

# CROWDSOURCING DELIVERY

## A EMPIRICAL STUDY

**Team 1:**

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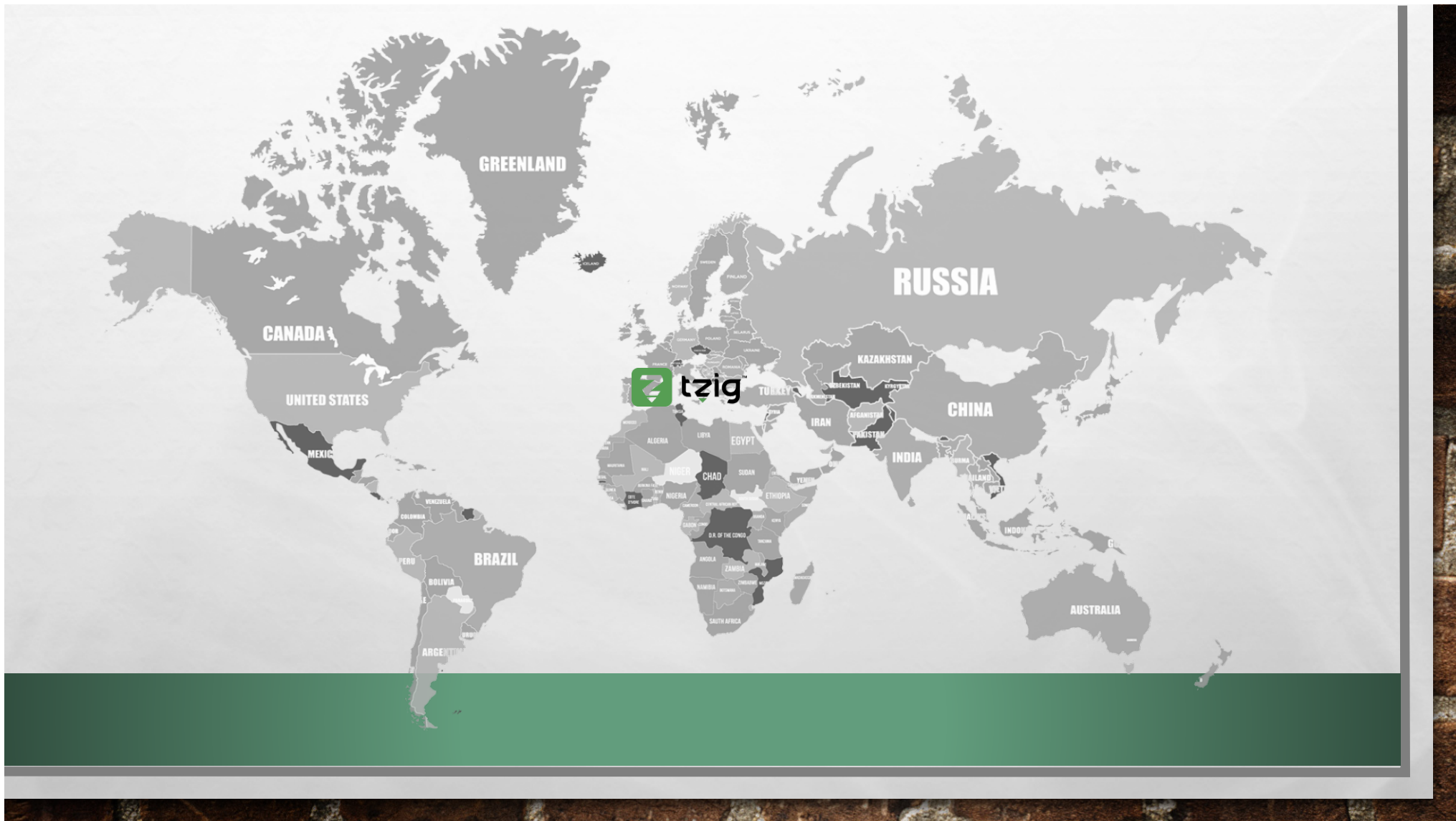
**Cenfeng Wang**

**Sisi Zhu**



**COMPANIES:**

**TZIG**



# INTRODUCTION

- **NAME: TZIG**
- **COUNTRY: ITALY**
- **SLOGAN: SAME DAY DELIVERY, GREEN SHIPPING**
- **PRICE DICTATED BY THE TRAVELER**
- **NATIONAL DELIVERY, INTRA-URBAN**
- **OFFER: A SECURE PLATFORM ALLOWING REQUESTERS FROM ANYWHERE TO REACH ANY TRANSPORTABLE OBJECT THROUGH THE TRAVELERS.**

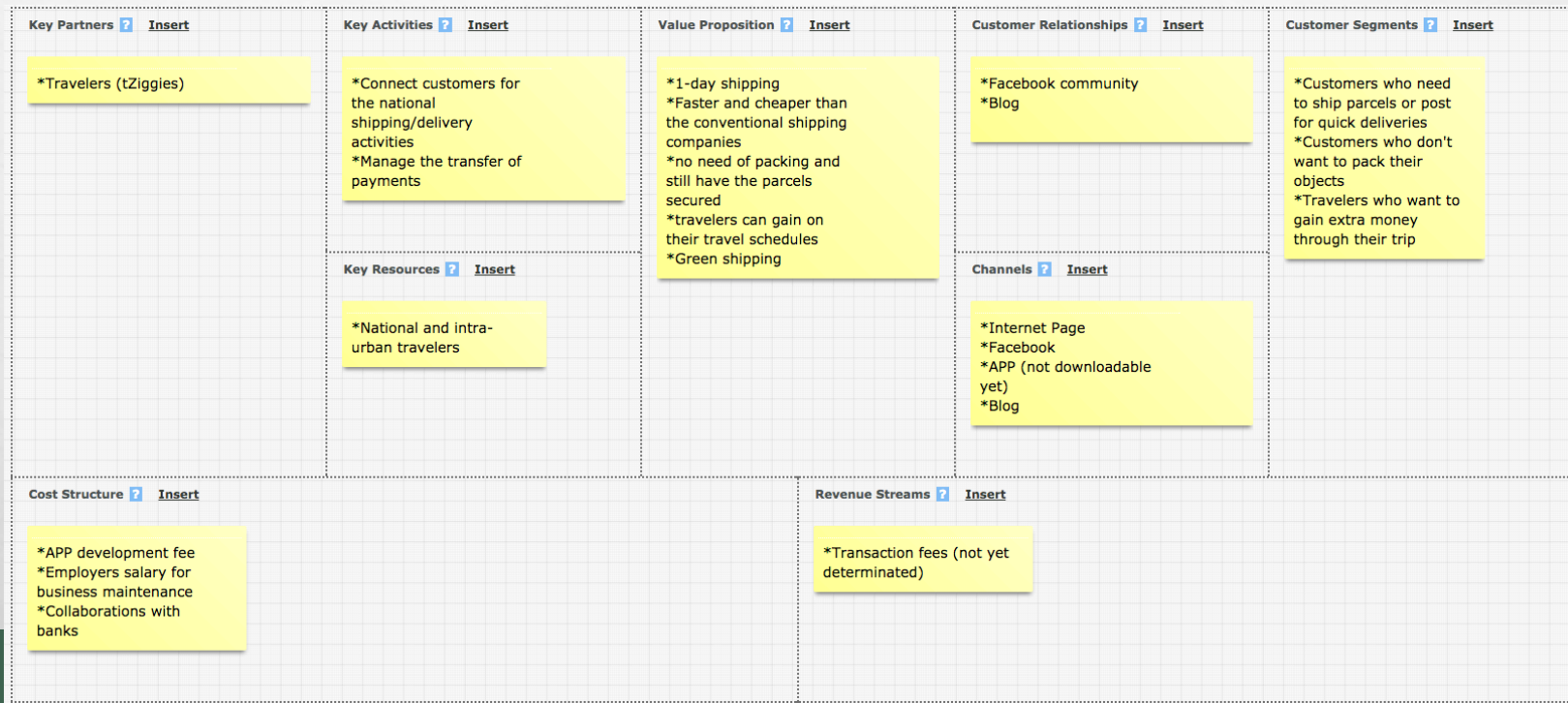


# HOW IT WORKS

- **FROM A POINT OF VIEW OF THE CLIENT WHO WANT SEND A PACKAGE. IT WILL FIND A TZIGGIE WHO IS TRAVELLING FROM THE SAME PLACE OF THE CLIENT TO A PLACE THAT THE CLIENT WANTS THE PACKAGE TO BE REACHED.**
- **DELIVERY TIME USUALLY WITHIN 1 DAY**
- **NO NEEDS OF PACKAGING**
- **REVENUE MODEL: NOT YET DEFINED BUT PROBABLY THROUGH TRANSACTION FEES ON THE APPLICATION**



# BUSINESS MODEL: CANVAS



# RESOURCES

- **COURIERS: OPPORTUNIST TRAVELERS(COMMUTERS AND TRAVELERS) → SOCIAL DELIVERY (TZIGGIE)**
- **CHARACTER POLE: COMMUNITY ORIENTED**
- **P2P DELIVERY METHOD**
- **COMMUNICATION METHODS (MOBILE APP, WEBSITE [HTTP://WWW.TZIG.COM/](http://www.tzig.com/) FORUM, FACEBOOK, SOCIAL NETWORKS)**
- **TZIG IS GREEN. THE MORE YOU USE, THE MORE YOU HELP THE ENVIRONMENT**

# SAFETY AND BENEFITS

- **TZIG, AS BLABLACAR OR AIRBNB, IS BASED ON TRUST BETWEEN USERS IN OUR COMMUNITY.**



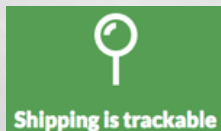
**Users are verified by our team, they must provide a two step authentication with a valid proof of identity and a text message verification (same as banking safety standard)**



**tZig is a trust based community. You can check the reviews and a five-star ranking based on community feedbacks**



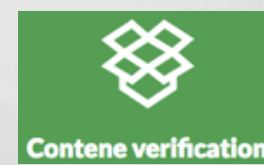
**Either you want to ship or carry, you have the chance to directly speak to the designed user before shipment.**



**Collect and delivery occurs exchanging verification codes. You can monitor your shipment anytime and you also have the opportunity to directly contact your chosen tZiggier**



**We are sure of the reliability of our network. That's why we offer insurance on all shipments. Unlike couriers, our tZiggies have great care of your items**



**This is a carrier enabled option. If active, shipment will take place only after the carrier has checked the parcel or package content**

# OTHERS: FACTS AND DATES

- **APP RELEASE TIME FEBRUARY 2016**
- **FIRST POST ON FACEBOOK 07.29.2016**
- **BORN DATE SUMMER 2016**



# REFERENCES

- [HTTP://WWW.TZIG.COM/](http://www.tzig.com/)
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=VTZOBXKQSVK](https://www.youtube.com/watch?v=VTZOBXKQSVK)
- [HTTPS://WWW.FACEBOOK.COM/PG/TZIG.IT/POSTS/?REF=PAGE\\_INTERNAL](https://www.facebook.com/pg/tzig.it/posts/?ref=page_internal)
- [HTTP://WWW.TZIG.IT/BLOG/SPEDIZIONE-SU-SUBITO-IT/?UTM\\_SOURCE=FACEBOOK&UTM\\_MEDIUM=REFERRAL&UTM\\_CAMPAIGN=REPOSTBLOG-190117](http://www.tzig.it/blog/spedizione-su-subito-it/?utm_source=facebook&utm_medium=referral&utm_campaign=repostblog-190117)