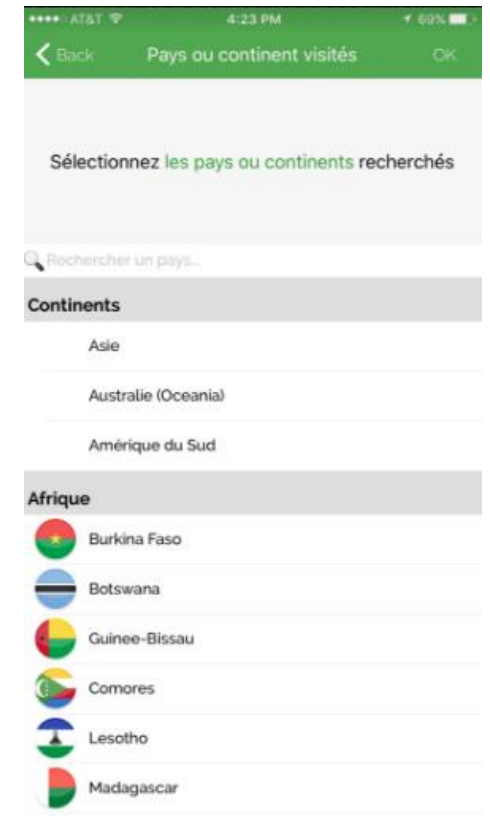
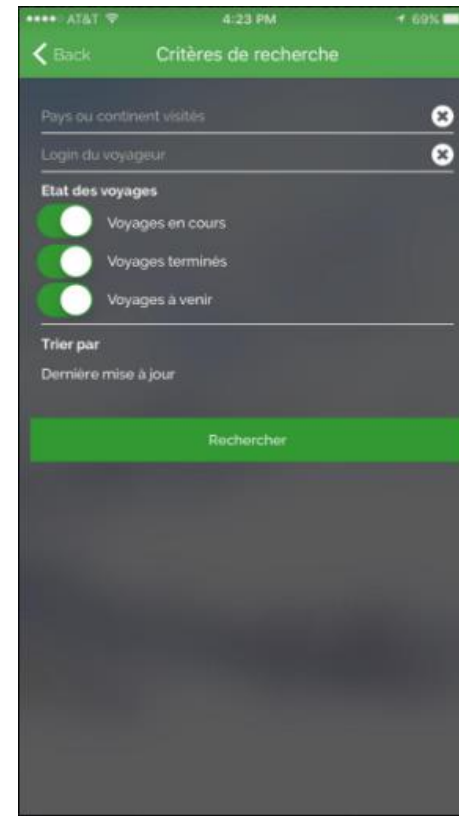
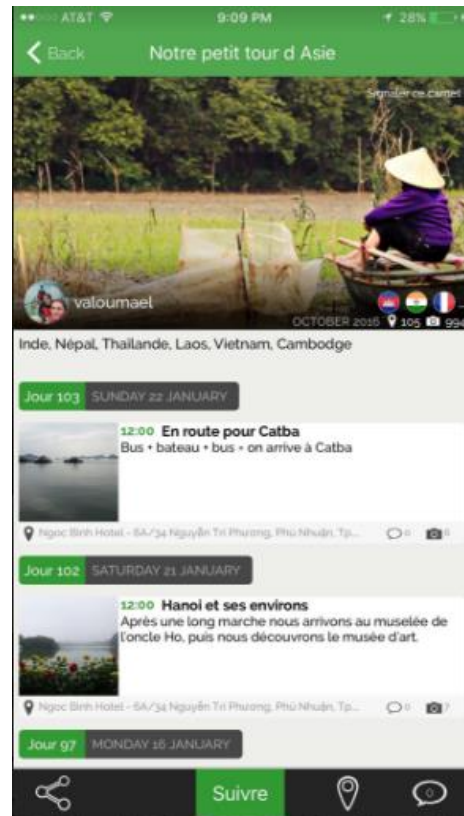
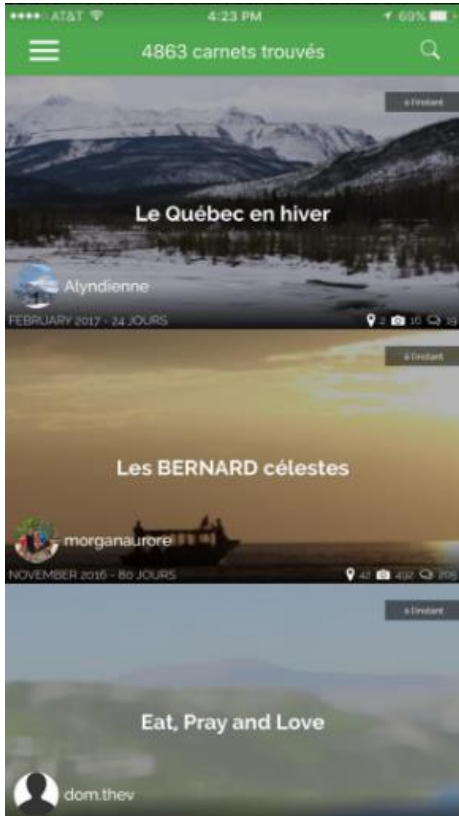
Mobile Application



- Memotrips, a travelogue startup that connects mobile and on the web
- App allows travelers to create, store, and share travelers' notebooks
- Popular routes constantly updated on website
- Travelers can set information private or public

- Other features:
 - Offline mode
 - Social network of the travelers
 - Customized visuals such as calendars

Mobile Application



- Once login, you can see other members name
- You can also see a traveler's journey, including date, time, transportation method, and photos
- Seekers can login and search for travelers' travel status. App provides selections of countries and status: Trip in progress, Trip ends, and Trip soon to begin

Website: Seekers sending requests



Transport request: main information

Item to be transported *

From *

To *

What type of item *

Personal item (A bag, piece of clothing, vehicle,...) OR to be bought (Specific smartphone, local food, to be purchased online,...)

Item size *

Small = keys / Medium = phone, book, bag / Large = big box, instrument / Extra large = vehicle, pallet

- Easy sign up with Name and Email address
- Once a member, you can request item to be transported
- Type in type of item and size
- And send request!

Website: Travelers posting itineraries



Post a trip: main information

From*

Tip: stopovers will give you more potential connections!

To*

Fixed date trip

Arrival date of your trip*

Arrival date of your optional return trip

OR

Recurring trip

Recurrence

- Never
- Once in a while
- Occasionally (several times per year)
- Often (several times per month)
- Regularly (several times per week)

ⓘ A recurring journey will be automatically considered as a round trip

Size you may transport*

ⓘ Small = keys / Medium = phone, book, bag / Large = big box, instrument / Extra large = vehicle, pallet

- Easy sign up with Name and Email address
- Once a member, you can post your travel plan by typing traveling from Where to Where
- There are options of fixed date trip and recurring trip
- Indicate size you may transport
- And post trip!

- Provides website users with ratings (Beginner, Intermediate, or Advanced) so other members know how they are doing
- Partnered with Traity and Famust, to verify internet reputation
- PiggyBee's blog, PiggyBlog, provides crowdshipping information and updates to its members and to public



Business Performance and Popularity

- In 2012, there were 1,200 active users
- In 2016, there are 7,000 active users, 10,397 followers on Facebook



- Site popularity according to Alexa Traffic Ranking

PiggyBee Partners



Look for a room to rent, a bed and breakfast or a homestay family in more than 160 countries and stay with locals



Peer to peer boat sharing



Travelers Guide and guided tours around the world



Home exchange social network which enables our members to exchange their apartment or house during vacation



Don't drink and waste !



Airport car rental between travelers



Book accommodation in a local person's home when you want an authentic travel experience



Ephemeral booking of commercial spaces



Item rentals between individuals



Get your tasks done by trusted individuals located near you



Home Sharing Community

References

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