**Professional Computing Development**

**Assignment 3: Pitch Presentation**

**Time Limit: 3:00**

* **Introduction**

Hello, my name is Duncan and today I will be presenting my pitch for Seesaw.

A peer-to-peer application that connects locals wanting to purchase international goods that they cannot attain locally and travellers willing to ferry them over in their extra baggage space.

* **Slide 1**
  + **Define the problem/need you are solving and for who**

With world becoming more interconnected by the day, its no surprise online shopping has become increasingly popular.

However, as an Australian resident, try to online shop from international venues usually ceases due to high shipping costs, long or delayed shipping times, or simply because there is no shipping option for Australia at all.

* + **What do you solve? What pain are you alleviating?**

Because of this, I have devised Seesaw.

An alternative way to obtain your international goods.

With this service there will be no egregious Australian shipping fees or agonisingly long shipping delays.

* + **What have you done that is different?**

What sets seesaw apart from other shipping paradigms is social nature of the service.

As a peer-to-peer service, it depends on the harmonious equilibrium between shoppers and travellers that co-exist.

* + **What great opportunities do you tap into?**

Seesaw taps into the Australian market; frequent victim of high shipping fees or neglection from shipping opportunities.

Furthermore it capitalises the modern trend of peer-to-peer systems such as Uber and Airbnb.

* + **How many people/organisations are feeling this pain?**

The “shipping” issues are a concern to any Australian wishing to indulge themselves in some online shopping.

And the size of this demographic is not negligible.

From 2017 to 2018, the number of online parcels received by Australian citizens grew by 21%.

* **Slide 2**
  + **Describe how you may alleviate this problem?**

Seesaw combats the core issues of Shipping to Australia by offering a preferable alternative.

Seesaw will incorporate more dynamic pricing strategies than its competitors.

Speed will be optimised by querying for the next closest traveller.

And the existence of the service itself provides available method of international shipping to Australia that was not always the case.

* + **What impact are you making?**

Beyond simply enhancing the quality of service to our market base.

The existence of Seesaw disrupts the current status quo for modern delivery services.

Like fellow peer-to-peer services like Uber and Airbnb, Seesaw implements Frank Knight’s entrepreneurial theory of identifying profitable holes in modern services and interjecting a solution to rival the current.

* + **Explain the technology/service/product**

Seesaw is an application not unlike Uber or Airbnb.

Where 2 parties will sign up where one requests the service, the shopper, and the other, the Ferrier, accepts the job and journeys to pick up and deliver the asset.

* + **What value are you adding to your customers?**

In general terms Seesaw answers the key issues Australian online shoppers have.

Seesaw will offer more cost-effective shipping rates.

Seesaw provides the instant access to a willing ferry.

Seesaw provides a feasible method to obtain otherwise unobtainable goods.

Seesaw provides security with strict screening processes for their users

Seesaw’s peer-to-peer status also appeases the growing want to put more trust into people rather than corporations.

* + **Tell the story of your customers and how the customers use/value your product**

A simple user story for Seesaw would be

a buyer requests an item to be bought and ferried from its place of origin.

Then the app will search for a willing ferry in said place of origin.

If the ferry accepts, a deposit will be taken from the ferry as an insurance policy for their good and honest service and the full fare is paid by the shopper.

Then the ferry will travel to obtain the product and go on their already scheduled travel.

The shopper will be able to track the progress of their product up until they receive it.

Once delivered properly, the deposit is returned, the service fee is paid to the ferry

* + **How sustainable is your solution?**

And as long as online shopping is desired by Australians,

people will always have a need for more efficient and cost-effective shipping methods.