**1. Business model:**

**a. The core object of the app/website is to convey orders from individuals and small businesses.**

**b. The purpose of this app/website is to make possible for the individuals to use our services and to make order placement easier for small businesses.**

**c. Other aspects that app/website convey are creation of statistics and sending messages to couriers with time and address of pickup.**

**2. Target audience:**

**a. The app/website users will be individuals and small businesses who wants to sent medium/large cargo via ship.**

**b. This app/website can be used by anyone and any business type.**

**c. Specific region I want to launch it is Netherlands but with the ability to scale and support multiple languages.**

**d.This app/website does not have any age, gender or specific audience criteria.**

**3. Revenue model:**

**a. Revenue model for the app/website is revenue from placed orders, it won't have commercials.**

**b. I do not need Ads management.**

**c. App/website will require module for online payment.**

**d. App/website won't have any commission for transaction.**

**e. App/website won't need subscription or membership to manage.**

**4. Platform:**

**a. I want this app to be available for IOS and Android**

**5. References:**

**a. Three similar apps/websites:**

**- haulk.app**

**- superdispatch.com**

**- loadaza.com**