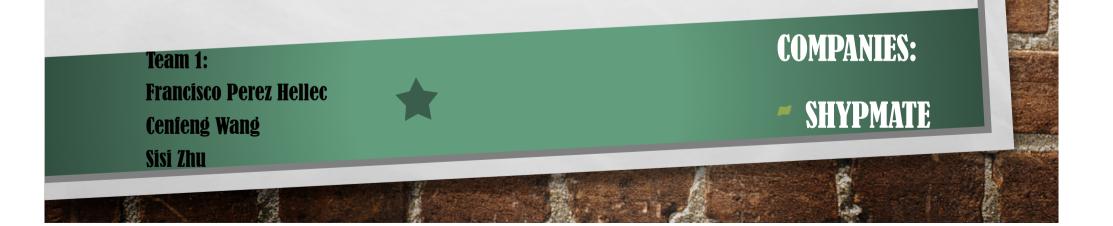
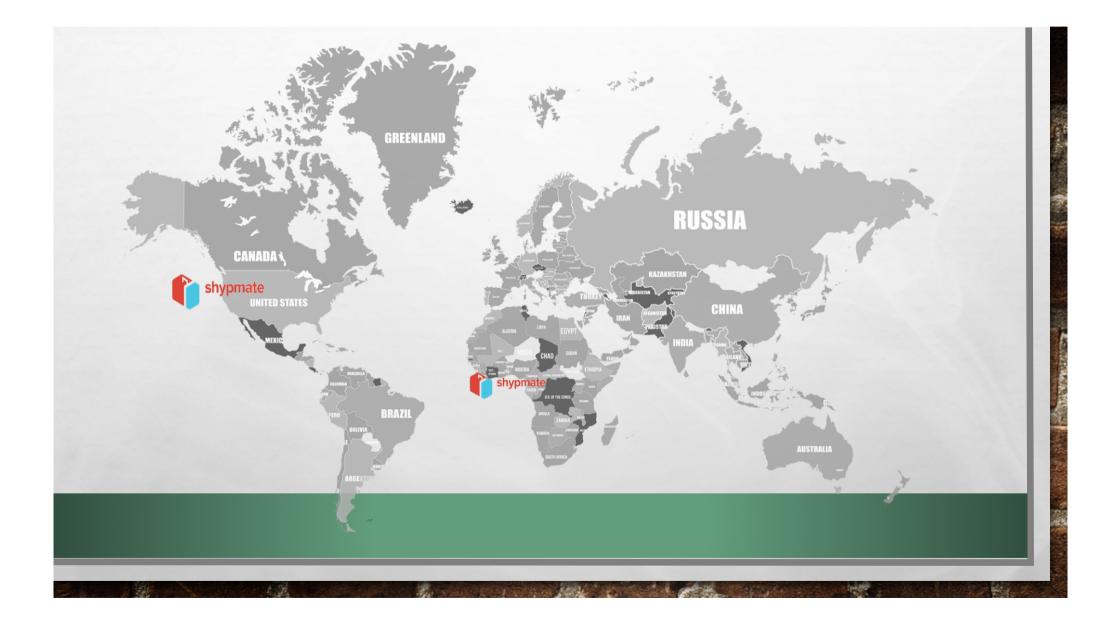
# CROWDSOURCING DELIVERY A EMPIRICAL STUDY





## INTRODUCTION



- NAME: SHYPMATE
- HEADQUARTERS: SAN MATEO, CA
- SLOGAN: AFFORDABLE AND FAST INTERNATIONAL PEER TO PEER DELIVERY
- FOUNDERS: PERRY OGWUCHE, CHISOM EBINAMA, TOCHUKWU OKORO, KWADWO NYARKO
- OFFER: SHYPMATE ENABLES A FAST, RELIABLE AND COST EFFECTIVE ONLINE SHOPPING EXPERIENCE FOR OVERSEAS SHOPPERS. AS A TRAVELER, YOU CAN EARN SOME MONEY BUY USING YOUR EXTRA LUGGAGE SPACE TO CARRY ITEMS FOR OVERSEAS SHOPPERS AND BY DELIVERING THEM WHEN YOU REACH YOUR DESTINATION.

# **HOW IT WORKS**

- CUSTOMER REQUEST A PRODUCT ON SHYPMATE WEBSITE AND MAKE THE PAYMENT
- SHYPMATE CONNECT CUSTOMER WITH TRAVELER
- TRAVELER CARRY ITEM FOR OVERSEA SHOPPER AND DELIVER IT TO DESTINATION

Minimum of three steps. Maximum 10 days delivery.



## **BUSINESS MODEL: CANVAS**

			Insert	
*Oversea travelers *Banks	*Connects travelers from US to Ghana and customers who need objects from US in Ghana *Offers a safe platform on money transactions	*Affordable and fast international peer to peer delivery *help everyone in Ghana to reach everything in the US	*Customer Service	*Customers who are unable to travel in US due to the lack of money or time *Customers in need of some object directly imported from US where in Ghana is hard to find
	Key Resources <b>?</b> Insert		Channels <b>?</b> Insert	
	*Employees *International travelers *Internet networking		*Network interface	
Cost Structure ? Insert		Revenue Stree	ams 7 Insert	
*Employee *Website interface maintenance	*Financial fees *Advertisement fees			



# RESOURCES

- COURIER: PASSENGER TRANSPORTATION, TRAVELERS
- COMMUNICATION METHODS: <u>WWW.SHYPMATE.COM</u>
- CHARACTER POLE: COMMUNITY ORIENTED FOR PEOPLE WHO ARE CONSTRAINED IN COMMUTING OR IN TIME
- PEER TO PEER DELIVERY METHOD
- 24/7 CUSTOMER SERVICE AND DELIVERY AVAILABILITY

#### **SAFETY AND BENEFITS**

- SHYPMATE VALUES THE PRIVACY AND SAFETY OF SHOPPERS AND TRAVELERS. PEER TO PEER SHIPPING MODEL ON SHYPMATE IS TRANSPARENT AND EASY TO FOLLOW
- COMMUNICATIONS ARE MADE THROUGH SHYPMATE.COM FOR REFERENCE PURPOSE

### **OTHERS: FACTS AND DATES**

**JAN 28, 2016** 

TECHCRUNCH: SHYPMATE PAYS TRAVELERS TO BRING PRODUCTS TO GHANA AND NIGERIA

NOV 1, 2015

RAISED \$120K/ SEED

## REFERENCES

- HTTPS://WWW.SHYPMATE.COM/
- HTTPS://WWW.CRUNCHBASE.COM/ORGANIZATION/SHYPMATE#/ENTITY
- HTTPS://TWITTER.COM/SHYPMATEPLANG=EN
- HTTP://WWW.BLOOMBERG.COM/RESEARCH/STOCKS/PRIVATE/SNAPSHOT.ASP?PRIVCAPID=323696471