

City Level On-demand Delivery Services (CLODS)

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MOBILITY
INNOVATION
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Problems in last mile delivery



1. Costs of the last mile delivery: 13% to 75% of total supply chain costs
2. Approximate delivery costs to customers: 15 euros per product. Customers' willingness to pay for delivery: 5 euros. Loss of 10 euros on average per packet delivered to consumers
3. Pollution and congestion (delivery vehicles)
4. Slower delivery
5. Inflexibility

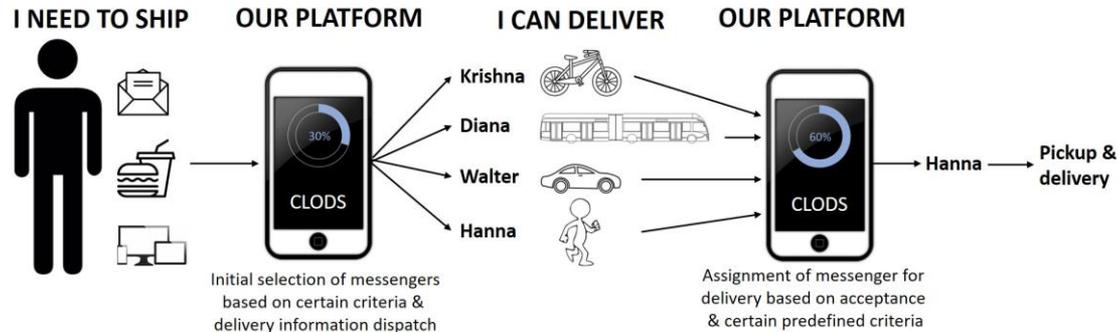
Our solution



- Crowd logistics/crowdshipping - matching users who need any goods delivered with those who are willing and able to deliver them.
- Optimizing freight deliveries in cities by tapping the existing mobility market
- Delivery of anything, anywhere in a city at the press of a button
- History: Mumbai dabbawalas (1890s); home-made food delivered predominantly using bicycles and trains by people with limited literacy

Our objective

A large scale optimized last mile delivery platform based on the concept of crowdshipping for all kinds of packages comprising of different customers and messengers, thereby enabling positive disruption in the field of last mile delivery

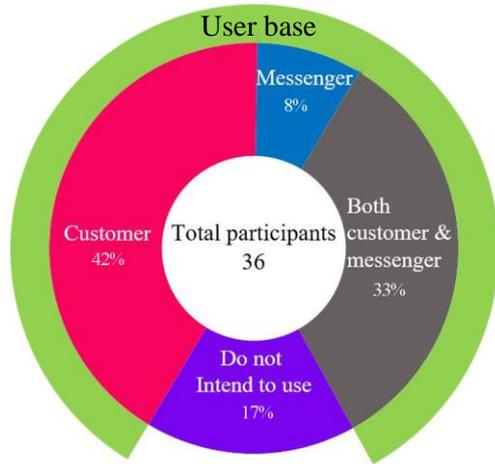


What's new?

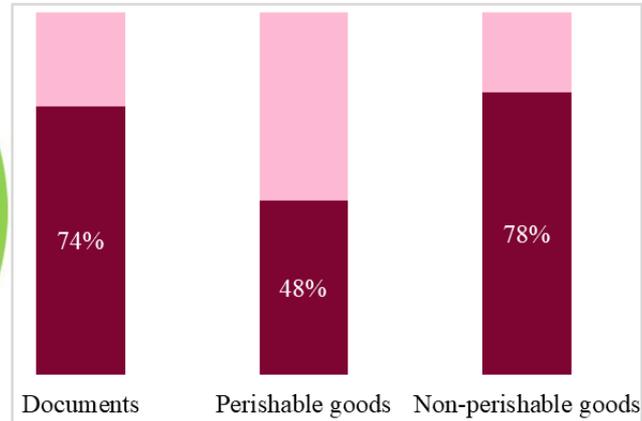


1. Consideration of messengers' spatiotemporal overlaps and their mode of transport for optimizing the delivery trips
2. Novel dynamic pricing scheme based on several parameters
3. Market segmentation and gamification strategies to pull crowd and allowing us to efficiently make revenues in multiple layers
4. Statistics portal for energy savings and rating stars for business customers
5. Ability to choose messenger

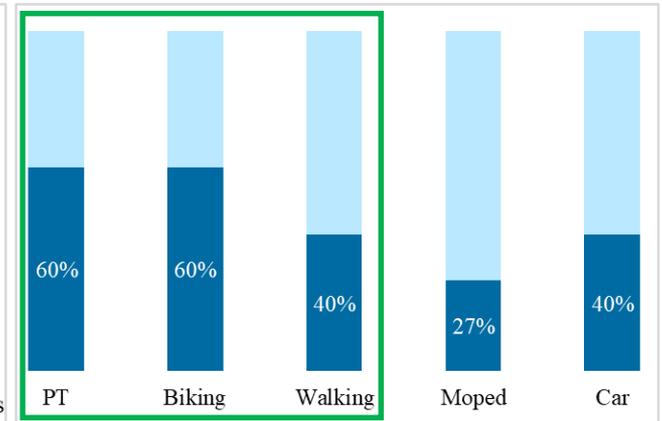
Public survey



Type of goods



Modes



Public survey – No intention to use

- Reasons

No specific reason: 33% | Require testing: 50% | Might be slower: 17%

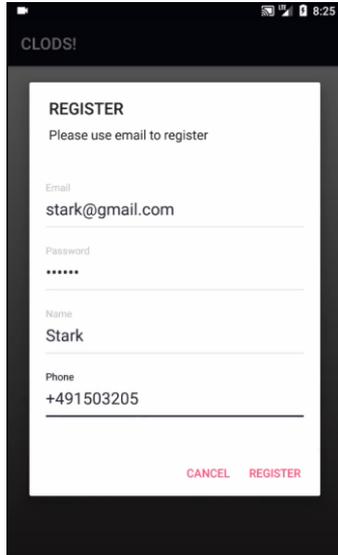
- If the service scales up in large size and majority in your city uses the service, would that change your opinion on the service?



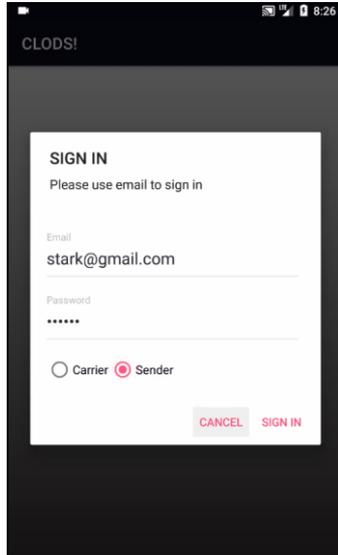
4 out of 6 will use

Mock app

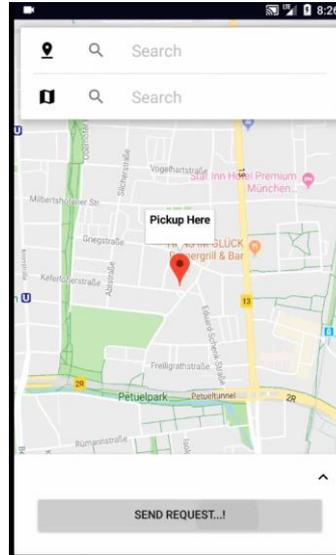
Registration



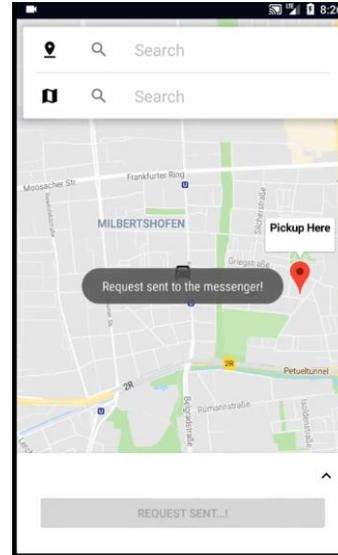
Sign in



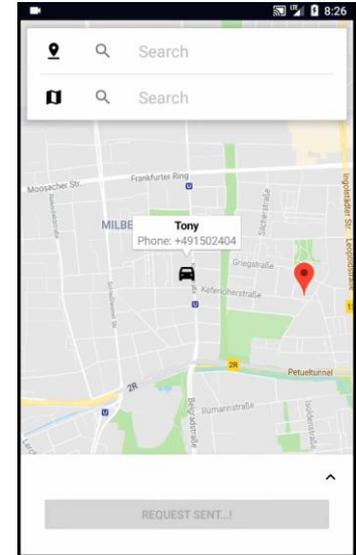
Pickup request



Messenger assignment



Messenger on the way to pickup



Benefits

For customers shipping the parcels

1. Lower costs
2. Faster compared to traditional delivery system
3. Enlarges company's potential customer base due to relatively faster delivery

For customers receiving the parcels

1. Faster delivery
2. Convenience (e.g., handing over to neighbour, keeping it in a place of customer's choice or rescheduling)

For government

1. Reduces delivery traffic & thereby congestion and emissions
2. Stimulates sustainable transportation modes (biking and walking)
3. Possibility to get anonymized data

For messengers

1. New source of income
2. Flexible working
3. Better payload utilization for courier companies partnering with us

Thank you!!
Any questions/feedback/suggestion??

