

# e-carreto

Carreto descomplicado.



# *Goal*

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Our goal is to offer a complete platform to contract services of cartage and Last-Mile Delivery that attend to the necessities of the population, business, and carriers.

Build a channel that can enable, practically hiring services, safe and by digital means, with pre-established values based on mathematical analyses, geopositioning, and product cubage.

# ***Business Concept***

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Mainly develop a channel to request transport services, popularly known as ***portage***, utilizing an autonomous otiose fleet, managed athwart of a complete platform and applications (client - mover). Generating, extra or main income to families, revenue to society, and benefits to users, workers, and companies.

# *Advantage and oportunities*

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- Comply with daily necessities of local cargo carriers and portage;
- To become the main facilitator channel to delivery;
- Generate a national information base for small deliveries;
- Create a pre-established values base to portage, based on mathematical analyses;
- Facilitate and offer quality in portage to users;
- Reduce Last-Mile Delivery costs to physical and digital retail;
- Offer a real-time follow-up of the provision of services;
- Utilize an alternative transport fleet, generating incomes to families and the Society;

# ***Feasibility to the product and scalability***

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With a basis in the daily necessities, where the portage services don't have a research source or hiring and end up being searched in classified channels or by third-party indication, we understand that more than viable we have an opportunity in a sector that needs a procedure.

Based on a SaaS (Software as a Service) model, and 100% digital, we have, not only the opportunity of scalability, enlarging the coverage radius and the carrier's base, but also expanding to a franchising format.

# ***Financial Viability – Final Costumer***

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Based on household, moving, and local delivery service market in Canadá, our target can achieve

Local delivery service **\$19.9bn CAD**

Moving Market in Canadá **\$1.2bn CAD**

**Ibisworld**

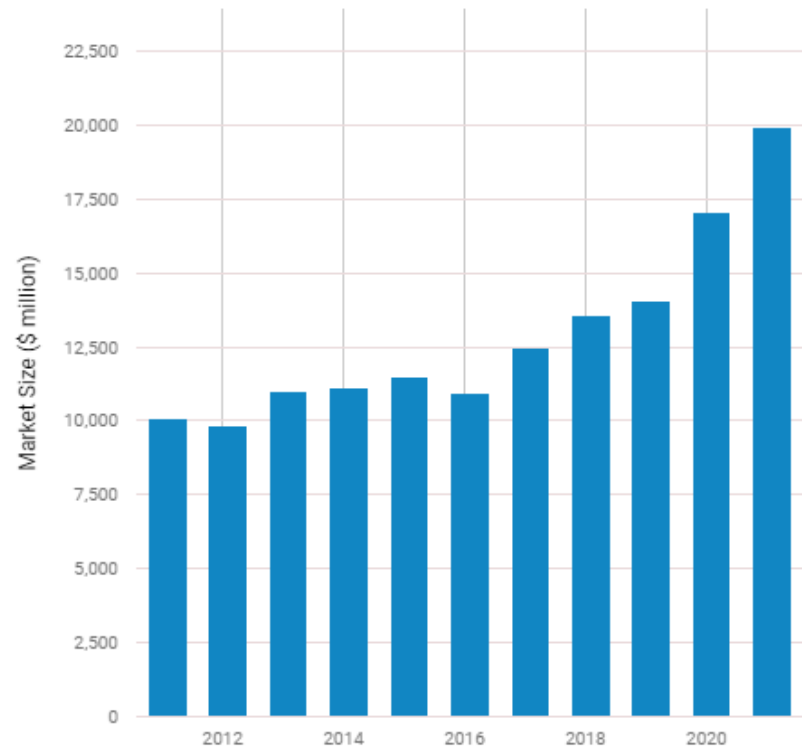
<https://www.ibisworld.com/canada/market-size/moving-services/>

<https://www.ibisworld.com/canada/market-size/couriers-local-delivery-services/>

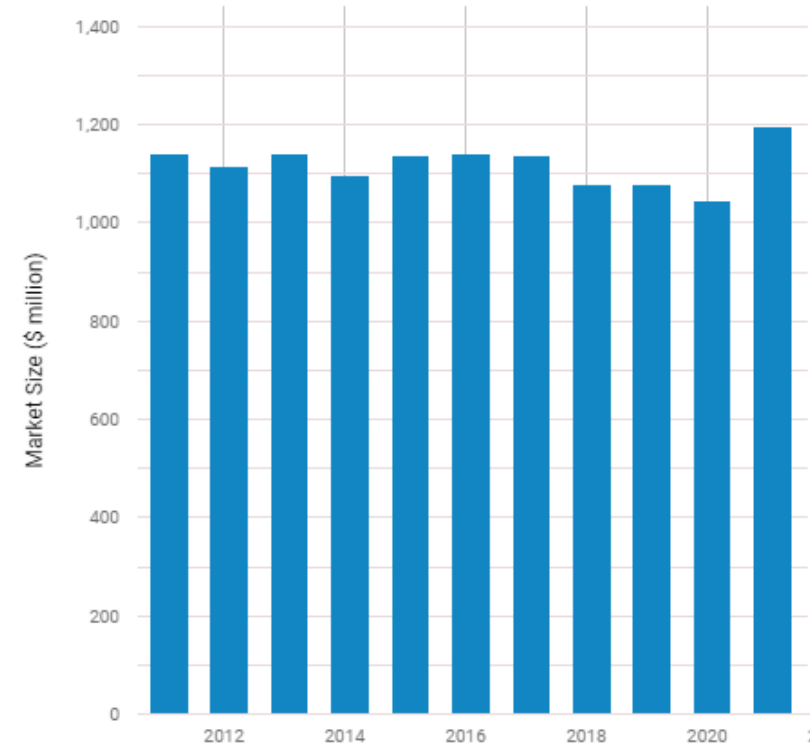
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# Financial Viability – Final Customer

Couriers & Local Delivery Services in Canada - Market Size



Moving Services in Canada - Market Size



# ***Financial Viability – Logistic Market***

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Thought about additional markets around the logistic market we multiply our potential.

## **Logistic Market in Canadá**

“Third-party logistics is a fluctuating industry in Canada, with total industry costs reaching 147.9 billion U.S. dollars in 2020.”

**Statista**

<https://www.statista.com/statistics/1056660/canada-logistics-market-business-costs/>

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# *Innovation*

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Not only an app but we were also projected to **completely change the way to request any type of service portage.**

We understand the transport niche as an opportunity to be explored, due to a standardization need and the lack of the main channel available in the market. Knowing this, we seek to be pioneers in the, moving and last-mile delivery segment, offering a complete platform not only to the customer but also to movers, and companies from all sectors. Offering an end-to-end delivery service, from the collection site to the final delivery location.

Our objective is to build a platform, using the SaaS model, the most modern technology, and many integrations to big market players. We plan to develop a user's journey, practice, and simple. Through quick steps, will be possible to request transport, and classify all user experiences.

# Creators

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**Fransérgio Polaco** 45 Years old

**Company Administrator**  
Specialized in logistics and cargo management.

For 26 years working in the transport market in the administrative, operational and commercial areas.

Fractional and closed load modes



**Vinicius Medeiros** 39 Years old

**Company Administrator**  
Specialized in Management and Satellite Tracking

It has been operating for 10 years in the segment of vehicle tracking and management and satellite cargo.

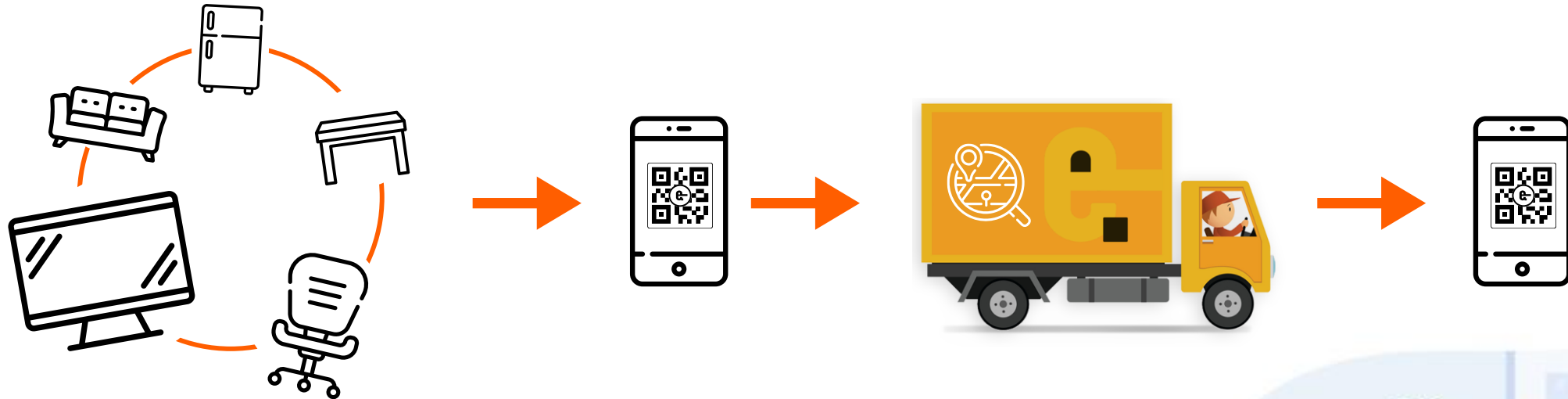


**Olavo Mello** 39 Years old

**Cientista da Computação**  
Specialized in Systems Development, Digital Marketing, and SEO/SEM.

For 24 years working with online project management, systems development, startups and platforms, digital marketing.

# Logistics and methodology

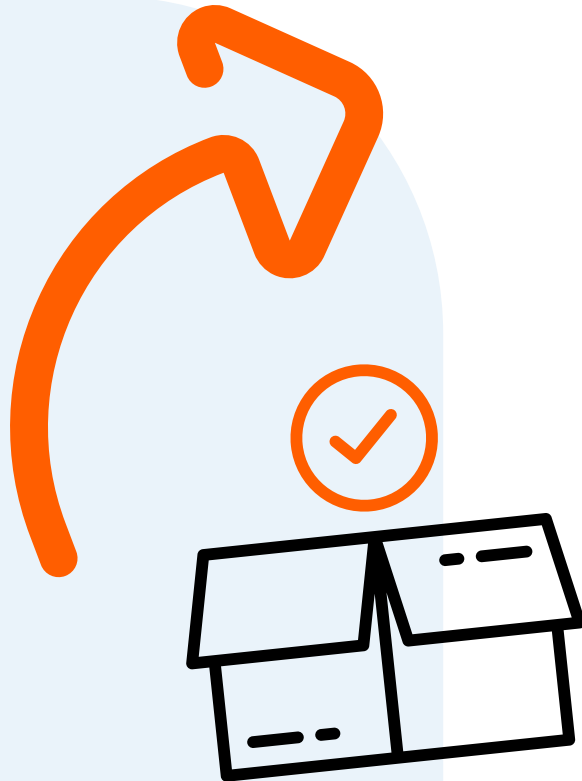


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# Partnership

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We believe that big brands are born with **high partnerships** and knowledge exchange.

It will be a pleasure to have the opportunity to count on the support of **experts and mentors** that guide us in the right direction, that allows us to evolve, better and offer a final project that makes the difference in the life of people and the entire chain that we seek to operate.

**Thank you for the opportunity !**

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