



Roadie puts unused space in passenger vehicles to work by connecting people with items to send with drivers heading in the right direction.

Founded: Jan 2015

Headquartered: Atlanta, GA

Cities served: Mainland USA

Target Market: People looking for cheaper options to move items across town or across the country

Character

The first “on-the-way” delivery network

Human
Trust
Efficiency

Value Proposition

Send things around the country faster, cheaper, and friendlier.

Make money when travelling with no extra effort.

KEY RESOURCES

Offer

P2P

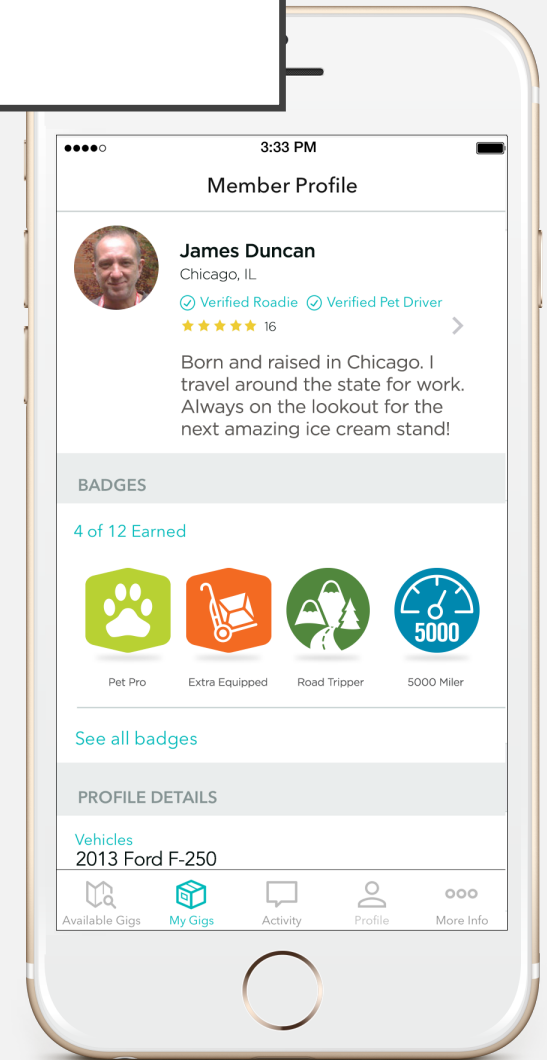
- Intra-Urban & Inter-Urban between major mainland USA cities
- Allowed items include: limited pets, consumer goods, personal items, furniture, etc.

Couriers

- Non-professional commuters or travelers
- Background checked, licensed/insured drivers

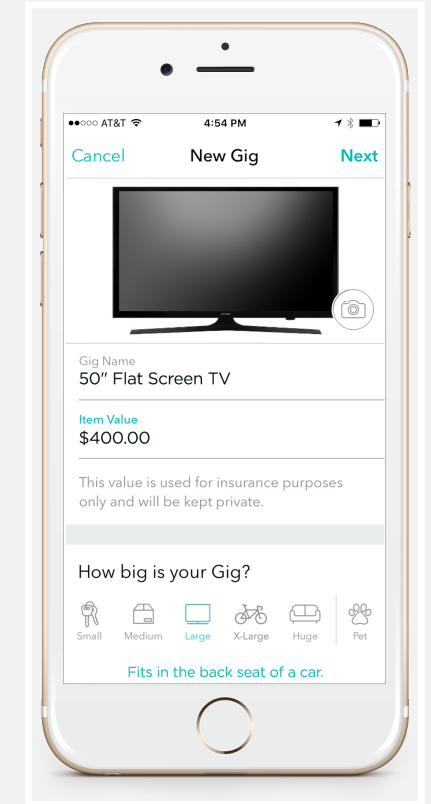
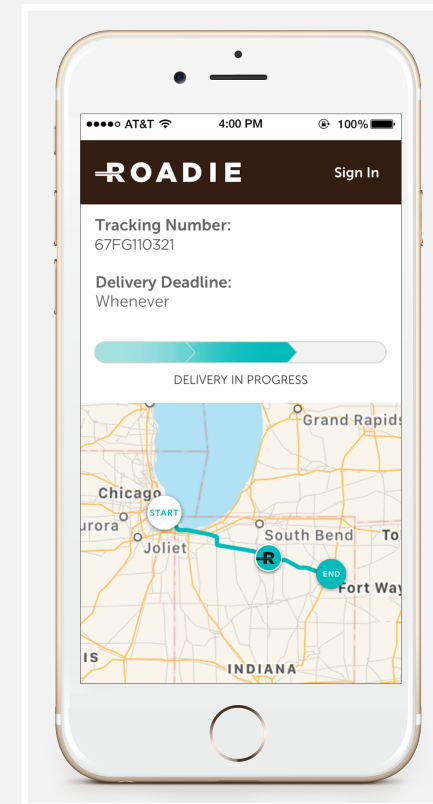
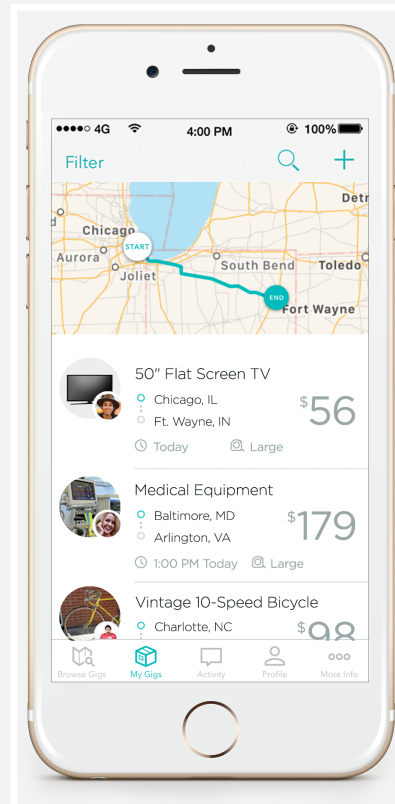
Sender: Private Individual

Recipients: Private Individual

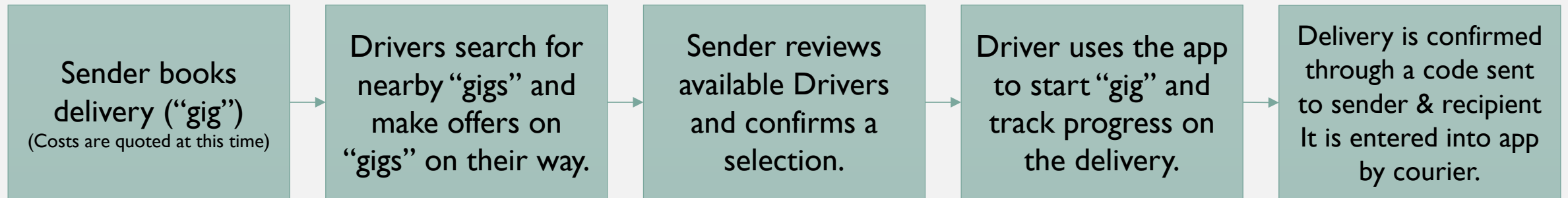


APPLICATION

- Website and strong mobile app
- Mobile app is used throughout the delivery process by courier to update progress and sender to monitor
 - Integrated with location services



CREATION



OPERATION DIFFERENTIATORS

- Drivers are already driving the route anyway
- No packaging of items required
- Promotions, Example: Free delivery on Goodwill Donations
- Neutral meeting places at Waffle House. (Drivers get waffle and a drink)
- Gig alerts
- Can send pets











FINANCIALS

Revenue Model

- Fixed Price
- Incremental costs determined by package type, size, value, and distance

Cost Structure

- Platform Development Hosting
- Salaries
- Marketing

	FROM Chicago, IL	TO Fort Wayne, IN	SIZE 56 × 36 × 8	WEIGHT 25		
					BASE RATE +	EXTRA FEES +
					PACKAGING +	\$500 COVERAGE
					TRACKING	HANDOFF
	\$56	\$0	\$0	\$0	 LIVE TRACK	 FREE PICKUP
	\$82	\$65 ⁺	\$99	\$3 ⁺	 CHECKPOINT	 FIND LOCATION
	\$59 ⁺	\$75 ⁺	\$99	\$5	 CHECKPOINT	 FIND LOCATION
	SIZE LIMIT EXCEEDED					

BUSINESS PERFORMANCE

- Roadie has raised over \$25M in funding
 - Initial \$10M
 - 2nd round of \$15M
- App has been downloaded by over 250k people nationwide
- More than 160k active users