

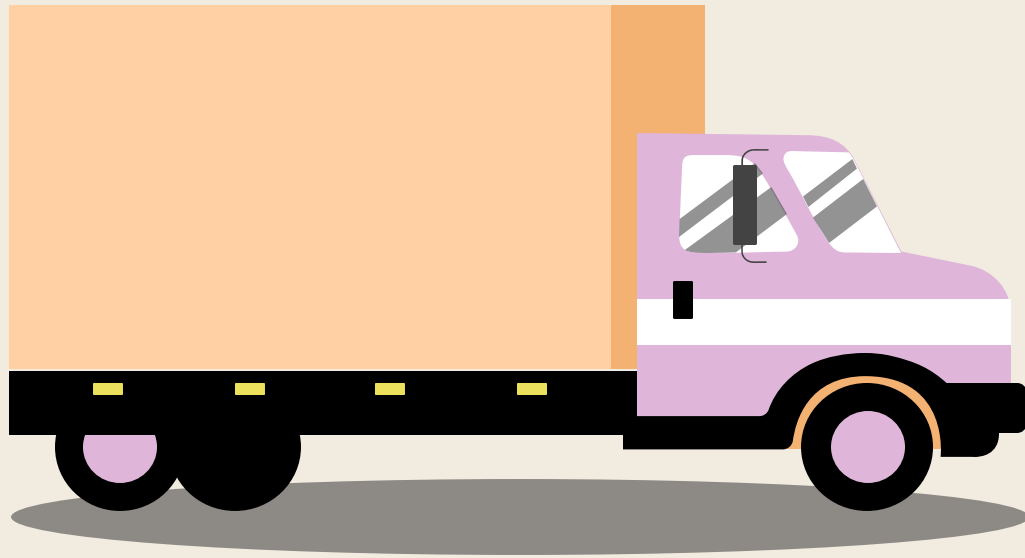


Knock, Knock.

Who's there?
It's your **delivery** !



Who can send my mail?

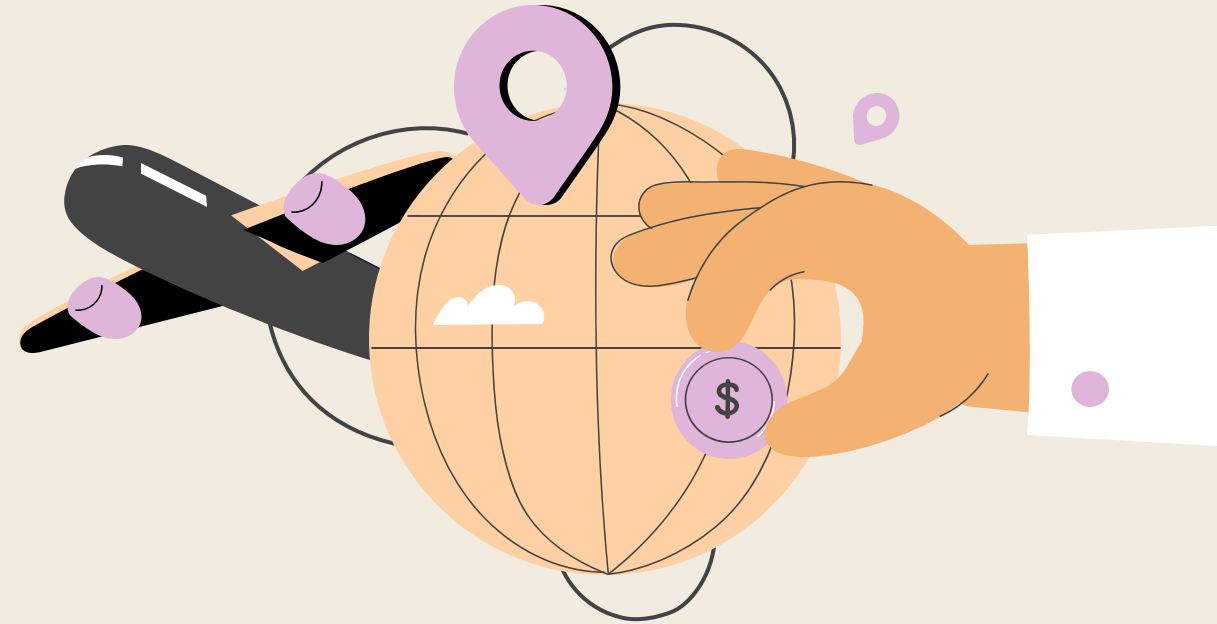


- USPS, UPS, and FedEx offer competitive options for postal delivery needs
 - How to decide?
 - Where do I find more information?
- Opinions vary from customer to customer*
 - USPS – 70
 - UPS – 74
 - FedEx – 75

*Scores based on a customer satisfaction index from Statista

One-stop Website

- Website that provides customers a place to find more information on postal services
 - Can compare services easily
 - No need to jump from website to website
 - Tracks packages for the customer
- Can manage drivers and tracking all from one place
- Provides support for customers, allowing for easy communication
- Helps customers save money by allowing them to choose which services gives them a better deal at a better price



Business Models



- Commission-based revenue model
- Advertising revenue model
- Premium features revenue model
- Subscription-based revenue model
- Data analysis
- Delivery insurance



What works for us?

Knock, Knock is just starting out, it would be best to focus on establishing a strong user base and creating a reliable, user-friendly platform. Once this is achieved, the business can then explore additional monetization strategies such as premium features or data analysis.

Why so,

- Strong userbase creates reliable platform
- User friendly experience attract and retain customers
- Having strong user base creates valuable data



Sales & Distribution Plan

MARKETING STRATEGIES:

- Accepting bulk orders and taking commission from the service providers.
- Advertisements
- Online advertising using social media platforms
- Subscriptions
- Partnership with service providers
- Providing discounts on referrals from existing customers.
- Email marketing
- Points, discounts, or special delivery options for shipments.



Further Define Partners

Partners:

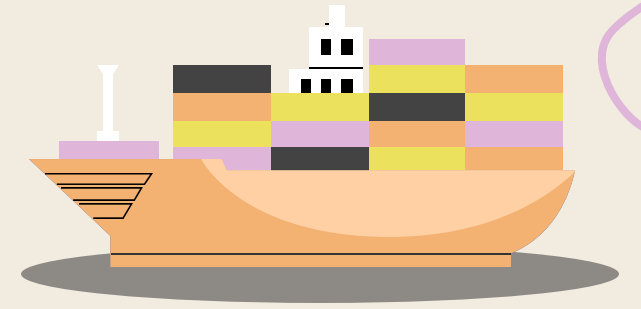
Existing service providers like FedEx, UPS, USPS, XPO and ECommerce websites like Walmart, Amazon, Postmates including new startups.

Collaboration efforts:

- Partnership with local transportation services for quick delivery.
- Integrating with warehouse management systems for faster deliveries.
- Partner with delivery companies like Instacart for food delivery too !!
- Partnership with payment processing services, such as PayPal.

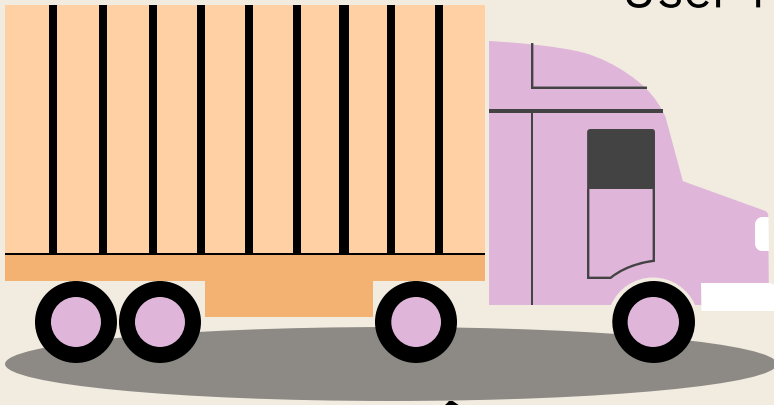


Competitive Landscape



- One-Stop-Shop for users letting them to verify pricing across service providers for a delivery.

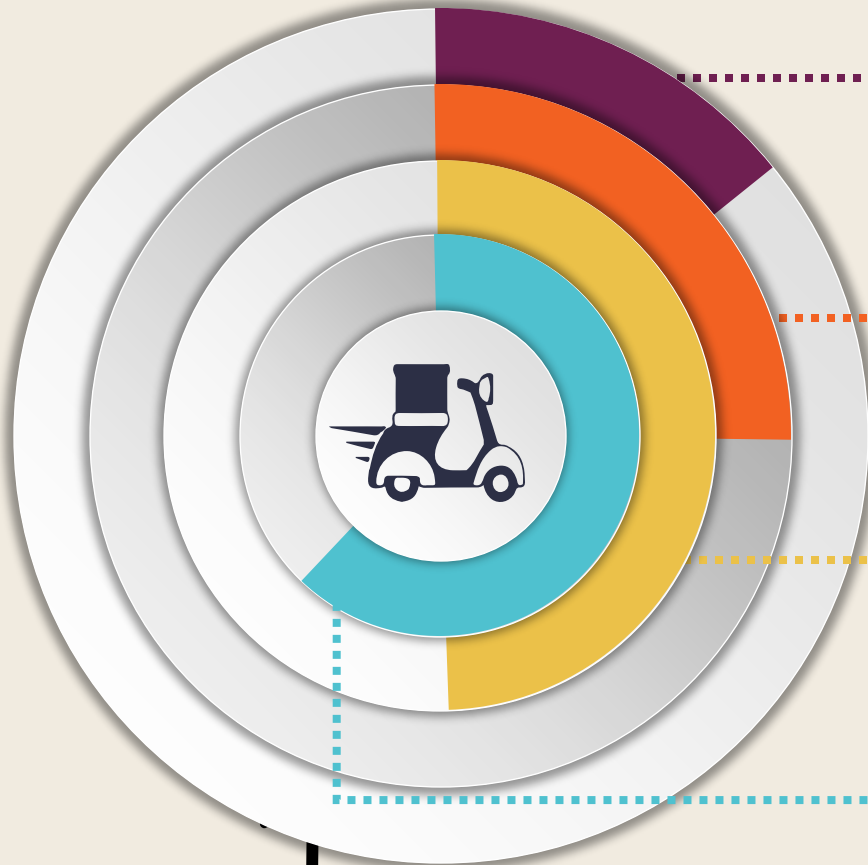
- User friendly UI providing easy access even for novice customers.



- Delivery companies which don't have their own websites can use our platform to promote their services.

- Knock, Knock. provides additional features like , service recommendations , live chat functionality, reviews & ratings, and discounts.

Financials



Development Cost

\$25,000 per year, based on an hourly rate of \$20 for student developers and one to two full-time employees in the beginning.



Hosting and Infrastructure

To host the website, we plan to use AWS EC2 instances.



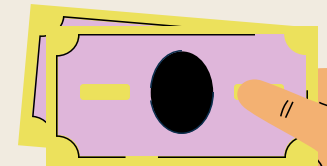
Marketing and Advertising

We plan to invest in search engine optimization, paid advertising, and other marketing efforts. This is estimated to cost \$5,000 per year.



Legal and Administration

To obtain necessary licenses and permits and to cover legal and accounting services, we estimate that we will need around \$4,000 per year.



Revenue and Profit

01

Data Analysis

We plan to offer insights and data analysis to delivery services and other business for a premium.

02

Premium Services

\$30 per year and we expect 20000 people to be utilizing these services which adds up to \$600000

03

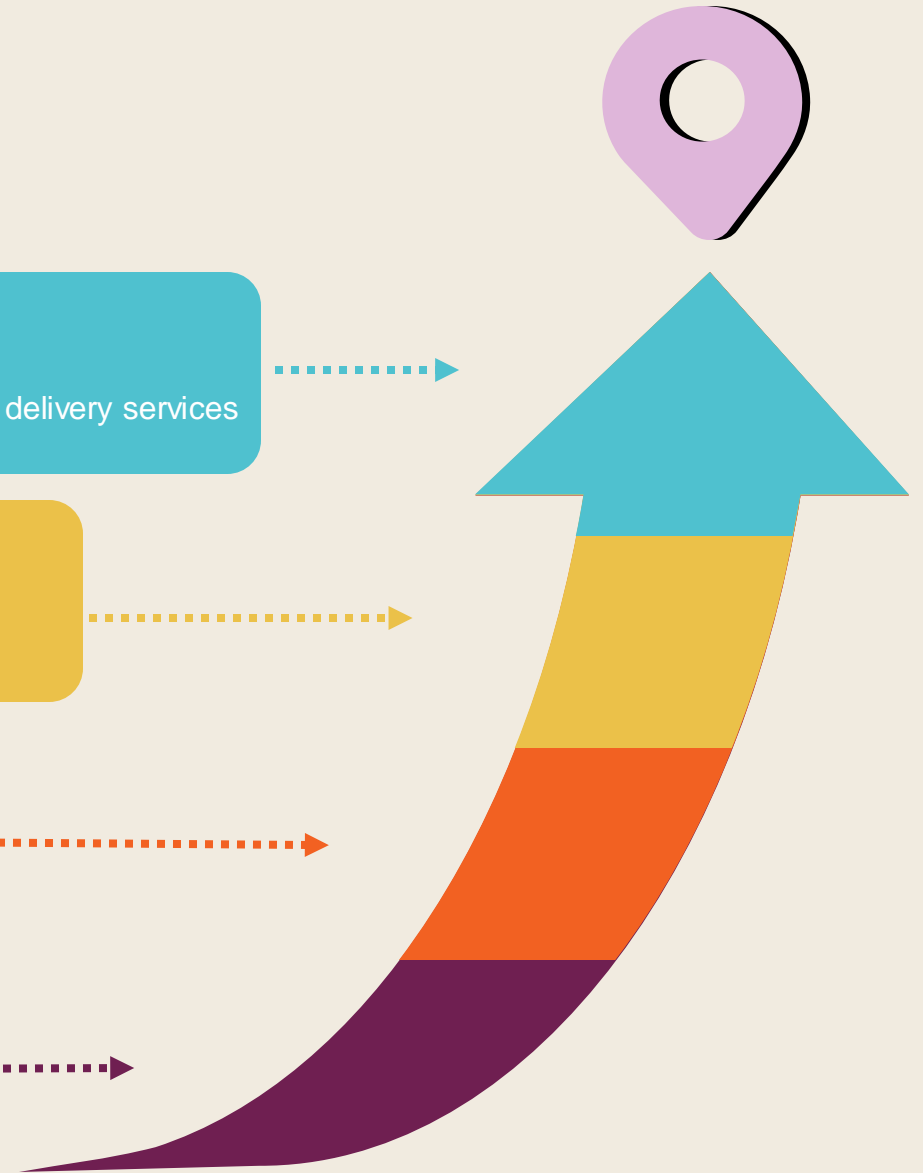
Advertisement Revenue

\$1000 per month and an average of 10 advertisers every month which would generate a revenue of \$120000 per year

04

Transaction Fee

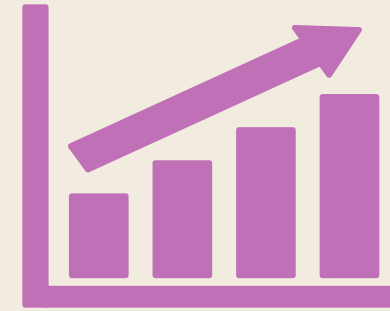
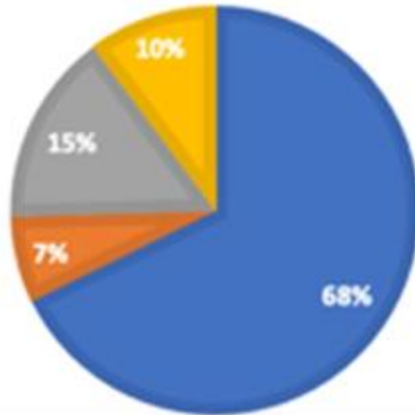
15 percent per transaction or \$1 whichever is less.



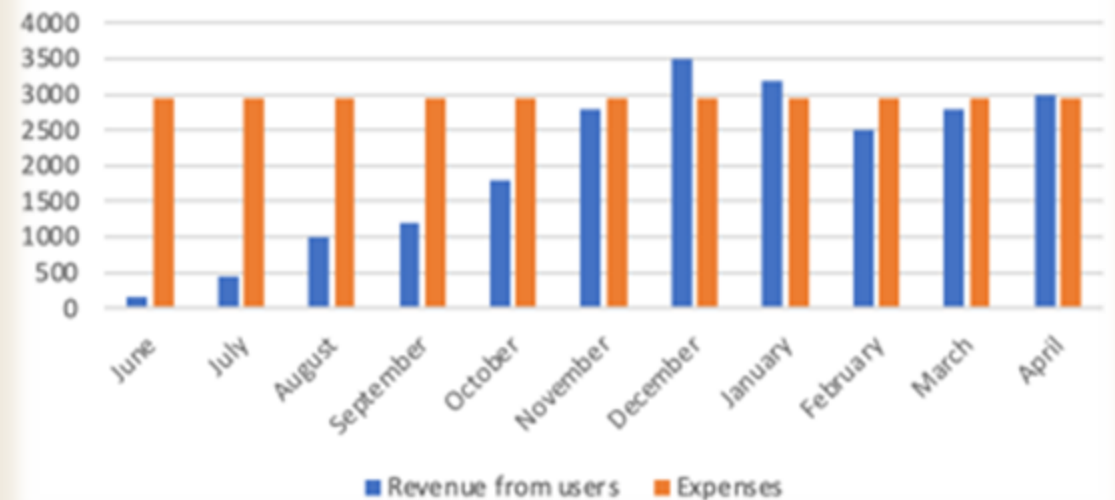
All about numbers

EXPENSES PER MONTH

■ Development Team ■ Hosting and Infrastructure
■ Marketing and Advertising ■ Legal and Administration



Projected Revenue and Cost



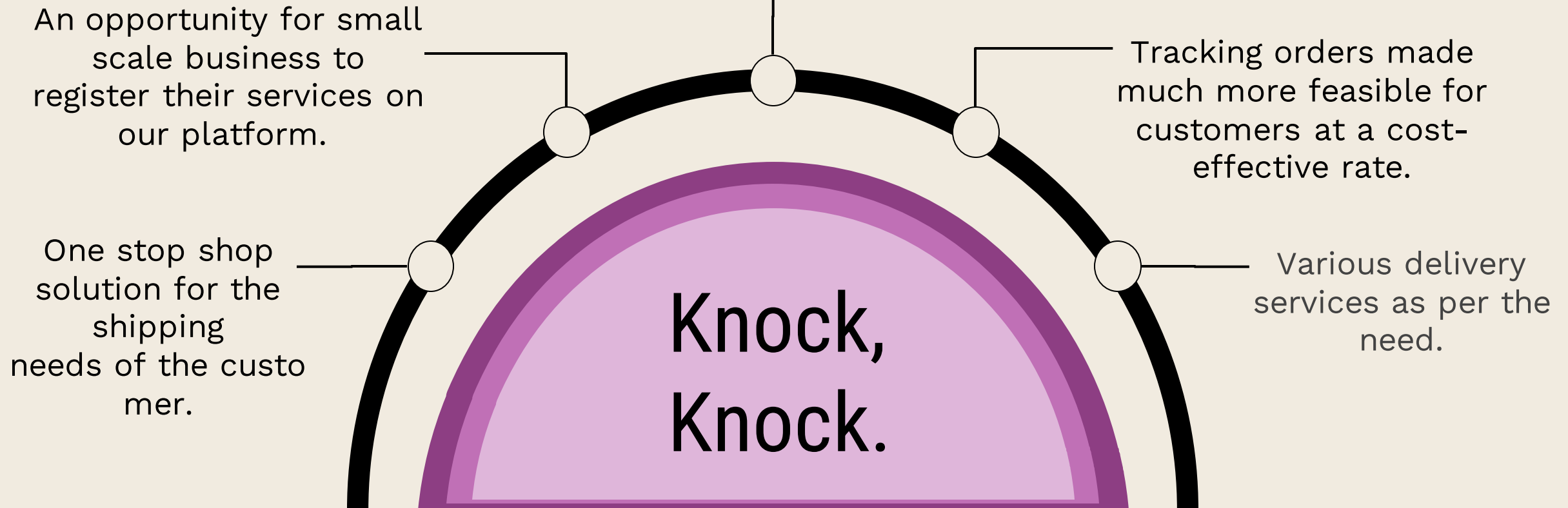
Current Status

- The development of the delivery management service is underway!
- The basic model for the product, the objectives, marketing strategies and the competitors have been discussed and we are now gearing up for the first sprint.
- By the final sprint, the deliverables of our product will be as follows:
 1. Login and registration page for the users and delivery drivers.
 2. Search, filter and recommendation options for the user.
 3. Admin screen for the delivery manager.
 4. Delivery driver view.
 5. Location tracking of the drivers for the users.
 6. Messaging and chat for effective communication between the manager, user and the driver.



Summary

"On-time every time" delivery service!!





Our team



Chaitrali
Back-end developer



Prajwal
Full stack developer



Chiranthan
Front-end developer

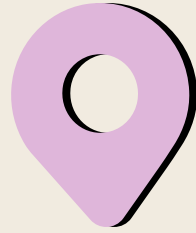


Samantha
Back-end developer



Kavya
Front-end developer

Thanks!



Do you have any questions?

Reach us at

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