

PostTrip Crowdsourcing Company Business

Romain Bédât | Thomas François | Nicolas Horde

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Once upon a time...

- Very recent French crowdsourcing company founded in July 2016
- Originally, set up in Bordeaux, one of the most connected French city
- New goal: reaching the 350,000 users in France by the end of 2017 and then providing services all around the world



What is it about ?

PostTrip aims to match people with free space in their luggage/car with people looking for shipping parcels.

PostTrip develops a community of travelers & shippers: the logistics of the delivery are planned among two people to free up from accurate schedule and gain in flexibility.

Until now, all the customers are located in France



EXPÉDIER

Recherchez et trouvez un particulier qui transportera vos colis



TRANSPORTER

Enregistrez vos déplacements et rentabilisez-les en transportant des colis pour des particuliers.



MESSAGERIE

Vous avez choisi un particulier à qui confier votre colis ?
Discutez avec lui en temps réel pour organiser les détails de votre envoi.

Normative Static Canvas Business Model Framework

<p>Key Partners The <u>travelers</u></p> <p><u>Allianz</u>: all packages are automatically ensured</p>	<p>Key Activities <u>Connecting</u> travelers with free space in their luggage with buyers/shippers</p> <p>Key Resources Database from travelers and users (frequency, ratings of users, average transaction price, average volume of the parcels)</p>	<p>Value Propositions <u>Savings</u>: make your travels more profitable or reducing delivery cost <u>Safety</u>: IDs verified, Allianz insurance <u>Traceability</u>: track your shipment, real-time notification</p>	<p>Customer Relationship Free insurance Discount for loyal customers</p> <p>Channels Transaction through:</p> <ul style="list-style-type: none"> • Website • App (Play Store) <p>Promotion through:</p> <ul style="list-style-type: none"> • Facebook • Twitter • Blog • Word of mouth 	<p>Customer Segments Most important customers:</p> <ul style="list-style-type: none"> • Parisian students with family & friends in or near Bordeaux • Young managers in Bordeaux who lived in Paris
<p>Cost Structure</p> <p>2 employees</p>		<p>Revenue Streams</p> <p>18% commission from the delivery fees on each successful transaction (15% paid by the shipper and 3% by the traveler)</p>		

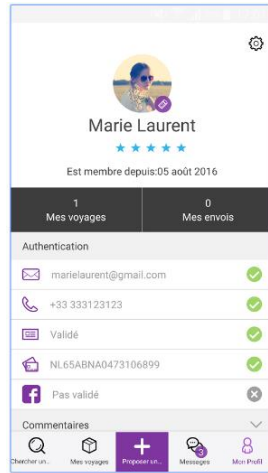
What about the Website ?

The website does not provide many information:

- Website available in one language (French)
- There is a link to a blog but it contains just a 1 year-old picture

The companies seems to take seriously into account all the safety measures: you cannot be a member of the community until all your information have been checked

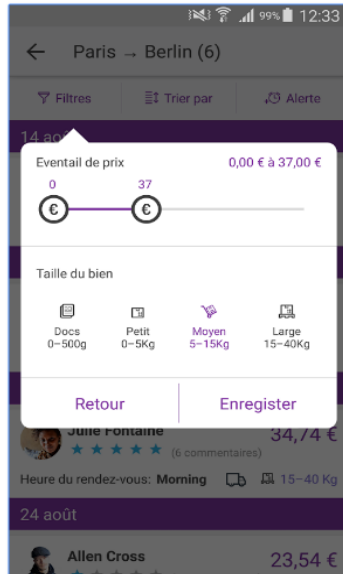
Very few testimonials on the website. They all highlight the cost efficiency and the Allianz insurance advantage,



What about the App ?

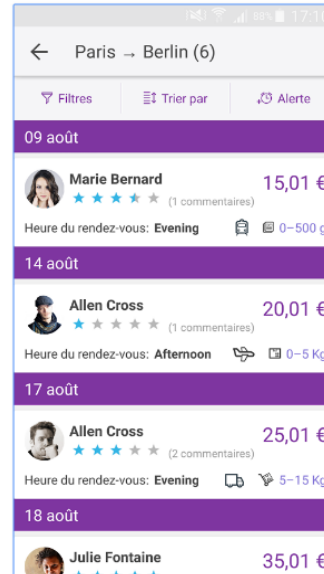
Definition of the needs:

- Price the customer is willing to pay
- The size of the parcel
- The ideal delivery time



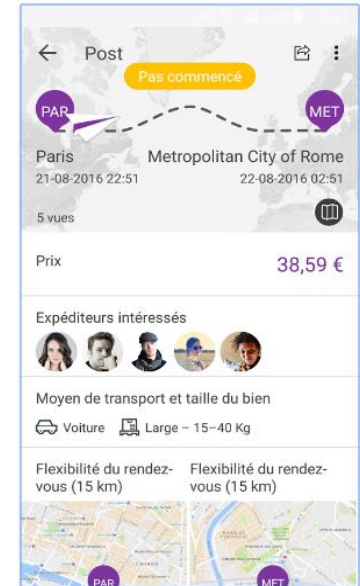
The travelers database gives access to:

- The price of the service
- The dates of delivery
- The ratings of the user



The application allows user to:

- Track his/her shipping(s)
- Track his/her payment(s)
- Receive real-time notifications



Let's talk about Business Performance

Number of persons registered

- September 2016: 200
- Now: around 600
- The 350,000 user goal seems to be hard to reach !

Number of transactions in 2016: 450

Other statistics:

- Ratings on Play Store: 3,7/5
- Number of likes on Facebook: 610
- Number of followers on Facebook: 609