



# CROWDSOURCED DELIVERY ANALYSIS: SHIPIZY

Yaning Li

# Introduction to Shipizy

- Total Equity Funding: \$33.35k in 1 Round
- Most Recent Funding: \$33.35k Seed on October 23, 2013
- Headquarters: Lisbon
- Description: Matching travelers with Shipping needs
- Founders: João Pina Souza
- Categories: Shipping, E-Commerce, Internet, Travel
- Website: <http://www.shipizy.com>

# Business

- Shipizy is a trusted community marketplace that connects travelers with people with shipping needs anywhere in the world.
- It's a fast and easy process that offers an alternative to typical shipping companies by connecting people that want to send or bring something to travelers who are going that way anyway and are willing to carry a package in a exchange for a reward.
- Who carry earn, who send save.

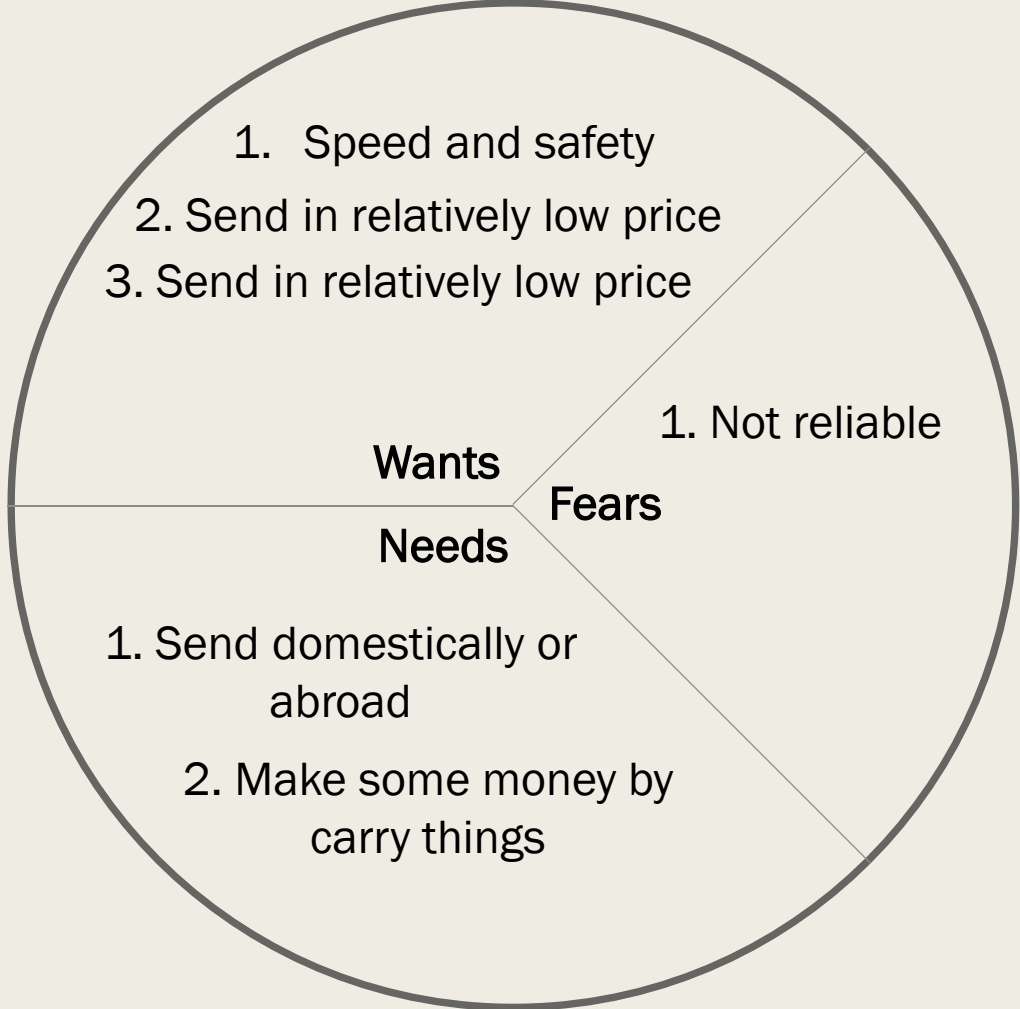
# Value Proposition Canvas

## Service

<p><b>Benefits</b></p> <ol style="list-style-type: none"> <li>1. Send in low price</li> <li>2. Make money on the way</li> </ol>	<p><b>Experience</b></p> <ol style="list-style-type: none"> <li>1. Convenient</li> <li>2. Economic</li> <li>3. Earn extra money</li> </ol>
<p><b>Features</b></p> <ol style="list-style-type: none"> <li>1. Crowdsourcing</li> <li>2. Insurance guaranteed</li> </ol>	

**Substitutes:**  
Professional express

## Customers



# Gains

For customers	For company	For society
<ol style="list-style-type: none"><li>1. Convenient and quick</li><li>2. Personalization: each parcel is managed individually</li><li>3. Send in low price</li><li>4. Make money on the way painlessly for travelers</li></ol>	<ol style="list-style-type: none"><li>1. Widen market internationally</li><li>2. Lower operations costs</li></ol>	<ol style="list-style-type: none"><li>1. Reduce traffic jam</li><li>2. Reduce environment footprint</li><li>3. Create wealth for travelers who are already on the way</li></ol>

# Business model components

Clients : P2P

Offer

A customer chooses courier on the Shipizy website. The courier carries parcels on the way.

Character

1. Business
2. Human
3. Trust

Couriers

1. Travelers
2. Non professional dedicated couriers

Revenue Model

1. Negotiated price
2. Reward