

A smartphone screen displaying the Delively app interface. The background is a purple-tinted image of a city skyline at night with fireworks. The word "DELIVELY" is centered in white. Below it are two yellow buttons: "LOGIN" and "REGISTER / SIGN UP".

**DELIVELY**

[LOGIN](#)

[REGISTER / SIGN UP](#)

The background of the entire image is a dense pile of various food boxes and packages. Visible brands include Nescafe, Golden Phoenix, Rice Blend, Quaker, HAITAI, and FairPrice. The Delively logo and tagline are overlaid on this background.

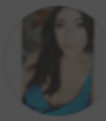
**Delively**  
Secure. Freedom. Delivery



Download on the  
**App Store**



GET IT ON  
**Google Play**



Connie Thong-Song ▸ StarTrack

14 November at 16:20 · 🌐

Plate: 1FR5KC.

2 turning right onto the corner of Heatherton Rd and Springvale Road in Melbourne. Driver just tried to run me over. He didn't stick to his right turning lane as I was turning in the middle lane. I beeped as we were turning, he noticed me in the middle lane yet still stuck to his guns and continued into the lane causing me to have to swerve into the far left lane. If his job is to drive, should he be familiar with the road rules? Didn't really want to die today thanks.

- No end-to-end guarantee for parcel delivery

- Consumers have a major concern of arrival time of their parcels not being in their preference

- Allocation of delivery man are not being optimized

... Tony Joubert ▸ StarTrack

hr · 🌐

StarTrack, I was meant to have a package picked up this afternoon (14th Nov), I rang the number on your website (after 1700 aedt) put in my number, and was told by computer it has been picked up. It is still beside my front door ( 2000 AWST).

I was at my residence all afternoon waiting for this to be picked up. The parcel is still here this evening. When should we expect the parcel to be picked up?

Like

Comment

Share



Like

Comment

Share

yesterday at 06:52 · 🌐

Just want to give a tip to anyone who is thinking of using this mob or their parent company. I was told that the package was supposed to be delivered yesterday. Just rang ST and after 8 minutes of waiting, was told there was nothing they could do but look into it. My parcel was supposed to be here yesterday but it has been sitting in the same place for TWO DAYS!! I never have a problem with other delivery/courier companies, only AP and ST. Hopeless the lot of them. 😞

2 Comments

Icy Coté ▸ StarTrack

sterday at 08:09 · 🌐

Hi StarTrack. Two weeks ago I had a parcel delivered which was left next to my mail box. It subsequently rained and the book inside the parcel was ruined. Luckily for me (and you) the supplier kindly agreed to replace/resend the book. I called and spoke to someone at StarTrack hoping the leaving of the parcel in the rain was a one-off error, but I understand there is no policy about attempting to leave things away from the elements where possible. So in exasperation I left a nicely worded note on my letterbox asking that parcels are left under cover on our patio. Low and behold, my book was redelivered today, and where was it left? On the pathway a couple of meters away from the patio, in clear mockery of my note! I am not impressed. At our prior residence we also experience unacceptable behaviour from the StarTrack delivery driver, who literally drove onto and parked on the plants in our front garden to deliver a parcel. It is clear that at least some of your delivery team need better training and guidance on acceptable practices. I would appreciate if the delivery staff in our area could be spoken to about leaving parcels under cover (you can PM me for my location).

Like

Comment

Share



👍👎 2

1 Comment

# Solution

## FACIAL IDENTITY

We use **Artificial Intelligence** to verify both delivery man and receiver identity before passing out the parcel.



## SCHEDULED DELIVERY

Users could use our schedule service to schedule their delivery



## MANPOWER OPTIMISATION

Parcel delivery companies could use our **BIG DATA** for labor force optimization.



# Business Model



# Market Validation

400,000

Thousand Parcel Per Year

10% of available market

70,000

Thousand Ringgit/ Month

20% commission per delivery

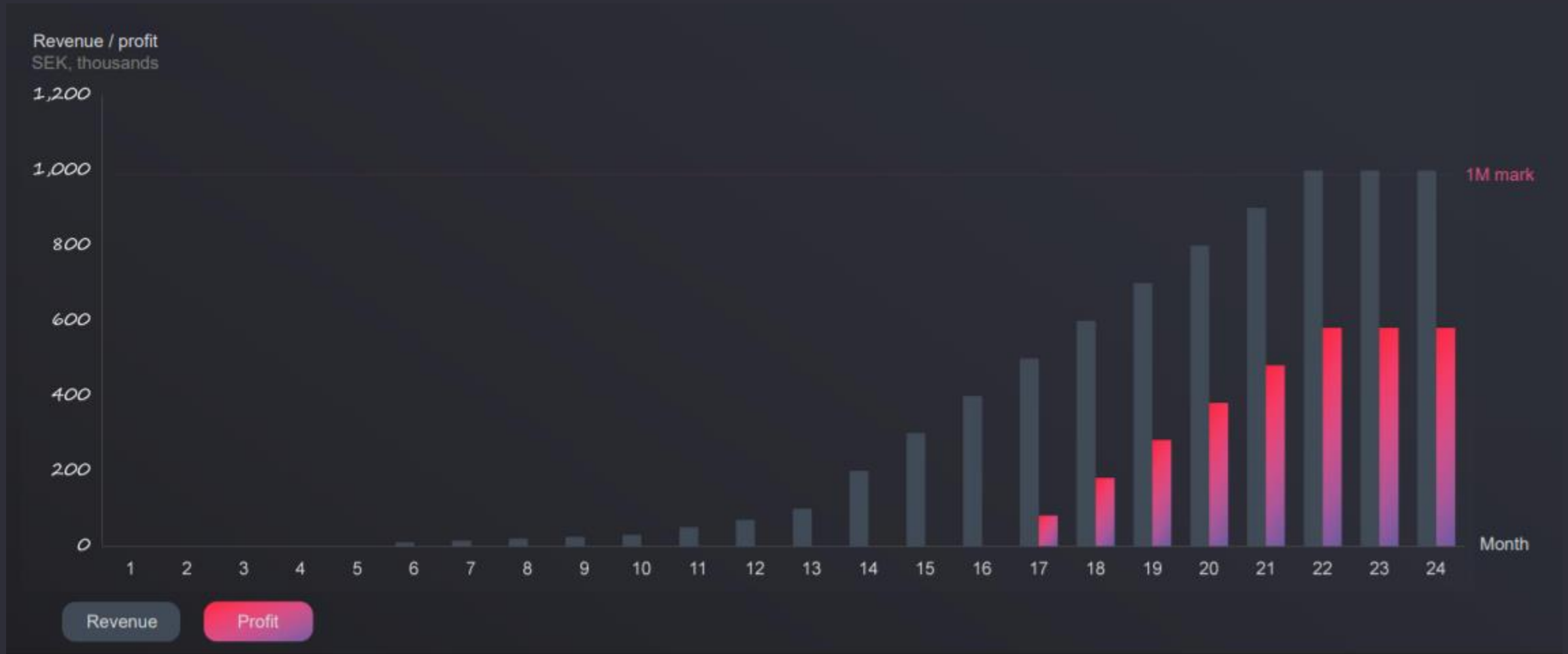
800,000

Thousand Ringgit/ Year

Revenue  
Projected by end of 2019

# Financial

We expect to break even in 17 months and achieve above 40% margin



# Competitor Analysis

The logo for matdespatch, featuring a red house icon and the text "matdespatch" in white on a red background.The logo for ezyCourier, featuring the text "ezyCourier" in red and "take it easy! Aims to be easy!" in white on a red background.The logo for easyParcel MALAYSIA, featuring a red cube icon and the text "easyParcel" in red and "MALAYSIA" in black on a white background.The logo for delively, featuring a white drone icon and the text "delively" in white on a blue background.

|                     |   |   |  |   |
|---------------------|---|---|--|---|
| P2P Delivery        | ✓ | ✓ |  | ✓ |
| Schedule Service    |   |   |  | ✓ |
| Labour Optimization |   |   |  | ✓ |
| Facial Recognition  |   |   |  | ✓ |

**LIVE DEMO**