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Abstract

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Smart Locker Development Plan

ZXXXZ Business Plan

**NDA (non-disclosure agreement)**

This business plan covers the Company's trade secrets and is only available to investors who have an investment intention. The Company requires the Project Manager of the Investment Company to make the following commitments when receiving this business plan:

Keeping this business plan in good custody, the Company’s trade secrets involved in this business plan shall not be disclosed to third parties without the consent of the Company .

Project Manager Signature:

* End date: November 01, 2019 Day
* Business Plan
* Project name: ZXXXZ smart locker
* Project Single :Zyan Zxxxz Inc.
* Location
* Tel 2266063883
* E-mail ZyanZoom Inc.
* Associates
* The name of the company
* (Date)
* Listings
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* Executive Overview

In logistics industry, the "last kilometer” has been a major problem for logistics companies, and now it seems that there is a viable solution to this problem. Current solutions are old, costly and inefficient. Before the smart locker, many logistics companies have tried to solve the "last kilometer" problems, but did not get the desired results, and the emergence of smart locker , at least three problems in the final part of the logistics:(1)24-hour work of the smart locker to solve the current extremely common receiver and delivery square time asymmetry. Most of the main customers in the courier industry are full-time workers, and the working hours of these people coincide with the hours of couriers. Therefore, for most of the week they can only receive the express delivery after the unit to take home, or arrange for family members at home waiting for collection, in fact, did not enjoy the convenience of courier. And through the smart locker, the recipient can pick up at any time, eliminating the need to take the courier home or entrust others at home to collect. (2) The emergence of express smart lockers solve the problem of unprofessional and error-prone collection points. Express collection point since the emergence of such as insufficient inventory space, express damage disputes, and even prone to fraud and other issues, mainly due to the lack of professionality of the express point itself, and intelligent smart locker can be Avoid these problems by identifying the user or courier code. (3) The wide-ranging use of smart lockers can greatly improve the efficiency of couriers, for logistics companies to reduce costs. According to the logistics company's data, couriers door-to-door delivery of the way than the smart locker self-service delivery to spend more than twice the time, Therefore, the use of smart lockers is equivalent to the logistics company to save half of the cost of couriers.

Smart locker upstream is mainly raw materials industry, midstream production of intelligent express smart locker products. Smart express smart locker will temporarily save the express in the delivery box, and the delivery information through SMS and other means to send users, to provide users with 24-hour self-service pick-up service, this service model better meet the needs of users at any time to pick up, by the express enterprises and users welcome, to solve the express The "last kilometer" problem provides an effective solution. Smart locker downstream mainly used in large shopping malls, supermarkets, schools, residential buildings and other scenes.

My company plans to learn China's express delivery solutions, through the laying of express smart lockers in the form of the next three to five years in condo and other high-rise residential laying a number of automated pick-up smart locker, to solve the express most headache "last kilometer" problem. Project-leading team for Zhang Xudong, Li Yang and Zhang Lingyan.

　　(Summary Content Reference)

　　1.Basic information of the company (company name, establishment time, registered region, registered capital, major shareholders, share ratio, main business, in the past three years Sales revenue, gross profit, net profit, company location, telephone, fax, contact person. )

　　2, the main manager situation (name, gender, age, place of origin, education / Degree, graduate school, political outlook, years of industry, main experience and business performance.)

　　3.Product / Service Description (Product / Service Introduction, Product Technology Level, Product Novelty, Advance and Uniqueness, Competitive Advantage of The Product.)

　　4.Research and development (existing technical achievements and technical level, research and development team technical level, competitiveness and external cooperation, has invested in research and development funds and future investment plans, research and development personnel Incentives.)

　　 5, Industry and Market (Industry History and Prospects, Market Size and growth trends, industry competitors and the company's competitive advantage, market Sales forecast.)

　　 6.Marketing strategies (in price, promotion, Establish sales network and other aspects of the proposed strategy and its operability and effectiveness, the sales staff incentive mechanism.)

　　 7, product manufacturing (production mode, production equipment, quality assurance, cost control. )

　　 8, management (institutional settings, employee shareholdings, Labor contracts, intellectual property management, personnel planning.)

　　9.Financing instructions (capital requirements, uses, use plans, proposed shares, investor rights, exit methods.)

　　 Financial Forecast (Next 3 " annual or 5-year sales revenue, profit, Return on assets, etc.)

　　11. Risk control (possible risks and proposed controls for project implementation)

**Part one of** the company's basic **situation**

* Company Basics:
* Company name ZXXXZ
* Founded 2019.11.01
* Place of registration
* The nature of the company is: Limited.
* Company evolution:

Since the establishment of the company's main business for express delivery, Zhang Xudong holds a100% equity.

* + The company currently operates business for Toronto Express, software outsourcing.

**Part II Corporate**  **Management**

**Founders:**

Serial number job name last name work education or title contact

* Chairman, General Manager
  + Name Gender Age Origin Contact Number

Zhang Xudong, male, 26, China, 2266063883

* + Degree Degree Major Title

Graduated from the University of Waterloo with a major in statistics and now works at Moody's Analytics as Software Engineer

* + Key experience and performance: Have formed a three-person project team and led the team to complete the industry's small and well-known blockchain online game project. Founded Zyanzoom Inc. Express companies, with more than20 stores, have completed more than 500 orders online since the beginning of the project.
* Technology development responsible people
  + Name Gender Age Origin Contact Number

Li Yang, male, 27, China, Canada PR,

* + Degree Degree Major Title

Computer major at the University of Waterloo, now working for Amazon as Software Engineer

* + Key Experiences and Results: Co-founder Zyanzoom Inc. Courier company, mainly responsible for the development of the website.
* Marketing Responsible Person
  + Name Gender Age Origin Contact Number
  + Zhang Lingyan, female, China, Canada PR, 6478065888
  + Degree Degree Major Title
  + The University of Science and Technology of China, University of Illinois, Double Master's Degree
  + Key experience and performance: Former Nokia sales manager, is now responsible for Zyanzoom Inc. The market development work of the courier company.

**Part 3**  **Products / Services**

Target market:

Mainly for condo, townhouse charges for express.

* **Product update cycle:**

The service life of the smart locker is approximately30 years.

* **Competitive** advantage**s (including performance, price, service, etc.):**

The company's products for smart locker, can provide users with 24 hours to collect the service, mainly to help users solve the issue of courier delivery is not at home cannot be signed. Help users solve the need to drive to pick up the point interval of the trouble. At present, the development of the Canadian market is lagging behind, so there are no direct competitors. This is followed by a comparative analysis of the competition.

* **Product** after**-sales service** network **and user technical support:**

After-sales products include follow-up product hardware maintenance, theft and emergency treatment, insurance, etc.

User Technical Support provides a Q&A for manual processing of the receiving parts and helps the user resolve technical issues and special situations.

**Part IV Research** and **Development**

* **In** order to ensure **product quality,** product upgrading and maintain the advanced level of technology, the **company's development direction, Development of key and ongoing technologies and products, etc.:**

The product upgrade includes two parts, hardware and software. Hardware-related updates include new business development directions (future planning and automated word sorting, distribution of robots, including integration and collaborative operations after the commercialization of L5 autonomous driving technology). The upgrade of the express smart locker itself includes screen upgrades for the advertising row,

* + Company's existing technology development resources and technology reserves: the company into nearly half a year of research, basically in the direction of technology development has a relatively clear framework and demand preparation, and has been in contact with the hardware sector, initially determine the content and intention of cooperation. There is no threshold for development, but it is necessary to promote the landing of product adaptation by adding personnel.
  + Companies to seek technology development support, cooperation mode: social recruitment demand has been basically finalized, with China's cooperation with the company.
  + What incentives and measures will the company take to maintain the stability of key technical personnel and technical team: We have established a set of incentive sand and financing measures based on the traditional industry incentive methods, combined with the traditional gambling agreement and distributed management philosophy, allowing employees and investors to share benefits and provide additional benefits such as free holidays for employees who can continue to make a steady contribution. (See "Liquidity Adjustment Strategy" as follows) and consider cross-border product development in the context of the need for efficient use of resources.
  + The company's next 1-2 years in development capital investment and personnel investment plan:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Post | Grade | Number (number) | Unit input ( C$100 000) | Total investment ( C$100 000) |
| Software Engineer | Senior | 2 | 15 | 30 |
|  | Junior | 2 | 10 | 20 |
| Marketers |  | 1 | 8 | 8 |
| Sales and operations |  | 1 | 7 | 7 |
| Equipment |  |  | 5 | 5 |
| Smart locker |  | 20 | 0.5 | 10 |
| Total |  |  |  | 90 plus tax and bonus (10) plus maintenance (insurance, legal and advisory services) |

**Part V Industry**  and Market **Conditions**

* **Industry situation (industry development history and** trends, which industry changes on product profits, **profit margins** **have a greater impact on the entry into the industry of** technical **barriers,** trade **barriers.)**  **Policy constraints, etc., industry market outlook analysis and forecast):**

Logistics is an important link between the supplier and consumer, and the development of logistics has changed the traditional way of life and consumption. Data show that China's express business volume has been the world's first for four consecutive years, in many aspects of express delivery has begun to lead the world direction. For Countries in Europe and the United States, such as Canada and the United States, overall, development started early, but the momentum, speed and breadth of the industry are not as fast as China's. In general, with the rapid growth of the express delivery industry, the cost of end delivery is also increasing, especially the lack of digestion capacity at the end of logistics, long waiting time, delivery time conflict, etc., seriously restricting the efficiency of the entire logistics industry. Fast, intelligent, efficient, connected has become the main goal of logistics development, the emergence of intelligent express smart locker, opened the end logistics cost-effective road, for consumers and couriers have reduced unnecessary waste of time. The emergence of intelligent smart locker edits with the trend of development, connecting the relationship between the company, courier, consumer, effectively solve the problem of express delivery last 100 meters, to the convenience of office workers. Of course, the process of smart locker is not complex, for couriers first need to swipe the card to confirm, and then choose the appropriate size of the smart locker, enter the express information after putting in, enter the user's mobile phone number system automatically send information to remind the recipient. And the user by virtue of the pick-up code in the text message to open the door, open the box inspection and close the door exit can be. The following are some analysis of your experience in the logistics and distribution industry, the e-commerce industry over the past year, and related data survey.

The costs of the logistics industry include the cost of obtaining orders, the cost of the driver's distribution. Prices are typically between$1 0 and $1,000 for CAD and between 15 mins and a month or two. Due to the wide variety of segments (e.g. commodity categories, routes, time, tariffs, service range, etc.), prices and fees vary, the industry fish beads mixed. Generally belongs to the small profits and more sales industry. For the final delivery costs will generally be in the example: delivery of meals and delivery of large products when the user has no way to sign up resulting in product theft or loss of the situation, or the user is not at home or something caused the driver delivery waiting, usually the driver can improve the speed on the road efficiency is limited, but if the recipient waste dissonance in the next floor to open the door ten Five minutes or ten or five minutes for the driver to go upstairs, the driver's income and efficiency will be increased by at least 20%, according to Canada's minimum wage reference , equal to $4/ hour, if 50 small grids, full load, according to a small grid three-day average only one order calculation, a year of increased efficiency corresponding to the value in $24,333. The maintenance cost of the smart locker for one-year is around$1000 (including insurance, network, electricity, floor and related maintenance costs). (If there are 100 local launch points each year, the value created is in the million level, and if the first-tier cities can be full, the revenue scale will increase linearly accordingly.)

Data reference:488,475 high-rise apartments in GTHA form City of Toronto, 2011, assume 500 apartments /unit, roughly 977 unit total, this number will exceeds 1000 by this year, with 1000 cities like this this world, the number r of condominiums are all around 1M, and the cost save can the singly be around "10B / year, if half is captured and turned ed auto mailboxes, $5B of revenue can be expected )

GTHA range 2011 totals4,88,475 high-rise rooms, assuming 5,00 rooms per building (the actual situation may be closer to 200 or so), with9,77 smart lockers in demand, about1,000. Based on the above efficiency estimates. Each smart locker can generate a value of $24,333 to calculate, generating a total valueof$24Mperyear. Assuming there are1,000 similar cities in the world, the resulting value is expected to be$24B/year. Assuming that the general conversion as income or profit, the market prospects are considerable.

* **Competition Analysis:**

**Amazon**  **hub**  **locker**

Started around2016 and is expected to double the amount of smart locker investment by 2020. (We can't get the exact number inside of Amazon, but based on this three-year use, we can also see the potential value of the smart locker market from Amazon's new plan)

Charge: One-time charge, no follow-up fee. Have its own supporting mall. and delivery services.

Advantages: Related supporting services

Weaknesses: The entire laying plan is largely influenced by the policies of the company's senior management. The location within Condo is pre-emptive, and most properties don't know Amazon's services, so Amazon doesn't have much of a brand advantage.

**Canada Post parcel box**

This is a smart locker with a key lock structure. it belongs to the product of the previous era. Compared to smart locker, this product is missing the user's data tracking and collection, the lack of security warning and dynamic key distribution, the lack of expansion of the opening. A solution that is an internal problem. The advantage is low cost. However, there is no way to generate further benefits for income generation.

Since not all packages have collection demand, we estimate that the distribution market size is about trillions. Take 1/5 of the distribution volume as the demand for use,1/10 as the use price, we expect the entire collection market profit size of 10 to100 Billions of USDs are around the age of one every year. Market size can be derived from the NPV formula

* Industry Chain Analysis:
* Analysis of the industrial chain of intelligent express smart locker industry

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Upstream raw materials | | | | |
| Steel | Electronic | Display/monitoring devices | Control your computer | Pcba |
| Midstream production | | | | |
| Indoor smart locker | | | Outdoor Smart Express Smart locker | |
| Downstream applications | | | | |
| School | Residential buildings | Office | Supermarket | |

* Total industry-wide sales for the last 3 or 5 years and years: The source must be indicated.

**Part 6 Marketing**  **Strategy**

* The composition of the cost of product sales and the basis for the formulation of sales price:
* Products have developed a competitive advantage in the market related to what factors (e.g. same cost but low sales price, low cost to form sales advantage, and product performance, brand, sales channels better than competitors, etc.):
* Strategies and implementation in establishing sales networks, sales channels, setting up agents, distributors:
* Strategies and implementation s

The company plans to take some courier companies' business and lay a certain amount of express smart lockers after the traditional self-media, and traditional media channels to lay advertising.

* Strategies and implementation of product sales prices:

Due to the unique strategic significance of the pickup box. It corresponds to a variety of profit models.

1. Charge mode
2. Drain mode
3. Ad mode
4. Mixed mode

Charge mode:

Charges are charged from the shipping fee based on the size of the box used, and if the overdue transfer is charged from the recipient.

Charges are divided into:

|  |  |  |  |
| --- | --- | --- | --- |
| Boxes (individuals)/fees(CAD) | Small | In | Big |
| Price | 0.99 | 1.49 | 3.99 |
| Discounted price (during the offer) prepaid | 0.49 | 0.99 | 2.49 |

Drain mode:

As the last level of goods to reach the user's hands, through the development of follow-up shopping malls and ancillary services to make a profit. As the only security service provider that can pick up late, you can also think of a logistics company or a mall to provide appropriate opportunities for cooperation.

Promotional costs and shop profits, in improving profit margins at the same time can improve the use of the box.

Ad mode:

Box ads and software ads can be used as a fee-paying entry

Advertising costs are estimated at$10 to$30 per day per box, and advertising revenue for a single box is estimated to be $3,650to$7,300 per year

Mixed mode (consider using):

Mix the above patterns

* **Strategies and implementation in building a good sales force:**

The sales team will still follow the traditional base salary increase strategy and reserve room for the increase in positions to motivate employees through business metrics.

* **Strategy and implementation of product after-sales service:**

After-sales planning use of the product

* **Other aspects of strategy and implementation:**
* **What incentives to adopt for the sales force:**

**Part VII Service Process**

* **Brief lying about the service process:**
* First, the mail
* 1. Online order to fill in the mail information (WeChat/Alipay/Pay/APP)
* 2. Sweep to the smart locker/enter the mail code
* 3. Pay shipping out-of-the-box delivery
* 4. Courier pick-up printed goods bill
* 5. Delivery
* Second, pick-up
* 1. Courier selects the corresponding size of the goods
* 2. Scan the bill of lading
* 3. Enter your phone number
* 4. Put in the box out of the box
* 5. Trigger WeChat/SMS messages
* 6. Scan/Enter pickup code Take out the express

|  |  |  |
| --- | --- | --- |
|  | Cargo delivery process | Software service process |
| Distribution | Delivery to the attachment of the collection address, if the guest is not at home to put in the collection smart locker | (If you place an order in advance: the logistics company adds or integrates the smart locker in the software or website, the container system will send the user the pickup verification information, and send the container storage verification information to the driver, if lost can be checked again by sweeping code or selecting the package number) |
| Receive | The delivery person obtains the relevant open-box information by using the previously received verification information or by scanning the goods barcode or QR code again, after scanning the container, placing the package in the receiving smart locker provided by the system and leaving after closing the door | If you request a verification code again, the system resends the verification code to the contact information provided by the delivery company to the client.  The container will then scan the verification information provided by the distribution personnel and open the corresponding container for easy pickup. Send a pickup reminder to the customer after the goods have been stored and confirmed. |
| Pick-up | When the recipient arrives at home, the package is picked up based on the verification information (2D code or digital verification code) prompted by the system | Container sifts for customer verification information and opens the appropriate container while alerting the distribution personto to receipt |

**Part 8**  **Management**

* **In order to ensure the implementation of the financing project as planned, the company is prepared to set up in the coming years which institutions, the agencies equipped with how many personnel, personnel annual income situation.**
* **What incentives the company will adopt to management and key personnel:**

Preferred shares and bonuses

* **Whether the company is considering employee** **shareholdings, please** **state:**

Employee preference shares are given as incentives, with the unlock rate at 5%in the first year and15%per year thereafter, depending on the time allocation.

* **Whether the Company signs a competition prohibition agreement** with those who hold key technology and other important information of the company, the main contents of the agreement **are:**
* **The company signs labor contracts with each employee:**

Labor contracts are subject to industry standards and need to be followed up and by lawyers to be finalized on a case-by-case basis.

* The company signs confidential contracts with relevant employees for the company's technical secrets and trade secrets:

Confidentiality Contracts will be based on industry standards and need to be followed up and a lawyer to be finalized on a case-by-case basis.

* **The company buys insurance for employees and products:**

The insurance type refers to the industry standard insurance type, needs to be followed up and the insurance company according to the amount of insurance and insurance coverage of the root specific circumstances to finalize.

* **The Company's Protection of Intellectual Property, Technical Secrets and Trade Secrets:**

The company's patents for intellectual property rights and related product research and development products will be patented in the relevant government departments. Get online copyright at the same time.

* **The company needs external support during the project implementation and how to get it:**

Project before landing needs to finalize with the courier company fees and services, responsibility scope, in the product local development at the same time, will be responsible for the operation and maintenance department responsible for investment and coordination of quotations.

**Part 9 Financing**  **says**

* **In order to ensure the implementation of the project, it is necessary to raise C$20**  million in the form of equity **financing, giving away10%** **of the equity**
* **Use and use of** **funds:** **See "The Company's** Development Funding and People Investment Plan for the Next **1-2** **Years"**
* **Proposed to sell 10%** of the shares to the **investor? The calculation is based on the following** **?**

:: Market value estimates

* **Expect the average annual return on net assets** to be **less** over the next **3** **or** **5** **years?**

1.1

* **What oversight and management powers do investors have?**

The investor can monitor the progress of the project based on the RoadMap provided. and have the right to provide relevant development advice and advice.

* **If the company does not achieve the project development plan, what are the responsibilities of the company and management to the investor?**

See for the betting agreement, equity adjustment.

* **How the investor recovers the investment, in the specific manner and when it will be implemented:**

Ways to recover your investment:

Major shareholders buy back or in accordance with the resolutions of the board of directors, IPOs, mergers and acquisitions, repurchases, subsequent financing rounds exit, sale of old shares, liquidation, etc.

Short-term strategy (3-5y): Subsequent financing round exit

Phased equity financing, up to30%/ times, mergers and acquisitions

Long-term strategy(10-25ys):IPO, merger, repurchase, sale of old shares, liquidation, etc.

Profit, Equity Appreciation, (OTC, Tier 1 Secondary Market)

* **What government-provided policies and possible future scenarios are the** benefits and potential for the company's business-related **taxes** (e.g., **market access,** tax relief**)** preferential **policies( etc.):**
* **Other information that needs to be explained to the investor:**

**Part X Financial**  **Planning**

* **When a product is sold on a scale, the gross profit margin is %, and** the **net profit** rate **is** **%**
* **Please provide project break-even statement for the next 1-2** **years, project balance sheet, project income statement, project cash flow statement, project sales plan, project product cost statement;**

**Part 11 Risk Management**

Please explain in detail the risks and control and prevention measures that may be encountered in the implementation of the project:

Relatively manageable risks include policy risk, technology development risk, management risk, market development risk, production risk, financial risk, risk of dependence on key personnel of the company, etc. Express smart locker services related to the relevant policies involving the traditional courier and vending machine industry. Industry-related laws and regulations are relatively standardized and stable, the risk of policy changes is small, market norms. The company needs to find a team of professional lawyers to improve the internal to external terms of service, in the legal level to establish a perfect set of products and services moat.

The creative team has sufficient technology development capabilities and resources, so the technology-related development risks are relatively low.

The management team has relatively long experience in entrepreneurship and team management collaboration, and has sufficient confidence in the quality and stability of customer and product services.

The market development team has a lot of experience dealing with small shops and needs to take the first step in dealing with large customers.

Production by the domestic SF Express smart locker foundry of the original factory contract production, quality is guaranteed.

At the heart of the risk:

"Financially, the company's up-front development phase requires a lot of financial support, and the development team needs to ensure that the company can meet the development goals it set before it is expected to be profitable for five years."

**Part 12 Project**  Implementation **Progress**

Details of the project implementation plan and progress (indicating the start and end time):

Stage, expected, capital requirements, (number of box shop), time

The first stage: business landing, express smart locker test run 2M to 5M (40 to500boxes) (2 to 3y)

Phase 2: Industry cooperation, profit model verification 200M (2K to 1w boxes) (3 to 5y),

Phase 3: Core Business Scale 10B (100w boxes global market size, 80% left off) (5 to 15y), 1.6y

Phase 4: Stabilize core business and expand usage scenarios and demand TBD (10-20y)