

BRIINING.it

deliver together

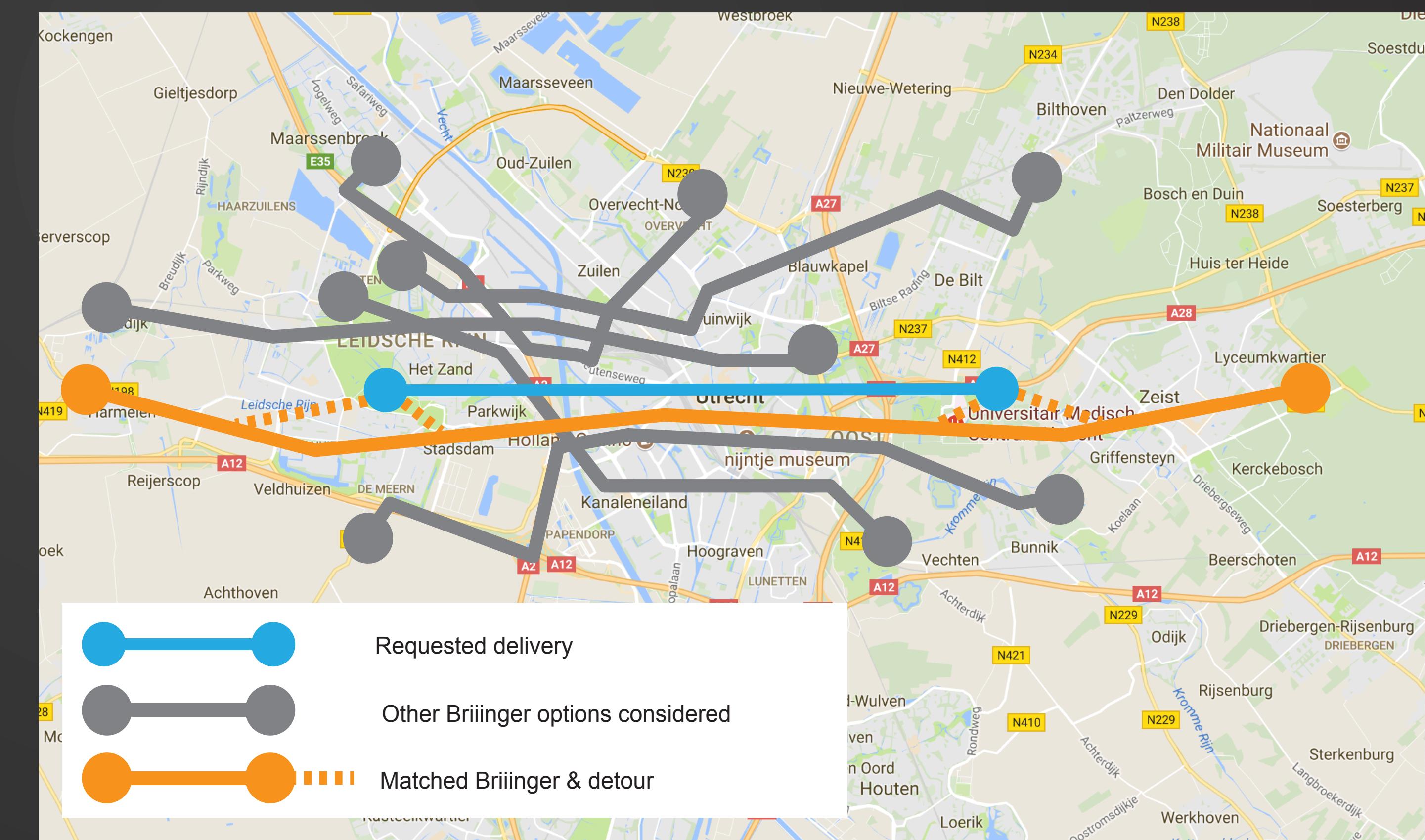
Delivery app using commuters as couriers

briiing.it: unique technology

Your delivery route + My trip = MATCH!

Instead of using dedicated drivers, briiing.it turns commuters into ad hoc, personal couriers. briiing.it uses predictive technology to detect and predict commuters' recurring routes in the future. These predicted routes are then matched against requested delivery routes.

Interested in our tech? Ask for our tech deck!



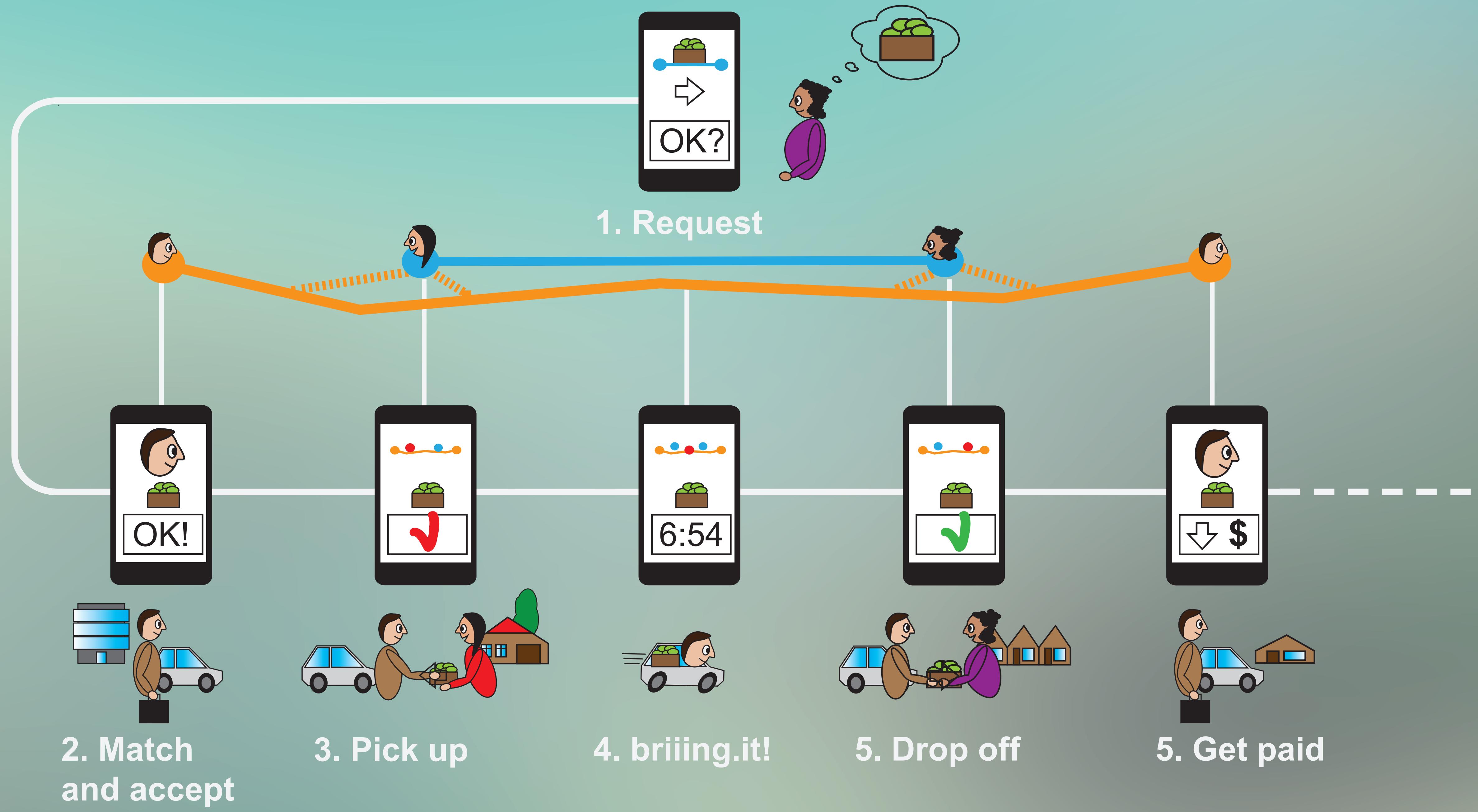
briiing.it: why?

Reduces miles
reusing travel patterns reduces traffic and pollution in our neighborhoods and city centers

Social engagement
letting users deliver to and for the people around them

Flexible delivery
lending itself to deliveries that need fast and cheap delivery or are otherwise too big, fragile or perishable to deliver through regular delivery services

Always a flat fee
whether it's delivered on the same or the next day, with accurately timed pick-up and drop-off from door to door



briiing.it: who?

Target demographic

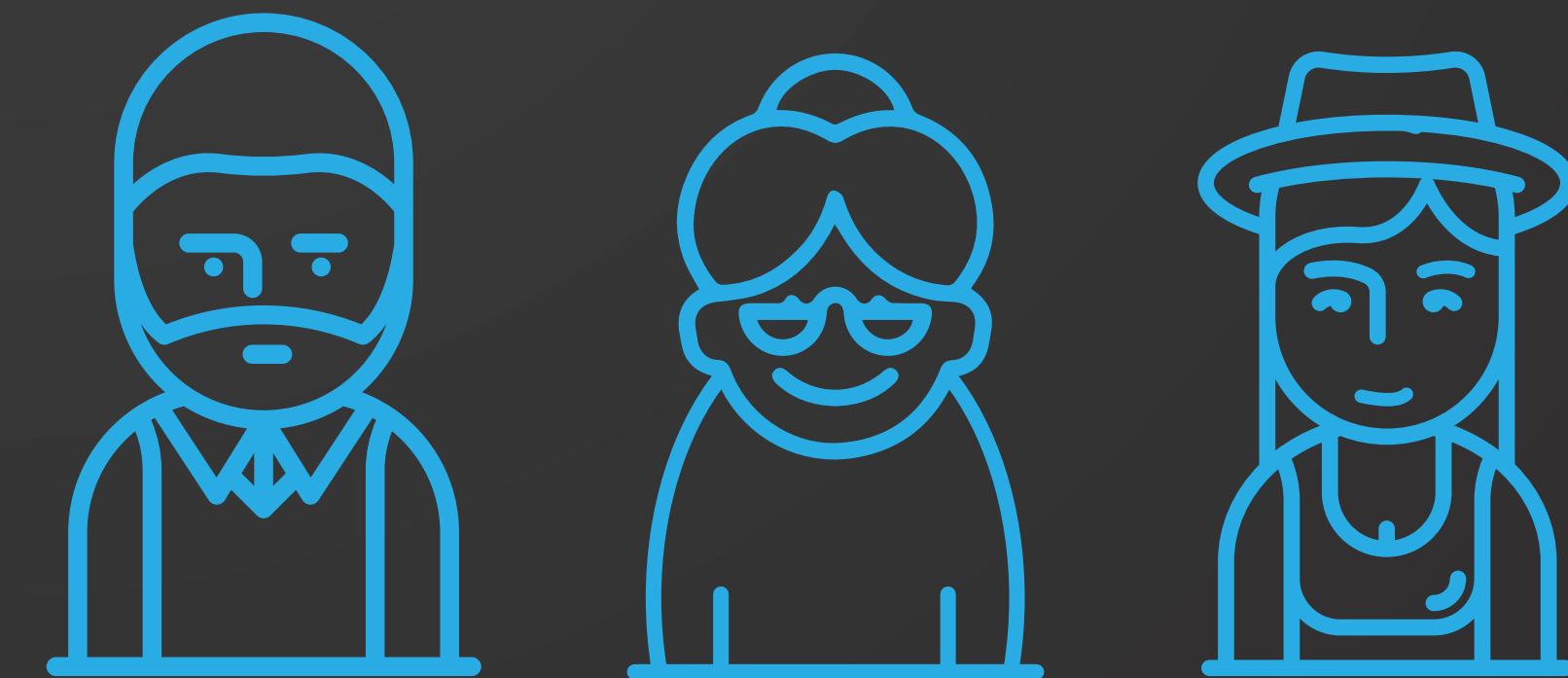
Briingers (*travelers*)

- Commuters
- Couriers
- Students



Receivers (*consumers*)

- Inner city dwellers
- Elderly
- The young



briiing.it: what?

Especially suitable for delivery of

- Quickly needed items
- Fragile and odd sizes
- Fresh produce
- Recurring items



Deliveries can be created

- In-app, directly by receivers
e.g. lost items, pick up of order, etc.
- Through online vendors (integration via REST API)
e.g. online shops, fresh food delivery platforms, classifieds sites

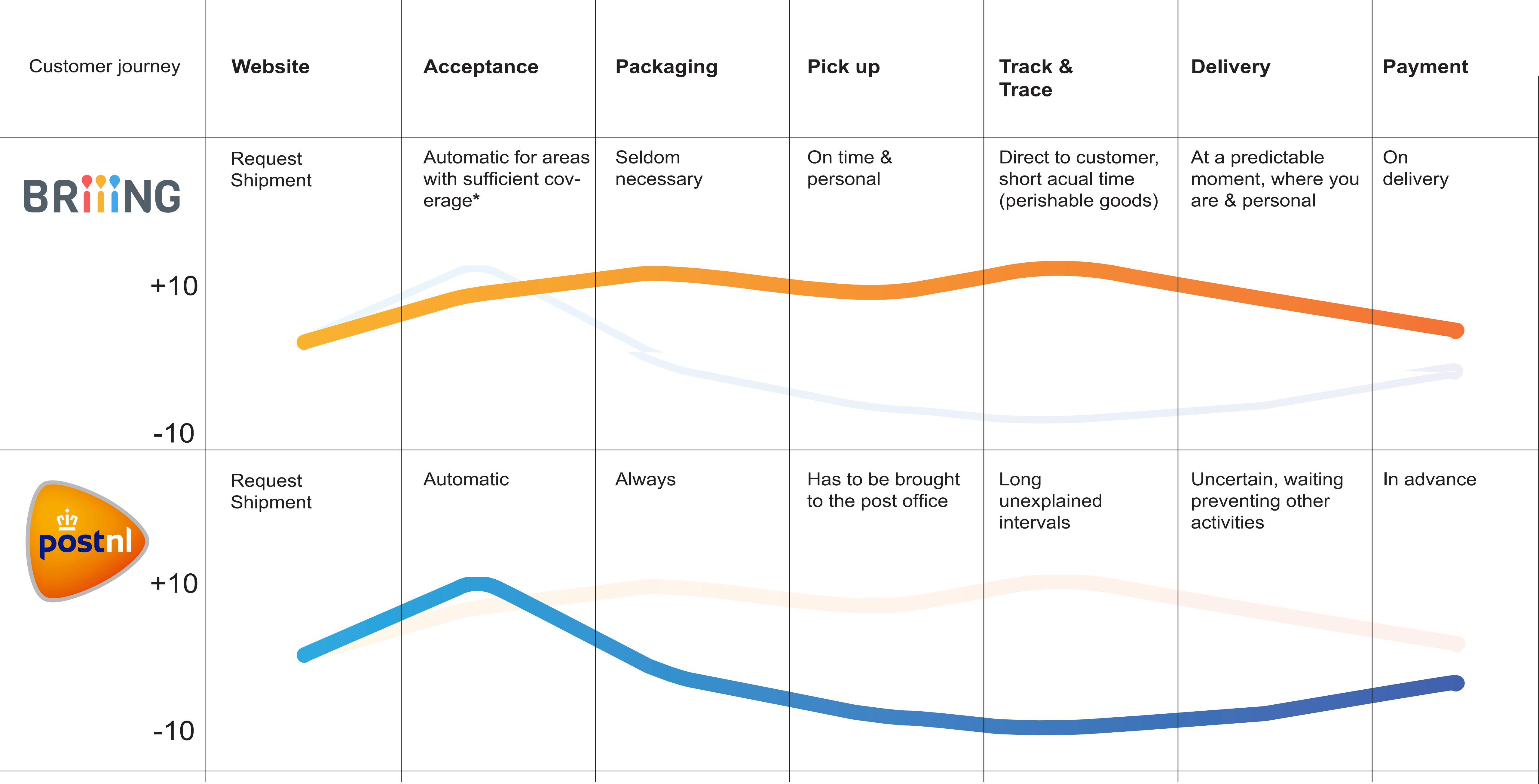
briiing.it: value

Personal courier service. Delivery at a predictable moment.

Vendors
extra delivery
service, picked
up on location

Briingers
earn back
travel costs,
benefit others

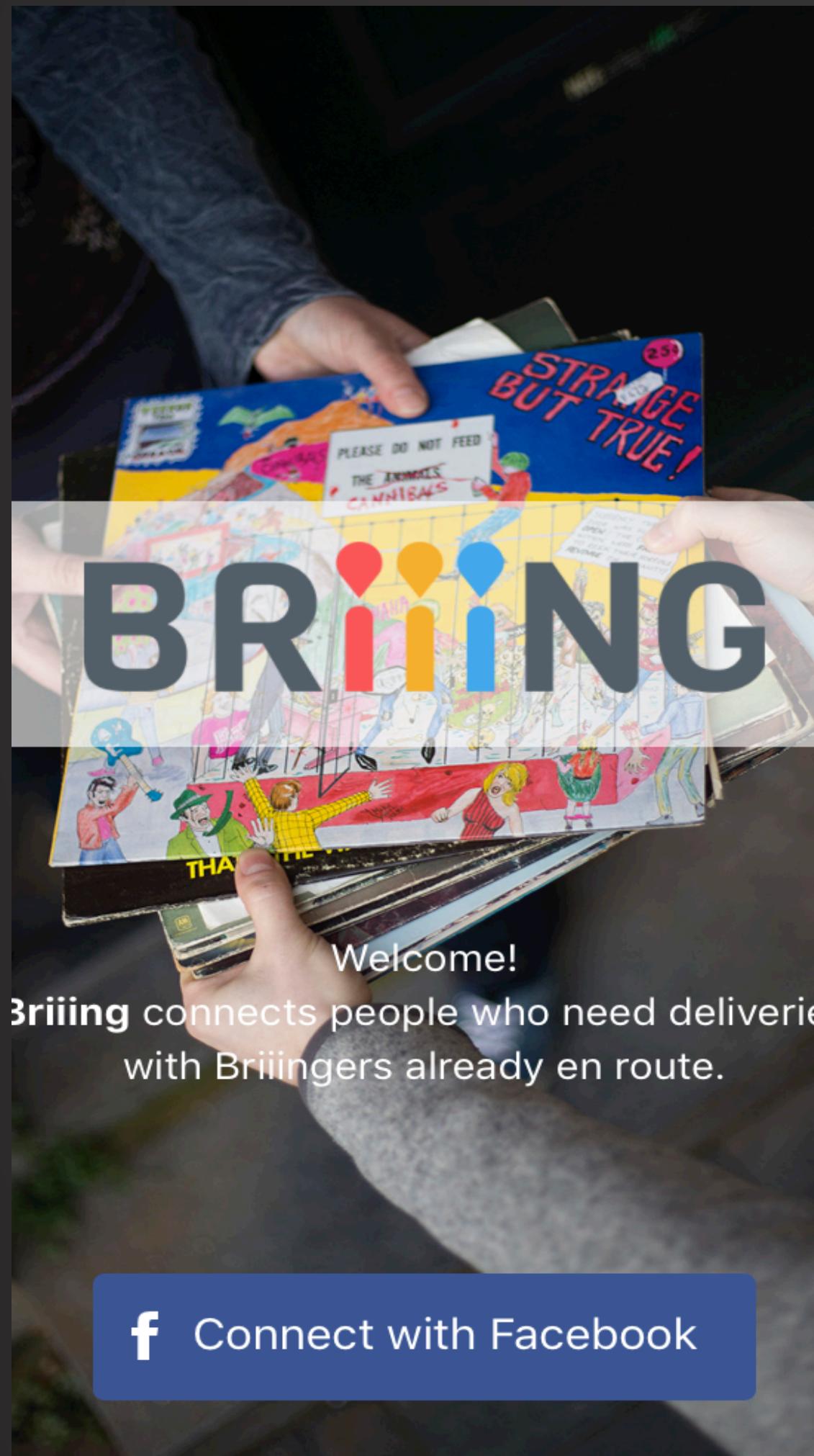
Receivers
flexible, convenient
& personal, flat fee
for next or same-
day delivery



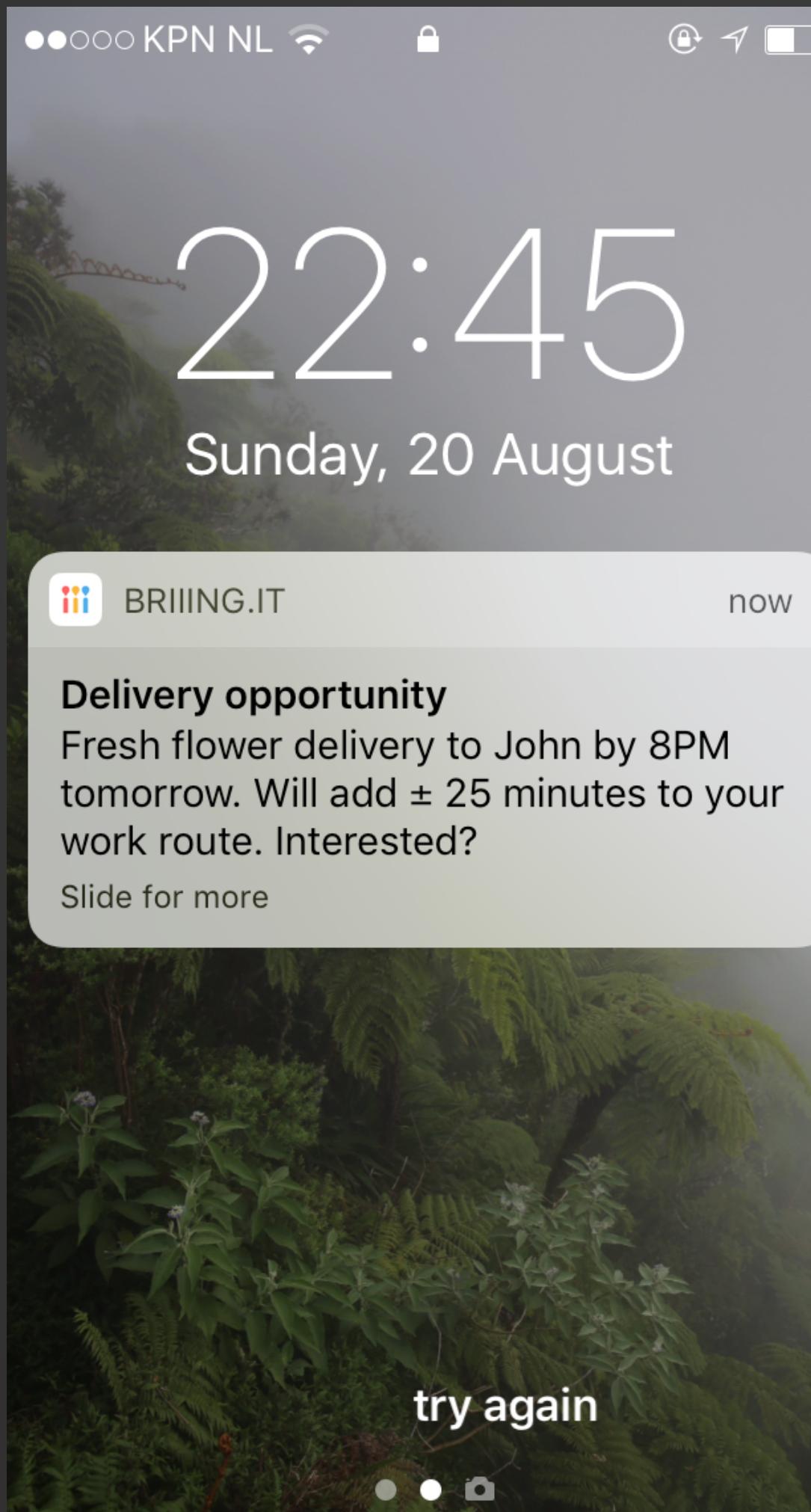
* Acceptance can be instant once coverage increases. At launch-time we will hire professional drivers to spur user growth

briiing.it: mobile app for iOS and Android

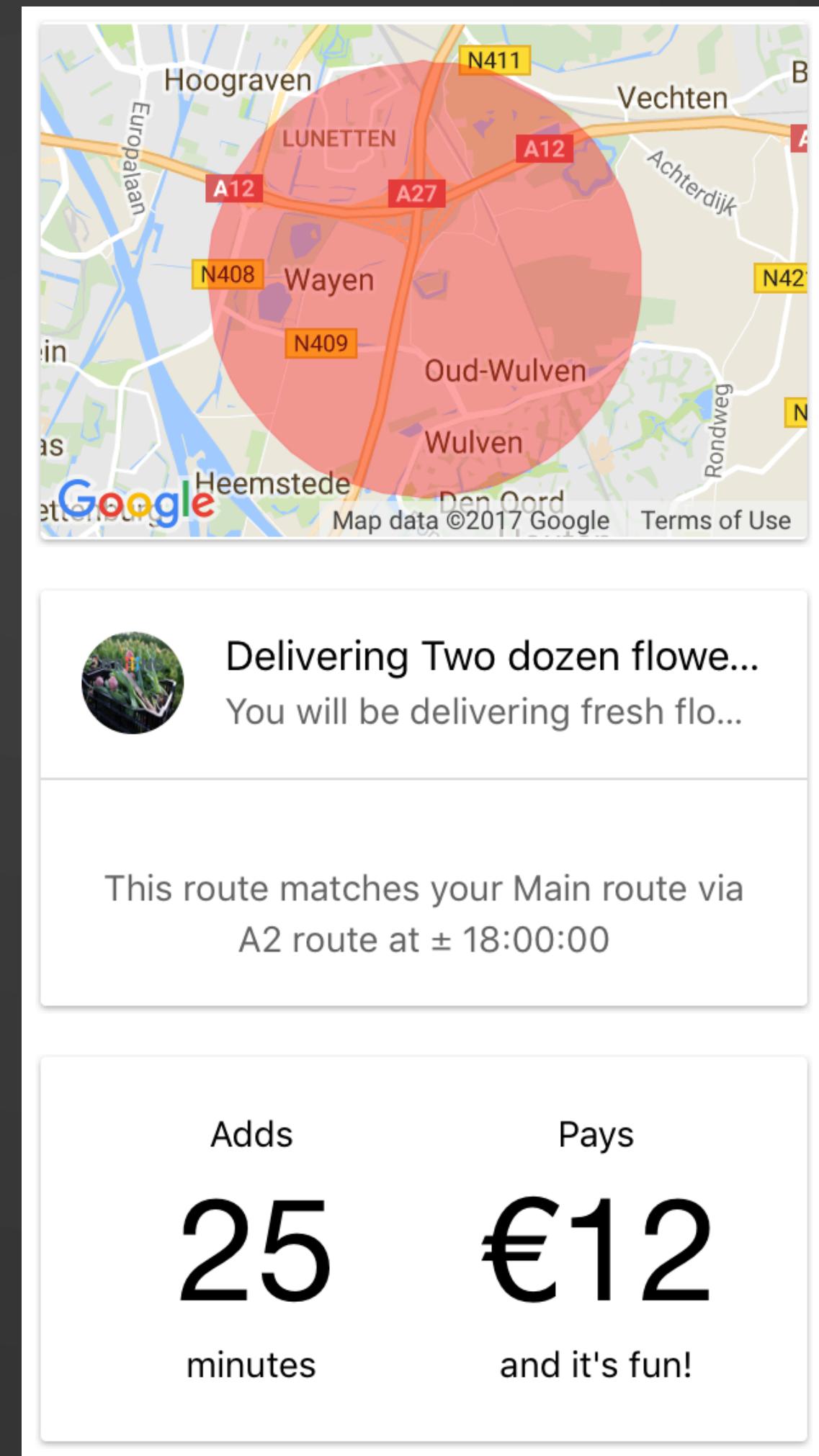
briiing.it: splash



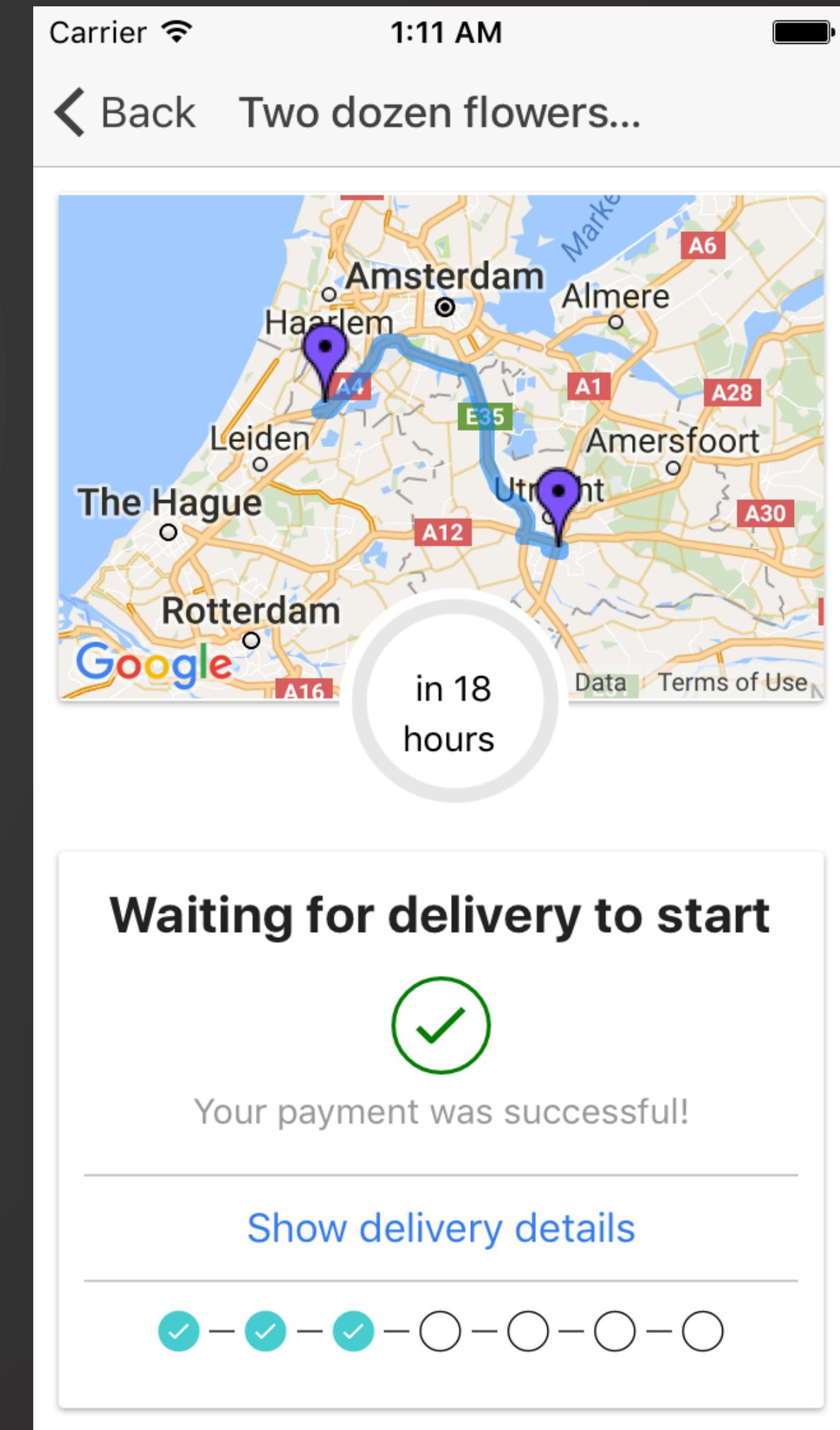
briiing.it: request



briiing.it: acceptance



briiing.it: track & trace delivery



Receiver



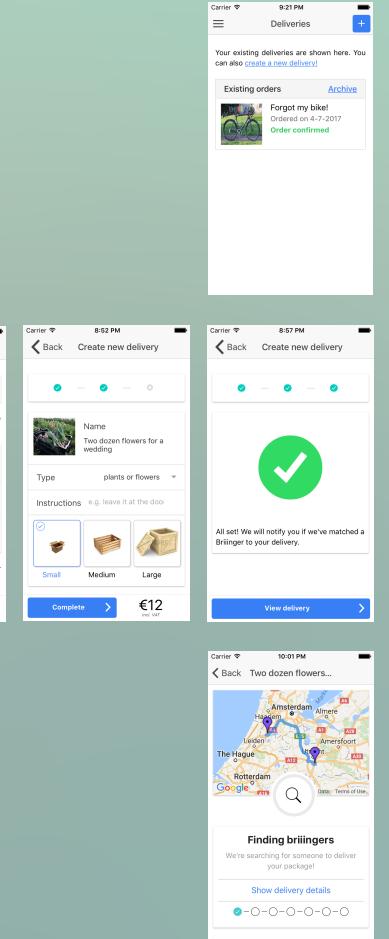
Is arranging for flowers to be delivered straight from a tulip grower



Briiänger



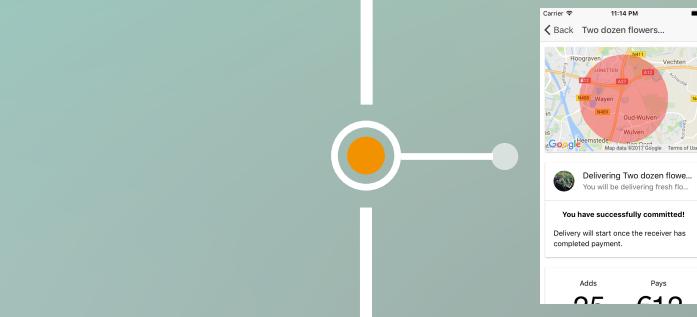
Drives a regular route matching the receiver's delivery



Receiver



Is arranging for flowers to be delivered straight from a tulip grower

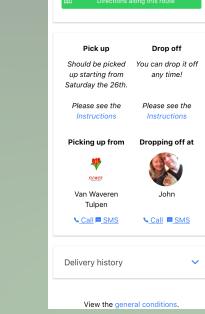
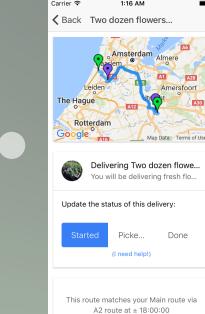
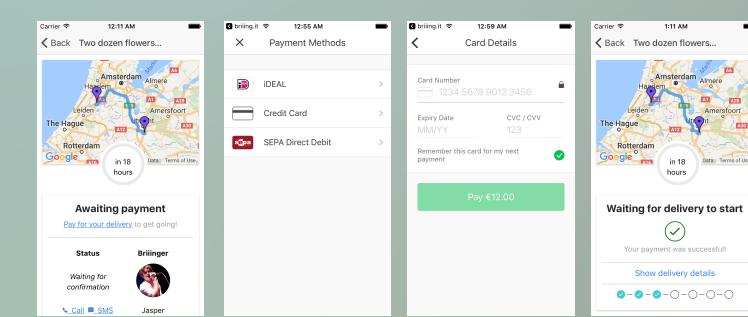
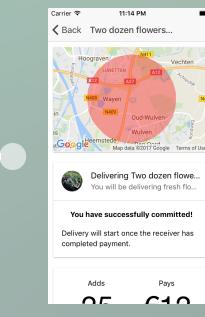


Zoom in or visit <https://briiing.it/timeline/> for an interactive view

Briiänger



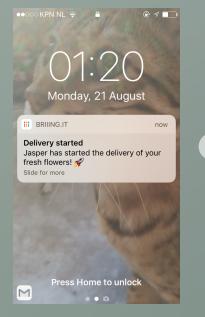
Drives a regular route matching the receiver's delivery



Receiver



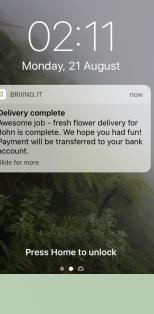
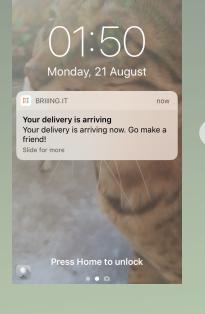
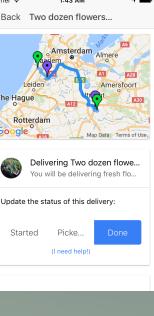
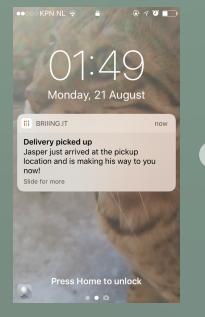
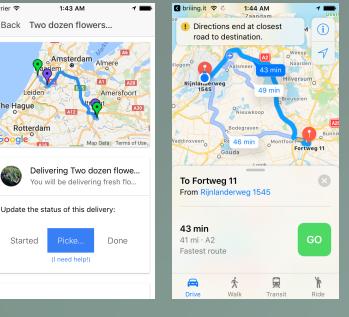
Is arranging for flowers to be delivered straight from a tulip grower



Briiänger



Drives a regular route matching the receiver's delivery



briiing.it: how to briiing

Once you have opted to become a Briiinger, briiing.it maps out your regular routes as you travel.

To deliver:

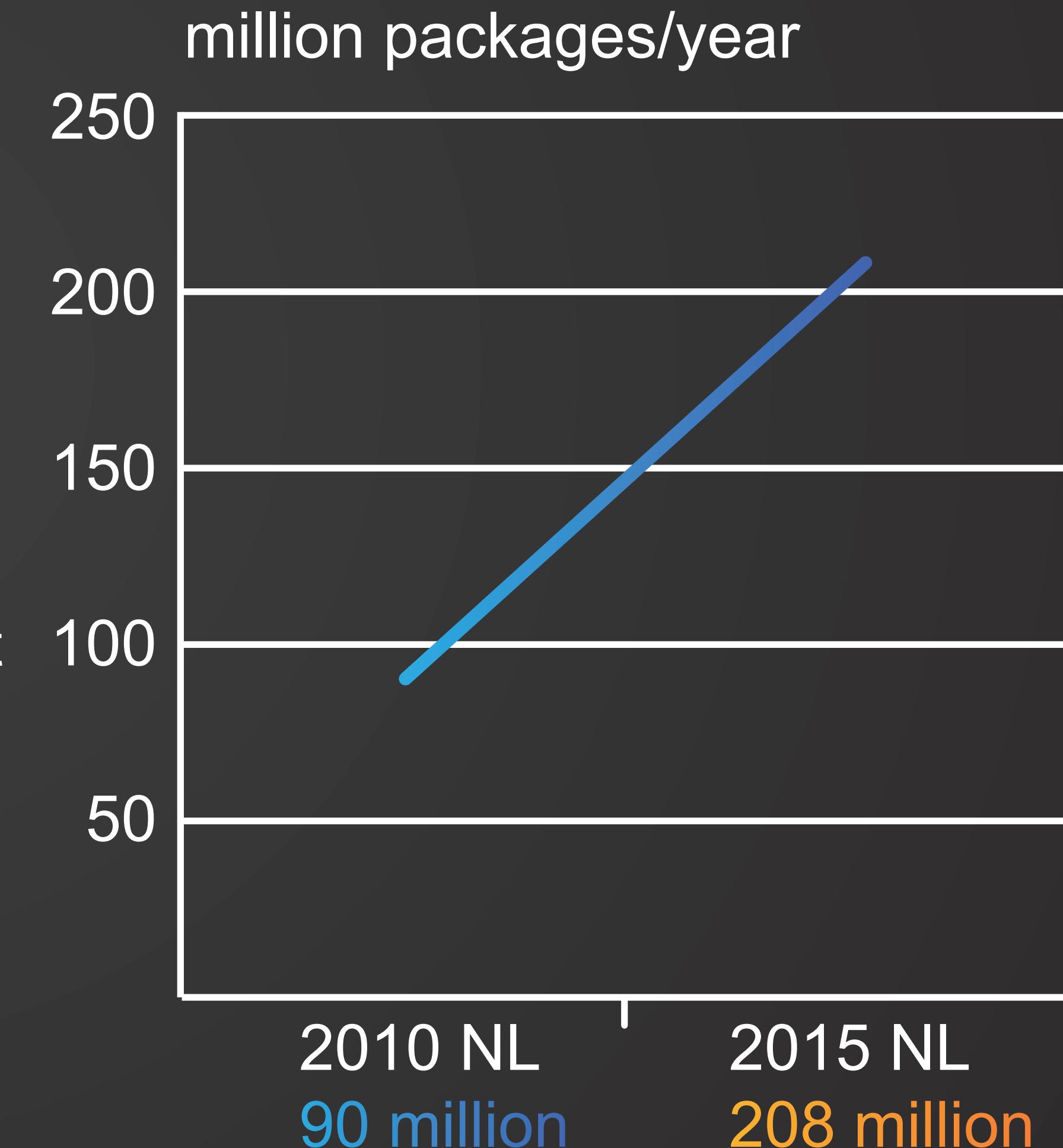
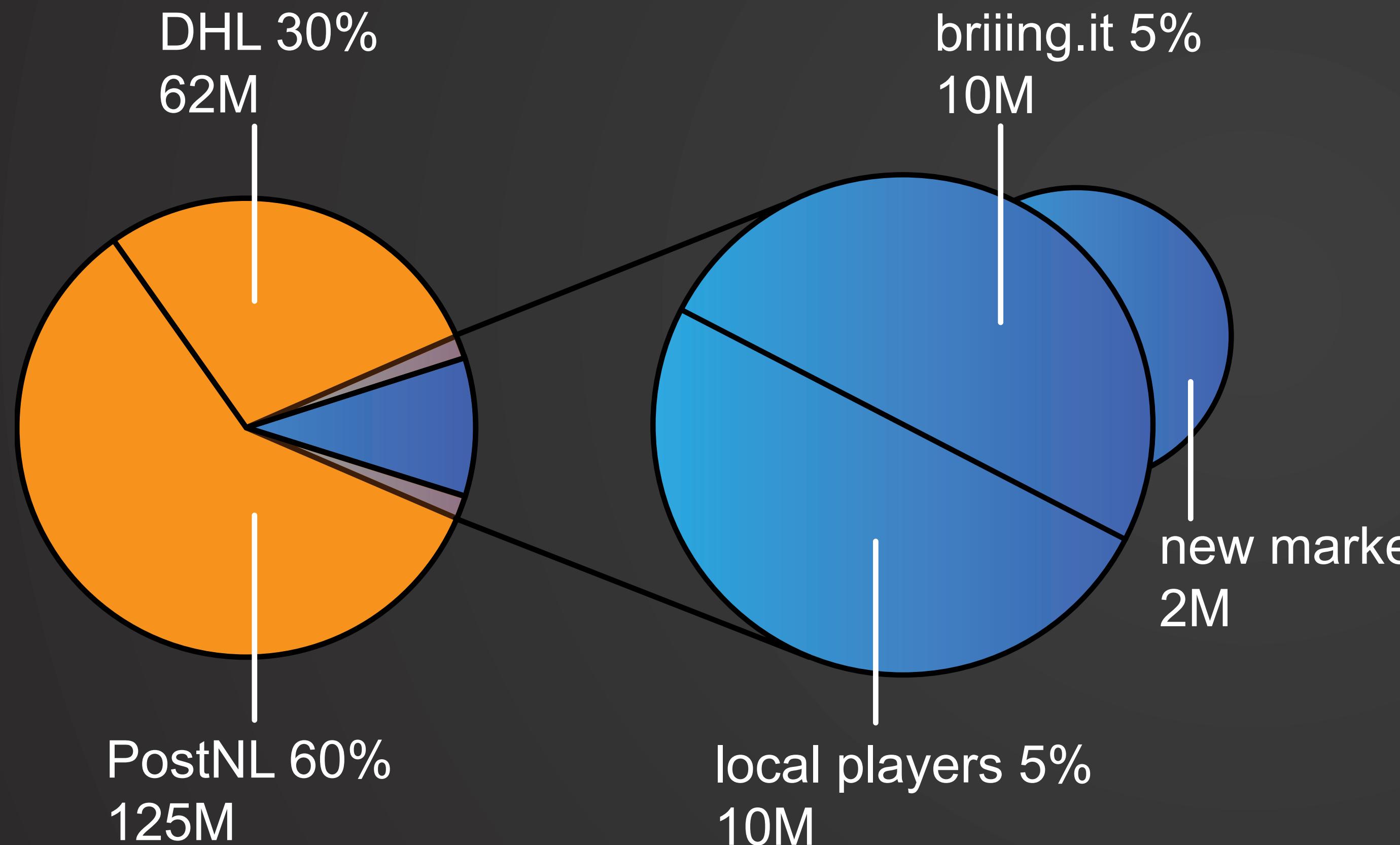
1. Somebody requests a pick-up and drop-off for a delivery
2. briiing.it automatically matches your regular routes with the delivery route
3. You receive a notification if there is a match and you can choose to accept
4. Payment is made after a successful delivery

The screenshot shows the 'Routes' section of the briiing.it app. At the top, there's a header with a menu icon and the word 'Routes'. Below it is a section titled 'Your routes' with an information icon. A message states: 'Briiing has detected the following routes. You can update your availability per route, detour, or day by opening or swiping left.' There are three listed routes, each with a small map icon and a car icon:

- Noordwijkerhout ...
work
On Monday, Thursday, Friday, Saturday, Sunday
- Reunion to Reuni...
Pierrefonds to Saint...
On Wednesday
- Essonne to Île-de...
Paray-Vieille-Poste ...
On Wednesday

At the bottom, a footer note reads: 'Briiing respects your privacy. View our [privacy policy](#)'.

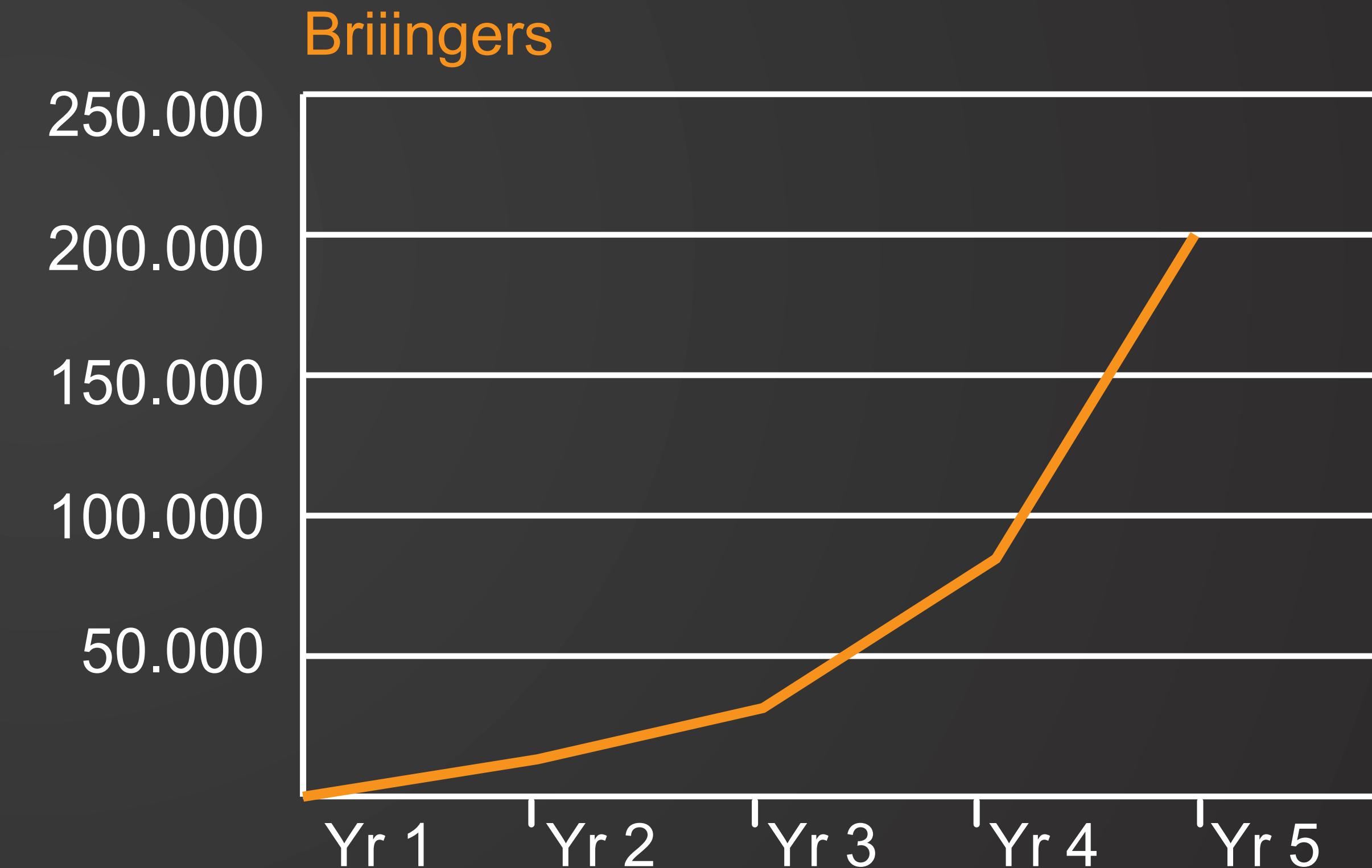
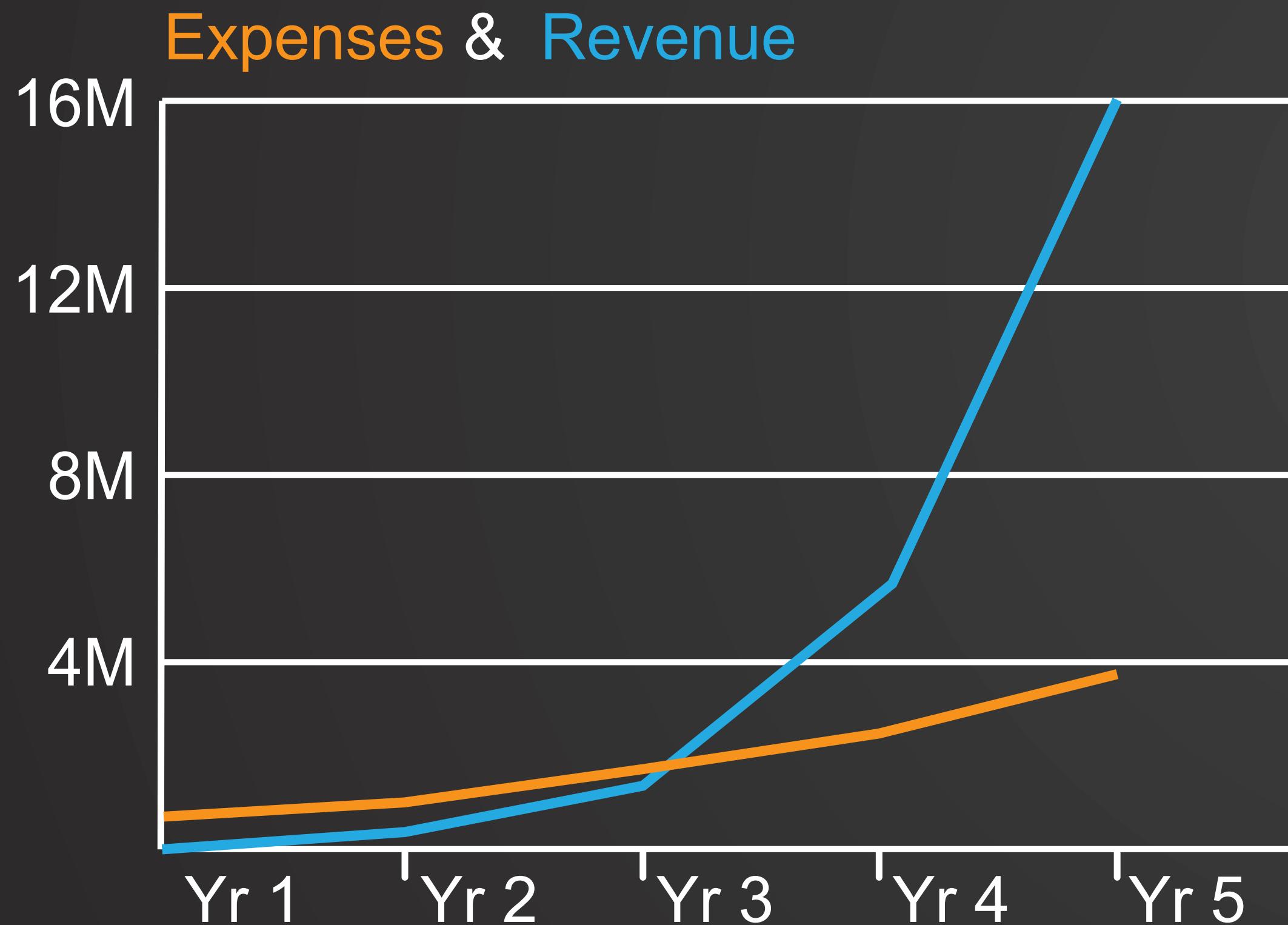
briiing.it: Dutch market share & packages/year



Based on business model figures in Y5, a delivery price of €12,- briiing.it
commission of € 2,- and starting with multipoint delivery in Y4

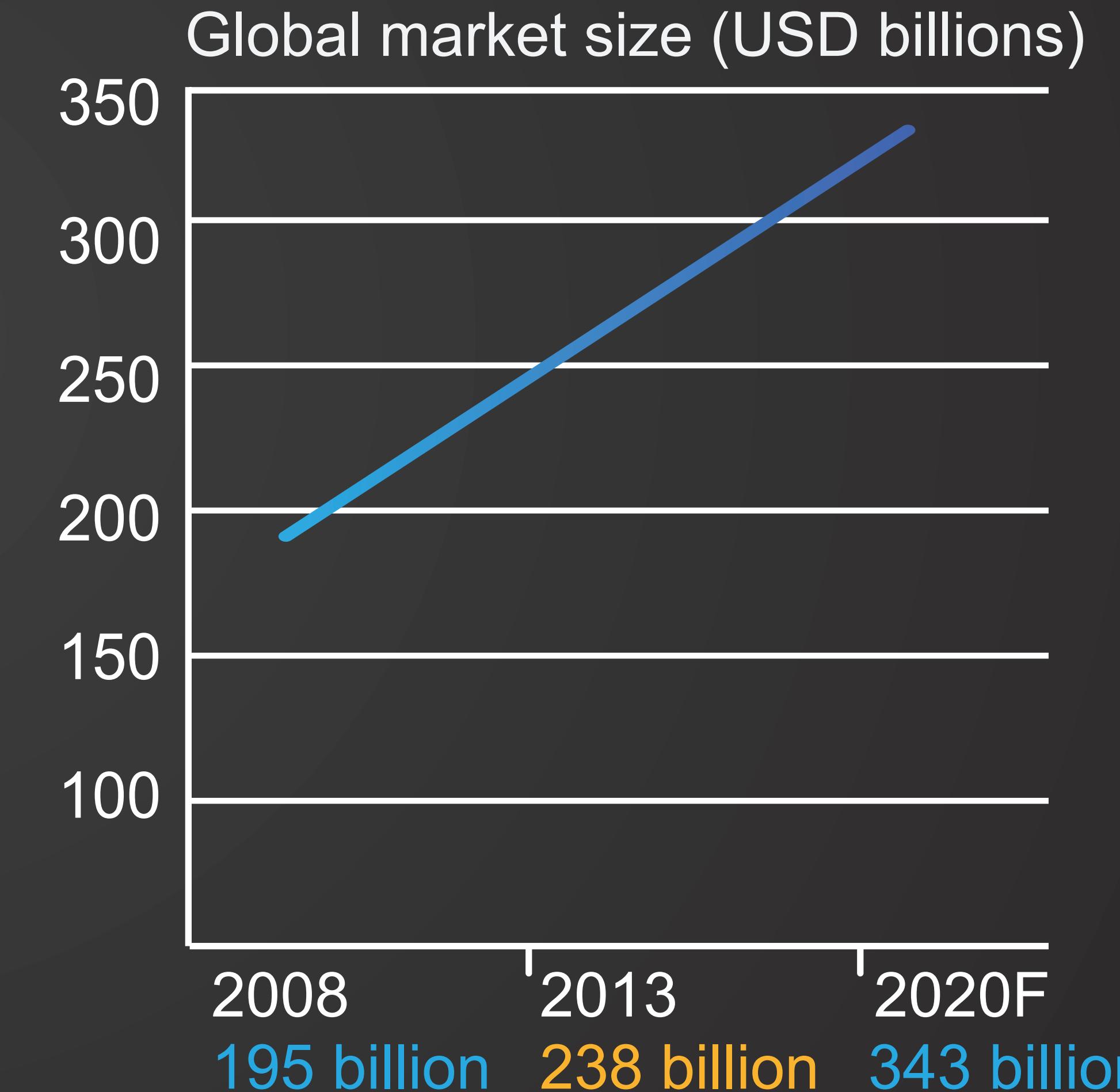
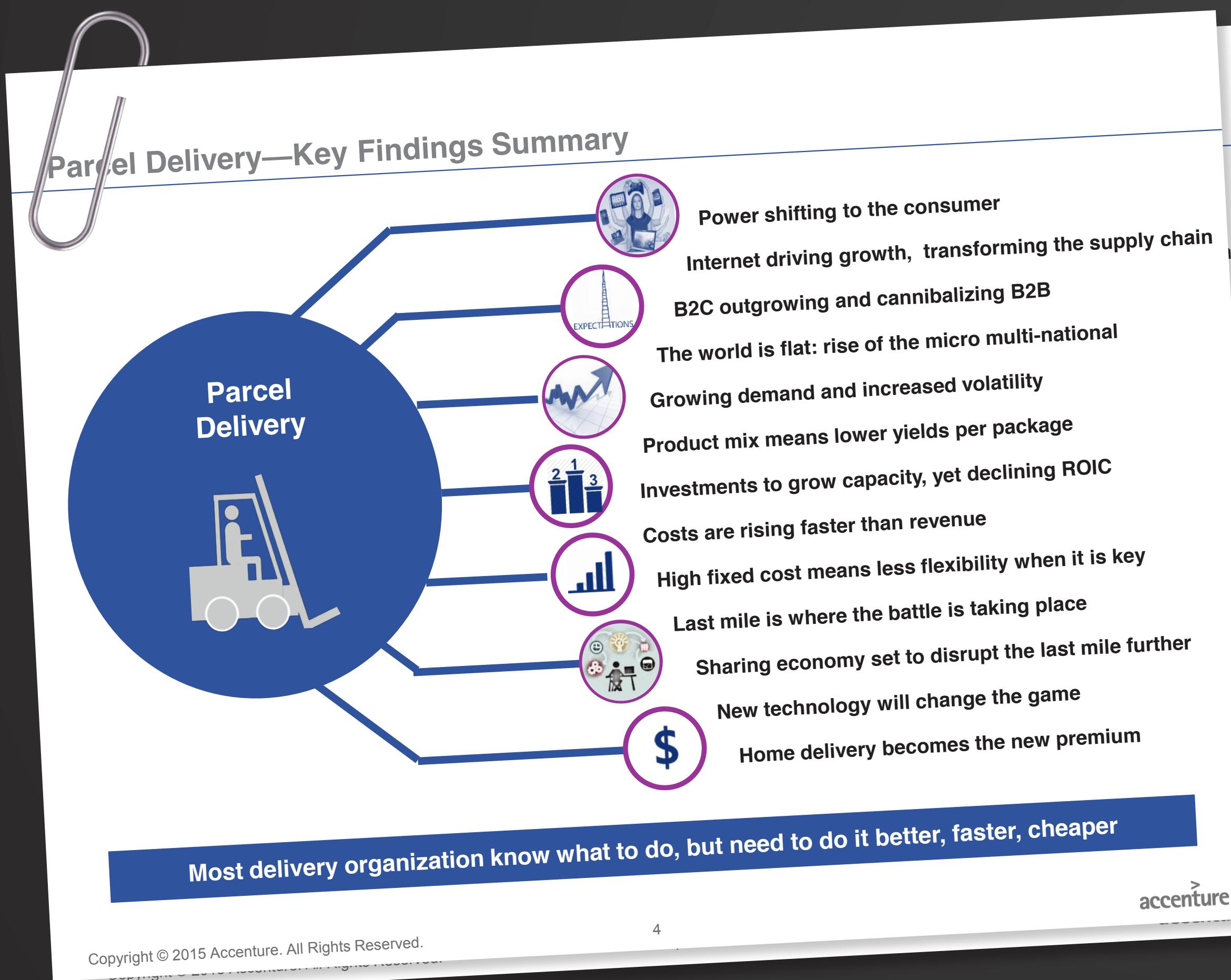
Source: AT Kearney, Europe's CEP Market: Steady Growth begins to shift

briiing.it: break even & growth



briiing.it: global market developments

Key developments CEP (Courier, Express & Parcel)



Source: Accenture, Adding Value to Parcel Delivery, Sept. 2015

Competition	Deliverers	Same-Day Delivery	Automatic Route Matching	Routes Cover City-to-City	Vendor Webshop integration
Trunkrs	Consumer with regular routes in urban cores	✓	✗	✗	✓
Sjipit	Registered contractors	✗	✗	✓	✗
PickThisUp	Consumers & Businesses	✗	✗	✓	✗
UBER Rush	UBER drivers	✓	✓	✗	✓
BRiiING	Consumers	✓	✓	✓	✓

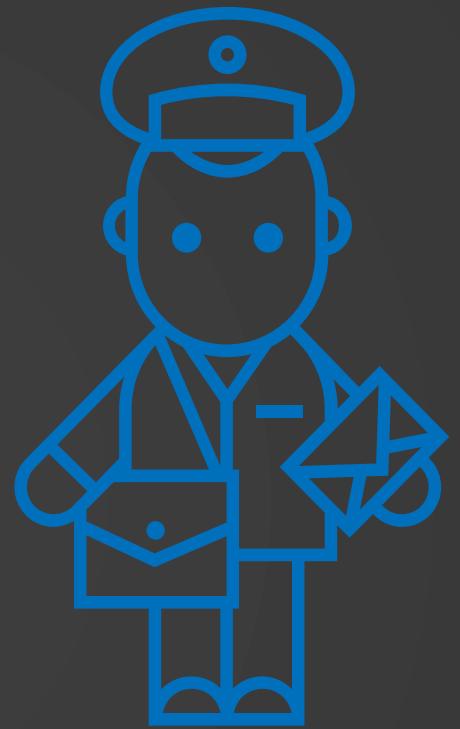
briiing.it: market introduction



Geographic segmentation initially focus on megalopolis areas such as the Randstad



Hiring professional drivers to jump start user growth at launch-time



Turn customers into Briingers at signup and after successful delivery



Play to our strengths by advertising in key markets such as classifieds sites

briiing.it: milestones

	Goals	Timeframe	Budget
Stage 1 06/16 — now	<ul style="list-style-type: none">• Mobile app (happy flow)• Back-end & route matching• Cloud infrastructure• Delivery monitoring	Done	€25.000+
Stage 2	<ul style="list-style-type: none">• Mobile app (edge cases)• Finalize business & marketing plans• Finalize incorporation & legal/licensing• Small-scale delivery tests	6 months	€100.000
Stage 3	<ul style="list-style-type: none">• Go-to-market NL• Build out support systems	12 months	€2M
Stage 4	<ul style="list-style-type: none">• Go-to-market EU• Commercialization	18 months	€5M

briiing.it: team



Jasper van Veghel
Co-founder & CTO

Entrepreneur,
Scalability Engineer
@ eBay, NATO,
Seajas, MinBZK



Iris van de Graaf
Co-founder & CEO

Director and
Entrepreneur
@ Locafora, Van
Eigen Erf

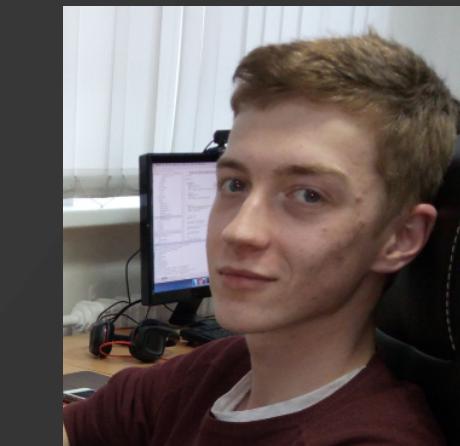
Business partner



Front-end development team



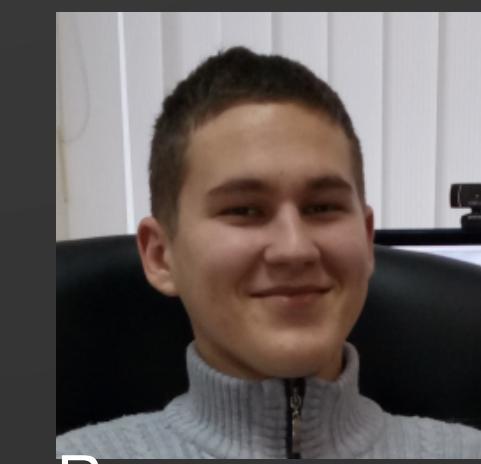
Nikolay (team lead)



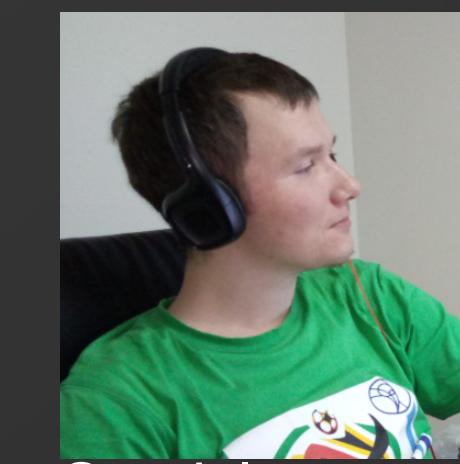
Andrew



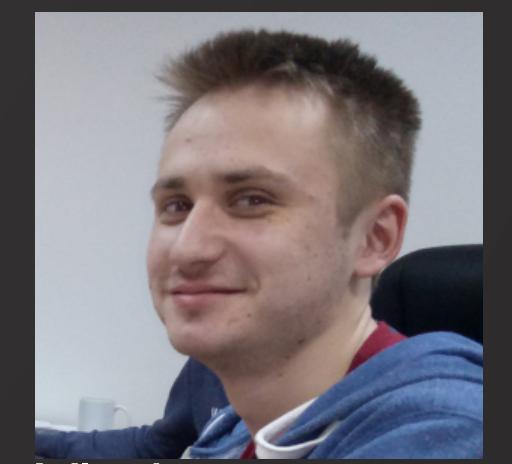
Fedor



Roman



Stanislav



Vlad

briiing.it: board of advisors



Jeroen Meij (Business, Compliancy)
Sr. Manager @ KPMG Advisory N.V.



Peter van de Graaf (Service Design)
Director, Industrial Designer @ Kiva Products



Bas Verhart (Business, Growth)
Director, Entrepreneur @ THNK Amsterdam, DFFRNT Media



Pascal de Kloet (Technical Design)
Big Data Architect @ eBay, EBPI, Nationale Politie

Costs Revenue

Costs				Revenue	@	€ 2	(margin for Briiling)	@	40	(deliveries per Briilinger)	
Year 1	Customer service	1 € 12,000.00	€ 12,000.00		Deliveries	20,000					
	Marketing	2 € 50,000.00	€ 100,000.00		Briingers	500					
	SO maintenance	1 € 80,000.00	€ 80,000.00				€ 18,000,000.00				
	SO development	1 € 80,000.00	€ 80,000.00				€ 16,000,000.00				
	CEO	1 € 80,000.00	€ 80,000.00				€ 14,000,000.00				
	Admin, insurance, legal	€ 5,000.00	€ 5,000.00				€ 12,000,000.00				
	Accommodations	€ 10,000.00	€ 10,000.00				€ 10,000,000.00				
	External contracting	€ 60,000.00	€ 60,000.00				€ 8,000,000.00				
	Miscellaneous (20%)	€ 85,400.00	€ 85,400.00				€ 6,000,000.00				
		€ 512,400.00		€ 600,000		€ 40,000					
Year 2	Customer service	2 € 12,000.00	€ 24,000.00		Deliveries	160,000					
	Marketing	4 € 50,000.00	€ 200,000.00		Briingers	4,000					
	SO maintenance	1 € 80,000.00	€ 80,000.00				€ 4,000,000.00				
	SO development	1 € 80,000.00	€ 80,000.00				€ 2,000,000.00				
	CEO	1 € 100,000.00	€ 100,000.00				€ -				
	Admin, insurance, legal	€ 20,000.00	€ 20,000.00				Year 1	Year 2	Year 3	Year 4	Year 5
	Accommodations	€ 20,000.00	€ 20,000.00								
	External contracting	€ 120,000.00	€ 120,000.00								
	Miscellaneous (20%)	€ 128,800.00	€ 128,800.00								
		€ 772,800.00		€ 800,000		€ 320,000					
Year 3	Customer service	3 € 12,000.00	€ 36,000.00		Deliveries	640,000					
	Marketing	6 € 50,000.00	€ 300,000.00		Briingers	16,000					
	SO maintenance	1 € 80,000.00	€ 80,000.00				250,000				
	SO development	1 € 80,000.00	€ 80,000.00				200,000				
	CEO	1 € 100,000.00	€ 100,000.00				150,000				
	Legal	2 € 80,000.00	€ 160,000.00				100,000				
	Admin, insurance	€ 40,000.00	€ 40,000.00				50,000				
	Accommodations	€ 40,000.00	€ 40,000.00				0				
	External contracting	€ 250,000.00	€ 250,000.00				Year 1	Year 2	Year 3	Year 4	Year 5
	Miscellaneous (20%)	€ 217,200.00	€ 217,200.00								
		€ 1,303,200.00		€ 1,400,000		€ 1,280,000					
Year 4	Customer service	4 € 12,000.00	€ 48,000.00		Deliveries	2,800,000					
	Marketing	6 € 50,000.00	€ 300,000.00		Briingers	70,000					
	SO maintenance	2 € 80,000.00	€ 160,000.00				250,000				
	SO development	2 € 80,000.00	€ 160,000.00				200,000				
	CEO	1 € 100,000.00	€ 100,000.00				150,000				
	Legal	4 € 80,000.00	€ 160,000.00				100,000				
	Admin, insurance	€ 40,000.00	€ 40,000.00				50,000				
	Accommodations	€ 40,000.00	€ 40,000.00				0				
	External contracting	€ 250,000.00	€ 250,000.00				Year 1	Year 2	Year 3	Year 4	Year 5
	Miscellaneous (20%)	€ 251,600.00	€ 251,600.00								
		€ 1,509,600.00		€ 1,600,000		€ 1,280,000					
Year 5	Customer service	6 € 12,000.00	€ 72,000.00		Deliveries	8,000,000					
	Marketing	6 € 50,000.00	€ 300,000.00		Briingers	200,000					
	SO maintenance	4 € 80,000.00	€ 320,000.00				250,000				
	SO development	4 € 80,000.00	€ 320,000.00				200,000				
	CEO	1 € 100,000.00	€ 100,000.00				150,000				
	Legal	6 € 80,000.00	€ 160,000.00				100,000				
	Admin, insurance	€ 40,000.00	€ 40,000.00				50,000				
	Accommodations	€ 40,000.00	€ 40,000.00				0				
	External contracting	€ 250,000.00	€ 250,000.00				Year 1	Year 2	Year 3	Year 4	Year 5
	Miscellaneous (20%)	€ 320,400.00	€ 320,400.00								
		€ 1,922,400.00		€ 2,000,000		€ 1,280,000					
							250,000				
							200,000				
							150,000				
							100,000				
							50,000				
							0				

