

MAKING
FINAL MILE CROWDSOURCING
WORK.

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About me.



- Co-founder & CEO of Veho Technologies (since 2016)
- Harvard MBA
- Consumer marketing background (P&G)
- Certified lawyer (in Israel)
- Winner of Harvard Business School New Venture Competition
- Publish articles about logistics and final mile delivery

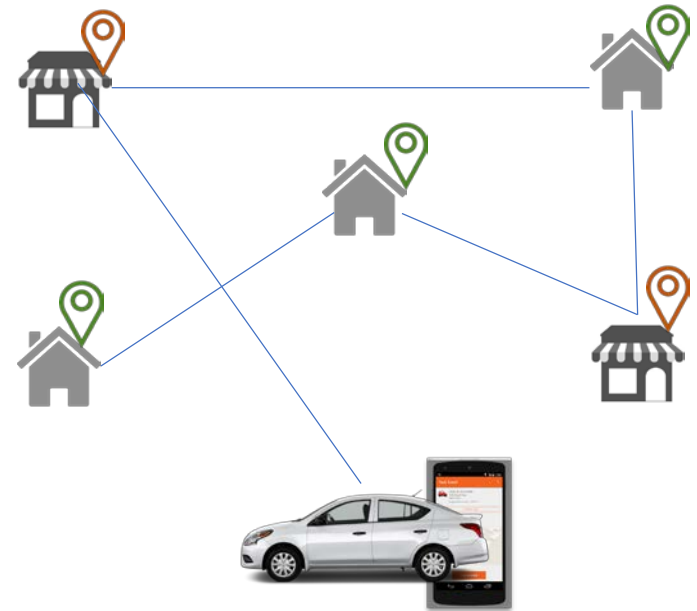
1. the “on the way” crowdsourcing model

- Mostly between cities
- Low volume
- Bulkier stuff



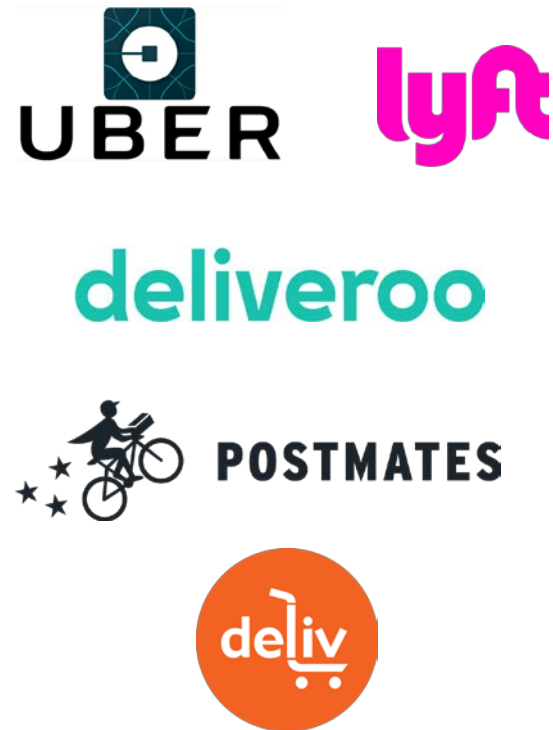
2. the point-to-point crowdsourcing model

- Mostly point-to-point
- On-demand / same day only
- Low volume, low density
- No physical consolidation
- Difficult economics

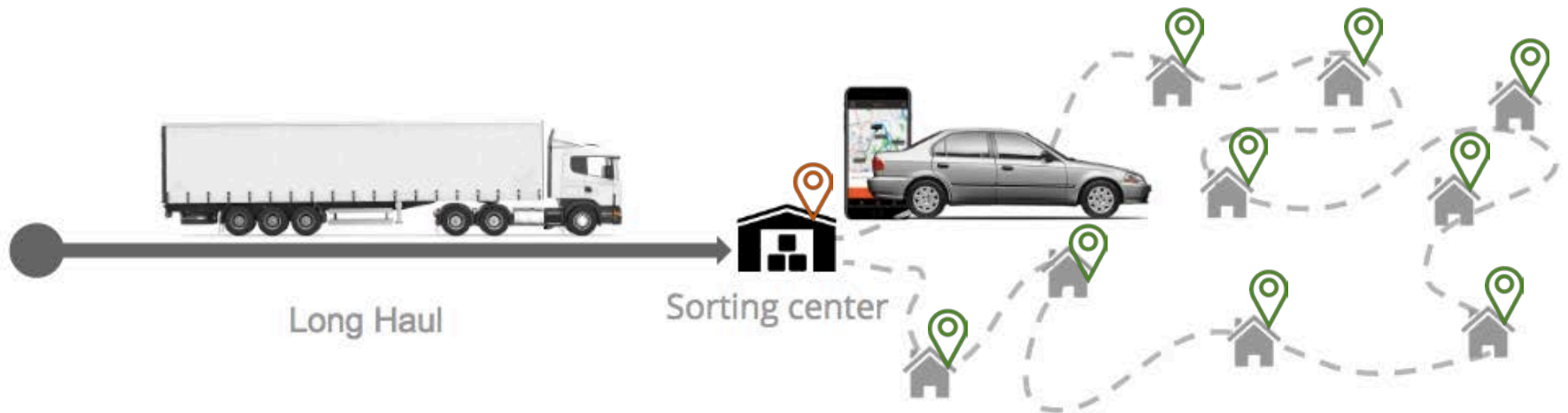


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3. the high-volume crowdsourcing model



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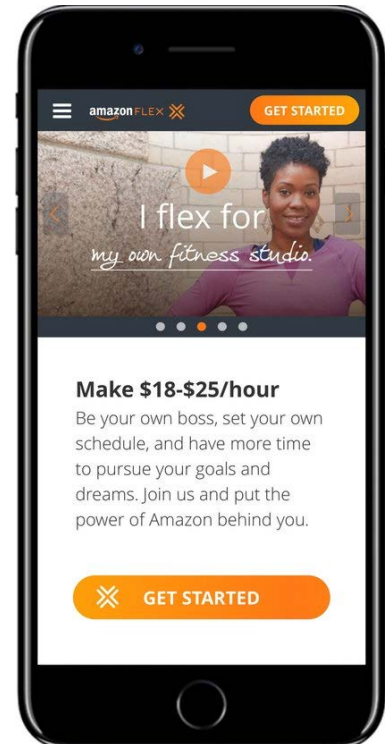
- High volume, high density
- Next-day; two-day; any day.
- Scheduled, 2-6 hr routes
- Favorable economics



3. the high-volume crowdsourcing model

2016 Quotes from Parcel CEOs

- "It's never going to work"
- "these drivers are unreliable"
- "They scare customers"
- "never in my company"





Amazon Flex is already in more than 50 cities.

And we're adding new ones all the time.

- | | | | |
|------------------|----------------------|-------------------------------------|-------------------|
| Akron | Denver | Minneapolis | Raleigh |
| Atlanta | Detroit | Nashville | Richmond, VA |
| Austin | Greensboro | New Jersey | Sacramento |
| Baltimore | Houston | New York | San Antonio |
| Boston | Indianapolis | Northern Virginia/Southern Maryland | San Diego |
| Charlotte | Jacksonville | Orlando | San Francisco Bay |
| Chicago | Kansas | Palm Desert CA | Seattle-Tacoma |
| Cincinnati | Kentucky | Pennsylvania | St. Louis |
| Cleveland | Las Vegas | Philadelphia | Stockton |
| Columbus, OH | Los Angeles | Phoenix | Tampa-St. Pete |
| Dallas-Ft. Worth | Louisiana | Pittsburgh | Tucson |
| | Lubbock | Portland OR | Utah |
| | Miami-Ft. Lauderdale | | Virginia Beach |
| | Milwaukee | | |

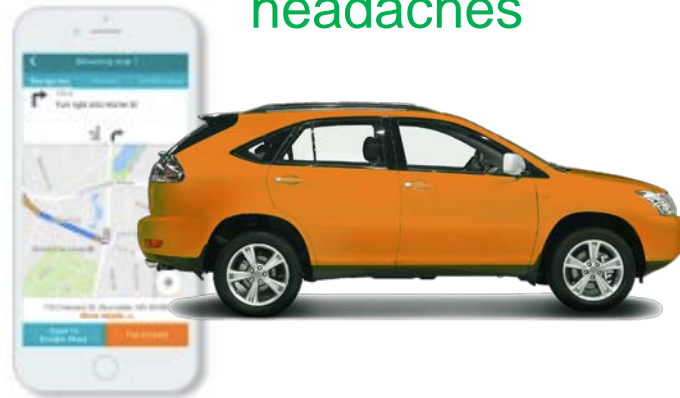
The Case for Final Mile Crowdsourcing

Deliver
on
weekends,
nights,
on-demand

Ramp up & down
capacity without
headaches

Launch new
markets
fast

pick-ups



Legal*

Cost advantages*

Unlocking Final Mile Crowdsourcing



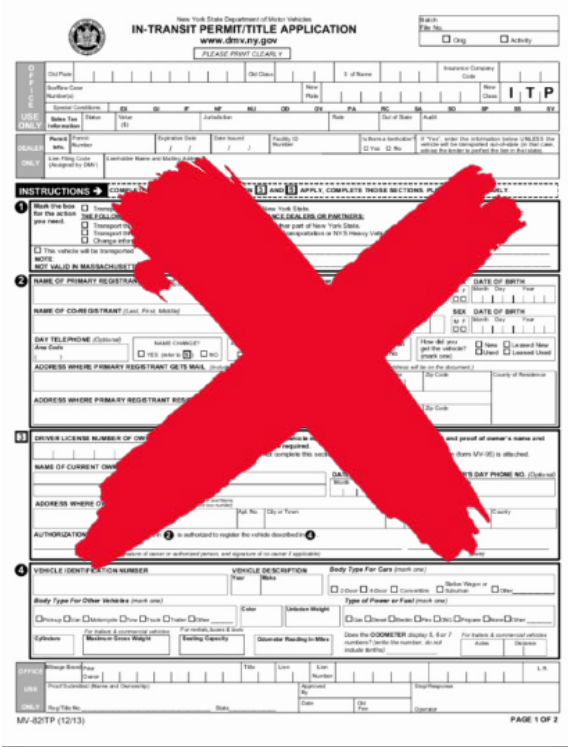
How to Make Crowdsourcing Work?

The key to crowdsourcing is in the technology that allows the driver to jump over the lengthy “learning curve”



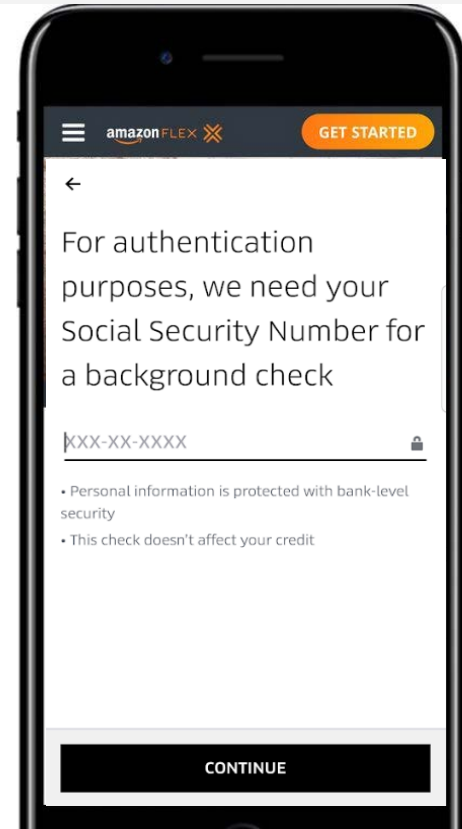
How to Make Crowdsourcing Work?

1. Seamless online registration and onboarding



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How to Make Crowdsourcing Work?

2. At least 2hr routes.
Consistently.



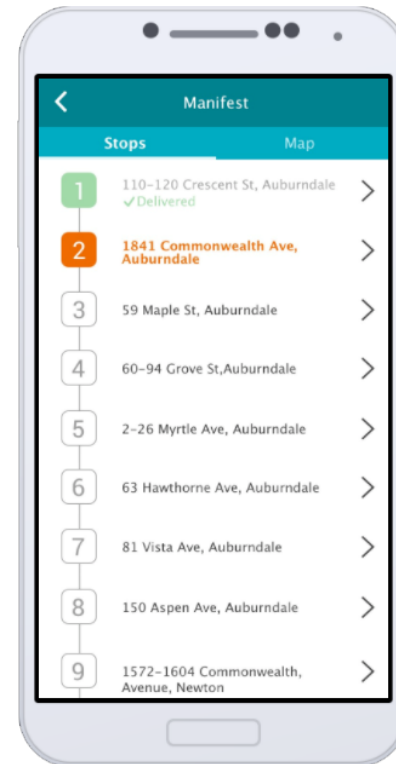
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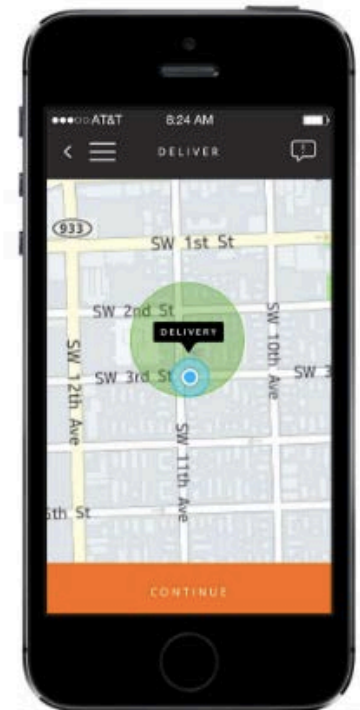
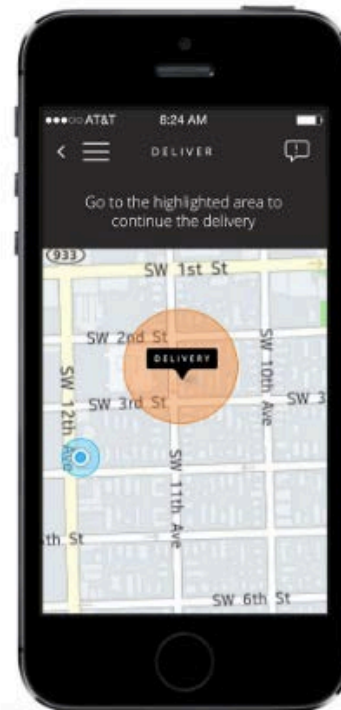
How to Make Crowdsourcing Work?

3. take the driver step by step through the delivery process.



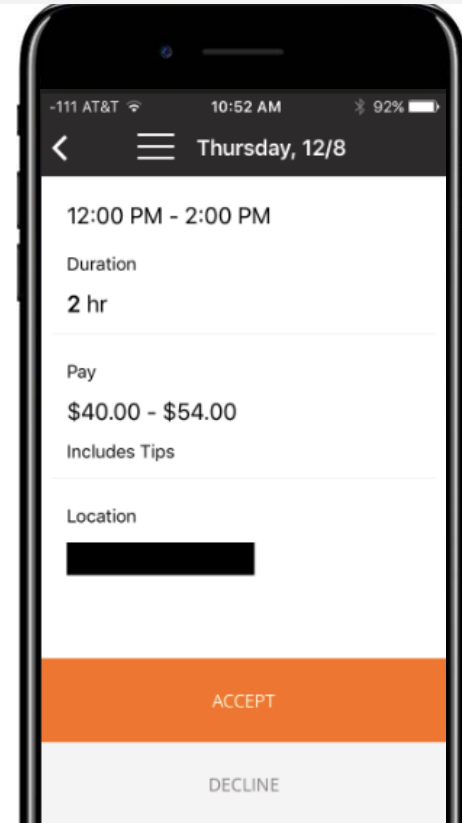
How to Make Crowdsourcing Work?

4. Eliminate risk of delivery mistakes



How to Make Crowdsourcing Work?

5. Guarantee payment, & pay fast.



How to Make Crowdsourcing Work?

Most Importantly:

You need to develop a culture of experimentation.



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