

# SHEAPLY

## Crowdsourcing Company Business

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# Once upon a time...

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- Moroccan crowdsourcing company founded in december 2014
- Originally, it was a WhatsApp group created to ease parcels shipments between students from France and Marocco
- Now: looking forward to expand in other countries such as Egypt and Ivory Coast

Early 2013:  
Creating a Whatsapp  
group

February 2015:  
Winning the CEED-  
IBM Challenge

December 2014:  
Launching the  
Internet website

November 2015:  
Winning the Mazars  
challenge (\$20,000  
reward)



# What is it about ?

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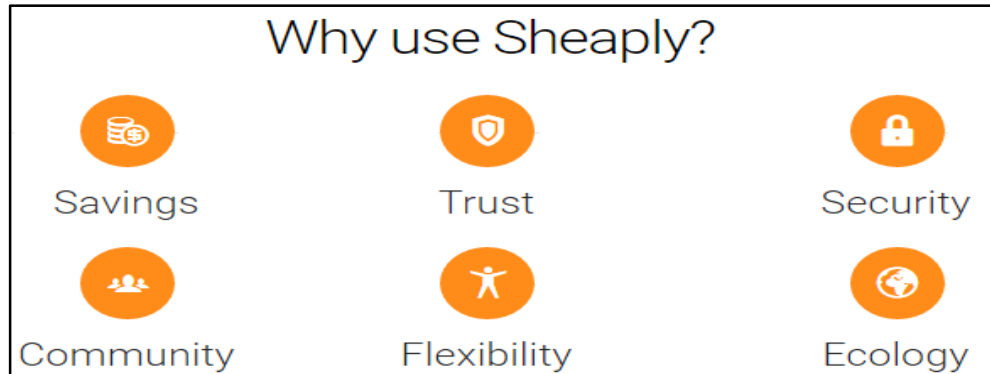
With Sheaply, you can ship or receive a package from abroad and take profit from your trip.

Sheaply also enables you to have a traveler buy an item for you abroad and deliver it in your country during his trip.

Sheaply is aimed to fill its customer' needs:

- Buyers: Get rid of the expensive delivery costs when buying abroad
- Shippers: Save up to 60% using the community of travelers
- Travelers: Make extra cash using free space in their luggage

The vast majority of the trade is between Europe and Morocco



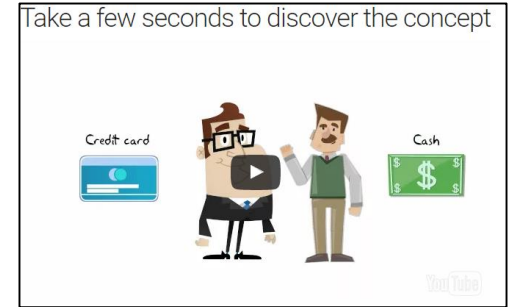
# Normative Static Canvas Business Model Framework

<p><b>Key Partners</b> The <u>travelers</u></p> <p><u>Aramex</u> international messaging platform: express delivery between Middle-East and India</p>	<p><b>Key Activities</b> <u>Connecting</u> travelers with free space in their luggage with buyers/shippers</p>	<p><b>Value Propositions</b> <u>Reduction</u> in expensive delivery cost. <u>Flexibility</u>: Free yourself from logistics constraints and schedules fixed by big companies. <u>Security</u>: IDs and bank account details are checked before transaction. <u>Ecology</u>: Reduce footprint</p>	<p><b>Customer Relationship</b> Customer loyalty program (special cost reduction)</p>	<p><b>Customer Segments</b> Most important customers:</p> <ul style="list-style-type: none"> <li>• Moroccan students in France</li> <li>• Young Moroccan managers who lived in France</li> </ul> <p>New target: Customers looking for extremely fast delivery (international instant messaging application Aramex)</p>
<p><b>Cost Structure</b> 2 employees (the 2 co-founders)</p>			<p><b>Revenue Streams</b> 20% commission from the delivery fees on each successful transaction (10% paid by the shipper and 10 % by the traveler)</p>	




# What about the Website ?

The website is well organized and gives customers easy access to information:

- Short video explaining how this crowdsourcing company works
- Website available in three languages (English, French, Spanish)
- In-depth explanation of the three services provided



A whole section devoted to trust and safety

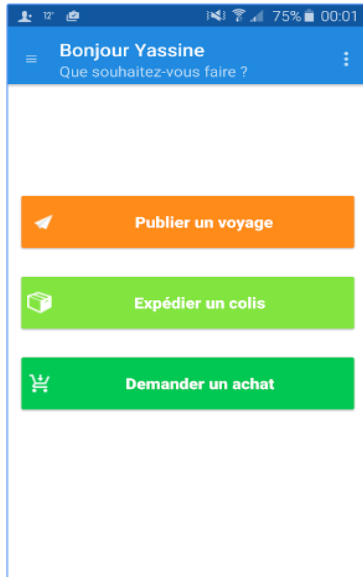
		
<b>When you request a purchase</b>	<b>When you ship an item</b>	<b>When you carry an item</b>
When you request a purchase from a traveler, the traveler gets paid only after delivery. Since it is the traveler who put the money upfront for your purchase, there is no risk that he doesn't deliver :)	When you ship a personal item through a traveler, we collect a copy of his ID and his bank details. You also get access to the ratings and reviews he got from previous transactions from other shippers	When you carry an item, you <b>only take with you what you can control</b> : documents, glasses, keys, clothes...When you buy an article for a user, your money is guaranteed by Sheaply.

They put a lot of emphasis on testimonials through blogs, twitter and facebook. Yet, it seems that there are not many updates nor events happening on social media. Besides, it appears that a certain amount of testimonials are from friends of Sheaply's founders.

# What about the App ?

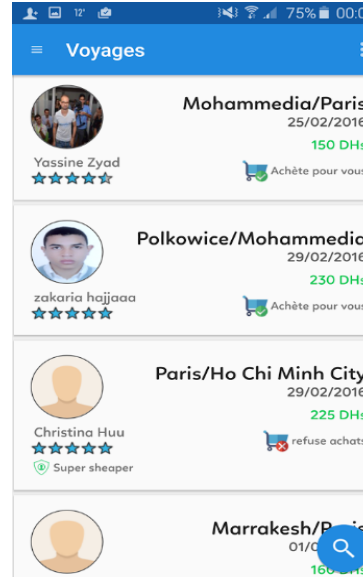
The application allows user to either:

- Lease free space in his/her luggage
- Ship a package
- Order a purchase



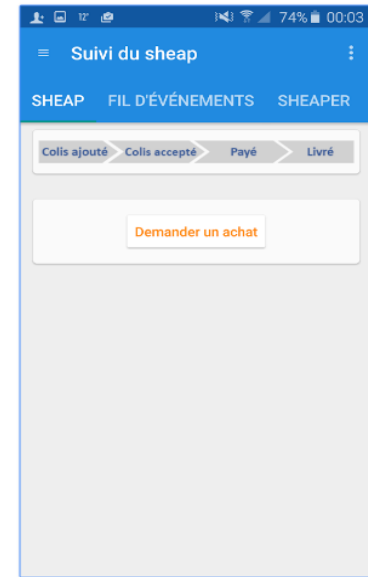
The travelers database gives access to:

- 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)



# Let's talk about Business Performance

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Number of persons registered

- December 2014: 500
- March 2015: 3,000
- Now: over 25,000

Average number of transactions per day: 12

Limited liability company with capital of 20,000 Dhs ( $\approx$  2,000 USD)

Other statistics:

- Ratings on Play Store: 4/5
- Number of likes on Facebook: 26,439
- Number of followers on Facebook: 26,155