

T-2418



yolla.tech

an **innovative** and  
**sustainable** way to send  
your packages

# Distant Lands, Shared Struggles

TAIWAN

Halil

After his trip, he wanted to send his bags ahead of him. He was confused by Chinese websites and their unclear price tariffs.

He knew that we need something new and big.

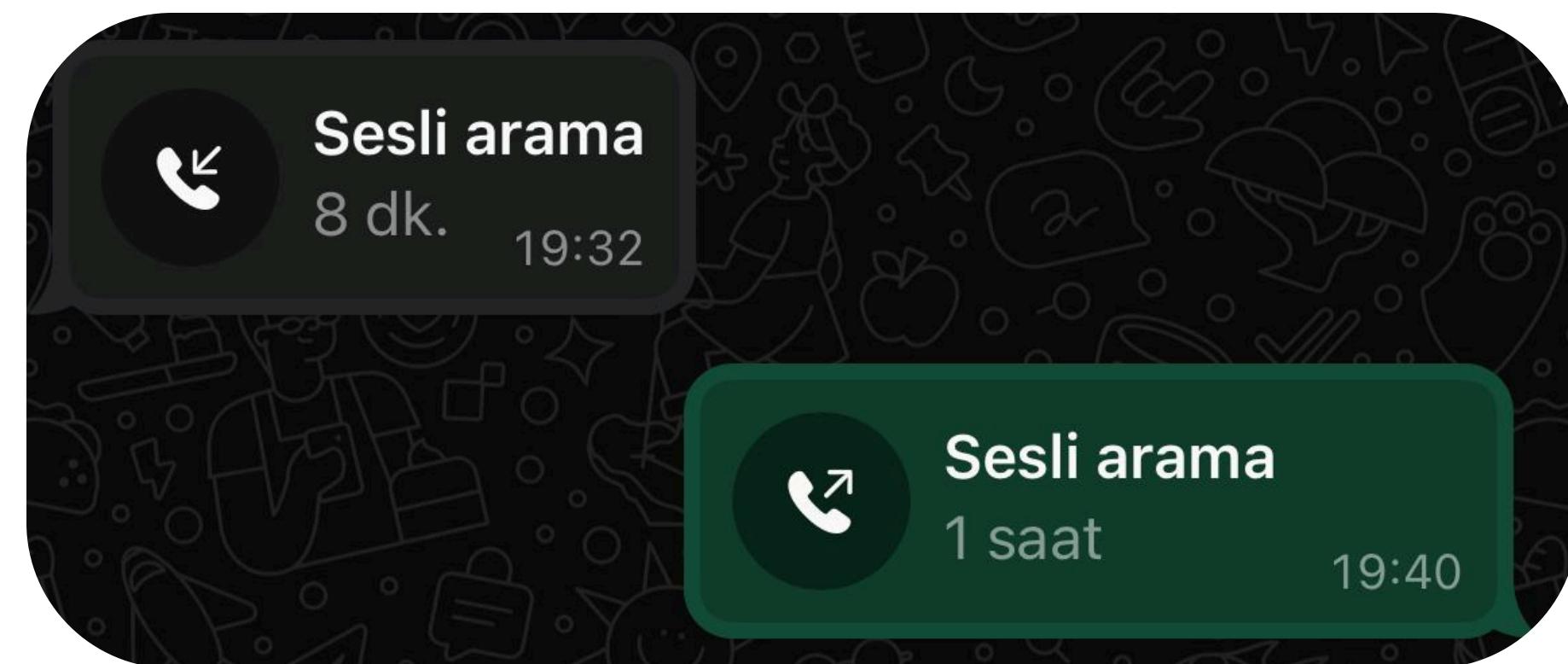
10 May 2024

We decided that we need a change

GERMANY

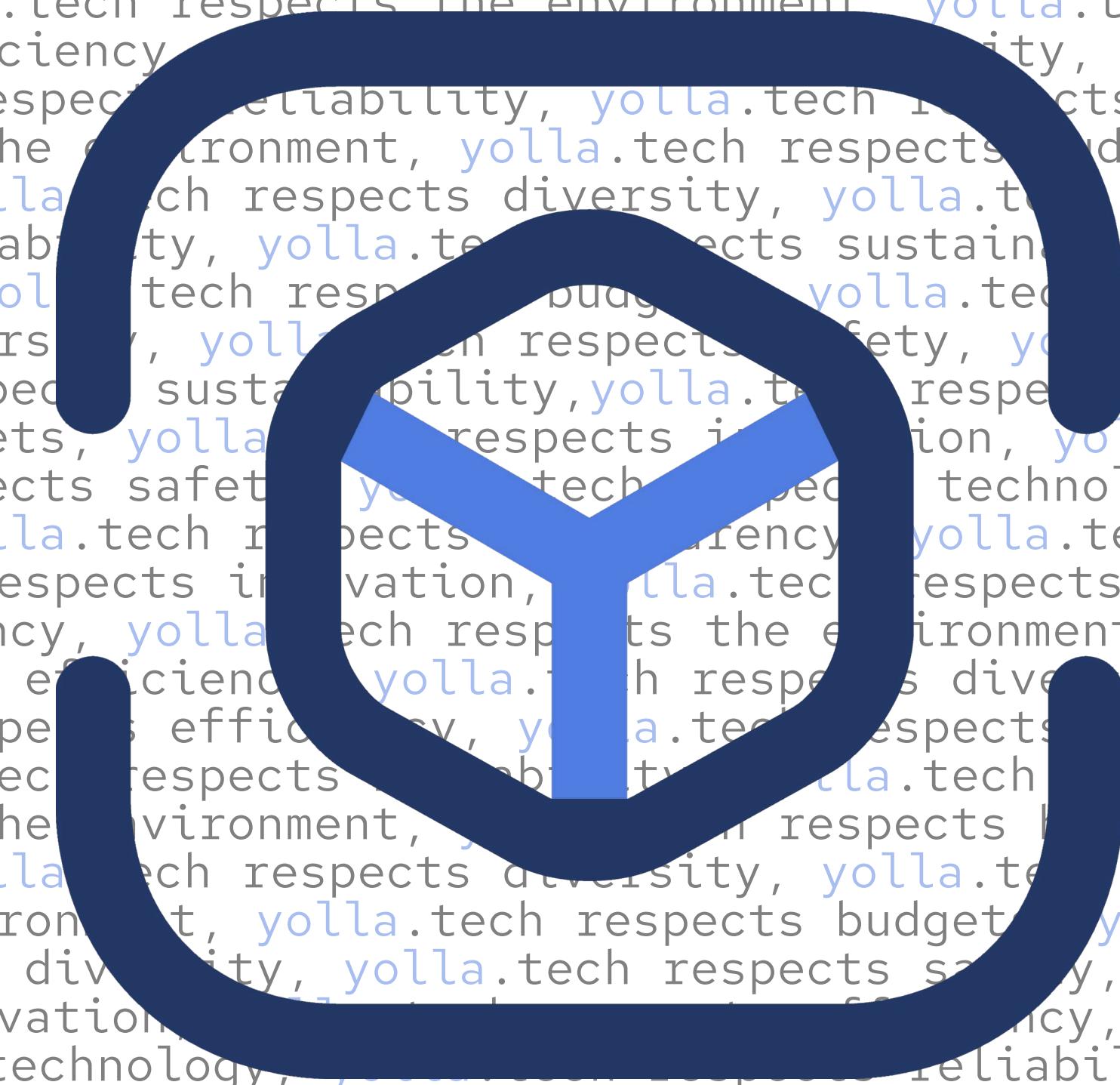
Elif

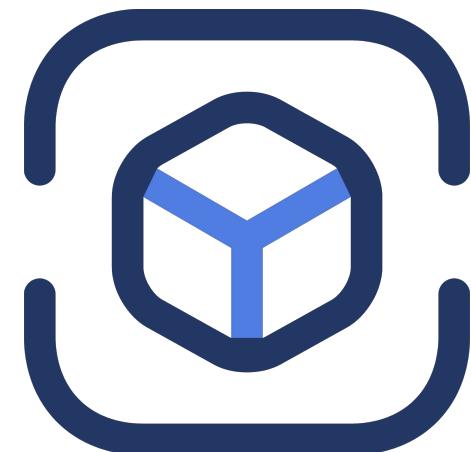
She wanted to mail an envelope, thinking it'd be a breeze. Instead, hidden fees tripled her costs.



She concluded: the system lacks transparency.

And Tackling The Struggle, Together  
We know the struggle.  
And here is our product:





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## The Challenge:

Logistics and cargo delivery face inefficiencies like limited service transparency and difficulty comparing options.



## Our Vision:

**yolla**, a unified digital cargo marketplace, simplifies finding, comparing, and booking cargo services.

# Comparing Different Service Providers

Based on the following factors:

- Price
- Distance to Branch
- Estimated Arrival Date
- Green Rate
- Special Services



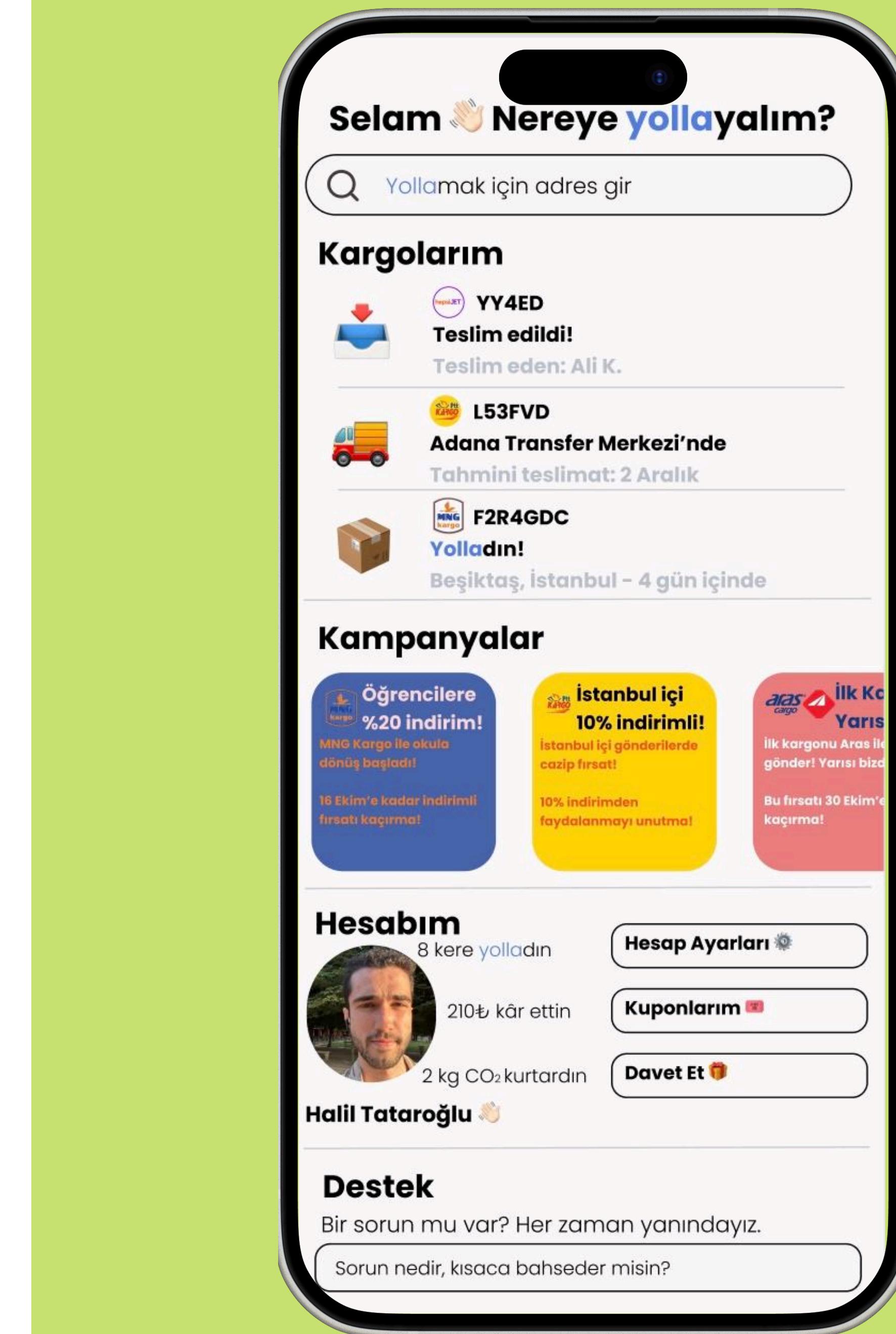
## KEY FEATURES

# Keeping track of packages

- Tracking all packets sent/on way via easy interface
- Receiving up to date notifications about current situation of packages

# Exploring different campaigns

- Up to date for special offers for [yolla](#) users



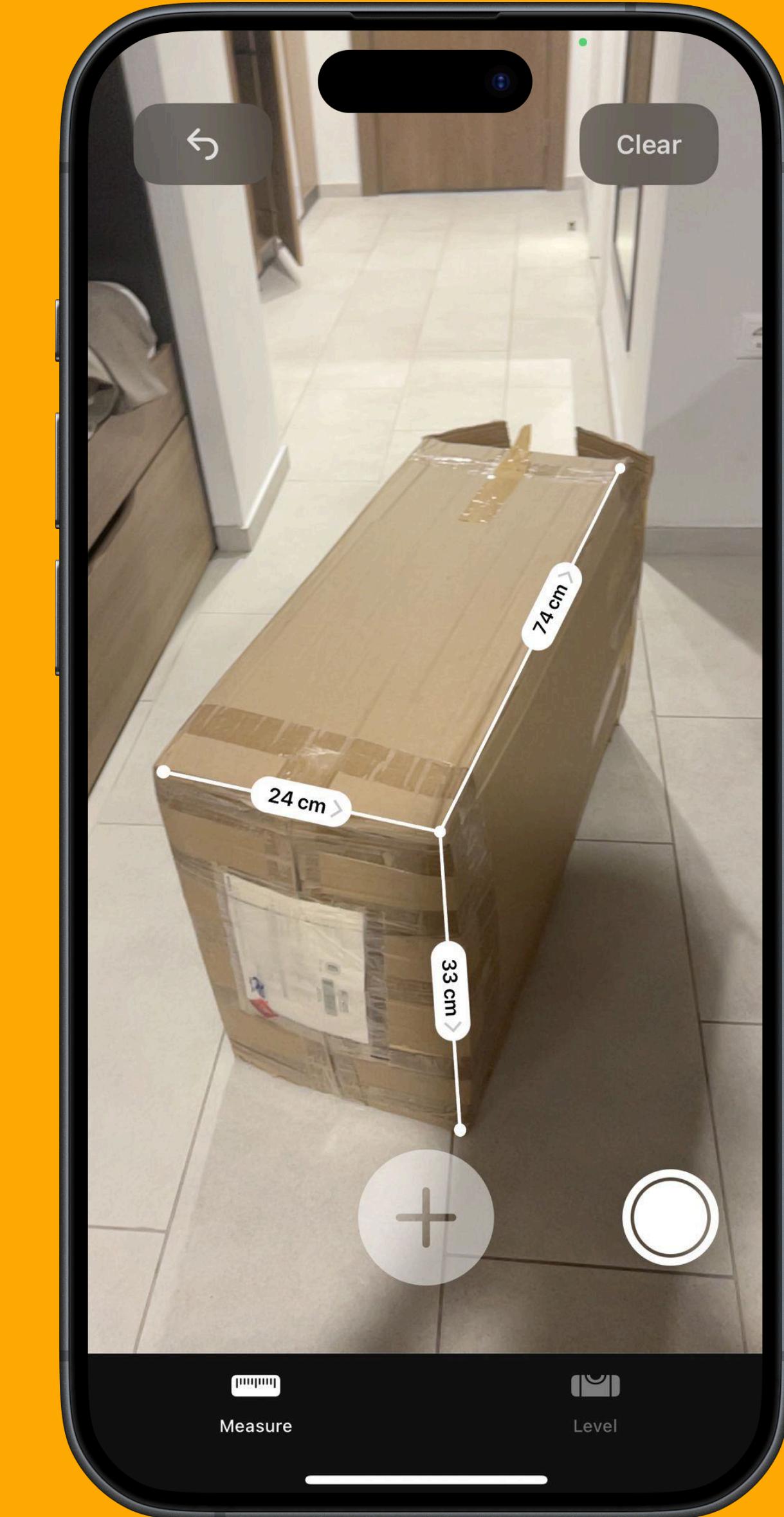
## EXTRA FEATURES

# Measure your box sizes with augmented reality

- Using the camera of the used device, estimate the sizes of the box planned to send

# Solve problems with customer service chatbot

- A customer service chatbot backboned by state of the art LLMs and Yolla policies will assist users whenever needed.



A BIG DIFFERENCE

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or shall we say?

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A BIG DIFFERENCE

# Planet Cares About Us

**11** SUSTAINABLE CITIES  
AND COMMUNITIES



We promise to protect  
local economy

**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



We promise to be  
carbon neutral

**13** CLIMATE  
ACTION

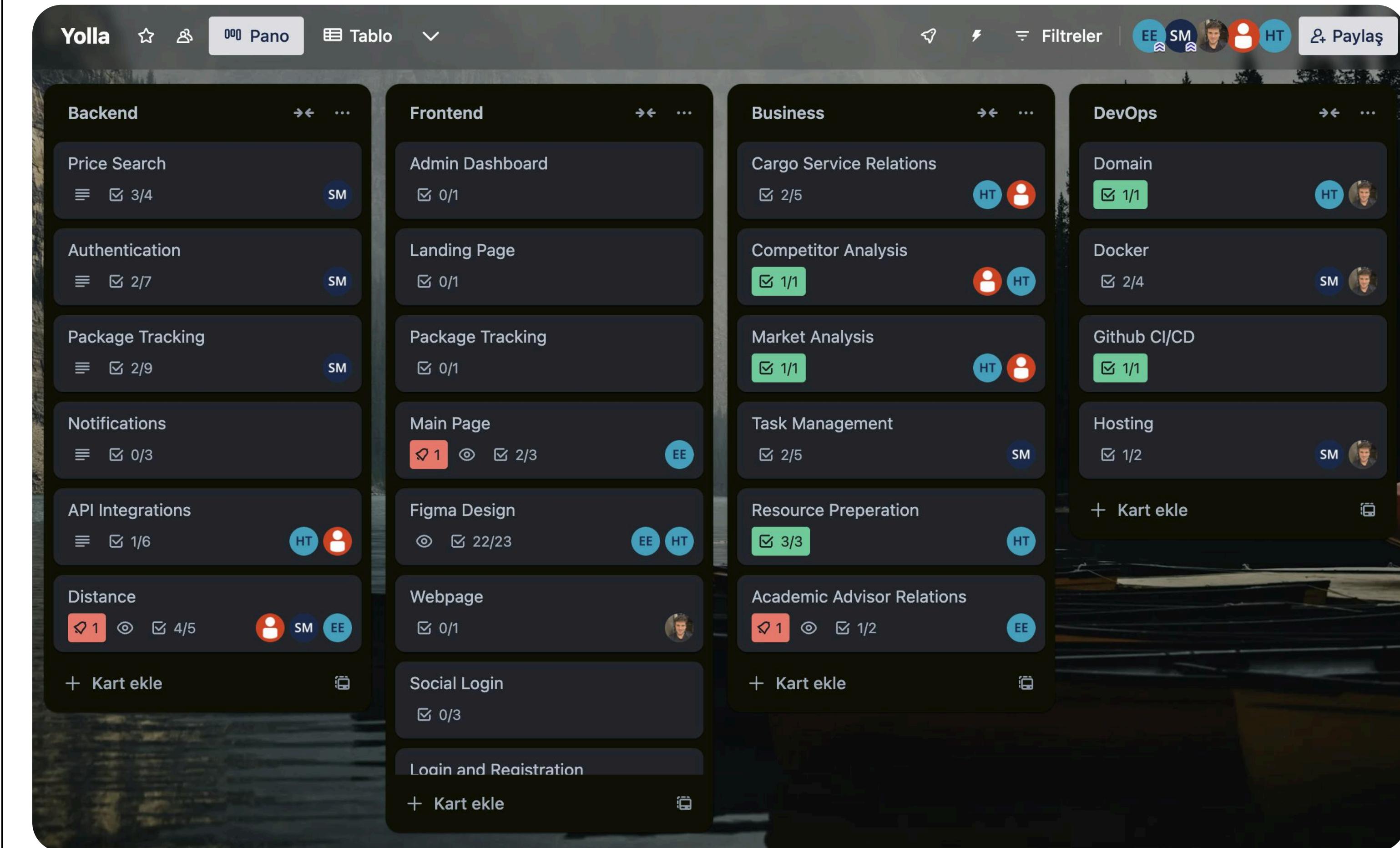


We promise to protect  
our climate

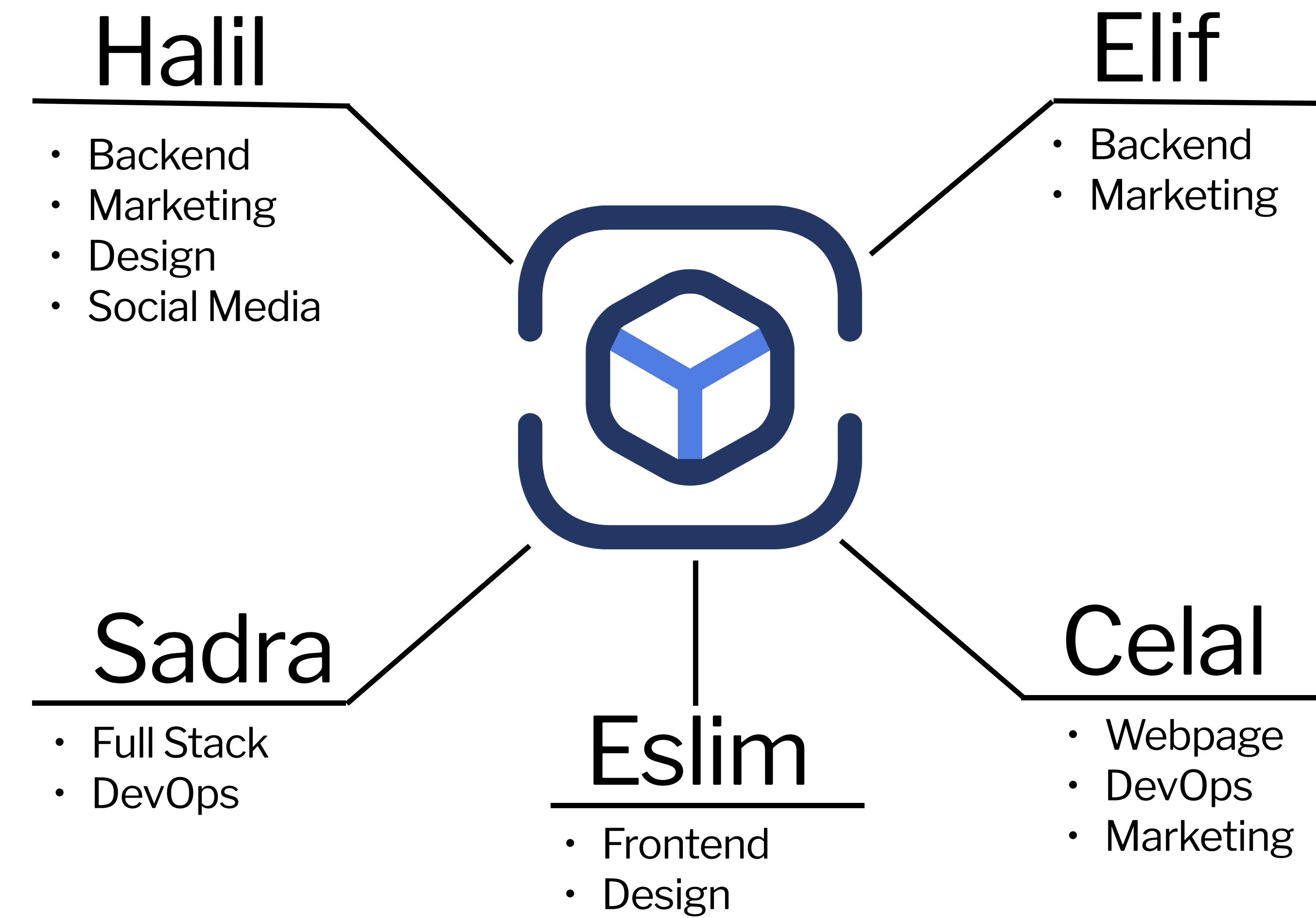
Just As We Care For It

## KEY FEATURES

# We use Trello for task management



# Task Definition



# The best option is your choice

Selam Nereye yollayalım?

Zarf Kutu

Nereden?  
Ankara

Nereye?  
Erzurum

ARA

Mevcut Kargo Servisleri

PTT

Package: 102 TL

Toplam Fiyat: 102 TL  
Tahmini Varış Süresi: N/A

Nereye (En Yakın Şube)  
Yürüyerek: 0s  
Toplu Taşıma: 0s  
Araba: 0s

Nereden (En Yakın Şube)  
Yürüyerek: 0s  
Toplu Taşıma: 0s  
Araba: 0s

Cheapest Price



Shortest Distance



Best Services



# Automated Branch Locations

This is used to calculate the relative **distance** of a **designated branch** to the user.

We will **update** the locations each **week automatically**.

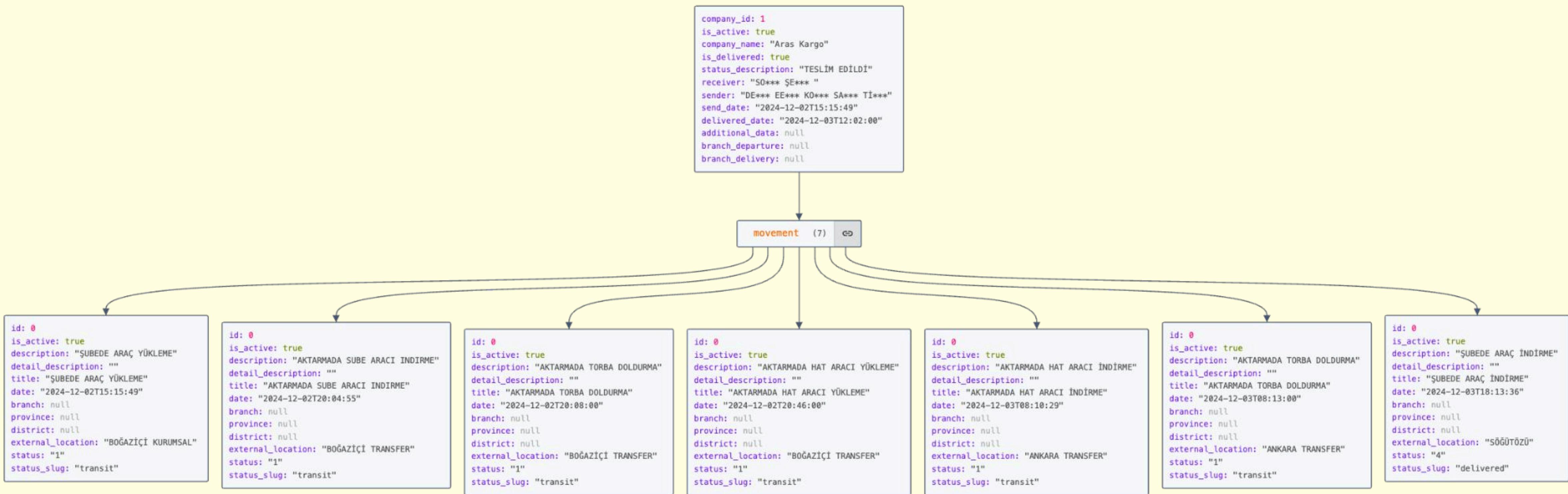
	Name	Province	Service	Address	Location
0	Seyhan Posta Dağıtım Merkezi	Adana	PTT Kargo	Belediye Evleri, Hilmi Kürkülu Blv. No:32, 01170 Çukurova/Adana, Türkiye	37.033781999999 35.267297
1	Ptt-adana Pim	Adana	PTT Kargo	Fevzipaşa, 48019. Sk. No:20, 01190 Seyhan/Adana, Türkiye	36.9968934, 35.276778
2	Adana Posta İşleme Merkezi	Adana	PTT Kargo	Fevzipaşa, 48019. Sk. No:87, 01190 Seyhan/Adana, Türkiye	36.9971527, 35.2748213
3	Ptt Kargo	Adana	PTT Kargo	Kurtuluş, Atatürk Cad. İstasyon Meydanı, 01130 Seyhan/Adana, Türkiye	37.0028364, 35.3203063
4	Ptt Çukurova Adana	Adana	PTT Kargo	Toros, Toros mh. Barış Manço Blv. No:9 Gökçe apt.altı, Toros, Barış Manço Blv., 01175 Çukurova/Adana, Türkiye	37.046453899999 35.298321

# Operational Cargo Services



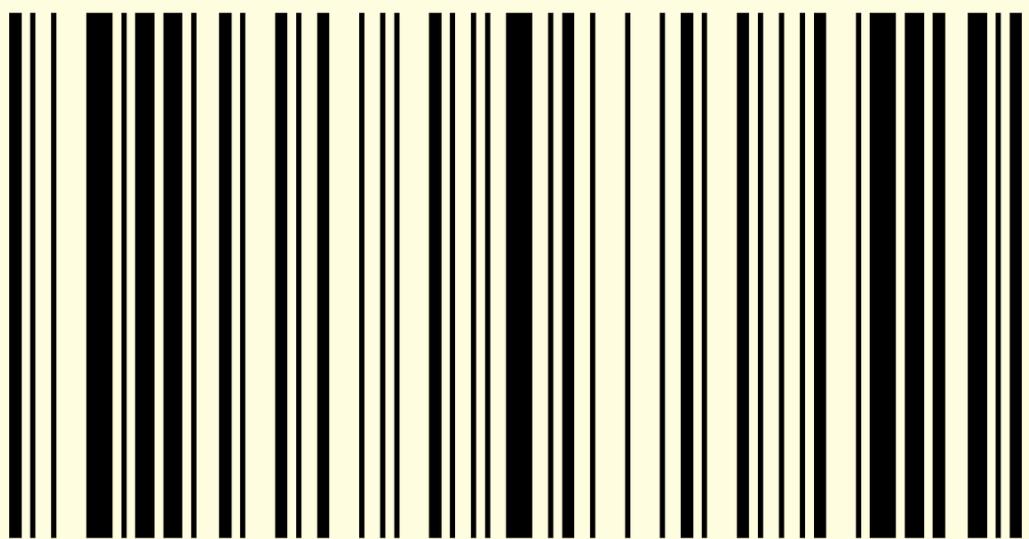
# Package Tracking

Designated packages are **tracked** using the **tracking code** of a package from a **single interface**.



# Marketing Strategy

Social Engagement:  
Frequent posts in  
**Instagram** and **Linkedin**



**Invite Code** to bring people in, **Promotions** to keep people in

**Guerrilla marketing** in **Bilkent's channels** to drive authentic interactions



# Next steps

## Publishing yolla v1.0

We will complete the implementation of the features and publish our first version.



Chatbot integration



AR-based box measurement



Login options



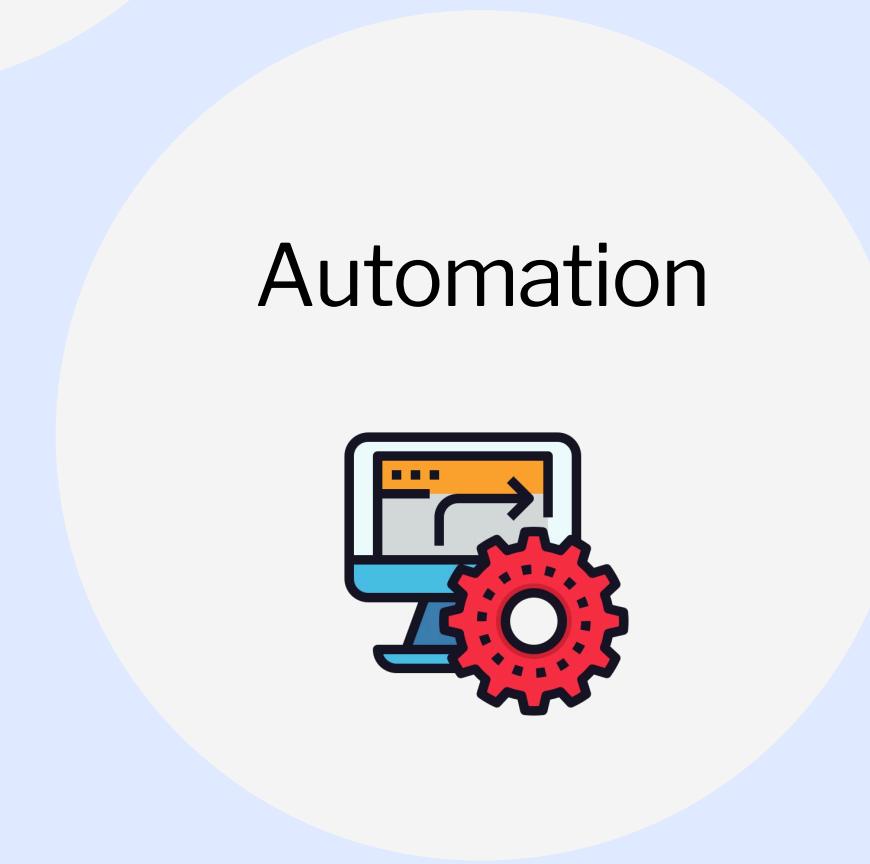
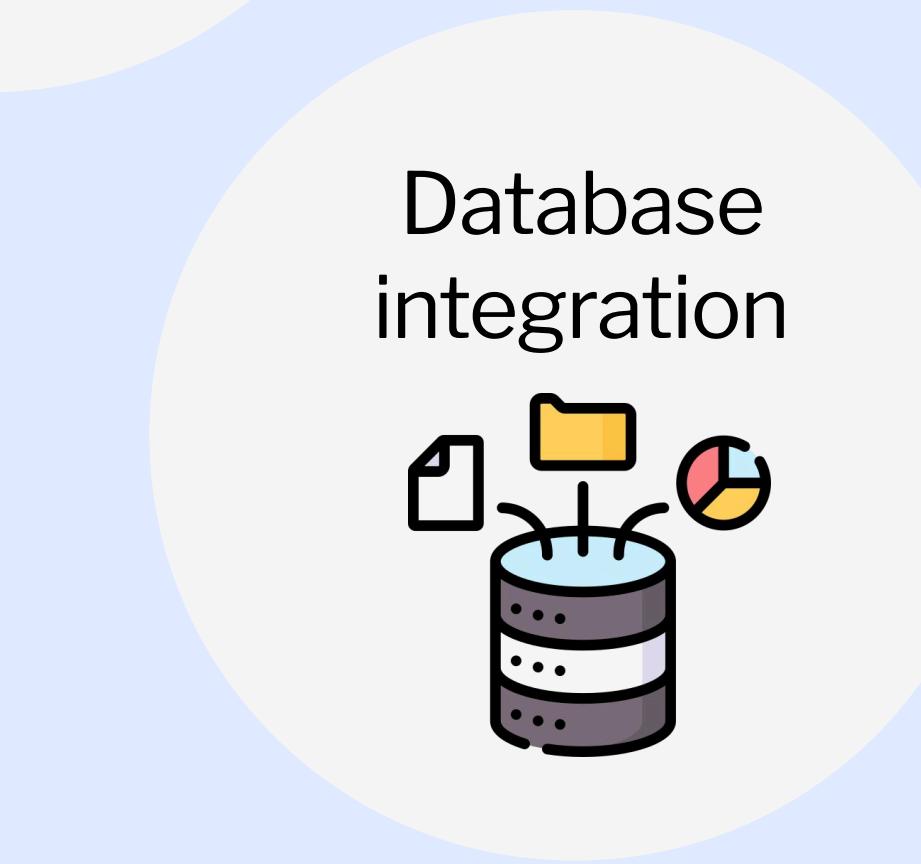
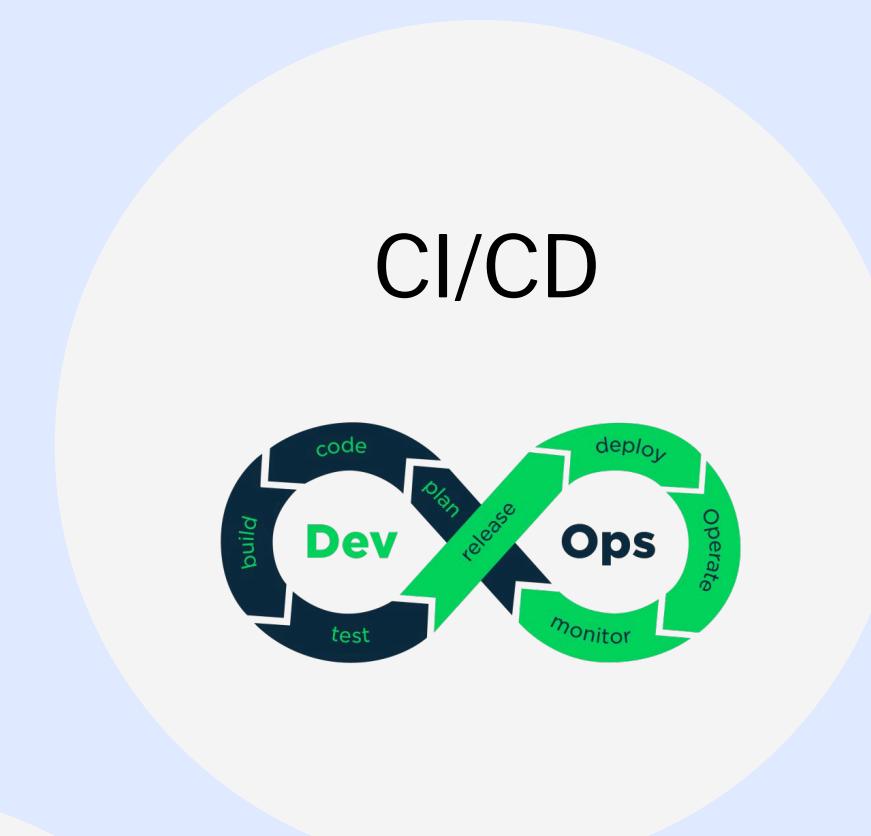
Campaign announcement



# Next steps

## DevOps

We will analyze the best deployment and data solutions



# Next steps

## Marketing

We will complete the implementation of the features and publish our first version.



Organizing meetings with cargo companies



Promotions to attract new users



Partnerships



# Next steps

## Multi-platform experience

We will launch mobile apps for Android and iOS to foster user retention by sending push notifications.

