

MEET JOHN

- John is 45 and runs an independent organic meat delivery business in the UK. He is a “Farm to Fork” advocate.
- John’s company promises to “Deliver the finest meat direct to your kitchen from our Great British farmers”.
- Delivery adds to costs (especially given the perishable nature of his products), but John knows he has to offer delivery if his business is to survive.
- John wishes he could just get on with business instead of constantly having to take calls from customers enquiring about their delivery.

MastaMap.com



HOW?

- Delivery updates and push notifications enabling customers to get on with other things instead of constantly checking their phones or doors.

12.26pm	• Package delivered.
12.20pm	• Arriving at front gates. • Customer: I'm still out but please ring Flat 7.
11.30am	• ETA - 1 hr
10.30am	• TRAFFIC ALERT - ETA 2.5 hrs
10.00am	• ETA - 2 hrs
9.00am	• Out for Delivery. ETA-3hrs.
8.30am	• Order packed in van.
6.30am	• Order being processed

WHY?



Last mile delivery accounts for around 50-60% of the total delivery cost (costly repeat deliveries). With eCommerce growing at exponential rates, companies need to develop ways to complete deliveries faster and more accurately.



A survey from Citizens Advice (UK), states that in 2015/16 consumers experienced 4.8 million delivery problems, spending 11.8 million hours trying to sort them out.



Lack of transparency and poor addressing, also opens up the last mile to fraud and inefficiency.



Most addressing systems were introduced to deliver post and are inadequate for modern business and logistics needs. In addition, many locations (rural areas, construction sites, car parks), are not indexed on Google maps. Delivery drivers still call customers to double check addresses.



Whether it is: food boxes or fresh meat deliveries, clothes, toys, books, dry cleaning, perfumes or frozen smoothies, customers are no longer willing to sit in the dark between 8-6pm, waiting for their parcels.



Lack of end-to-end visibility in delivery lifecycle makes it difficult to provide accurate ETAs. Currently: inefficient communication between delivery team and customer results in the dreaded, **'While You were Out'** notes being left behind as the customer sits waiting upstairs.

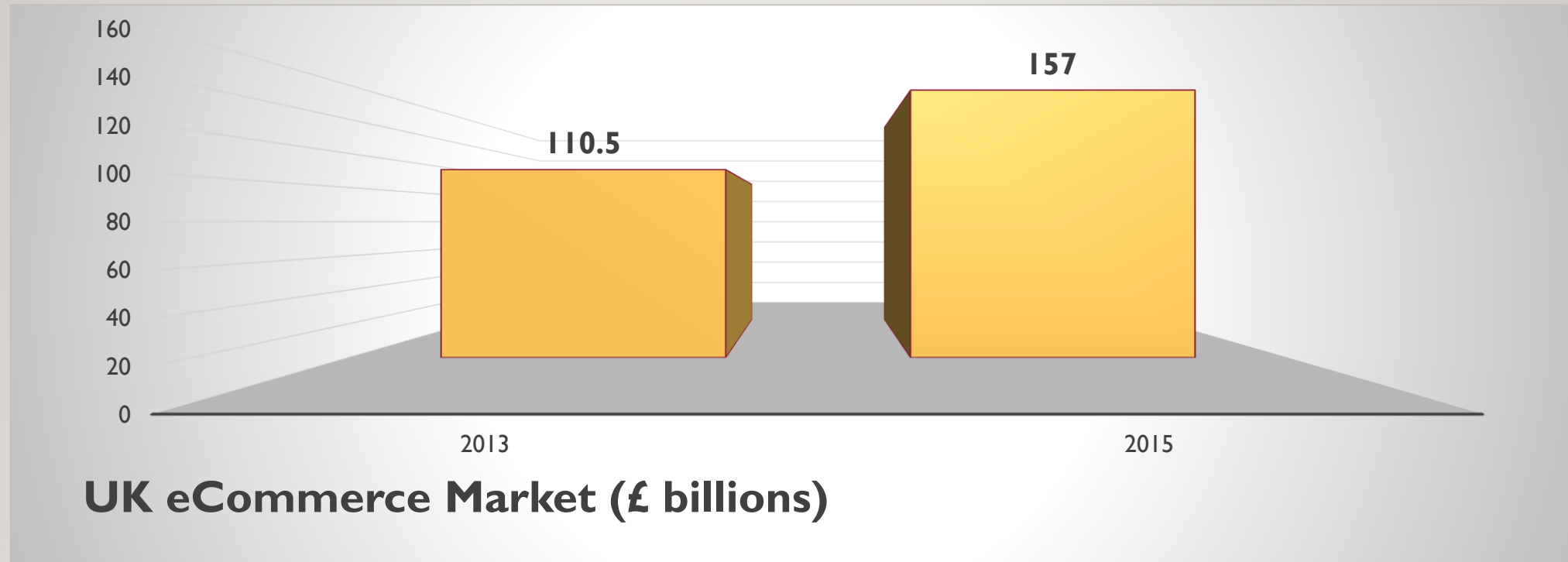


Most legacy DMSs are archaic and too complicated for SMEs/family businesses, for whom, delivery is only a portion of their job. MastaMap is simple to use, with a focus only on metrics that are important to our customers.



Lacking in many legacy systems – Ease of use, IM, mobile tech, cloud.

MARKET SIZE & POTENTIAL



VALUE ADDED

FOR SELLERS

- Track movement of assets, get driver/delivery updates.
- Route optimisation leading to quicker deliveries and fuel efficiency, all while offering customers convenience & visibility, while reducing repeat deliveries & cancellations.
- Focus on core business, instead of delivery queries.
- Access to tools to analyse performance & ordering trends.

FOR CUSTOMERS

- Updates on real-time status of deliveries thus reducing customer anxiety index.
- Instant communication with delivery driver for changes to delivery locations.
- No more taking time off work, sitting at home all day or popping out for 5 mins only to return to find a “While You Were Out” delivery note.

CONTACT DETAILS

Co-founders: Miriam Mukasa & Christian Mastalier

Companies: MastaMap Limited

Email: Miriamm@mastamap.com

LinkedIn: <https://www.linkedin.com/in/miriam-mukasa-47ab2819>

Tel: + 44 7939 026 749

Registered Office: 1 Bramley Business Centre, Station Road,
Bramley, Guildford, GU5 0AZ

MastaMap Limited - *A company registered in England and Wales with company number 10406579.*

