

Enabling shared shipping in online purchases with just a click of a button!

ShipMates

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Agenda

The Need

Our Approach

How the model works

Value proposition

Quality of service

Financing

Revenue

Promotion

Business survey

Target Segment

Applying the rabbit model

P.O.C Demonstration

The need

- Ever tried to buy something online only to realise that the shipping fee is the same or sometimes double the price of your product ?



Our platform

- ShipBuddies offers a platform which connects users shopping online enabling them to split the shipping fees for their packages!



How the model works

The foundation of the platform is based on the concept of manpower



Process of shared shipping

Online shopper

Online shopper

Online shopper



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Split Shipping Fees



Set shipping to nearest location relative to group



Logistics partner



Package collection





Value Proposition

By enabling shared shipping, we add a layer of accessibility and comfort to the online shopping experience, facilitating users who would like to decrease the shipping fees on their purchases to be able to do that with ease



Quality of Service

- Our quality of service is maintained based on
 - Hosting a user-friendly interface platform to start with.
 - Abstracting the fees splitting and payment procedure for the users
 - Ensuring via our logistics partners that the packages arrive to the user in perfect condition as expected
 - The platform provides 24/7 support ensuring a fluid user experience



Finance

- Our plan is to finance our product via the following
 - Investor Pitches
 - Partner shops

Required amount: ~300000€



Revenue

- How do we make revenue?
 - Commission from every group purchase
 - Hosting ads on the platform
 - Premium membership options



Revenue Structure



Parameter	Shipping fee: 5.25€		
	Number of people: 5		
	Total shipping value: 26.25€		
	Mode	Free shipping	Reduction
Pay		1.05€	1.3875€
Revenue		5.25€	3€
			Full fee
			2.625€

Promotion

The service will be promoted via :

- Ads on online stores
- Social media influencers as use cases
- Partner stores promoting the service

Business Survey

Goal:

- Refine the characteristics of target users
- Help us design web features
- Understand the feasibility of our ideas



Business Survey

The summary

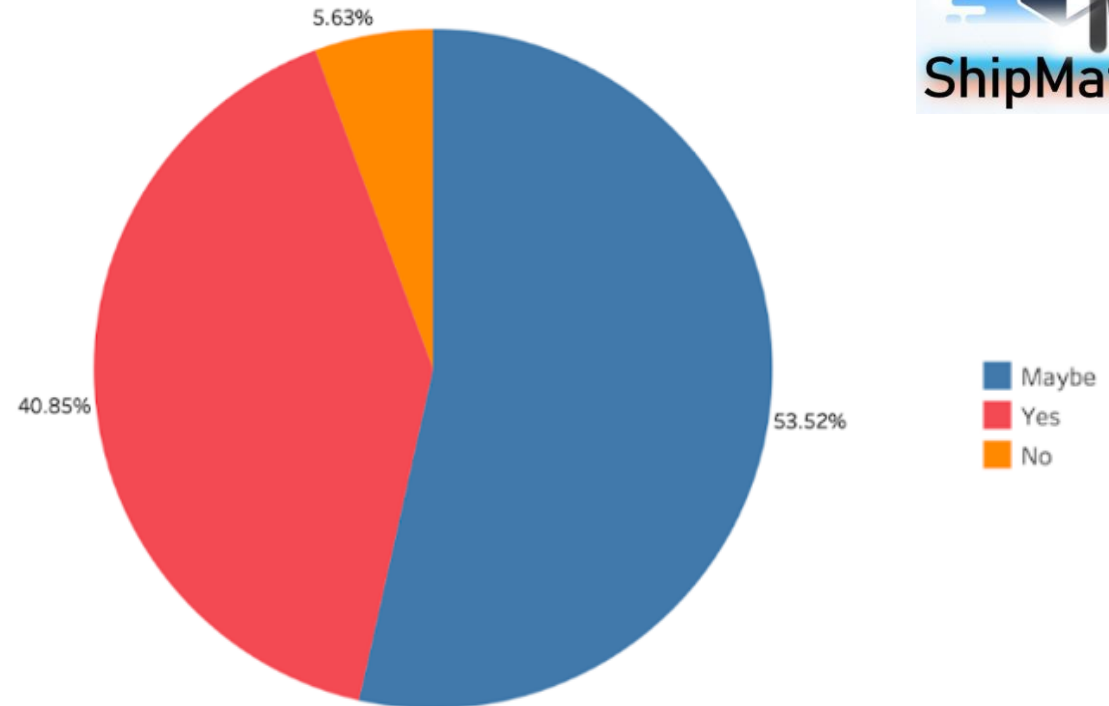
- 153 people involved and cover 20 countries
- 8 specific questions and 2 general questions



Business Survey

The result

- The bright future
- Only 6% of the interviewers reject using our platform



Willingness Result

Target Segment

The customers we
target

People who shop online regularly
(frequently)

People who think shipping fee is
expensive (to some extent)

People who want to add more items to
the cart to get free shipping fee

People who are willing to share shipping
fee with strangers (the same community)

PERTS
Business



Target Segment



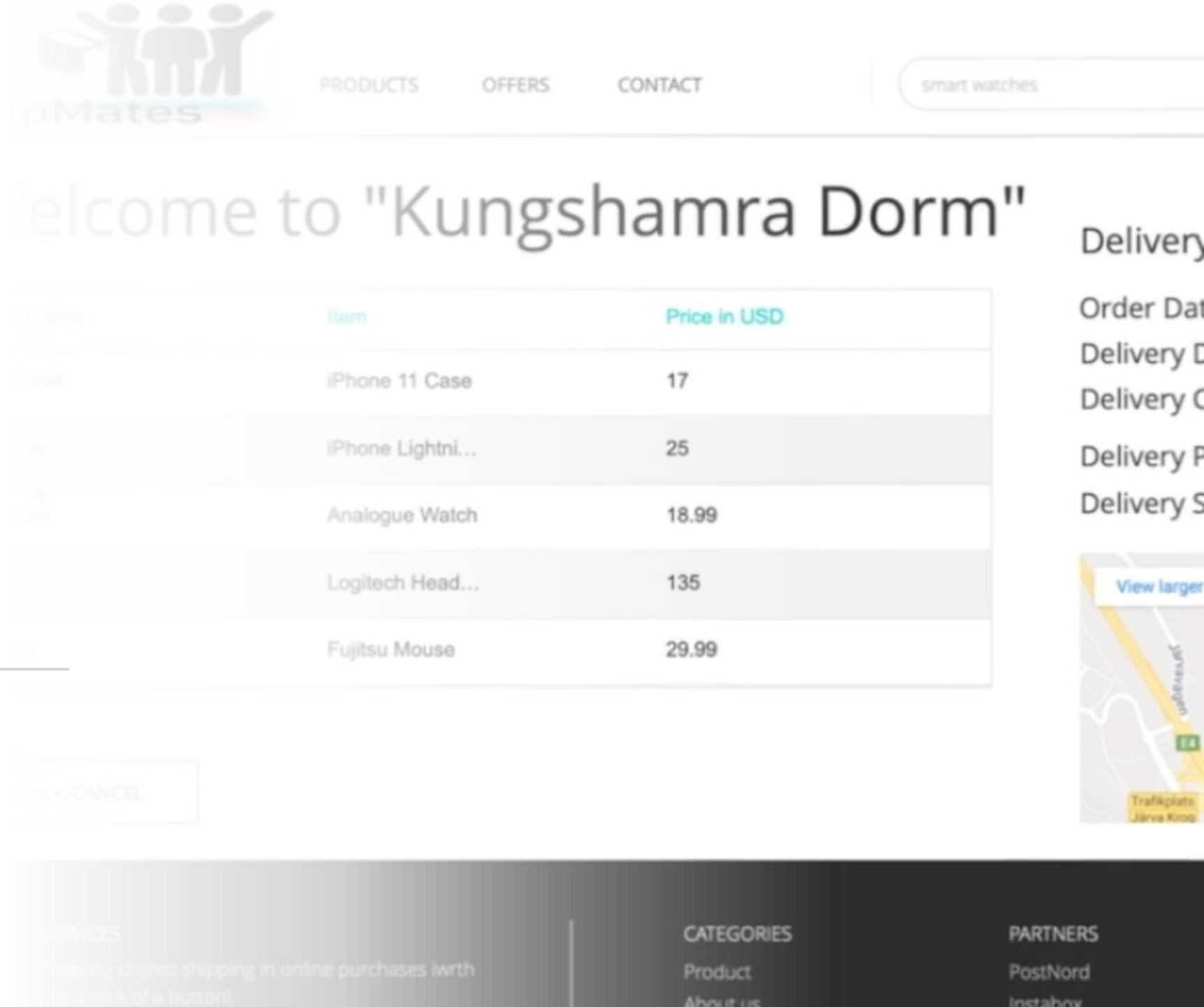
Applying the Rabbit Model

- **Rabbit -> Concept of Shared Shipping**
- **Australia -> Shipping Industry**
- **Have to come up with strategies to handle opposition**
- **Stores could be strong allies**
- **Long lasting economical impact**





P.O.C.





What do you think of our service?