

ParcusPort

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Our Idea

To bring all the logistic companies on a common platform and **leverage the modern technologies to create a goods pooling service which helps to connect the empty going trucks to the logistic companies who want to send goods** on the same or a similar route making it cost efficient for both of those companies.

Description of our product/services

- Our product is a **platform** that functions via a web-app/mobile-app.
- The app allows a business **say A to enlist the details of transport it is sending**, the route and amount of vacant space for other goods.
- Another business, say B requiring a trip on the same route, **can then use the platform to add it's own goods into A's trip**, thus cutting down transportation cost.
- The **business A generates revenue from B** for providing the vacant space.

Target Audience

- **Logistics' Companies:** All those organizations that run a chain of transporters that implement, and control the forward and reverse flow, of goods and related information between the point of origin and the point of consumption in order to meet customer's requirements.
- The current plan **targets such B2B** supply chains.
- The aim is to enhance their efficiency without altering the basic functionality.

Source of Revenue

- **Commision** - Our major source of income would target those payments that are done on the bookings made for the empty space on an ongoing mid-route truck.
- **Insurance** - any freight is insured before it is transported. We will provide insurance service for the goods sent through our platform.
- **Advertisements** - This platform would generate data about the trucks, drivers, logistic companies, goods. We can use the data to show customized ads to the user.

Business Goal

- Our company revenue is projected to be 5.94 Mn USD in the 3rd year and 20.94 Mn USD in the 5th year.
- We would reach a customer base of 15,000 trucks in the 3rd year and 52,000 trucks in the 5th year.

Our Team

- **Chief Executive Officer (CEO)** - Karan Agarwal
- **Chief Experience Officer (CXO)** - Ayush Singh
- **Chief Marketing Officer (CMO)** - Pratyansh Agrawal
- **Chief Technology Officer (CTO)** - Umang Govil

Business Opportunity for our idea

- The Indian logistics sector is fragmented and inefficient. There are x companies in this sector and the average number of transport vehicles owned by them is y . All this fragmentation leads to huge inefficiencies — **25% of the trucks on the road are empty while the rest are loaded to only 59%.**
- Bringing them onto a common platform for freight pooling is game changing as it **significantly reduces the cost price for the transportation** by using the available trips more wisely.

Why this is the best team

- **Karan Agarwal** - visionary inventor,
- **Pratyansh Agrawal** - critical analyzer,
- **Ayush Singh** - planner, doer.
- **Umang Govil** - team player.

Target customer and demand

- Target customers are the logistic companies.
- **Customer Segmentation** - There is just a single category of customers on our product. The model targets a B2B supply chain and the sender as well as receiver companies will use the platform in the same manner.

Intellectual Property Plan

- **What are various IP involved.**

- The process that we have adopted to execute the idea of pooling transport of goods through a unified tech platform, and the strategy for our association with transportation companies.
- Our logo and tagline.
- Our web-app and mobile-app.

- **How we will manage them**

- The business model and strategy will be patented.
- Logo and Tagline will be protected through trademark.
- Web-App and Mobile-App will be copyrighted.

Our marketing plan

Based on the nature of our product, we intend not just to sell but to *'engage'*. Also, we aim to build a credible image for our industry. The major marketing strategy adopted would be **sales marketing**:

- Some of the busy routes and the logistics' companies most active on them are identified.
- The potential cities/stations that lie on the same route are also identified, along with their companies.
- These companies would be approached by the **'negotiators'** who convince them to make our platform as their *modus operandi*. Also, they guide them through the initial transactions.

Marketing Plan(contd.)

- The regional '**Company representatives**' would manage the negotiators of their region, and make sure that the registered companies are active.

Our Operational Plan

- An office place would be required to carry out the basic operations like for developing the platform and other on-desk operations.
- A team of company negotiators communicating with the local logistic companies.
- A team of company representatives managing the company negotiators.

Our Operational Plan

Starting Year

- In the initial three months, we will be hiring interns who will develop the platform.
- After the initial three months, we will be hiring professional developers for maintenance and bug-solving of the platform.
- They get the opportunity to insure their goods by contacting the insurance provided provided by our platform.

Your Operational Plan

First Year

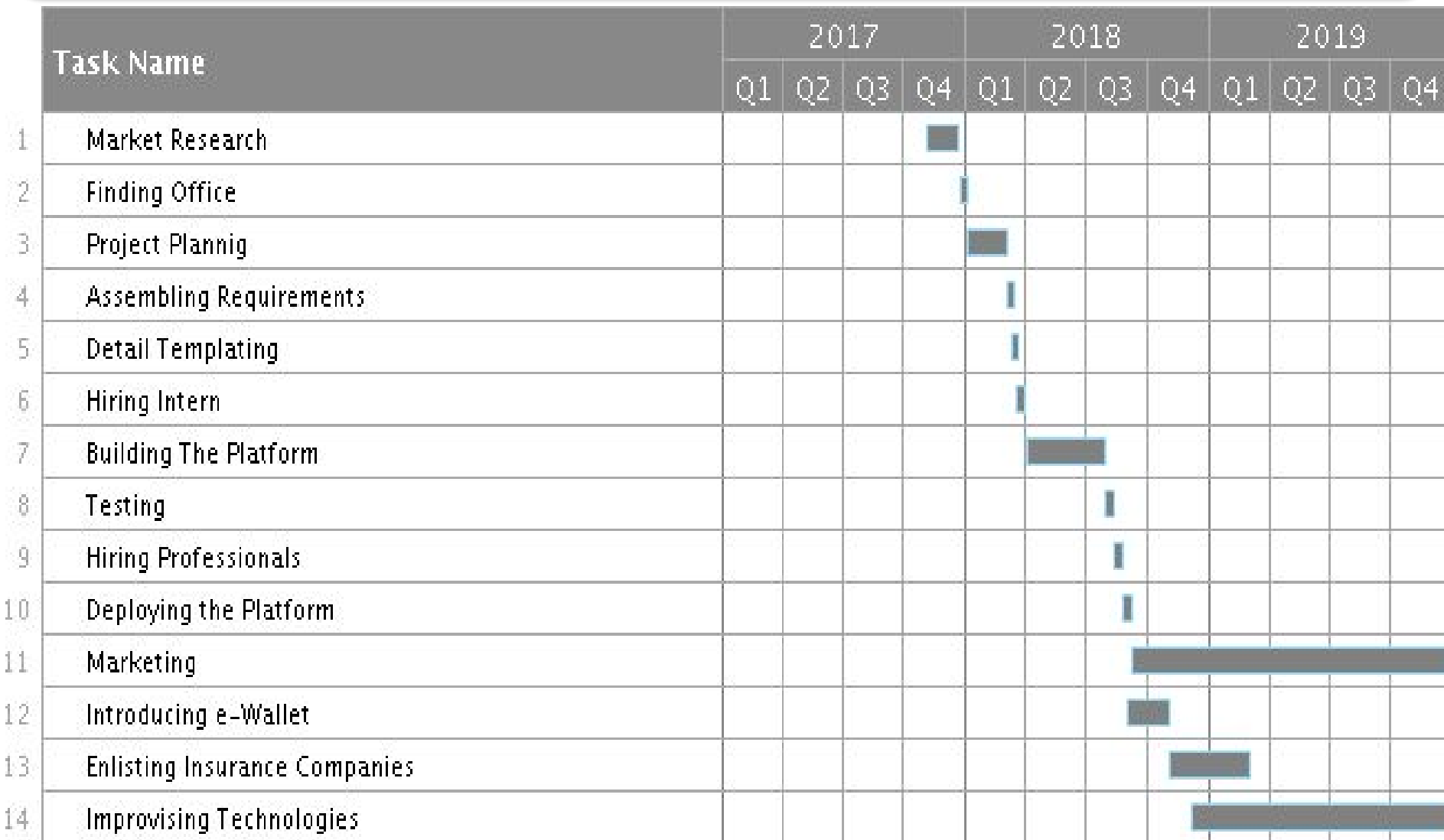
- We will now be enlisting other major insurance companies to insure goods for the logistic companies.
- Setting up offices in other major cities based on the new routes targeted.
- Expanding team - hiring new developers,negotiators,representatives,etc.
- Introducing an e-wallet and payment gateways for the customers.

Your Operational Plan

Second Year:

- Introducing new tech-field team - Machine Learning scientist, AI Scientists.
- Further expansion of the team to move on to other cities.

Our project management



Projection of our investment

INFRASTRUCTURE COSTS			
Field	1st Year	2nd Year	3rd Year
Apps	8600/-	8600/-	8600/-
Web Server	7200/-	36000/-	72000/-
Office	1,80,000/-	4,80,000/-	16,20,000/-
IP Cost	20,000/-	1,00,000/-	3,00,000/-
Total	2,15,800/-	6,24,600/-	20,00,600/-
Overall Total	28,40,400/-		

Projection of our investment

HUMAN RESOURCE COSTS			
Field	1st Year	2nd Year	3rd Year
Founders	36,00,000/-	48,00,000/-	80,00,000/-
Developer Interns	5*21000	5*21000/-	10*21000/-
Professional Developers	2*204000	5*504000	10*800000
Sales Negotiators	15*42000	45*42000	130*42000
Company Representatives	4*84000	10*84000	20*84000
Total	50,79,000/-	1,01,55,000/-	2,33,50,000/-
Overall Total	3,85,84,000/-		

Infrastructure + Human Resource costs = 4,14,24,000

Startup India

- Startup india is a government program for startups that has 10,000 Cr. funds.
- Under Scheme 7 of the initiative the new startups in the domain of green technology, fintech, etc. We can avail upto 25 lacs.
- Department of Science and Technology (DST) will soon revise the total funding limit to startups at supported incubators from up to Rs 50 lakh to Rs 1 crore

Projection of our finance and profit

- 20% of the trucks on the road are completely empty, the rest of the trucks are only loaded to 70%.

average empty space = $((20*100)+(80*30))/100 = 44\%$

targeted efficiency = 10%

average space saved = 4.4%

Projection of our finance and profit

- **total market size = 307 Bn USD**
- **road freight = 63%**
- **market size of road freight = 193.4 Bn USD**

Projection of our finance and profit

Earnings		
Field	3rd Year	5th Year
Market Capture	0.7%	2.4%
Market Capture Value	1.35 Bn USD	4.64 Bn USD
Space Saved	4.4%	4.4%
Commission	10%	10%
Revenue	5.94 Mn USD	20.41 Mn USD

Calculations

Total investment needed for 2 years = 1,60,74,400

Cost of founder salaries = 84,00,000

They would take 24,00,000 in Cash and the rest 60,00,000 as stocks.

Fund from startup india = 25,00,000

Investment needed = 1,60,74,400 - 60,00,000 -
25,00,000

= 75,74,600

Why an investor would invest in our company

We are offering a 5% equity in the company for 75 lacs and a board seat.

In the 3rd year, our revenue is projected to be 5.94 Mn USD, and in 5th year, it is projected to be 20.41 Mn USD.

This brings our company's valuation at around 14.85 Mn USD (95.78 Cr.) in the 3rd year and 51.02 Mn (329.07 Cr.) in the 5th year.

This makes your shares worth 4.78 Cr in the 3rd year and 16.45 Cr. in the 5th year.

Apart from this, investing in a successful startup would enhance your personal brand. By betting on us, you would be established in the market as a visionary investor opening new opportunities for you as well.

Any other point you want to bring

According to the National Logistics summit of india.

- Logistics cost for the world is 3.5 trillion USD.
- India spends about 14.4% of its GDP on logistics and transportation.
- Freight transport market of India is expected to grow at 13.35% CAGR and will be worth 307 Bn USD till 2020.
- 22 Lacs heavy duty trucks and 6 Lacs light duty trucks.
- 63% of the market is road freight.

Funding secured by other startups in this Field

Convoy-\$62M by YC's Continuity Fund

CargoX- \$10M by Goldman Sachs

Cargomatic- \$8M