



Shippn

Shippn is a trusted community marketplace for people to be able to shop from anywhere in the world.



Company Overview

In the global community, we have created as Shippn, we enable our Hosts, who have registered in the system to use their local addresses, to earn from the system, while using these addresses, we ensure that our users can shop from anywhere in the world as if they were placing an order at their own address and that the products they purchased are delivered to their doorsteps within 1-5 business days. Shippn is based on our industry-leading company, Amerikadaniste, with a history of over 15 years. It has been seen that there is an incredible potential to carry out the work done in Amerikadaniste on a global scale. At this point, while considering how to overcome the cost of establishing a warehouse in each country, Shippn's business model was developed on an adaptation of the Host model applied by Airbnb. The efficiency of Shippn Hosts was a pleasant surprise for us as well. We have experienced that the services and attention that we cannot give to the packages in our warehouse are given by the Hosts. Currently, we are sending to 220 countries with a growing volume every day, with 45 active hosts in 26 countries.

Financial Info

Raising

\$400K

Valuation

\$6.75M

Problem

E-commerce has grown exponentially. However, logistics services could not keep up with marketplaces. As a result, dispersed growth took place in which local marketplaces dominated the market. This resulted in many marketplaces not shipping products out of their country or asking for exorbitant shipping costs. At the same time, even if shipping is made, ordering abroad has become a burden due to differences in customs regulations of countries.

Highlights

Our founders have been in this ecosystem for a long time, they have managed the domestic and international investment and exit processes of many highly credible startups, as well as investing in themselves. Therefore, they have not spared the patience, dedication, and investment necessary to get Shippn to the point where it can meet an investor's demands.

Considering our strengths, we started this journey with a highly competent and proven team. We have more than 15 years of industry experience and start-up know-how.

Our product is technically extremely adequate and is constantly open to using new technologies. We have a very high market penetration rate and an easily scalable business model.

This year has been a year full of records for us. We redefined the concept of growth. We created the right time, the right product, and the right team triangle, and we achieved 532% growth in 1 year on a turnover basis. Our user growth doubled. We started operations in

Meet the Team



Duhan İçöz
CEO

10+ new countries. We have made this venture ready for investment.

Go-To-Market Strategy

Our product has been on the market for almost 5 years and is generating revenue. It was in the background as we focused on another startup that we had exited, but we established the team it needed for the last 1 year and we experienced a growth of over 300%. Our sale cycle basically starts with the users who visit our site by word of mouth, paid advertising, or organic.

That it can scale so quickly is one of Shippn's greatest strengths. At the same time, we can open warehouses that our competitors can open by spending hundreds of thousands of dollars in any city, in any country, within minutes, without any extra expense, by using our hosts. We have a setup where the users we set up inside can specify the countries they request. Thanks to this, we can determine which country we will host based on user feedback, without the need for costly measurement and planning. Afterward, we engage in digital marketing activities to create sufficient volume in that country.

What Makes Us Special

Firms in this fieldwork from a fixed local point of origin, as they do this work through a warehouse. When they want to do this business from a new country, they act by taking into account the costs of opening a new warehouse and operating. At this point, there is local competition between companies. By using the power of our hosts, we maximize our market penetration and minimize our operational costs. In addition, we have been able to provide competitive prices to our users by using the know-how of our industry- leading roofing company and our team for more than 15 years. This gives us a huge competitive advantage.

The basis of our competitive advantages is our ability to reach an unlimited number of markets, our competitive prices, our positioning of Shippn as a growing community within itself, the incentives made with the gamification we provide to the Hosts, and the fact that we always keep customer satisfaction at the highest level with Voted Hosts.

We do not have a very crowded core team. For this reason, we act in a way that everyone has a great command of the business dynamics. In our team, everyone is highly competent in their own fields, and at the same time, they are aware of the developments and targets in each department in a multi-disciplinary sense.