

# STD Logistic

This application is intended for both: consignors and consignees, as well as transport companies.

## **Purpose:**

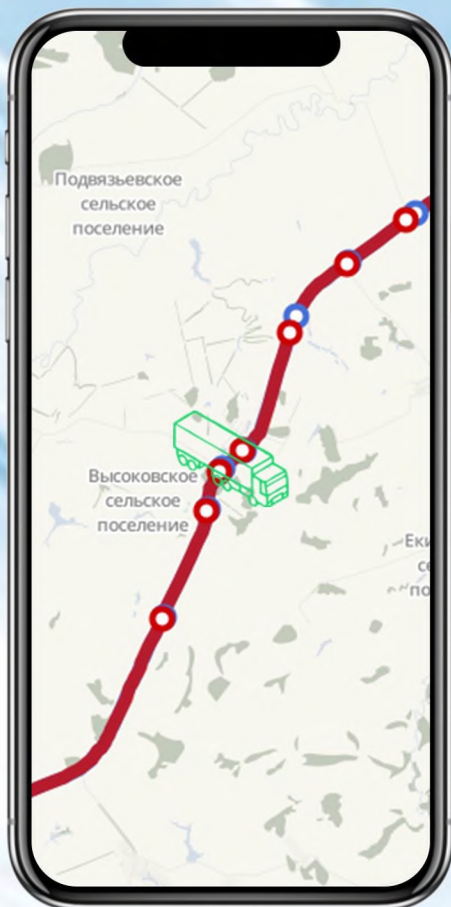
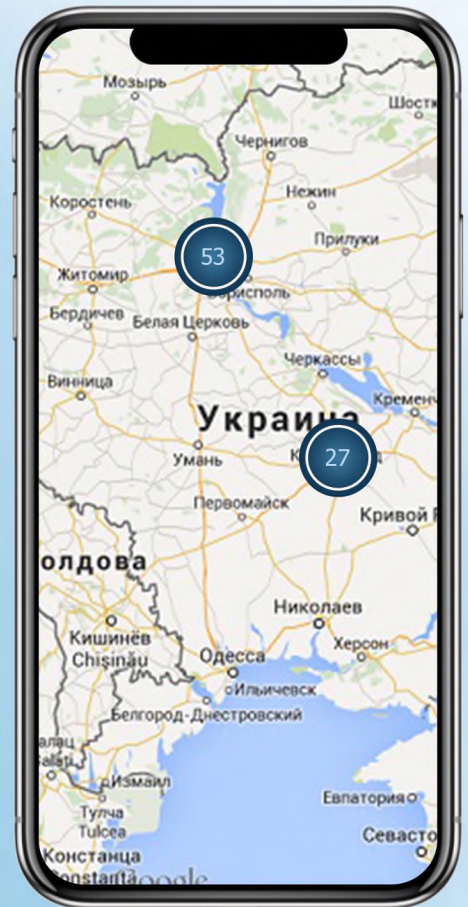
Provide online information on the location of the vehicle during the transportation of cargo from point A to point B by monitoring via the driver's mobile phone GPS.





# Benefits for the client:

After registration, the client can see other free transport vehicles, which are located on the territory of Ukraine or abroad.

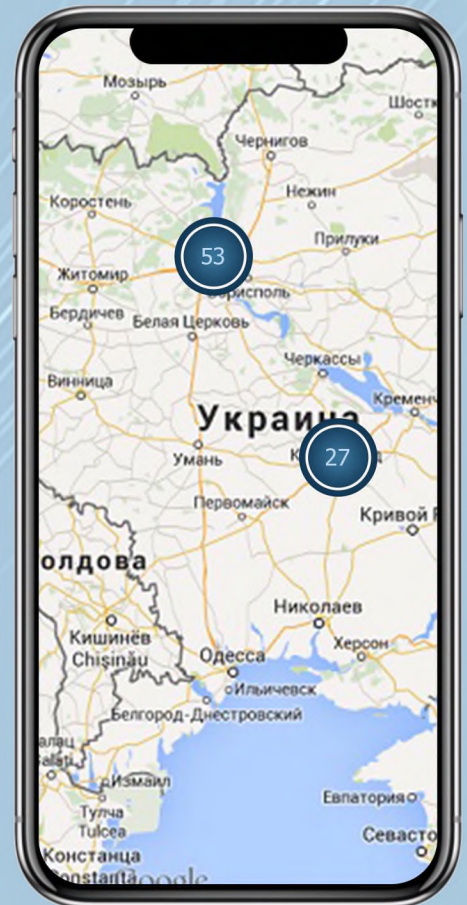
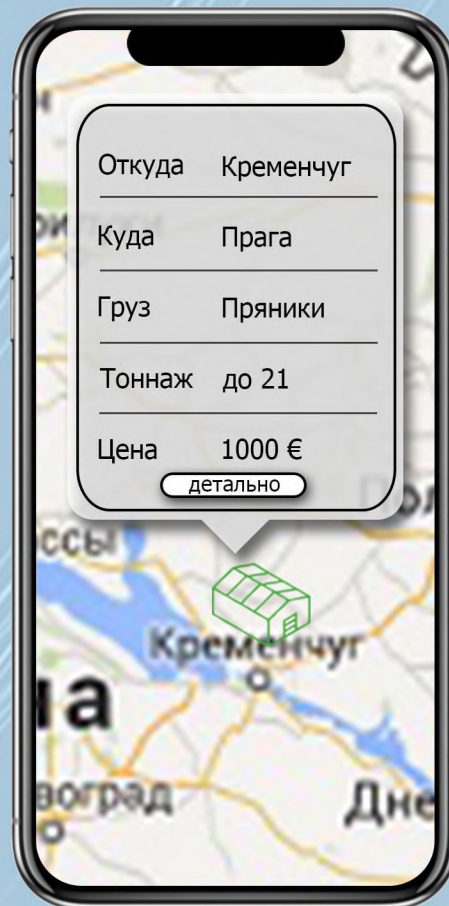
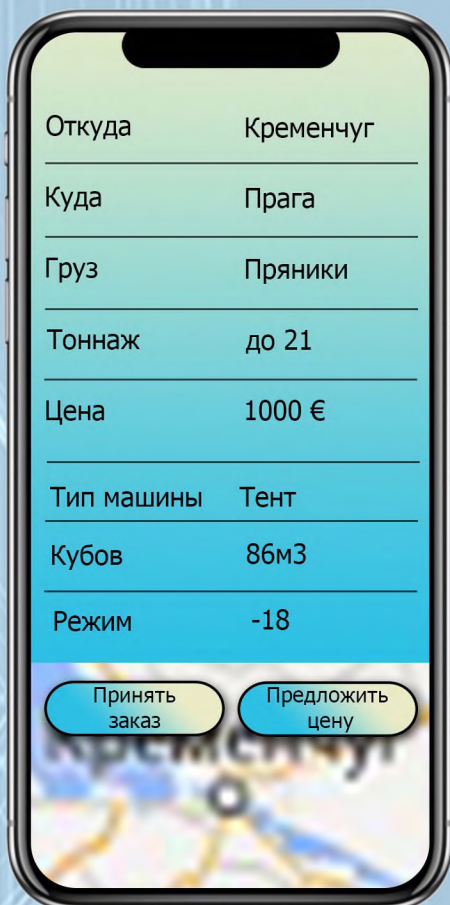


After signing the accompanying documents, the client is able to see vehicle's location any time, as well as copies of its registration documents.



# Benefits for the carrier:

After registration, the carrier can see direct customer orders and offer the customer a price for transporting cargo through a mobile application.





## **Risks:**

**For a fully working scheme of this application, direct customers and direct transport companies with their cars are needed.**

## **Solution:**

- 1. Active online advertising as well as placing feature articles in business magazines.**
- 2. Attraction of direct carriers by the client.**
- 3. Adds accommodation in group thematic topics in social media networks.**



# Investments are needed for:

<b>1. App development</b>	<b>5000\$</b>
<b>2. Advertising</b>	<b>10000\$</b>
<b>3. Maintenance</b>	<b>~350-400\$</b>
<b>Total:</b>	<b>15400\$</b>

## Options for cooperation

**Option 1:**  
**75% of the logistic company's income / 25% Investor's income**

**Duties of our logistic company:**

1. Search for potential app users
2. Implementation of timely settlements between the client and the carrier
3. Document circulation
4. Providing the Investor with an extract from the financial docs upon the request
5. Maintenance of the app

**Investor Responsibilities:**

1. Initial maintenance of the app

**Payback:**

$7450 \text{ USD} \setminus \text{EUR} * 25\% = 1490 \text{ USD} \setminus \text{EUR}$  (monthly)  
 $15,000 \text{ USD} \setminus 1,490 \text{ USD} = 10.07 \text{ months}$

**Investment stages:**

**Stage 1 - 5,000 USD:**

Development of a test app. Approximate timing of the development 5-7 weeks.

**Stage 2 - 10,000 USD:**

Finalization of the app, adding new tasks. Release date in the Play Store 01.02.18.  
Test ad campaign in order to check the conversion rate.

**Option 2:**  
**60% of the logistic company's income / 40% Investor's income**

**Duties of our logistic company:**

1. Search for potential app users
2. Implementation of timely settlements between the client and the carrier
3. Document circulation
4. Providing the Investor with an extract from the financial docs upon the request

**Investor Responsibilities:**

1. Initial maintenance of the appl
2. Maintenance of the app

**Payback:**

$7450 \text{ USD} \setminus \text{EUR} * 40\% = 2980 \text{ USD} \setminus \text{EUR}$  (monthly)  
 $15,000 \text{ USD} \setminus 2980 \text{ USD} = 5.03 \text{ months}$



Any of the above options implies entering into a contract for 3-5 years depending on the choice of option, namely:

Option 1: 5 year contract.

Option 2: 3 year contract.

Estimated total revenue for Option 1 contract:

(UA - BG)

Out of 746 applications expected coverage 20% = 149 applications per month

$149 * 50 \text{ USD / EUR}$  (Commission of our logistic company as a forwarder) = 7450 USD / EUR

$7450 \text{ USD \ EUR} * 25\% = 1490 \text{ USD \ EUR}$  (monthly)

$60 * 1,490 \text{ USD \ EUR} = 89400 \text{ USD \ EUR}$

Estimated total revenue for Option 2 contract:

(UA - BG)

Out of 746 applications expected coverage 20% = 149 applications per month

$149 * 50 \text{ USD / EUR}$  (Commission of our logistic company as a forwarder) = 7450 USD / EUR

$7450 \text{ USD \ EUR} * 40\% = 2980 \text{ USD \ EUR}$  (monthly)

$36 \text{ months} * 1,490 \text{ USD \ EUR} = 107280 \text{ USD \ EUR}$

\*These figures are based on expected minimum workload of 149 applications per month. Estimated workload plan by the end of 2019 - 1000 per month.

Therefore, the contract revenue will be increasing monthly.