

S-Movers

Movers easy on wallet

Problem in consideration

There are many problems that we have to face as a student, most of the problems are caused by the lack of a private vehicle. One of the problems that I want to address is that students have to shift from place to place as they do not have a fixed place to live during student life or even after that. Due to lack of vehicle it gets difficult for students to shift from one place to another. It is more painful for students who are living alone and have no one to get help from. There are so many things related to shifting which are not possible without someone's help. There are other pain points, if we keep on adding those. Some of the main pain points that I want to solve are –

- Help to load and unload things while shifting
- Move those things from one place to another
- Pick up things which are sold but not delivered through marketplace or Kijiji

There are movers out there, but they are not wallet friendly for students and companies like U-Haul require you to drive by yourself, most of the students do not have a driving license. However, you can hire drivers from other companies, which I want to integrate in one solution.

References-

- [About hiring a driver for U-Haul](#)

Solution proposal

What I want to propose is that most of the students do not have much things to move, so they won't be needing big trucks for that. A platform could be built on which people with cars, having G license for over 5 years (just a threshold), can register after passing all the criteria. People could also register as helpers who do not have a car but are ready to help in packing, unpacking, loading and unloading of the things. Students, or even other customers could book a time and a driver to move the things or even pick up things for them which are sold through marketplace or Kijiji or any other platform which do not deliver. They could add on the helpers if more than 1 person is needed for shifting. The person who books a driver or a helper need not be in the car with the driver, they can just book a time and track them using GPS for that defined time, for which they were booked. This is just a base solution, there are other things that could be resolved using this proposal. There has to be a points based system to flag a driver as a good or a bad which would bring the confidence in the customers who are booking the drivers. Lastly, talking about the one pain point is that this proposal is economical as people will be using their own cars and won't be in need to arrange big trucks.

Simple Intent statement

What I desire or intent to do with this solution is that I want to target students, others could be helped by this solution too like old people living alone which I have seen is common here than back at my home in India. On the other hand it also creates jobs for the people who have cars and are willing to earn some extra bucks besides their other job.

Talking about the needs of the students, there are many things listed below –

- Firstly, they want a service which does not thrash their wallet and does the work
- Someone who could help them in packing, unpacking, loading and unloading of the things which are heavy or fragile
- Someone to move those things from their old place to the new one without much hassle or them being there with the driver and helper
- Sometimes people on online platforms do not agree to deliver things, so this could also solve this because students can buy things at a cheaper rate on these platforms than amazon.ca or other online platforms

Simple Intent statement (Continues...)

There are multiple opportunities to expand this platform for more than this, people who have visible or non visible disabilities could also use this platform if some accessibility options are made available in the solution. This can also be considered as a big opportunity to integrate the helpers and movers in one platform which take the pressure off the people. There are not many platforms like this out there which could be considered as a big opportunity for bringing up a solution of this kind. Solutions which are present out there are either too costly or considered as commercial movers.

It would create values in the sense that it would help other people to make some extra bucks and help the people in need. That would not only benefit both the parties but also the business by pulling more customers who own a car.

There are many risks related to starting this solution as it would be difficult to build the trust in the hearts of people specifically students as they have low constraint amount of money that they want to spend very carefully. Once, trust is built then comes the major task and the biggest risk i.e. maintaining those customers by enhancing our verification process and keeping the high level of the drivers and helpers.

Financial Risks

While making a decision to start this business there are financial risks that comes with it. Even if I have inherited \$100,000, it is not sustainable energy, it would finish at some point. There are many things that we need to consider while putting this into work, major ones are listed below based on research and my understanding –

- Even if most of the things could be done digitally in this era, we would still be needing a common workplace or office, even for a small place we have to pay the rent which could exhaust the money quickly
- When you are working or developing, you obviously need laptops / machines and other devices to develop and test things which also create some overhead
- Everything cannot be done by 1 person so other people need to be hired which also involves financial risks
- Inherited money is not enough which would lead to get funding which will also cost money as we have to present this to potential investors

Chances of succeeding

There are pretty high chances of succeeding with this business plan as there are very less number of competitors out there for the problem which we are trying to solve. I have faced the same problem twice and still lose some great deals because of the lack of a vehicle. This also creates an opportunity to start and expand it beyond this due to lack of competition. Moreover, poll that I took showed that the students would go with this solution if it is ever implemented. However, only 20-25 people gave their input. I researched and the competitors like U-Haul, Movers, Canada Moving etc. are basically commercial businesses which are mostly targeted at bigger intake of the profit. No one is budget friendly and are mostly suitable for the families not for the students like us.

Willingness

To an extent, yes. Yes! I am willing to take all the aforementioned risks as my research and poll brought up a lot of confidence in my idea. Even if I do not succeed, which I will, I have to give it a try as I would be able to earn more money by building up a business. In the starting it is obvious that we will lose some money. However, once established our customer base, it would generate a lot of revenue which would be much higher than what I would be earning while working for someone else.

So, it makes sense to take all the chances due to lack of competition and a real life problem is being addressed here. Students will keep on coming to Canada for studying. There would never be a shortage of customers for this solution. The main hurdle is to start from scratch and finding the right people to work with and importantly the funders as money is not sustainable. We have to put in a lot of money in the starting and be patient for a longer period of time.

Other References

- About Canada moving - <https://www.canadamoving.com/about-us/>
- About driver license (not restricted locally) - <https://www.cbc.ca/news/canada/windsor/teens-say-they-re-too-busy-to-get-driver-s-licences-1.1381485>
- Average cost based on two different scenarios (Local or long distance shifting) - <https://www.zoocasa.com/blog/how-much-does-it-cost-to-move/#:~:text=The%20average%20local%20move%20in,associated%20with%20a%20local%20move.&text=Be%20leery%20of%20companies%20who,the%20HST%20or%20the%20GST.>