TinyCarrier

Business Model Analysis

Ricardo Achurra
Cyprien Bastide
Xue Xiao

Introduction

▶ TinyCarrier is a crowd-sourced international delivery start-up created in Nepal

▶ Currently, TinyCarrier is in a private international beta

▶ TinyCarrier wants to use the empty space in your baggage when taking a plane to transport products

▶ TinyCarrier emphasizes on the accessibility, the convenience and the community aspect of its service

Character

▶ Mission :

- ▶ Make someone happy when you travel
- ▶ Transport anything, anywhere, fast and cheap

▶ Values :

- ▶ **Community**: each delivery is a service to the community
- ▶ **Human:** friendship is the cornerstone of their company
- ▶ **Trust:** anyone can sign up on their website and become courier or request a delivery

Offer

▶ TinyCarrier offers a peer to peer service:

   ▶ Clients can order a delivery for an object they forgot in an other town or just simply request to buy an object in an other city/country

   ▶ Users of the app can also upload information about their upcoming trips so they are shown delivery opportunities that are relevant to them

▶ Couriers are offered a reward for their services. They are totally free in the choice of their work schedule

▶ Clients have access to a safe and reliable delivery service for a lower cost than what traditional international delivery companies are charging

▶ TinyCarrier is now in a private beta and is accessible worldwide

Stakeholders

- **Recipients:**
  - Recipients can be anyone who subscribed to the TinyCarrier service, they are the one requesting the deliveries.
  - Most of the times they are also the shippers in the sense that products that are shipped are often personal belongings they forgot in an other city.
- **Couriers: Travelers**. Couriers can also be virtually anyone who is taking a plane. There is no restriction. They decide to take care of a delivery task in order to reduce their costs.

- Both recipients and couriers are peer reviewed to keep the quality of the service

- Insurance company: the insurance on each parcels can be up to 500,000$
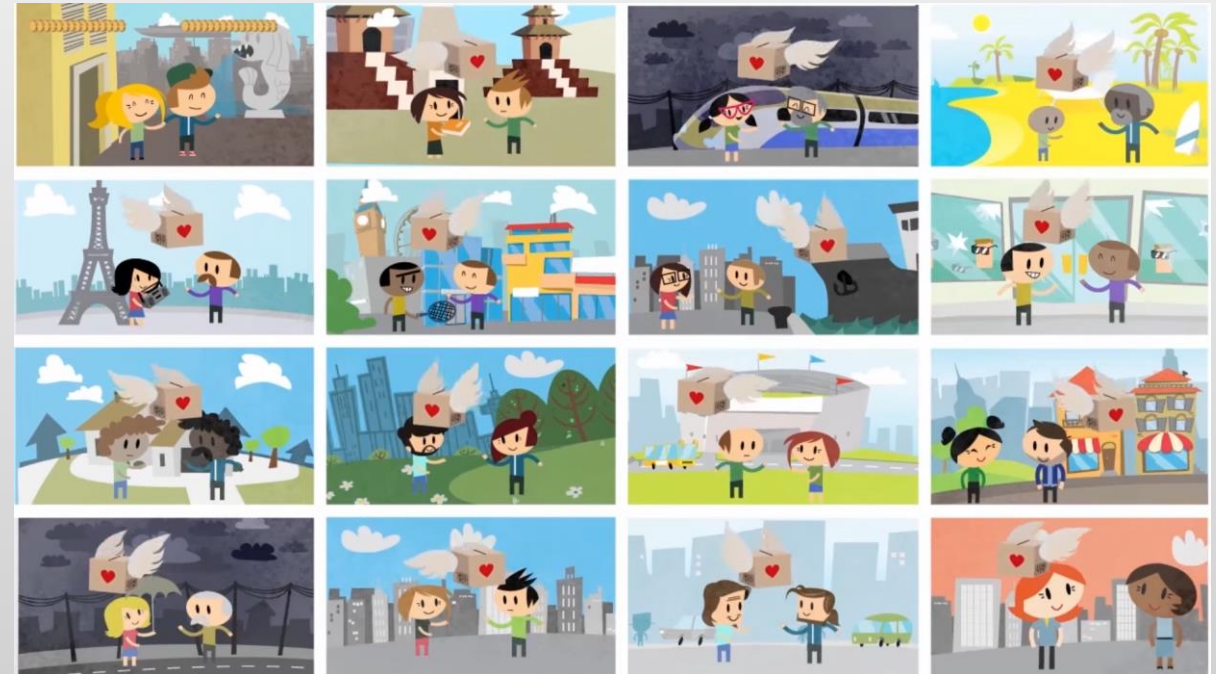
Creation

▶ Process: customer ask for a shipment through either the app or the website. TinyCarrier publishes the customer's demand to couriers who registered for matching flights. Couriers and recipients can communicate using the app to choose a rendezvous point

▶ The matching of tasks is manual and is the results of mutual agreement between the recipient and the courier. The courier is the one choosing among a list of deliveries

▶ The customer specifies the amount he is willing to pay for the delivery, and the courier can browse through offers that match his price range

▶ The payment is included in TinyCarrier website and app
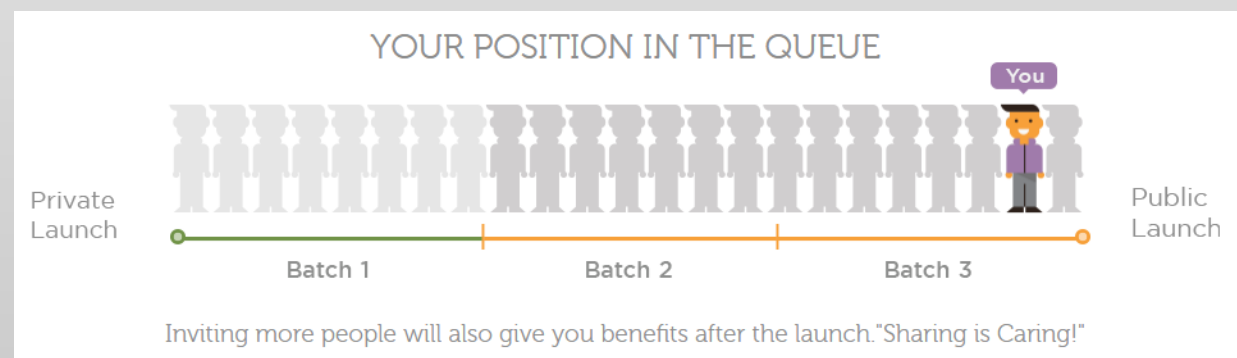
▶ The app is still under development
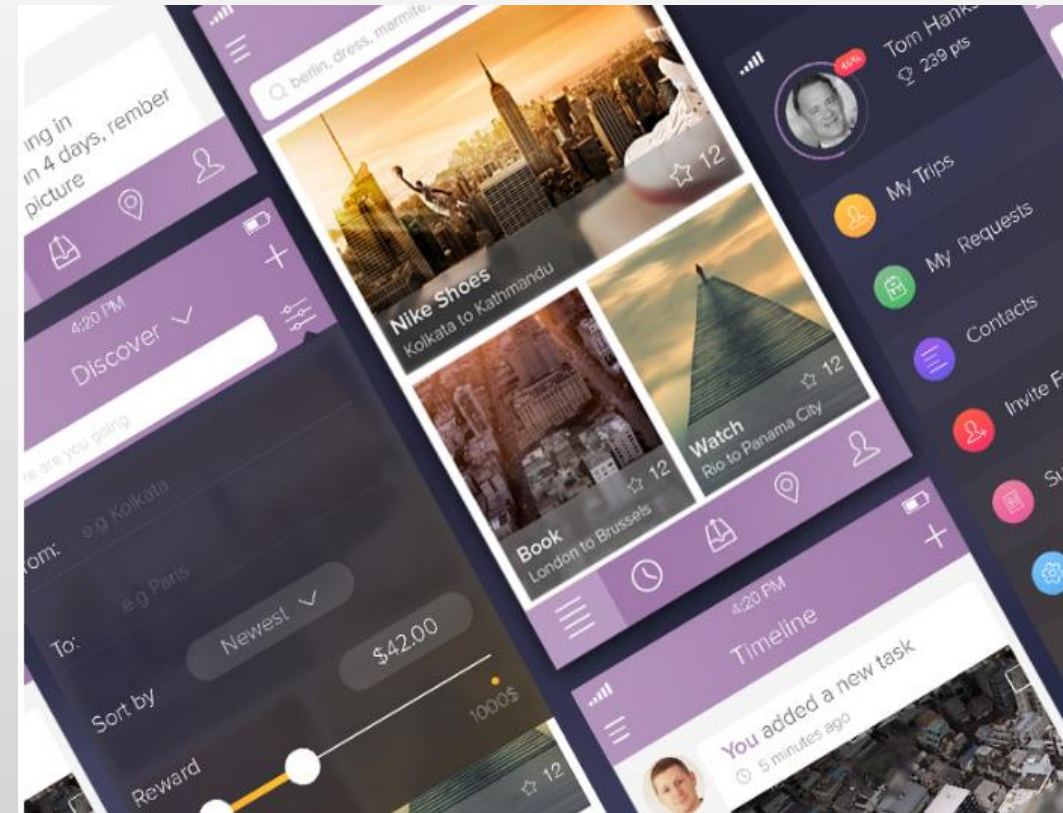
Revenue model and business performance

▶ Revenue model

    ▶ Prices are negociated through the app

    ▶ TinyCarrier take a percentage on each transaction

    ▶ Shipments are insured up to 500,000$

▶ Business performance

    ▶ TinyCarrier has been in beta state for more than 3 years

    ▶ Only 400 likes on their Facebook page and inactive for 1 year

    ▶ Only 1000 people registered on its website

YOUR POSITION IN THE QUEUE

You

Private Launch

Batch 1

Batch 2

Batch 3

Public Launch

Inviting more people will also give you benefits after the launch."Sharing is Caring!"

Business Model :
Social delivery

Creation

-Web page and app
-Manual matching
-Payment
-Communication

Offer
-P2P
-International

Character

-Community oriented
-Human
-Trust

Revenue model

-Prices are negociated

-TinyCarrier takes a percentage on each transaction

Couriers

-Travellers

Shippers
Recipient
-Online shops
-Retailers
-Restaurants
-Private individual