



PiggyBee

The CrowdShipping Community

Crowdsourced delivery **pioneer since 2012**, PiggyBee **connects individuals** who want to have something delivered to others who are traveling.



Pitch deck 2018

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Requester Overview

Requesters **get stuff**
delivered by verified travelers

crowdshopping

= acquire an item from a physical or online **shop**
typically an item that is **cheaper abroad**
or cannot be found locally

crowdshipping

= get or send **personal** stuff
at a fraction of the cost of a regular courier

requests
> 8 000

Popular requests

-  Tech
-  New, personal or forgotten clothes
-  Parcels & documents
-  Local food & drinks
-  Books
-  Cosmetics

✈️ Traveler Overview

Travelers make money from their trips

- = **cover their travel expenses** as they get paid for their delivery services
- = get to **meet a local** and benefit from an **optional reward**
(such a pickup from the airport or a city tour)

trips
> 12 000

Popular routes



USA > France - Argentina - India - Russia

France <> France
France <> Belgium
France <> UK

PiggyBee

€ Business Model

Live

Commission

Within PiggyBee's online mailbox, the requester and traveler discuss the amount of the tip (average 35 €). In the event of an item to be purchased, the requester specifies the purchase price (average 300 €). Through our secure payment module, the requester pays the total amount (tip + potential purchase price). PiggyBee takes a 10% cut.

Ads

Adsense targeted ads depending on content (such as trip's arrival)

Future

Ebay model (push/promote ad) to push ads forward (or as "urgent")

B2C shipments shops anywhere get to ship worldwide

B2B shipments get documents and parcels delivered accross the planet in a few hours

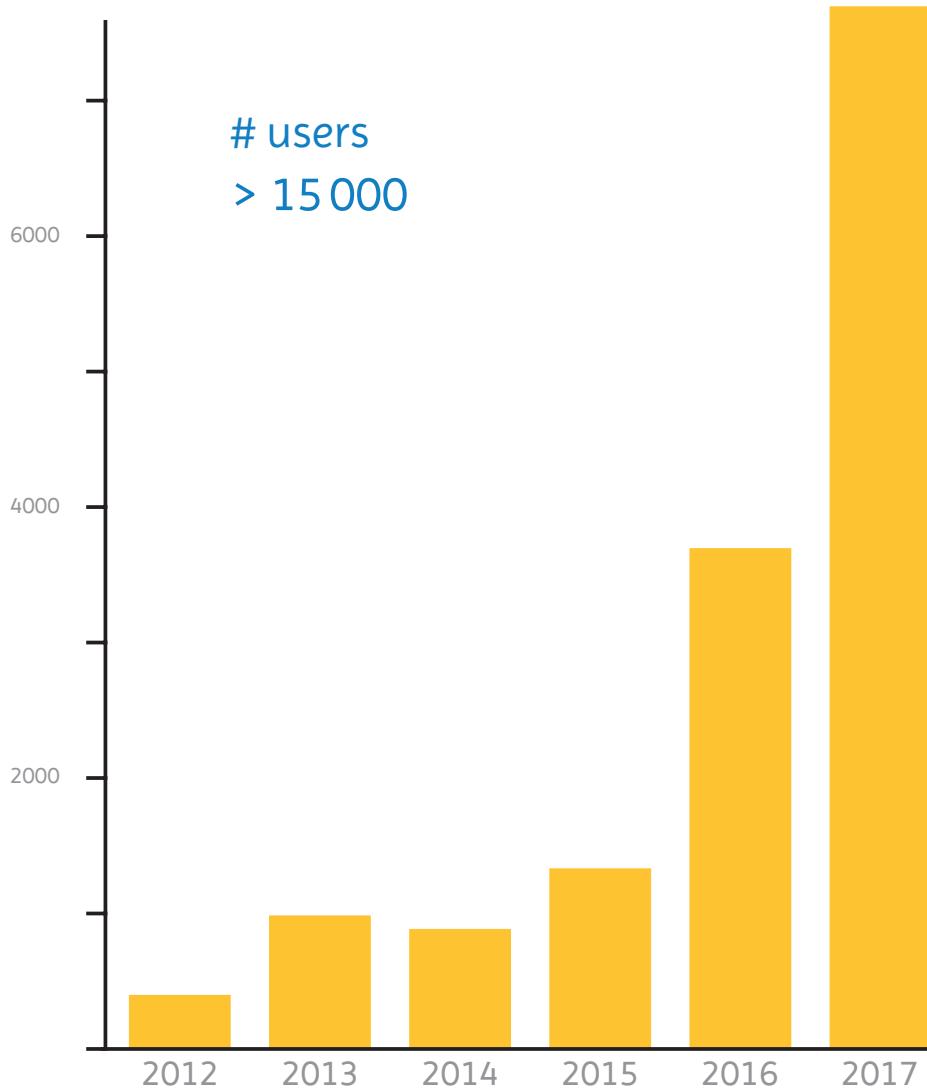
Extra service solving the last mile delivery (as last mile delivery from a drop-off point)

Extra insurance expensive items or full risk

Database based revenues



✓ Accomplishments & Current Status



- 2012-2015 early traction
- 10/2016 pre seed funding 50k€ W.I.N.G
- 06/2017 improvement of user profiles and security,
- introduction of online messaging system and
secure payment (revenue model), marketing tests
on 15 channels
- 07/2017 first revenues €
- 10/2017 launch of online ratings, improvement
of matching algorithm, introduction of the
“crowdshipping contract” between both parties.

BUSINESS
INSIDER

VentureBeat

BBC
MUNDO

EL PAÍS



LesEchos.fr

LE FIGARO

20
minutes

europcar
.com

rtbf.be



KPMG



Team & Contact

David Vuylsteke - Founder

Belgian - Born in Chartres (France) 1971.

Entrepreneur - CrowdShipping and Sharing Economy Pioneer.

Former sound engineer - Loves plane spotting.

<https://be.linkedin.com/in/davidvuylsteke>

<https://twitter.com/dvdvuy>

Basile Bedelek - Senior Partner

French - Born in Mulhouse (France) 1996.

Student @ Edhec Business School.

Loves track and field - Dreams to live in space.

Alice Latteux - Teammate

Student @ Edhec Business School

PiggyBee is developed by Lexik.fr

Thomas Duhamel - Project manager

Nicolas Cabot - Web developer

Ben Piquard (Leansquare), Anthony Bievelez and Oliver Griffet (Innovatech) - Advisors

Kevin Sterckx - former intern

Sebastien Desemberg - former cofounder - former web developer

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Competitive Analysis

Traditional

UPS, Fedex, Local posts and courier services



PiggyBee secret sauce

- no planes, no vans, no hubs, no warehouse
- no price comparison
(piggybee is up to 10x cheaper)
- a regular courier won't never go and buy you something from a physical store.

Sharing economy

airfrov (Singapore) worldcraze (FR) grabr (US)
roadie (US) cocolis (FR), bring4you (FR), nimer (UK)
jwebi (FR)
our index <http://blog.piggybee.com/2017/04/crowdshipping-index.html>



PiggyBee secret sauce

- team complementarity
- as pionner in crowdsourced delivery : historic advantage / market knowledge and comprehension on both crowdshipping&shopping
- multilingual website
- smart matching algorithm
- cheaper than competition (10% commission only)

Go-to-Market Plan

current

- rewriting of terms & conditions
- improvement of matching algorithm, design and responsive display
- platform pivot to “I’m looking for a traveler”
(instead of both side display)

short-term

- finalization of deal with Marsh insurance
- seed fundraising
- hire one support crew

medium-term

- massive marketing / user acquisition (on tested channels)
- finalization partnerships (such as Joon by Air France or UPS)

long-term

- drop off points set up
- grow team (incl. in-house devs)
- blockchain integration





Key Metrics

Revenue per shipment = 24,50 €

	Volume	Average Tip	Average Value	10% commission
Personal Item	30%	35,00 €		3,50 €
Bought Item	70%	35,00 €	300,00 €	33,50 €

Market size



average of 4.5 Billion / parcels per year and growing

2026 objective = reach 1 % volume of a regular courier x 24,50 €

= 1B€ Annual Revenue



Projections & Use of Funds

	2018	2019	2020	2021
Revenues	15.000 €	60.000 €	250.000 €	1.000.000 €
Operating Costs	15.000 €	25.000 €	35.000 €	50.000 €
Marketing (Acquisition)	75.000 €	150.000 €	375.000 €	850.000 €
Hiring (Incl. Dev)	50.000 € 👤	100.000 € 👤👤	200.000 € 👤👤👤👤	400.000 € 👤👤👤👤👤👤👤👤
Revenues VS Costs	-125.000 €	-215.000 €	-360.000 €	-300.000 €

2022 Break Even (team = 16)

2026 1B€ Revenue (team > 250)

4 years funding needed = 1M€