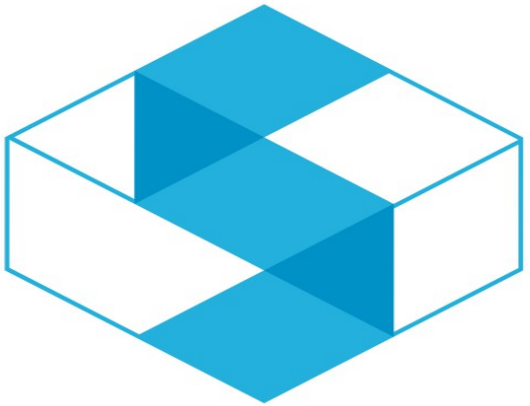

SHIP IT LAB

About us

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

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Targeted Market

Global data for 2017:

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

Expectation for 2018: increase 3-5%

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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

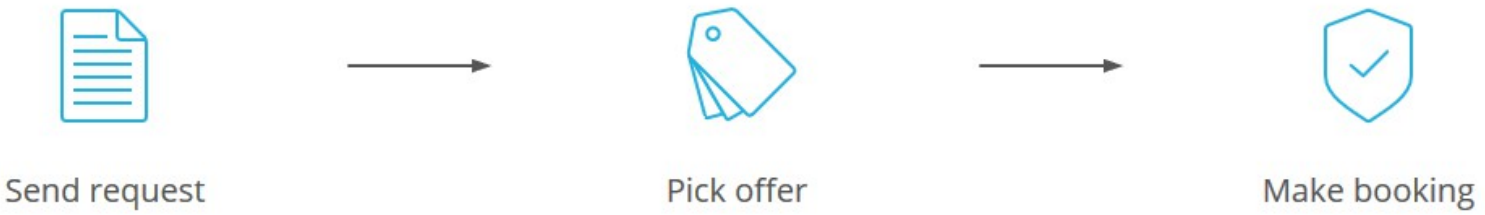
- High paying price

- No "All-in" service

- Outdated business methods

Solution

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



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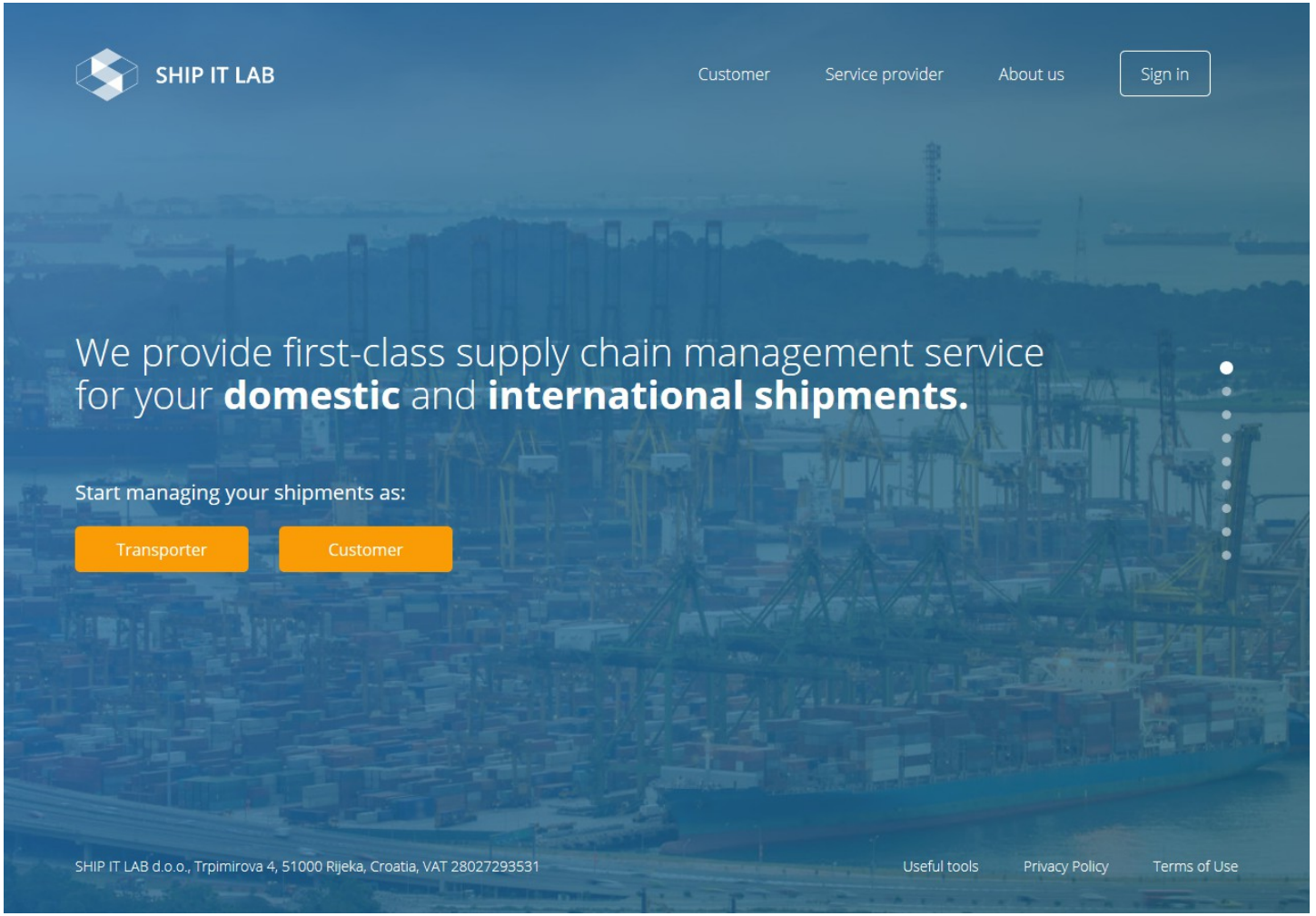
Solution



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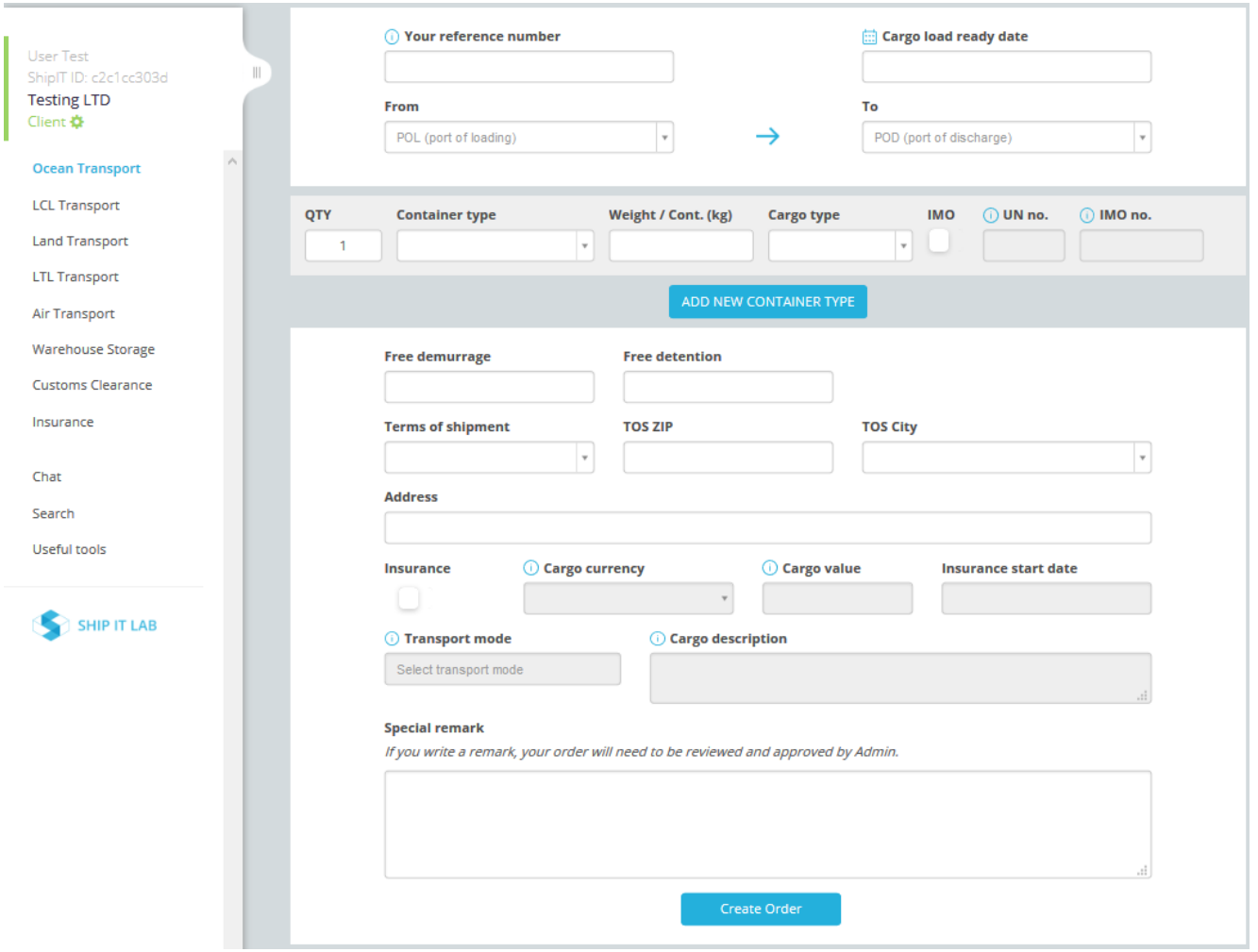
Solution



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Solution

- SHIP IT LAB platform: takes 20 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 availabe for use !

- "All-in" service in one app !

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Users

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

Market Approach

1st stage (Sept 2018 - Feb 2019)
- attract premium Service providers
- attend logistics fairs
- add limited number of Customers (abt 1000 companies)
- focus on local market

2nd stage (Mar 2019 - Jul 2019)
- expand service throughout Europe
- grow Customer database (expect 100k companies)

3rd stage (Aug 2019 - Dec 2019)
- 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 2019)

MARKET	*BOOKED SHIPMENTS*	*REVENUE:*
500m containers worldwide	*4Q 2018 – 7k*	*4Q 2018 – 250k EUR*
1.1b Partial (small) shipments	*1Q 2019 – 17k*	*1Q 2019 – 550k EUR*
1.5b Road/Rail shipments	*2Q 2019 – 31k*	*2Q 2019 – 1.1m EUR*
800m Air shipments	*3Q 2019 – 55k*	*3Q 2019 – 2.1m EUR*
600m Insurance policies	*4Q 2019 – 100k*	*4Q 2019 – 3.5m EUR*
TOTAL: 4.5b orders	***Estimate: ~ 200k shipments***	***Estimate: ~ 7.5m EUR***

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Key Performance Indicators (KPI)

		4Q 2018	1Q 2019	2Q 2019	3Q 2019	4Q 2019
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	-14	-40	-112
Total Customers		1.000	3.497	7.983	15.943	30.831
Total Bookings		7.000	24.479	55.881	111.602	215.820
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 (Saleries, 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 €	244.790,00 €	558.810,84 €	1.116.016,79 €	2.158.204,67 €
Net Profit for quarter		-10.000,00 €	128.040,00 €	402.310,84 €	908.016,79 €	1.865.204,67 €
Total Revenue (for period)				**4.147.822,29 €**		
Net Profit (for period)				**3.293.572,29 €**		

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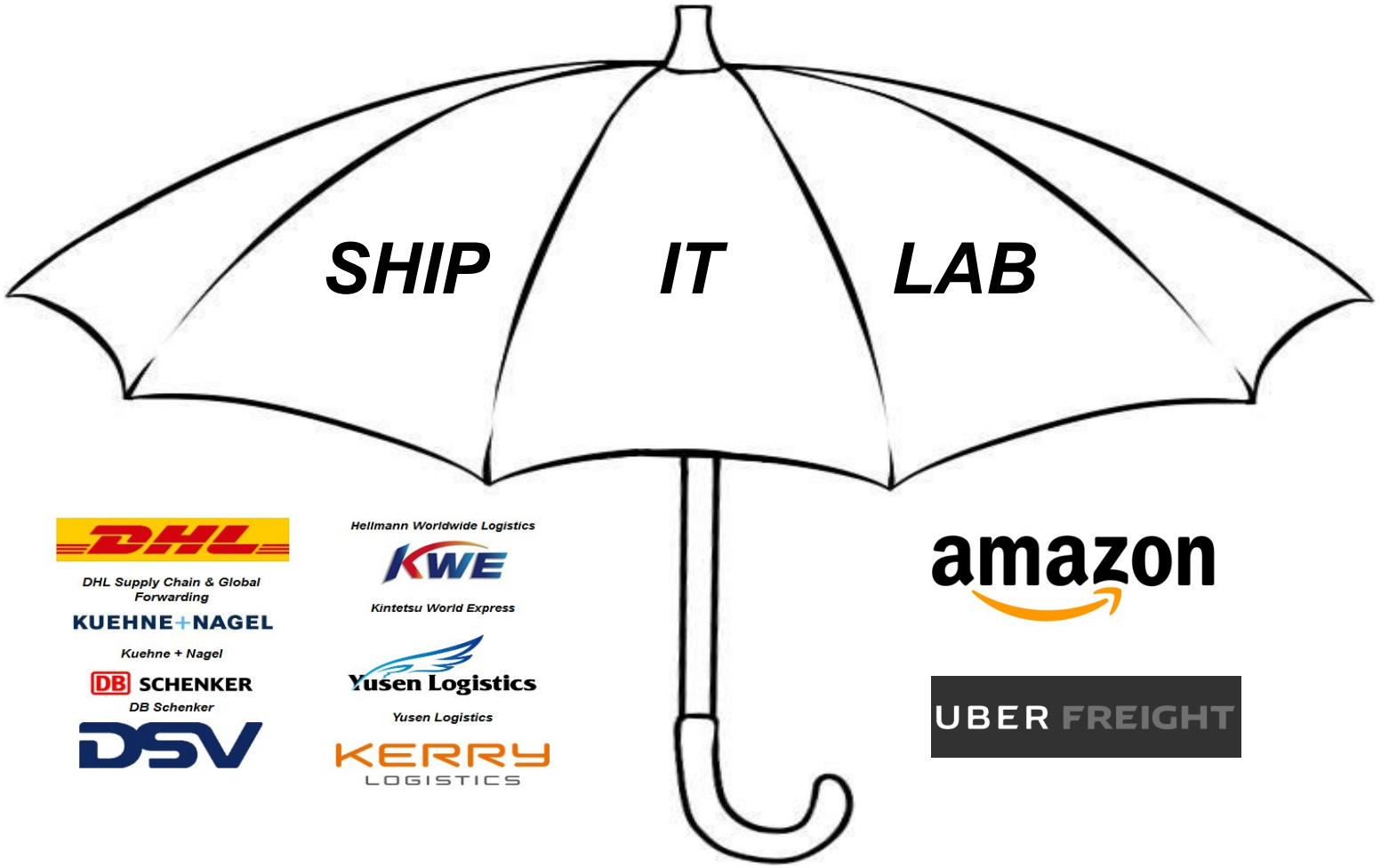
Competition



Global forwarders

New players

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Competitive Advantage

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

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Team

Zeljko Bacev	- General manager, Owner - 22 years in shipping and logistics
Zuica Knezevic	- Freelance service assistent - 20 years in shipping and logistics
Damir Korosec	- Freelance service assistent - 15 years in shipping and logistics
Anita Ujcic	- Freelance service assistent - 15 years in shipping and logistics
Goran Vojvodic	- Freelance service assistent - 10 years in shipping and logistics

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Company details

SHIP IT LAB

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