



G O P H R

NETWORKED DELIVERY

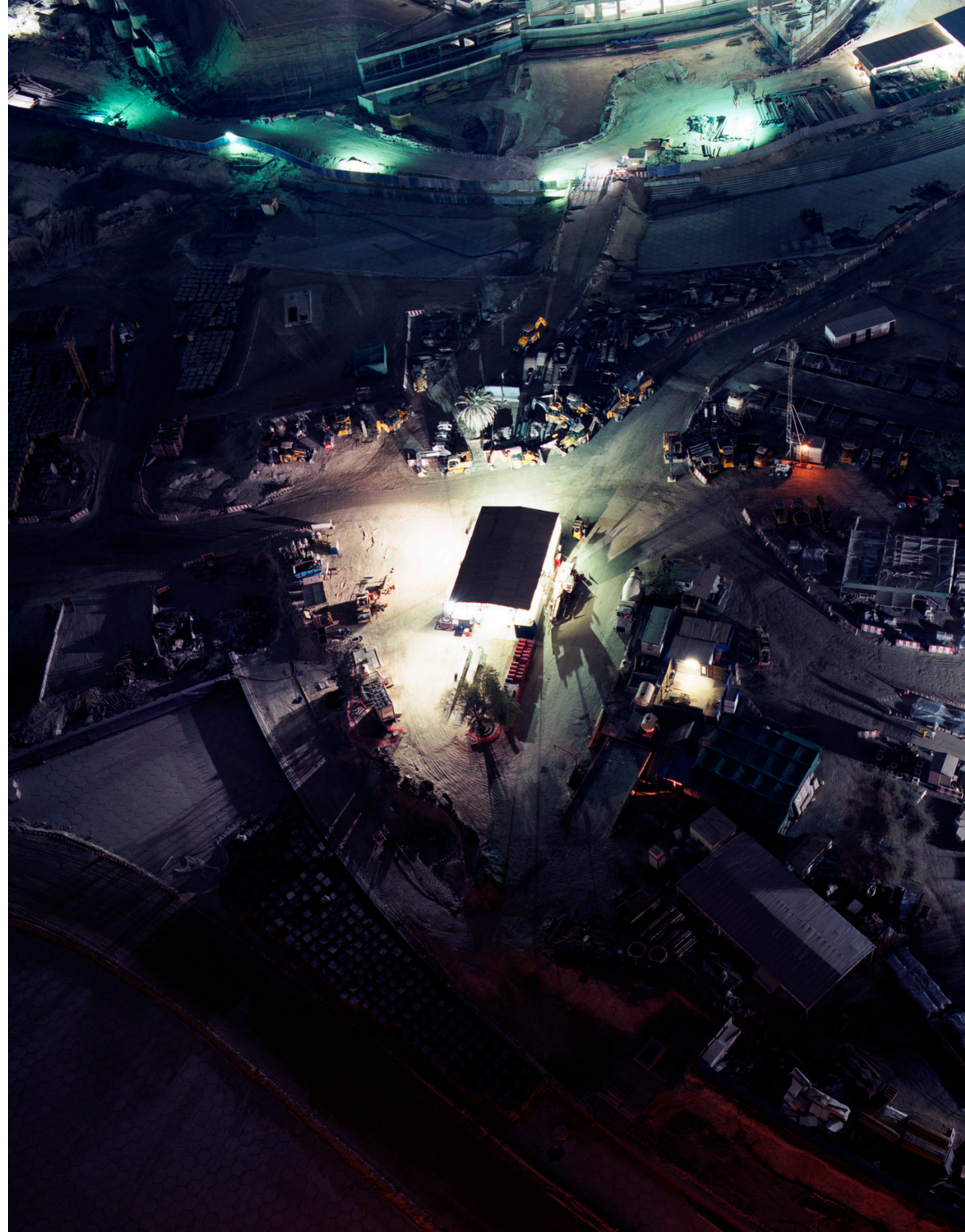
'gəʊfə/

- a person who runs errands
- An old TCP/IP application layer protocol designed for distributing, searching, and retrieving documents over the Internet



# SUMMARY

- Highly advanced real-time last-mile delivery management platform
- Strong revenue growth over the past two years despite little sales and marketing activity
- Poised for for a period of strong growth due to a number of contracts secured with blue chip companies





An aerial photograph of a city street grid, likely in Asia, with numerous yellow curved lines overlaid, representing a network or data flow. The lines connect various points across the city, suggesting a complex logistics or communication system.

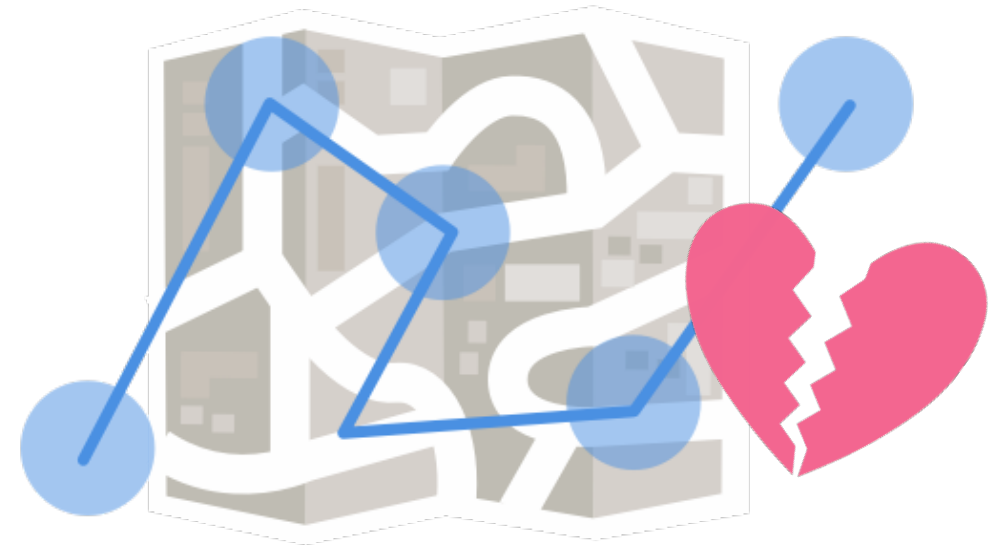
**\_our mission**

**CREATE A LOGISTICS PLATFORM THAT  
ENABLES PHYSICAL PACKAGES TO GET TO  
THEIR DESTINATIONS THE WAY PACKETS OF  
INFORMATION TRAVEL THROUGH THE WEB**



# THE PROBLEM

Last mile delivery is expensive



## FREQUENT DELIVERY FAILURES

- Driven by lack of information needed to accurately match job requirements.
- Lack of transparency and communication between supply and demand.



## RESOURCE HEAVY

- Customer services, dispatchers, accountants, warehousing etc. for couriers and/or...
- Large IT requirements due to highly fragmented nature of logistics technology



## DEMAND IS UNPREDICTABLE

- Outside of seasonal peaks it's difficult to predict demand accurately
- The challenge becomes ever greater as customers demand ever faster delivery times



# OUR SOLUTION

Platform that drives efficiency, reducing costs



## INTELLIGENCE GATHERING & COMMS

**PRODUCE GOPHR  
NETWORK  
PROTOCOLS**

- Accurately match demand with all the available supply
- Delivers transparency between both parties



## DISINTERMEDIATE & OPTIMISE

**AUTOMATE &  
DECENTRALISE**

- Automates traditional courier company tasks
- All-in-one platform solution to manage all work efficiently



## HEDGE AGAINST DEMAND

**CREATE A  
UNIVERSAL  
EXCHANGE**

- Open the Gophr platform to 3<sup>rd</sup> party logistics providers and in-house fleets
- Place a premium on speed to offset last minute requests



# WHAT MAKES GOPHR DIFFERENT?

Cuts through multiple layers of logistics tech

COURIER  
BROKERS &  
AGGREGATORS



DELIVERY  
MANAGEMENT  
PLATFORMS



COURIER  
EXCHANGES



FLEET  
MANAGEMENT  
TECH



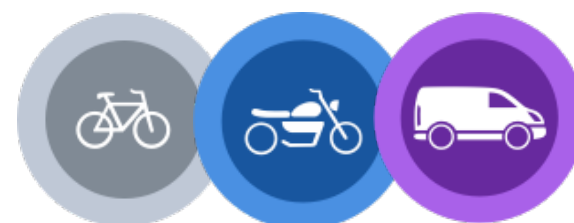
B2B TRAD.  
COURIER  
COMPANIES



B2C TECH  
STARTUPS



INDIVIDUAL  
COURIERS



INDEPENDENT  
OPERATORS



IN-HOUSE  
FLEETS





# WHY NOW?

The time is right

## TECH

- Smartphone penetration hitting 70%+ in developed countries (Pew)
- IoT market hit \$600bn in 2015 and growing to \$725bn by 2023 (Nester), expected to have a huge impact on in-store retail
- First application of blockchain in logistics started Sep. 2016 delivering ever-more secure supply chains (Coinbase)
- Autonomous vehicles predicted to hit 21m sales by 2035 (IHS). Commercial vehicles need additional intelligence to deliver efficiently



## SOCIAL

- 67% of millennials would pay more for same-day delivery (Dotcom Distribution)
- 2 bn people expected to make an online purchase using their mobile this year, and spend twice as much as those not buying on mobile devices
- 90% (and growing) of consumers keeping location services on despite privacy concerns - seen as 'crucial' to the mobile experience (Pew)



## ECONOMIC

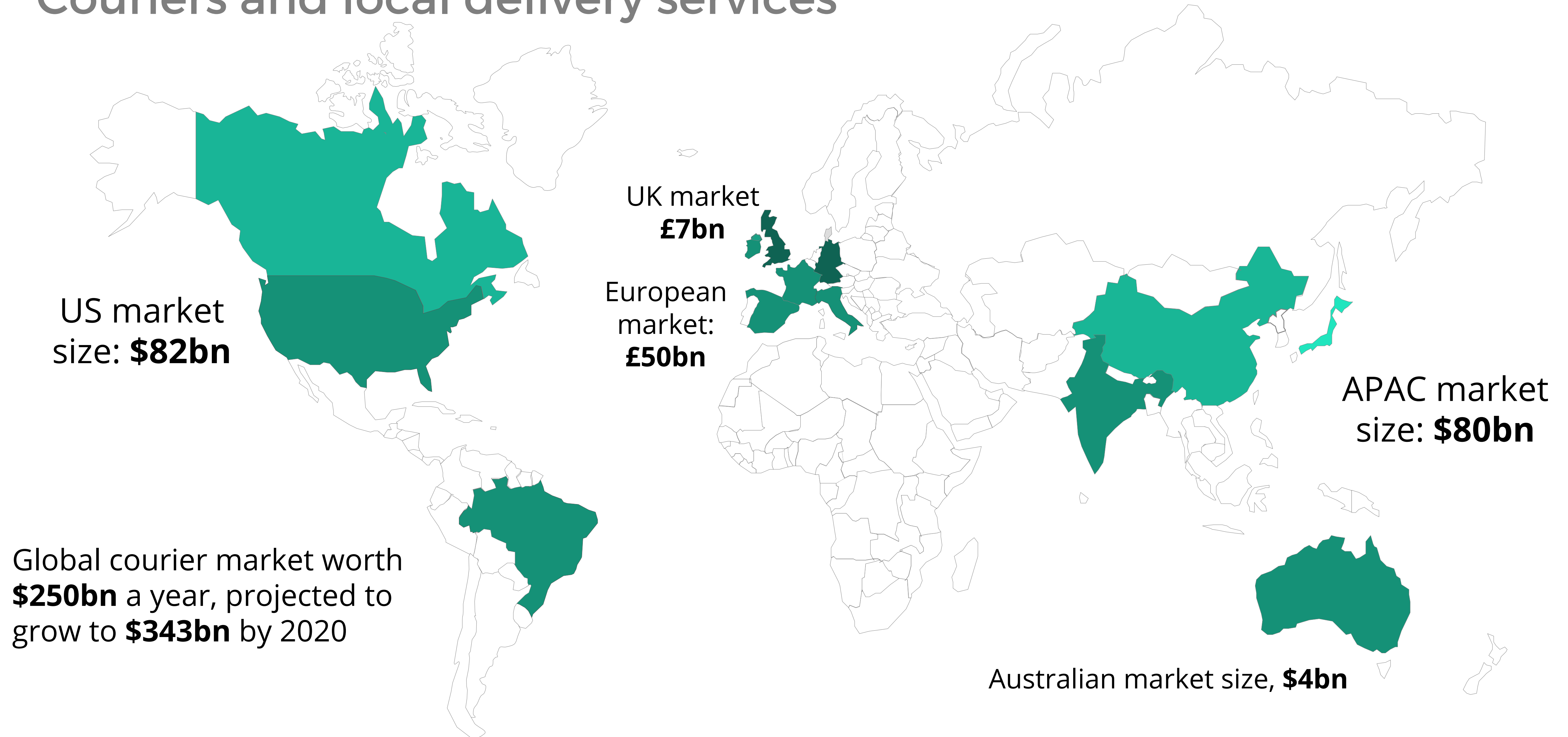
- The global e-commerce market to grow at a CAGR of 19.42% during the period 2016-2020 (BusinessWire)
- Gig economy workforce to double by 2021 (Intuit)
- Performance tracking is playing an increasingly greater role in work





# MARKET SIZE

Couriers and local delivery services





# CLIENT SPOTLIGHT



- Successful initial trials in April have led to Gophr becoming an established delivery partner
- We expect this account to grow by 5x in 2017 and are looking at further integration using our tech



- Delivery partner for all London same-day deliveries since February this year
- Have expanded our same-day remit to Manchester



- Trials in April have led to Gophr to becoming Eve's exclusive same-day delivery partner
- Expected to grow 30% month-on-month. Exploring co-branding opportunities

## UPCOMING LAUNCHES

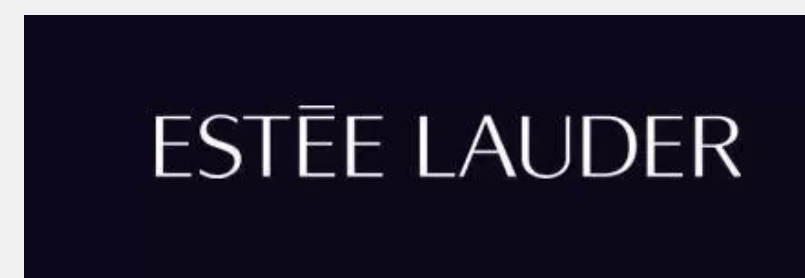
- Delivery from store for well-known supermarket
  - Delivery from store for large shoe retailer
  - Partnership with large international carrier
- (There's more to come!)



VICTORIA BECKHAM



THE IVY





# KPI'S: CUSTOMER SATISFACTION



Gophr reviews

Excellent **9.5** from 0 - 10



Gophr is the highest rated same-day courier service in the world on Trustpilot

**NET PROMOTER SCORE**

**74.5**

May 2017

Average NPS for the parcel delivery sector is a 26



# CUSTOMER TESTIMONIALS

"I have used Gophr for a long time now and the service is unwavering. Always on time, love that you can track the driver and it's very competitive. Customer Service team are always friendly and on hand to help. They are a courier service like no other!!!"

**Helen McC** 

"Was extremely impressed with the helpful chat room staff, the ease of using the app, the effectiveness of tracking the van to my door and the speediness of the service! Will definitely use again!!!"

**Rosie M** 

"Really excellent same day courier service with a great website and customer service."

**Brittney** 

"Great communication. Prompt and reliable service. Our job was expedited without delay and when I had a question (on a Sunday!!!) I received an e-mail reply very quickly indeed"

**Mary Ann** 

Forgot my laptop on London city airport lounge and left the country. Could arrange on Saturday morning via Gophr a courier, which went to the L&F department of the airport, packaged appropriately and brought it to a DHL delivery downtown. Not business as usual courier task but executed perfectly, within hours (no other LDN courier contacted, did even answer to my request).

**Felix** 



# FEEDBACK FROM OUR COURIERS

Universally positive responses

"Easily the most advanced courier management system I've ever used"



**Clarence Takunda**  
cycle courier

"I really love the fact that customers know who I am when I arrive, it's more welcoming"

**Horace Tyndale**  
van courier



"I was tired of controllers and everyone else shouting down the radio all all day. This is a much better way of working"



**Edgar Rosa**  
cycle courier

"You can tell [the system] is much more objective than a controller – I used to be kept in the center of town because I'm experienced and now I can go on longer jobs and earn more money"

**Nam La**  
motorcycle courier



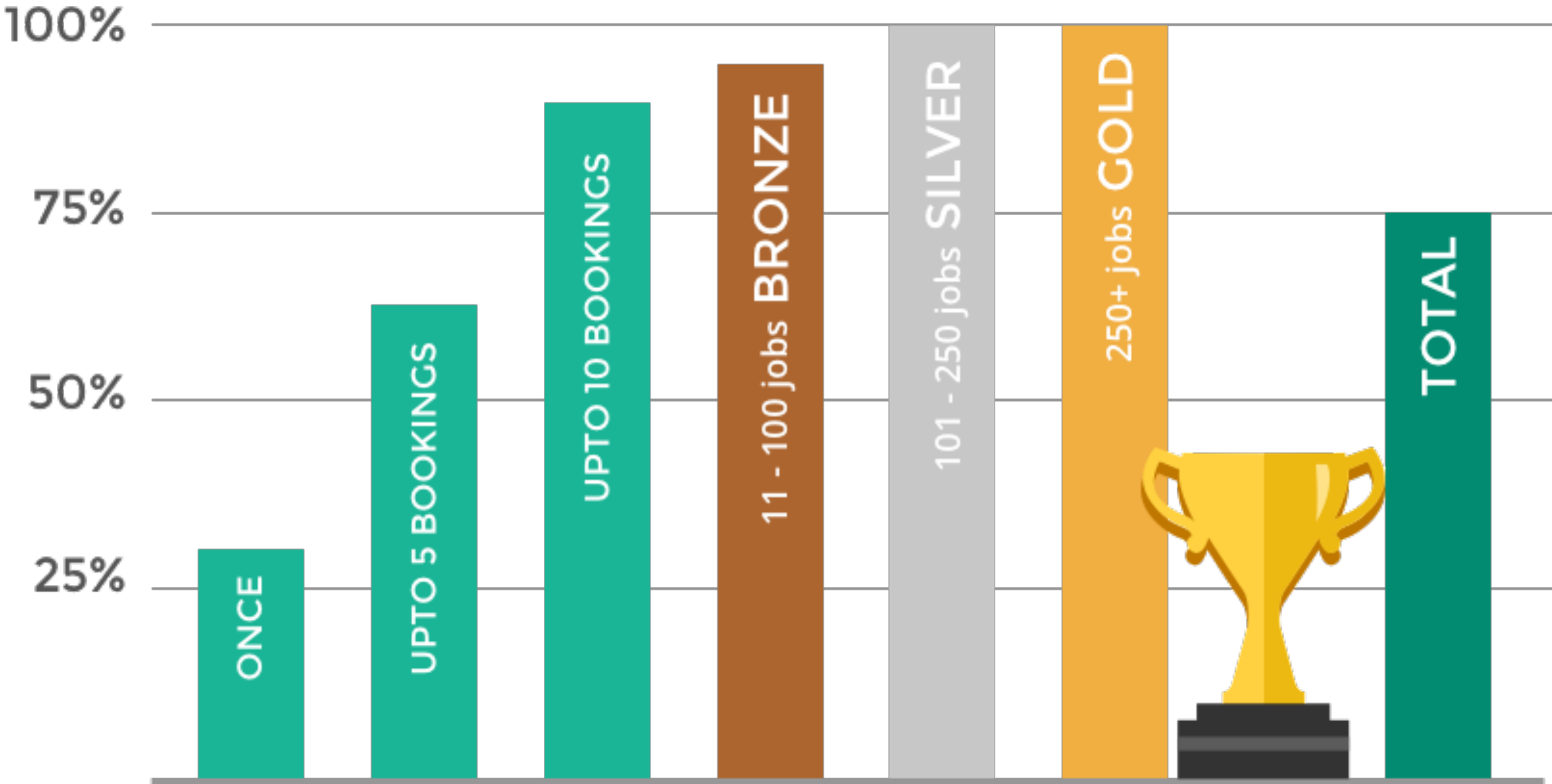
"It's definitely the future, I don't see it working any other way"

**Louis DeGale**  
van courier





# KPI'S: CUSTOMER RETENTION



Total average monthly retention rate per customer type

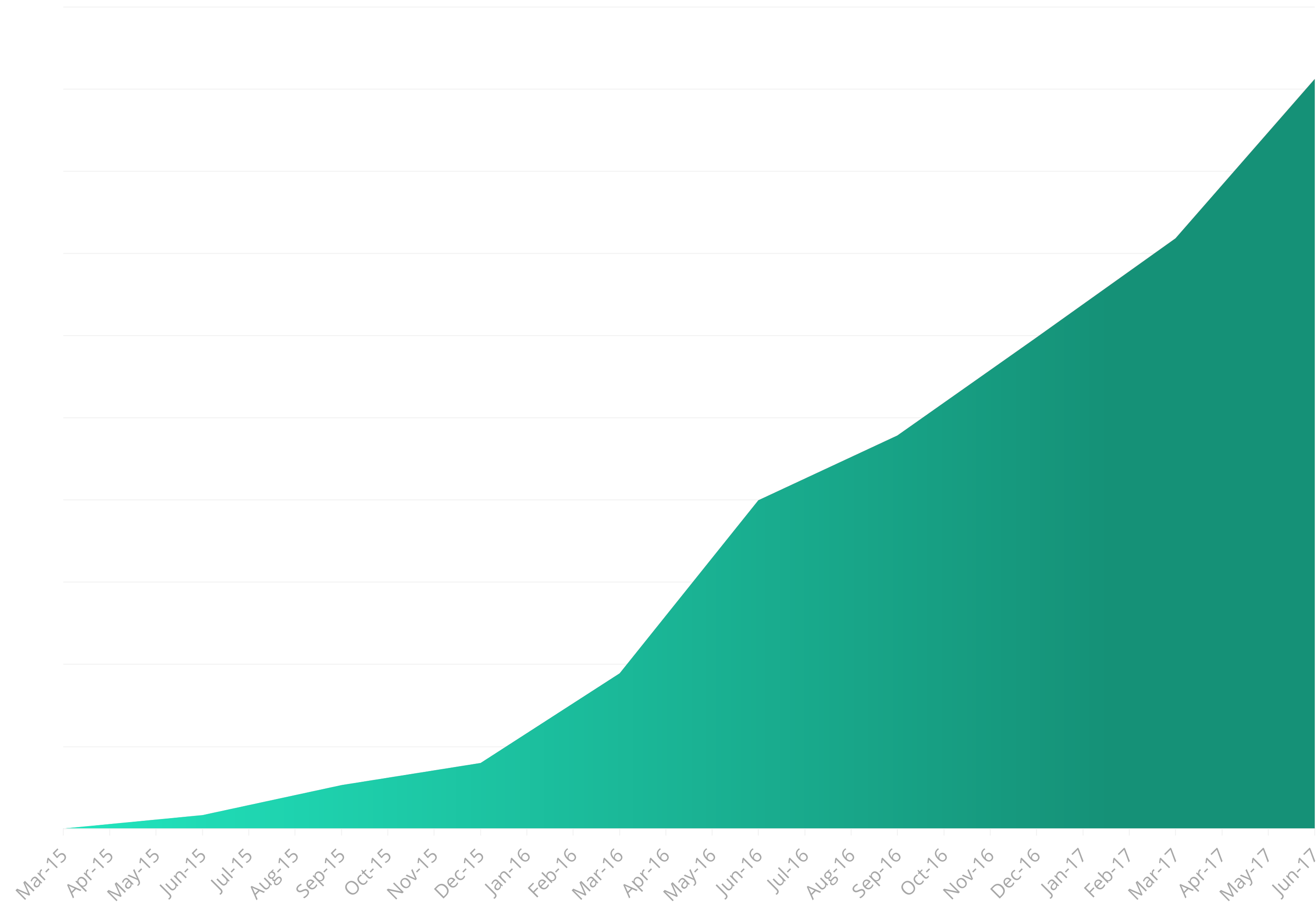
## RETENTION RATE FOR HIGH-VOLUME CUSTOMERS

98%



# FINANCIALS: BUSINESS MODEL

Gophr quarterly sales to date



- Gophr retain commission on each job
- 2.75x revenue growth year on year with minimal marketing spend or sales function
- Additional revenue streams are being built in as the Gophr platform is deployed into more diverse use cases



# GOPHR MANAGEMENT



**SEB ROBERT**  
**Founder & CEO**

- Entire career spent in digital, from digital music to multi-million pound digital brand campaigns.
- A very early employee of We Are Social and was part of the agency's explosive growth until its ~£60m acquisition by Blue Focus in 2014.
- Managed Google, Netflix and Beats by Dre European digital content and campaigns before leaving the agency
- Drove between 25-33% of the London agency's annual revenue with a team of 10 people.



**KRZYS WORSA**  
**Co-Founder & CTO**

- Wealth of experience in building large commercial platforms.
- Head of Development at LexisNexis Poland.
- CTO/CIO for the platform launch of Trader.com Poland.
- Built the first commercial internet banking platform in Poland in 2000.
- Built software systems for logistics including international and large-scale transportation.
- Executive MBA from University of Illinois.



**PAUL SCRATCHLEY**  
**CCO**

- 20+ years in the logistics industry across roles comprising sales, depot management and digital transformation
- Designed and rolled out the first reporting platform to optimise operations at depot and regional level across Target Express sites
- Designed and implemented the first platform to display real-time tracking for any carrier in the UK
- Created £21m of new business in 2011 alone, securing contracts from M&S, Mothercare and Argos



# THANKS



[invest@yonderbeyond.com](mailto:invest@yonderbeyond.com)



<https://gophr.com>

