



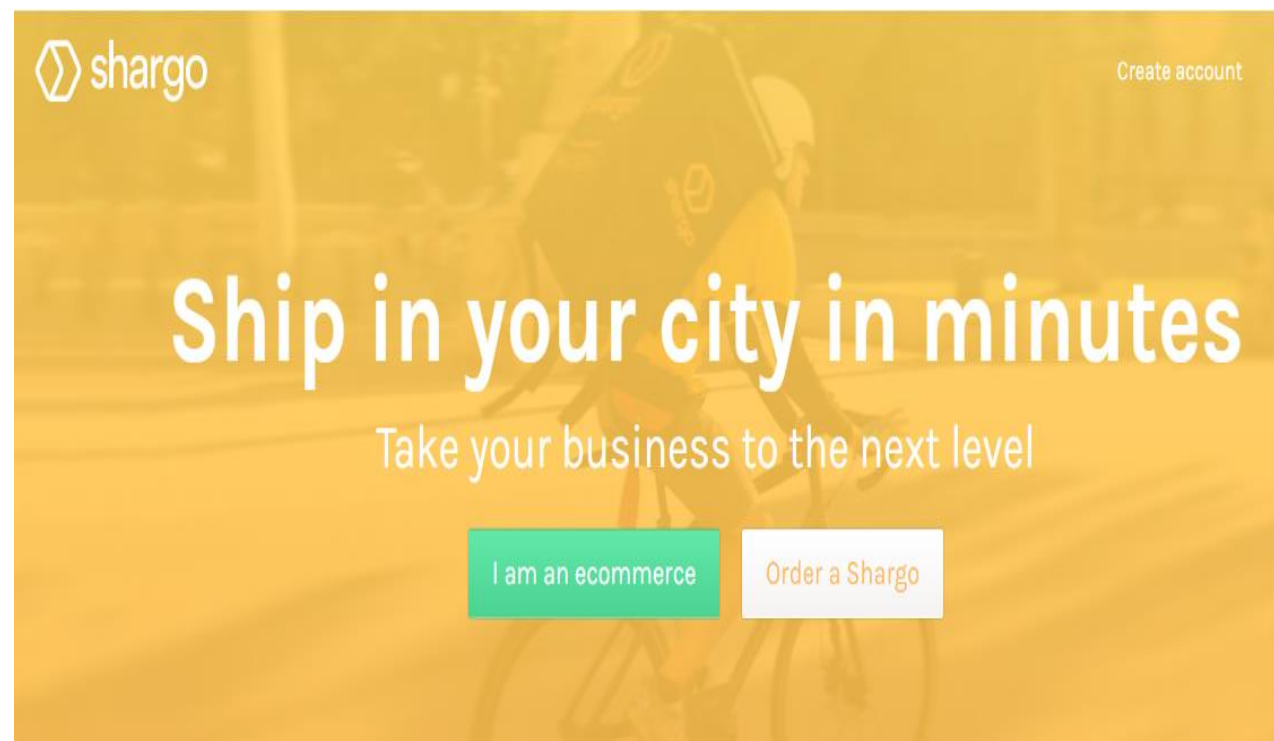
Shargo

Business Model Analysis

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Introduction

- ▶ Shargo is a crowdsourced delivery start-up created in Barcelona
- ▶ Currently, Shargo is only available in Spain
- ▶ Shargo wants to give to eCommerce the immediacy of an online purchase
- ▶ Shargo emphasizes on the accessibility and the convenience of its service



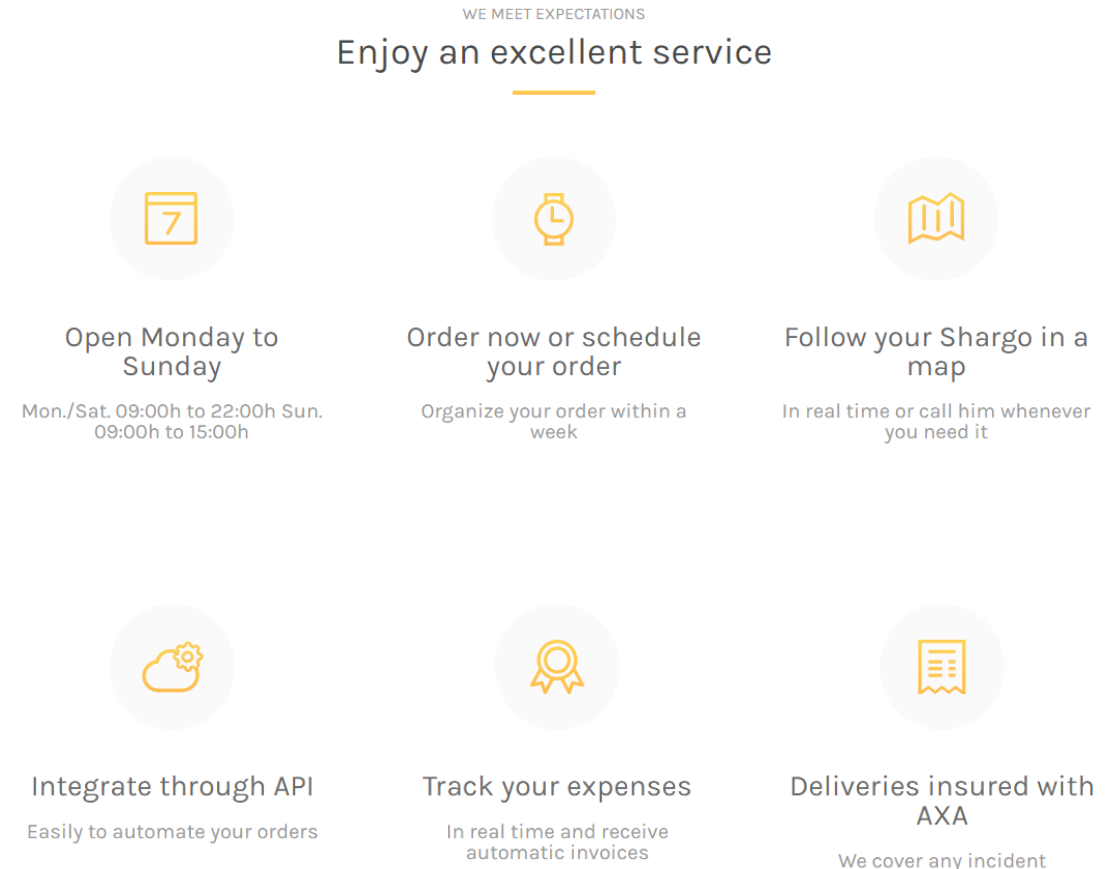
Character

▶ Mission :

- ▶ Deliver orders received by their clients in less than 60 minutes
- ▶ Bring immediacy to online shopping

▶ Values :

- ▶ Business : Emphasize on financial sustainability
- ▶ Efficiency : Innovation in technology to avoid most current delivery problems.
- ▶ Control : Couriers' performance are monitored



Offer

- ▶ Shargo offers three type of services:
 - ▶ B2C: they pick-up the product in retail location and they deliver it to final client. Retail schedules picking and shipping time
 - ▶ B2B: Shargo transports stock between two facilities of the same company
 - ▶ Reverse Logistic: Shargo picks up the product in client location and delivers it to retailer
- ▶ Customers can choose between different modalities of shipments:
 - ▶ Express: Shargo picks up in 30 minutes and delivers in one hour
 - ▶ Quick: Customer schedules pick-up and delivery in the same day
 - ▶ Scheduled: weekly deliveries
- ▶ Couriers are offered a steady income, the choice of their work schedule and the choice of the delivery vehicule they will use
- ▶ Shargo was until recently restricted to Barcelona but now also offers services in Madrid
They plan to quickly expend to Bilbao, Seville and Valence



Stakeholders

- ▶ **Shippers (clients):** more than 300 collaborators, online shops, retailers and restaurants
- ▶ **Recipients:** mainly online shoppers, retailers
- ▶ **Couriers: nonprofessional dedicated couriers.** Non-professional couriers are invited to send applications through Shargo website. Bikes, motorcycles, cars and vans are the mains of transportation Shargo proposes. Couriers can be paid 10 €/hour
- ▶ **Partners:** With Nostrum, Shargo offers express delivery from 80 restaurants in Barcelona, Madrid and Saint Cugat. A network of 40 couriers deliver in moto and bike



Guillem Caballero

Óptica Universitaria

Shargo is fast and easy to use! It's useful for us when we need to move our stock from one store to the other. We've gained more flexibility operating this way.

Ignacio Loureiro

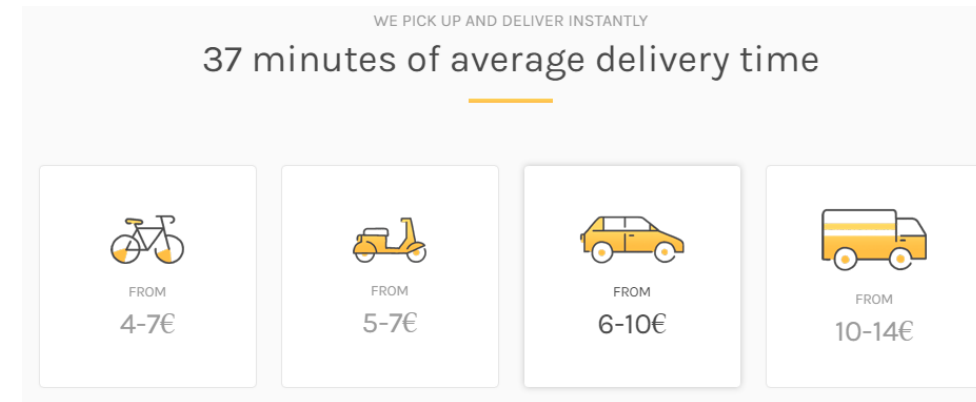
Matías Buenos días

Shargo is good for us to solve all our shippings in Barcelona that need to be fast and early in the morning. We've achieved more flexibility and reliability with our customers. We are very happy!



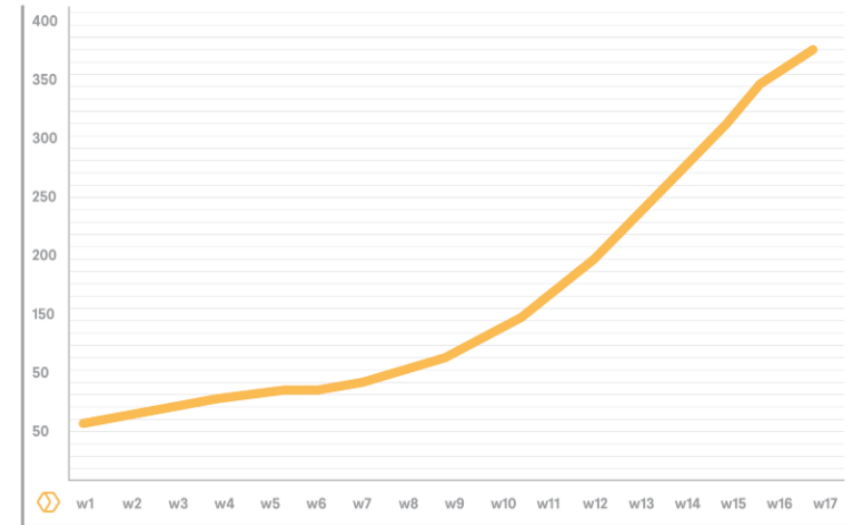
Creation

- ▶ Process: customer ask for a shipment through either the app or the website. Shargo matches the customer's shipment with a courier. Customer has live track access. If customer has to reschedule picking or delivering time, contact with the courier is also proposed
- ▶ The matching of tasks and courier is automated and is based on geographical location of the courier and the vehicle the courier is using
- ▶ The app for carriers let them know the estimated arrival time, as well as route suggestions and contact with the final client so they can solve last hour problem. The system let know the incidents and offers solutions without having a crowd in the office
- ▶ Payment is included in the app



Revenue model and business performance

- ▶ Revenue model
 - ▶ Fixed price, price for the first km depends on the transportation mode used and increase with the distance
 - ▶ Couriers are paid 10\$ an hour
 - ▶ Shipments are insured with AXA
- ▶ Business performance
 - ▶ More than 300 deliveries per day
 - ▶ Thanks to an increase in demand, Shargo is expanding to different cities in Spain
 - ▶ Grows at an insane speed, more than 10% weekly in number of deliveries



Business Model

