

SHIP IT LAB

About us



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

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 too 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- *Outdated business methods*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

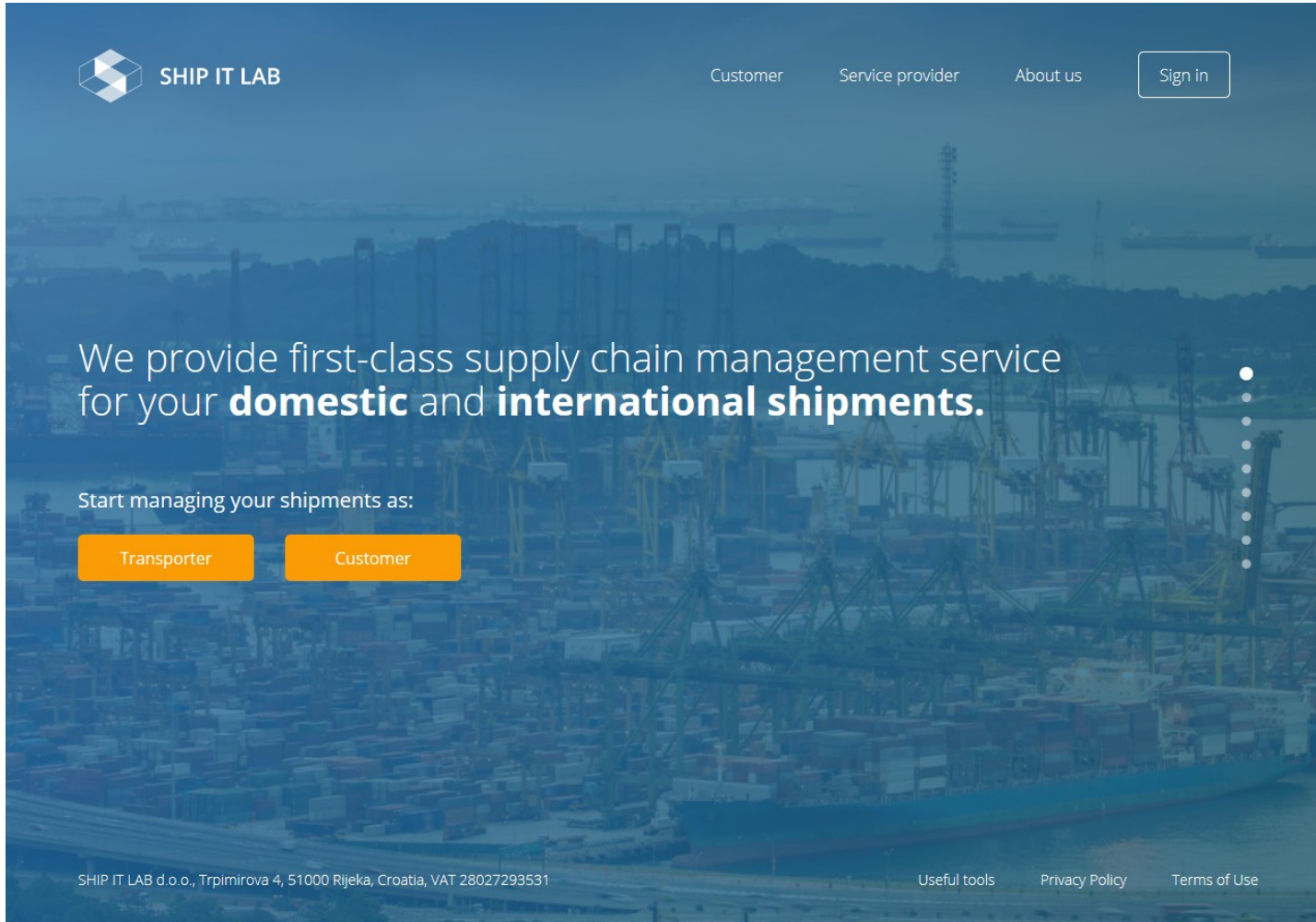



Make booking



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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 shipping containers and cranes. 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. 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 labeled "Transporter" and "Customer". 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".

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[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](#)

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[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

1

QTY

Container type

Weight / Cont. (kg)

Cargo type

IMO

UN no.

IMO no.

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

Cargo description

Special remark

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

Create Order



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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 available for use !*
- *"All-in" service in one app !*



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Users

Customers

Exporters

Importers

Factories

Sellers

Buyers

Resellers

Forwarders

Service Providers

Ocean Carriers

Freight Forwarders

Land Transporters

Air Transporters

Customs Brokers

Warehouse Operators

Insurance Companies



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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)*

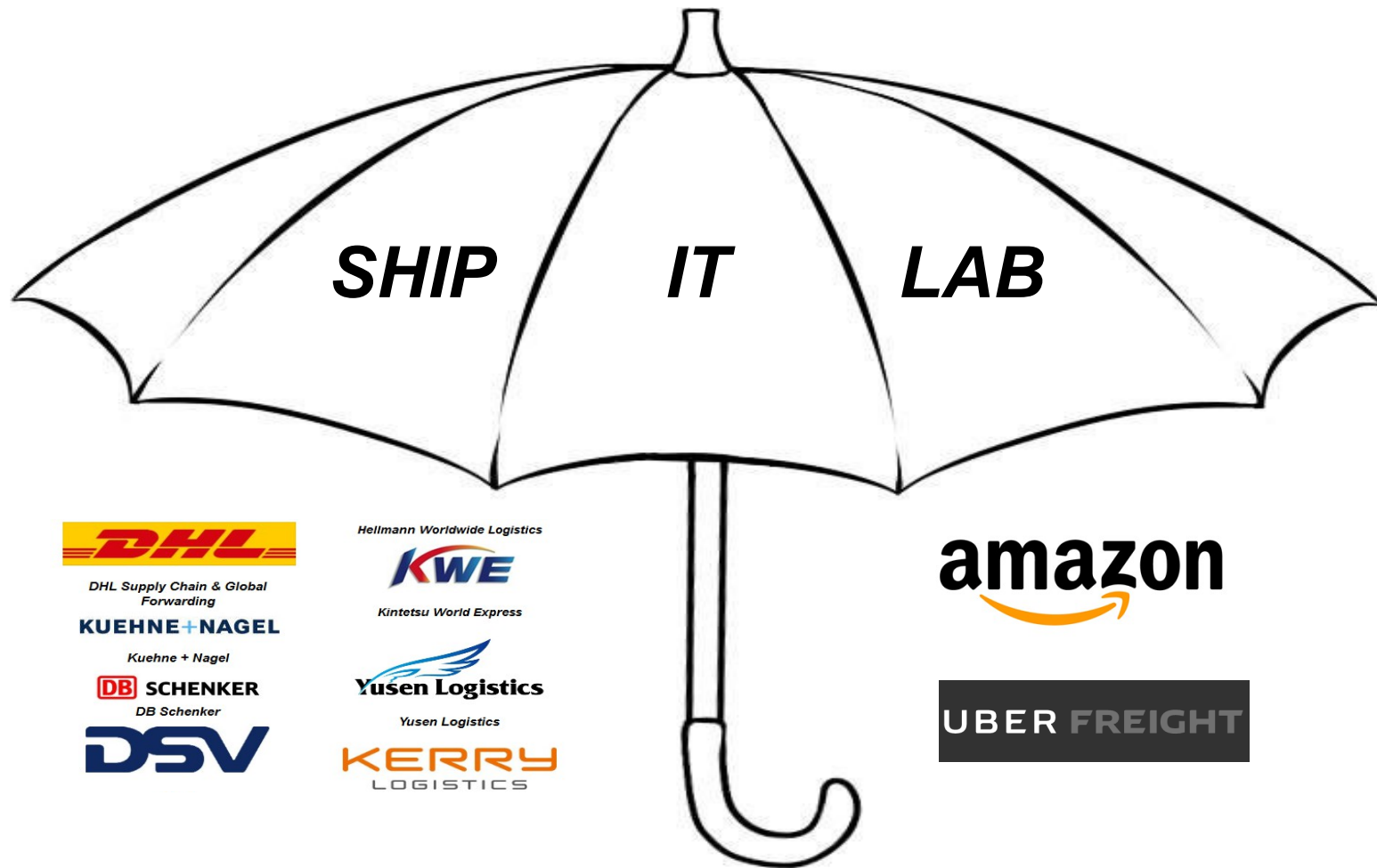
MARKET	BOOKED SHIPMENTS	REVENUE:
<i>500m containers worldwide</i>	<i>4Q 2018 – 7k</i>	<i>4Q 2018 – 250k EUR</i>
<i>1.1b Partial (small) shipments</i>	<i>1Q 2019 – 17k</i>	<i>1Q 2019 – 550k EUR</i>
<i>1.5b Road/Rail shipments</i>	<i>2Q 2019 – 31k</i>	<i>2Q 2019 – 1.1m EUR</i>
<i>800m Air shipments</i>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



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 (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 €	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 €		

Competition



Global forwarders

New players



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Competitive Advantage

Global Forwarders

*Traditional use of phone and email
(time consuming process)*

*"Middleman" charge - **HIGH** !*

Single offer per forwarder

Limited coverage

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Online app – available 24/7

No "Middleman" charge !

Multiple offers – more choice

Global coverage



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Team

Zeljko Bacev

- General manager, Owner
- 22 years in shipping and logistics

Zuica Knezevic

- Freelance service assistant
- 20 years in shipping and logistics

Damir Korosec

- Freelance service assistant
- 15 years in shipping and logistics

Anita Ujcic

- Freelance service assistant
- 15 years in shipping and logistics

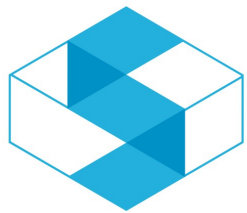
Goran Vojvodic

- Freelance service assistant
- 10 years in shipping and logistics



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Company details



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SHIP IT LAB

Zeljko Bacev, CEO & Founder

Phone: + 385 99 214 2684

Email: shipitlab@shipitlab.com

Email: zeljkobacev@shipitlab.com

<https://www.shipitlab.com>