POSTMATES
Insanely personal local delivery
(that doesn't suck)

Bastian Lehmann Founder & CEO

Team & Company

Founding Team

Bastian Lehmann
Founder & CEO
3rd Startup

Sam Street
Co-founder & iPhone Dev
Picli

Sean Plaice
Co-founder & Lead Engineer
Yelp

Investors

AngelPad (Thomas Korte)
Google

Andy McLoughlin
Huddle

Jon Bradford
TDE

Advisors

Keval Desai
Google, Digg

Gokul Rajaram
Google, Facebook

Company

$125K Seed Round
Founded in 2010
Located in San Francisco

Shipping Today

Demo

http://vimeo.com/21573724

http://vimeo.com/21573823
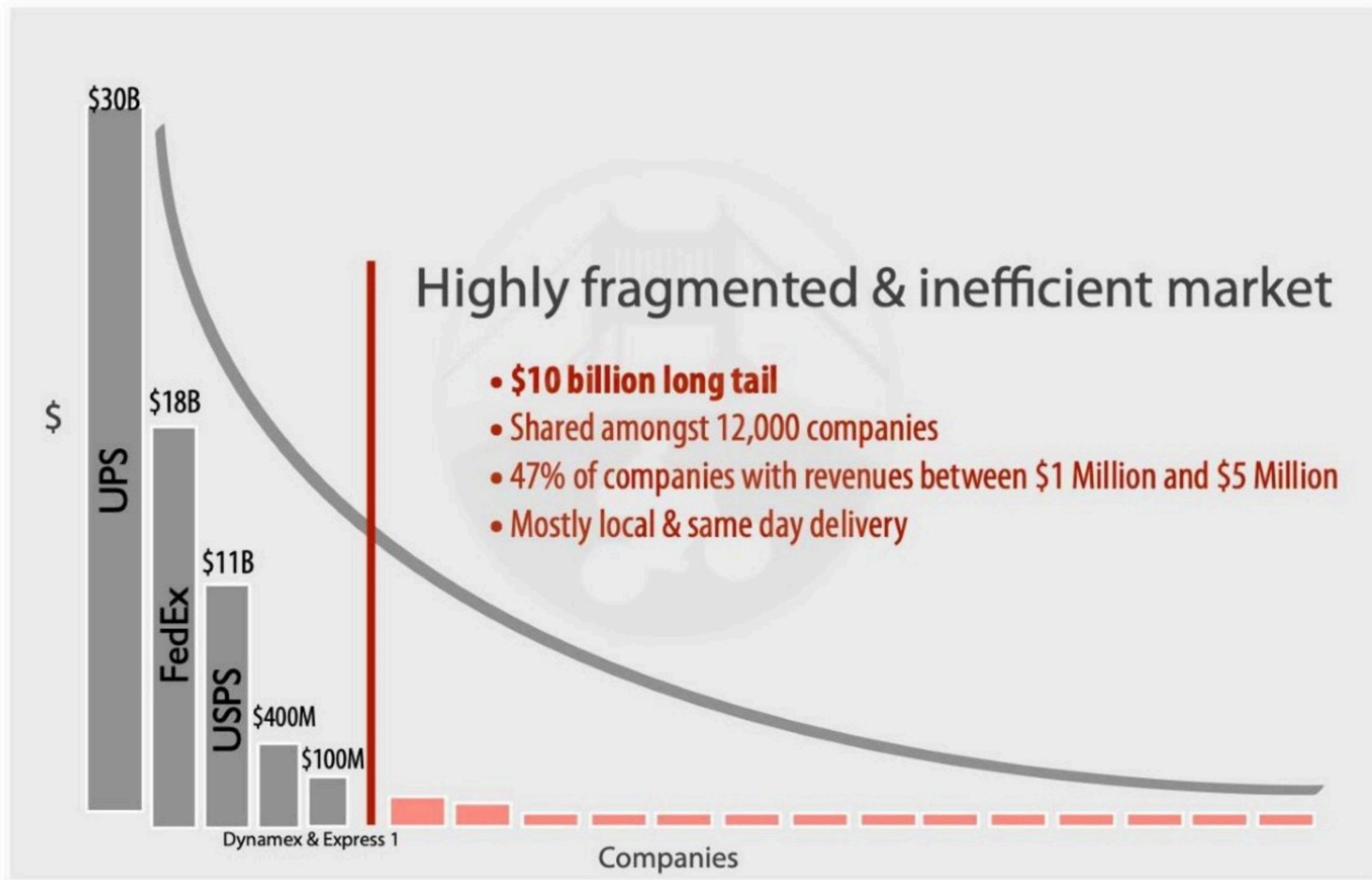
Password: diewilde13

Shipping Simplified

With Postmates customers don't have to decide between
associated costs, quality of service, time or **effort**.

Type	Costs	Tracking	Time	Effort
	$60	✓	**Now**	**5mins**
USPS	-	-	-	-
UPS	**$220**	✓	Next Day	1hour
Independent Courier	**$492**	✗	Same Day	1hour
Independent Courier	$60	✗	**10 days**	**2days**
U-Haul	$84	✓	-	**6hours**
Own Car	$10	✓	-	**4hours**

Example: Shipping of an item with the dimension 43x30x30" from San Francisco to Palo Alto

$72 Billion US Courier Market

$30B

$18B

$

UPS

$11B

FedEx

USPS

$400M

$100M

Dynamex & Express 1

Companies

Highly fragmented & inefficient market

- **$10 billion long tail**
- Shared amongst 12,000 companies
- 47% of companies with revenues between $1 Million and $5 Million
- Mostly local & same day delivery

Sources: Dunn & Bradstreet (US Courier Market), MCAA Survey, Wikipedia, Alan Robinson, Postmates Courier Survey

Why stop with one market?

- Food delivery
- Catering
- Medical delivery
- Drug delivery
- Repair stores
- Flower shops
- Cleaner
- Retail stores
- Errands
- Coffee shops
- Bakeries
- Furniture shops
- Doctors
- Lawyers
- Architects

- Auto parts
- Groceries
- Tickets
- Craigslist
- eBay
- Local marketplaces
- Milo, Eggcartel, Yardseller
- Freight
- Moving
- Hauling
- P2P shipping
- Regional
- Coast 2 Coast
- B2B / Amazon, BestBuy

Traction

20 courier companies already committed

First businesses committed for shipping

Running trials in test market San Francisco

Key engineer & courier relationship manager

80 additional couriers ready to expand trial

Scouting started in New York

1. Market Discovery

- Filter leads from Localeze, Yelp, Google, YP
- Identify local Courier Relationship Manager
- Identify existing local courier companies
- Pre-qualify local businesses (Yelp, Square)

2. Market Trial

- Local Courier Relationship Mgr. Hired
- Signup ~ 50 local businesses
- Signup ~ 20 Courier Companies

100 deliveries/day over 30 days
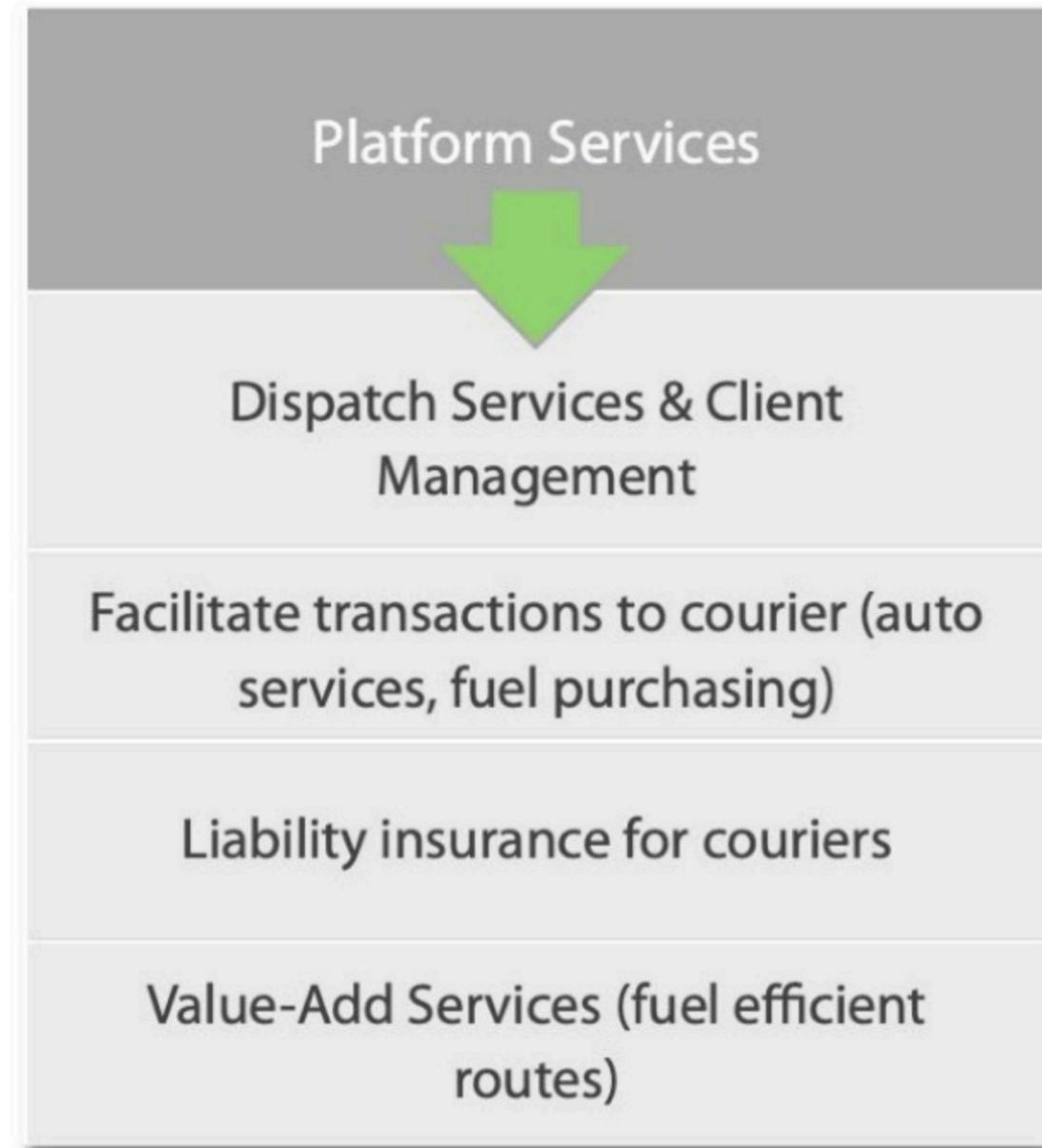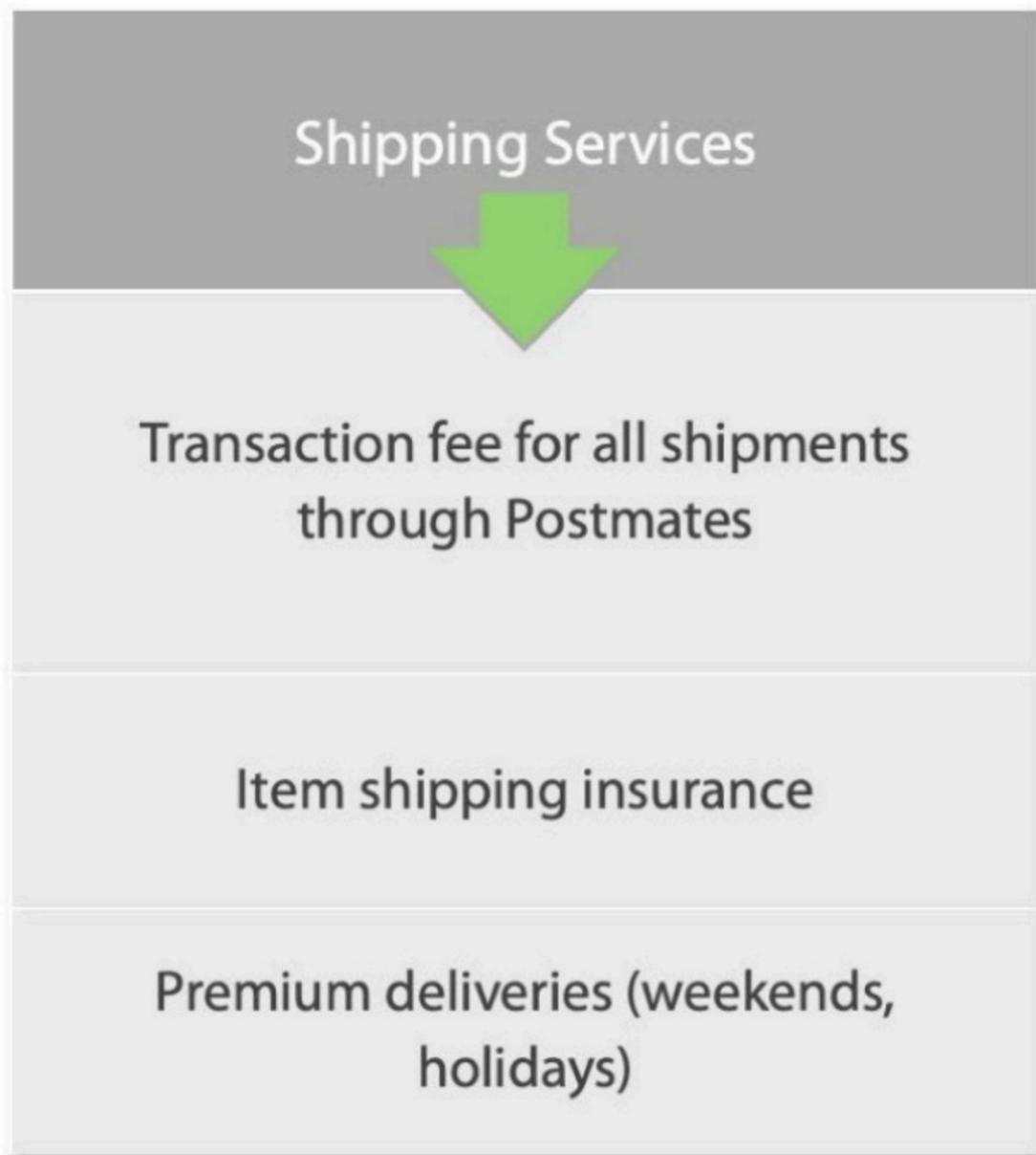
4. Market Lock

- Market is blocked from competitors
- Organic growth
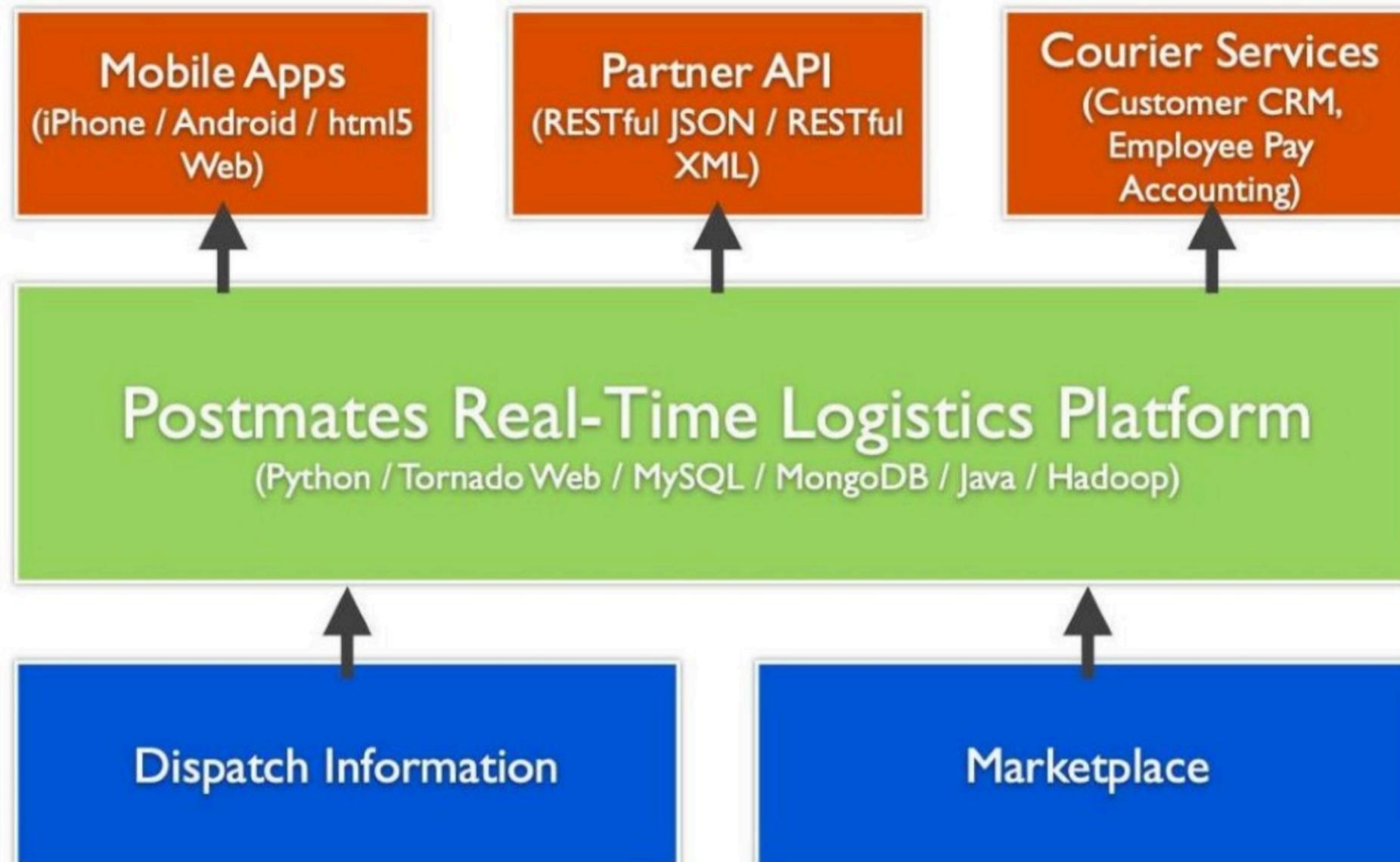- Begin market discovery in neighboring markets

3. Market Expansion

- Local business network effect
- On-board courier's existing clients
- Tele-Sales local retails

500+ deliveries/day

Business Model

Shipping Services
Transaction fee for all shipments through Postmates
Item shipping insurance
Premium deliveries (weekends, holidays)

Platform Services
Dispatch Services & Client Management
Facilitate transactions to courier (auto services, fuel purchasing)
Liability insurance for couriers
Value-Add Services (fuel efficient routes)

Tech Architecture

Summary

- We're disrupting a huge market
- Clear value proposition
- Currently running trial in San Francisco
- The right team