

SHIP IT LAB

About us



*"Middleman" that connects all shipping and logistics services
in one place !*



SHIP IT LAB

Targeted Market

Global data for 2016:

- Shipped more than 500m containers worldwide*
- 1.1b Partial (small) shipments*
- 1.5b Road/Rail shipments*
- 800m Air shipments*
- 600m Insurance policies*

Expectation for 2017: increase 3-5%



SHIP IT LAB

Problem

- Use of phone or e-mail: takes to much time (usually one day to send single request)*
- Customers not being able to compare offers*
- Too many "middleman" options*
- High paying price*
- No "All-in" service*
- Outdated business methods*



Solution

A web platform where Users can post their shipping & logistics request and book their shipment



Send request



Pick offer

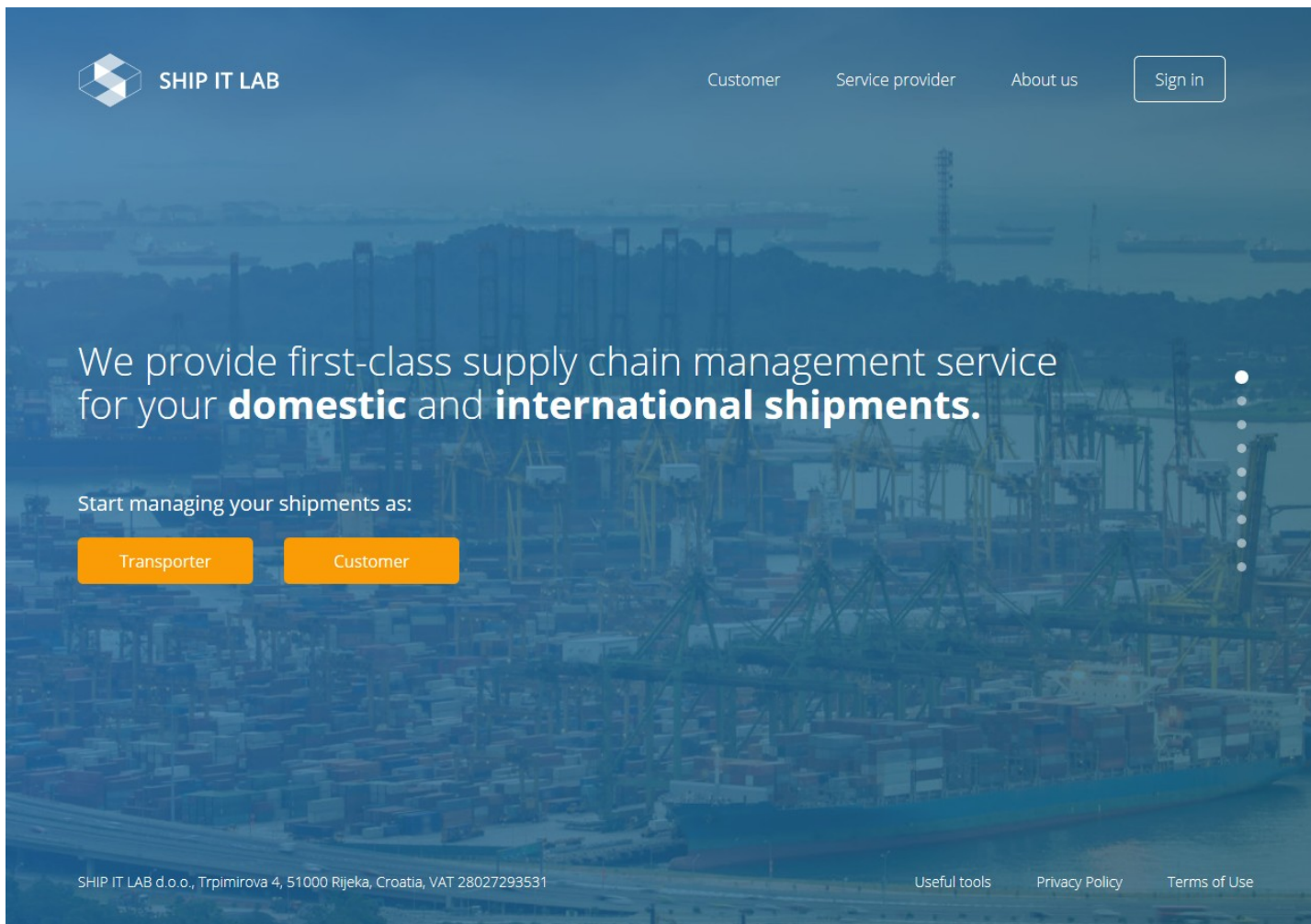



Make booking



SHIP IT LAB

Solution

The image shows a screenshot of the SHIP IT LAB website. The background is a blue-tinted photograph of a busy port with many container cranes and stacked shipping containers. At the top left is the SHIP IT LAB logo, which consists of a stylized blue and white cube icon followed by the text "SHIP IT LAB". To the right of the logo are three links: "Customer", "Service provider", and "About us". Further right is a "Sign in" button with a white border. Below the navigation bar, the main text reads: "We provide first-class supply chain management service for your **domestic** and **international shipments**." Below this text, it says "Start managing your shipments as:" followed by two orange buttons: "Transporter" and "Customer". On the right side of the main text area, there is a vertical column of seven small white dots, with the top dot being larger than the others. At the bottom of the page, there is a footer with the company address: "SHIP IT LAB d.o.o., Trpimirova 4, 51000 Rijeka, Croatia, VAT 28027293531". To the right of the address are three links: "Useful tools", "Privacy Policy", and "Terms of Use".

 SHIP IT LAB

[Customer](#) [Service provider](#) [About us](#) [Sign in](#)

We provide first-class supply chain management service for your **domestic** and **international shipments**.

Start managing your shipments as:

[Transporter](#) [Customer](#)

SHIP IT LAB d.o.o., Trpimirova 4, 51000 Rijeka, Croatia, VAT 28027293531


[Useful tools](#) [Privacy Policy](#) [Terms of Use](#)

Solution

User Test

ShipIT ID: c2c1cc303d

Testing LTD

Client 

Ocean Transport

LCL Transport

Land Transport

LTL Transport

Air Transport

Warehouse Storage


Customs Clearance


Insurance

Chat


Search

Useful tools

 Your reference number


 Cargo load ready date



From

POL (port of loading) 

→

To

POD (port of discharge) 

QTY	Container type	Weight / Cont. (kg)	Cargo type	IMO	 UN no.	 IMO no.
<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

ADD NEW CONTAINER TYPE

Free demurrage

Free detention

Terms of shipment


TOS ZIP


TOS City

Address


Insurance

☐


 Cargo currency

 Cargo value

Insurance start date

 Transport mode

Select transport mode

 Cargo description

Special remark

If you write a remark, your order will need to be reviewed and approved by Admin.

Create Order



SHIP IT LAB

Solution

- SHIP IT LAB app: takes 30 sec to post request !*
- Compare offers based on more business details !*
- One "middleman" only... Customers use it free of charge !*
- Receive best market price !*
- Eight main shipping/logistics services available for use !*
- "All-in" service in one app !*



SHIP IT LAB

Users

<i>Customers</i>	<i>Service Providers</i>
<i>Exporters</i>	<i>Ocean Carriers</i>
<i>Importers</i>	<i>Freight Forwarders</i>
<i>Factories</i>	<i>Land Transporters</i>
<i>Sellers</i>	<i>Air Transporters</i>
<i>Buyers</i>	<i>Customs Brokers</i>
<i>Resellers</i>	<i>Warehouse Operators</i>
<i>Forwarders</i>	<i>Insurance Companies</i>



Market Approach

1st stage (Oct-Dec 2017)

- *attract premium Service providers*
- *attend logistics fairs*
- *add limited number of Customers (abt 1000 companies)*
- *focus on local market*

2nd stage (Jan-Jun 2018)

- *expand service throughout Europe*
- *grow Customer database (expect 100k companies)*

3rd stage (Jul-Dec 2018)

- *expand service globally*
- *grow Customer database (expect 500k companies)*



Business Model

1. Customers: free of charge, advanced user fee

2. Service Providers: fixed fee on shipped order

3. Outside Advertisement



Revenue Plan *(till end 2018)*

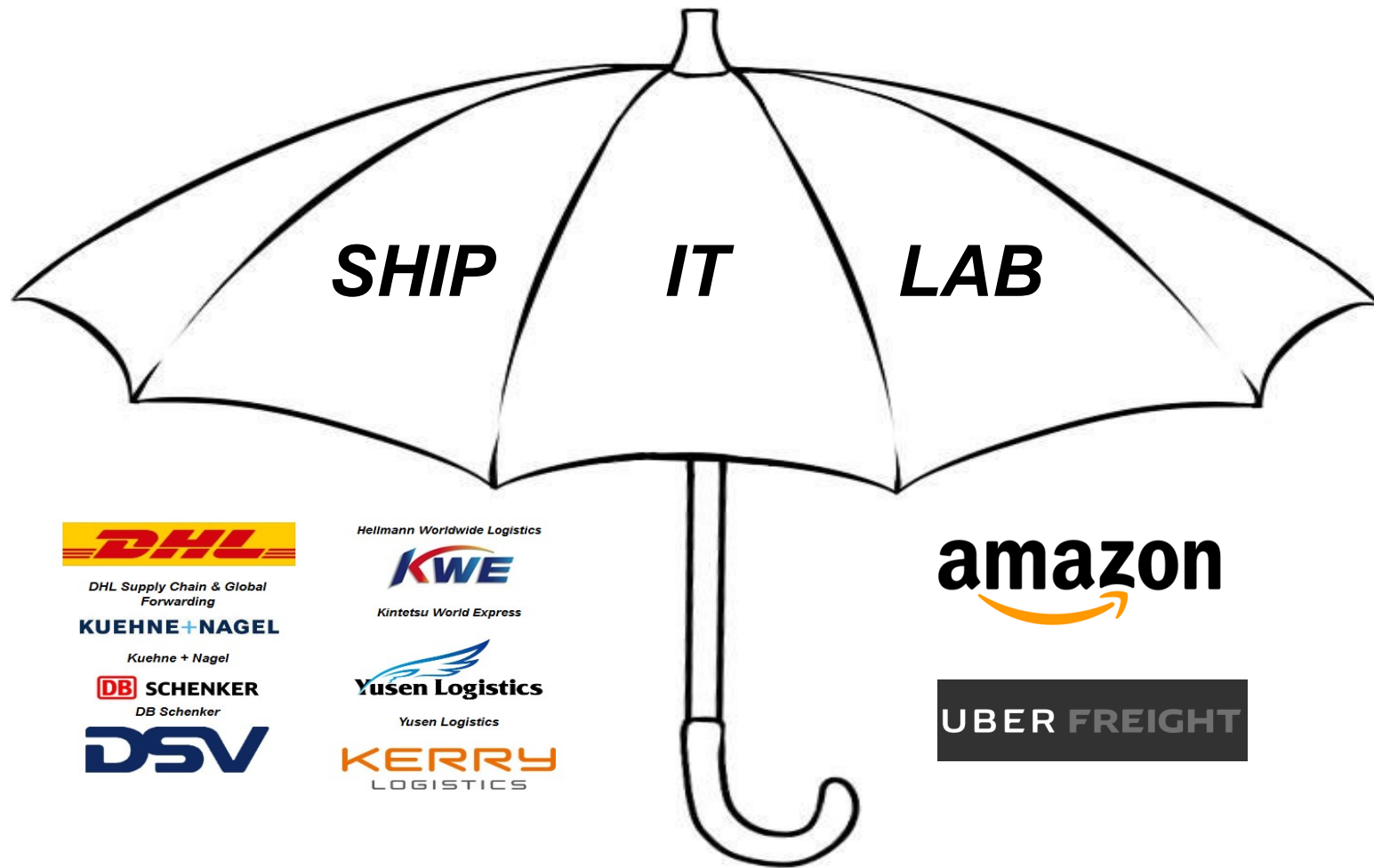
<i>MARKET</i>	<i>BOOKED SHIPMENTS</i>	<i>REVENUE:</i>
<i>500m containers worldwide</i>	<i>4Q 2017 – 7k</i>	<i>4Q 2017 – 70k EUR</i>
<i>1.1b Partial (small) shipments</i>	<i>1Q 2018 – 17k</i>	<i>1Q 2018 – 170k EUR</i>
<i>1.5b Road/Rail shipments</i>	<i>2Q 2018 – 31k</i>	<i>2Q 2018 – 310k EUR</i>
<i>800m Air shipments</i>	<i>3Q 2018 – 55k</i>	<i>3Q 2018 – 550k EUR</i>
<i>600m Insurance policies</i>	<i>4Q 2018 – 100k</i>	<i>4Q 2018 – 1m EUR</i>
<i>TOTAL: 4.5b orders</i>	<i>Estimate: ~ 200k shipments</i>	<i>Estimate: ~ 2m EUR</i>



Key Performance Indicators (KPI)

	4Q 2017	1Q 2018	2Q 2018	3Q 2018	4Q 2018
Increase in new signups per month	40,00%				
Avg number of bookings per customer	7				
Avg revenue per booking	10,00 €				
% of customers that cancel each month (churn)	0,2	0,3	0,4	0,5	0,7
New Customers	1.000	2.500	4.500	8.000	15.000
Lost to Churn	0	-3	-10	-22	-56
Total Customers	1.000	2.497	4.490	7.978	14.944
Total Bookings	7.000	17.479	31.430	55.843	104.609
Acquisition cost per customer	10,00 €	9,50 €	9,00 €	8,50 €	8,00 €
Total customer acquisition	10.000,00 €	23.750,00 €	40.500,00 €	68.000,00 €	120.000,00 €
Marketing	30.000,00 €	33.000,00 €	36.000,00 €	40.000,00 €	43.000,00 €
Fixed Costs (Salaries, Rent, Phones, etc)	40.000,00 €	60.000,00 €	80.000,00 €	100.000,00 €	130.000,00 €
Total Costs	80.000,00 €	116.750,00 €	156.500,00 €	208.000,00 €	293.000,00 €
Quarter Revenue	70.000,00 €	174.790,00 €	314.300,84 €	558.428,50 €	1.046.091,00 €
Net Profit for quarter	-10.000,00 €	58.040,00 €	157.800,84 €	350.428,50 €	753.091,00 €
Total Revenue (for period)	2.163.610,34 €				
Net Profit (for period)	1.309.360,34 €				

Competition



Global forwarders

New players



SHIP IT LAB

Competitive Advantage

<i>Global Forwarders</i>	<i>SHIP IT LAB</i>
<i>Traditional use of phone and email (time consuming process)</i>	<i>Online app – available 24/7</i>
<i>"Middleman" charge - HIGH !</i>	<i>No "Middleman" charge !</i>
<i>Single offer per forwarder</i>	<i>Multiple offers – more choice</i>
<i>Limited coverage</i>	<i>Global coverage</i>



SHIP IT LAB

Team

Zeljko Bacev	<ul style="list-style-type: none">- General manager, Owner- 22 years in shipping and logistics
Zuica Knezevic	<ul style="list-style-type: none">- Freelance service assistant- 20 years in shipping and logistics
Damir Korosec	<ul style="list-style-type: none">- Freelance service assistant- 15 years in shipping and logistics
Anita Ujcic	<ul style="list-style-type: none">- Freelance service assistant- 15 years in shipping and logistics
Goran Vojvodic	<ul style="list-style-type: none">- Freelance service assistant- 10 years in shipping and logistics



Company details



SHIP IT LAB

Zeljko Bacev, CEO & Founder

Phone: + 385 99 214 2684

Email: shipitlab@shipitlab.com

Email: zeljkobacev@shipitlab.com

<https://www.shipitlab.com>