



FAMILY OFFICE INSIGHTS

facilitated by The Bavelas Group

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Peer Insights

R E P O R T

Q&A with Yousif Touza of Flype Co-founder & CEO

Principle Series:

An award-winning project that has received the Top Idea award at Sweden's largest startup competition and a proud winner of the Scale Challenge, a Walton Family Foundation funded incubator program.

Flype is a platform that enables retailers to ship parcels from their individual stores to customers in other cities and countries with daily travelers. This is an unprecedented solution that decentralizes the retailers logistics by enabling each store they have to act as a distribution center. Despite being an early stage startup, we've received great interest from recognized global retailers who want to use our service, guaranteeing a demand of over 1000 parcels/day upon launch. By using Flype, retailers will save millions of dollars in facility costs and invaluable time, and will finally be able to offer their customers a premium same-next day delivery service with real time tracking at a competitive price.

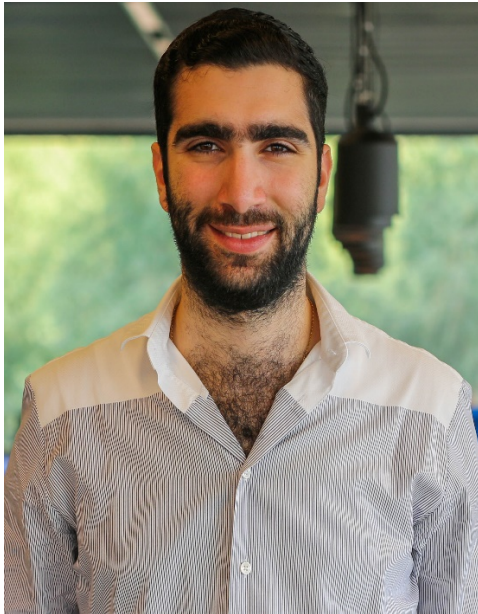
Flype has already sent parcels internationally, where we have delivered 500 packages with 170 travelers to 27 different cities around the world (4 continents). We are signing up retailer clients, and already have the interest of recognized retailers guaranteeing initial volumes of over 1000 parcels/day.

We have assembled an experienced team and partnered with industry experts and are working on the product at full speed. The Flype platform will be ready for launch on the 30th of September.

Join us for a private Family Office Insights Webinar/Teleconference featuring Flype, an award-winning startup that is decentralizing logistics.

*Webinar/Teleconference
Tuesday, July 7th, 2020 • 2:15pm-3:15pm EDT
Q&A with Yousif Touza
CEO, Flype*

Investors Only Please



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Why are retailers interested in adding Flype as a shipping alternative?

Customers today are expecting much better and faster services. If we look at the delivery industry, 46% of delivery today is express. Research and statistics have shown that 25% of customers abandon a cart online if express delivery was not available as an option at checkout. In addition to that, retailers are seeing a 10% increase in revenue from the areas where they offer next day delivery. That is why many retailers are spending billions of dollars in R&D just to make next day delivery available in more areas. However, adding a next day delivery alternative is far from simple and is quite problematic for many retailers. Flype is the first and only delivery company that enables retailers to ship parcels from their individual stores instead of the distribution centers. This will practically enable each store they have to act as a distribution center, saving them millions of dollars in facility costs while finally enabling them to offer many of their customers a next day delivery service.

Flype has already received a significant interest from many retailers that want to use our service as soon as we launch, guaranteeing an initial demand of over 1000 parcels/day.

How does the delivery process look like for the travelers? Is there any risk?

The delivery process is fairly simple for the traveler, allow me to explain it in the following steps:

1. The traveler registers on the app and gets verified
2. Before traveling, the traveler registers her trip on the app filling out the dates of her travel and potential preferences (such as maximum number of parcels to carry, maximum distance to the store etc.).
3. The traveler gets assigned a few parcels at one store near her that matches her preferences.
4. The traveler goes to the store, picks up the items through a simple collect in store solution and pack them in her bag
5. Finally, the traveler can drop off the parcels at a drop off point in the city of destination, where a last mile delivery partner will take care of the last mile delivery.
6. The traveler gets paid.

The traveler can earn up to \$20 per item for most traditional items (the average price of next day delivery varies between \$15-\$20 in the industry). An experienced flyer can deliver more premium items for a higher compensation. Basically, by delivering a few parcels on the trip, a traveler can cover a significant amount of the travel cost."

What is your business model?

Flype has two main sources of income:

1. A 15% cut out of the travelers revenue
2. Income generated from our P2P insurance system

A third potential income source involves future expansion within tourism leveraging on the immense number of data collected from millions of daily travelers within the Flype app. We estimate to reach 5% of our serviceable available market by 2025, generating \$225M in revenue (detailed calculations available)."



Yousif Touza of Flype

Yousif Touza, chairman and CEO, is an experienced entrepreneur and a tech savvy individual. Driven by curiosity and his thirst for knowledge, he graduated from Stockholm's University in business administration while also studying media technology, computer science and journalism. He has significant executive management, business development, and marketing experience in roles he held in Sweden, Japan, and the Middle East.

Contact Yousif : yousiftouza@flype.org



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Alert & disclosure: *The Coronavirus (COVID-19) has now been identified in New York City. During the outbreak of the virus, in order to protect the health of our friends, members and staff. Family Office Insights, BavelasGroup LLC and all affiliates is following the recommendations of the CDC and suggest you do the same. Affected individuals should limit their exposure to everyone including fellow members and staff. Affected individuals include members, non-members, guests, general population and staff who exhibit Coronavirus symptoms (including but not limited to fever, cough and shortness of breath), may have been exposed to the Coronavirus, or who have recently traveled to countries affected by the Coronavirus. Limiting exposure may include self-quarantining, avoiding common areas, and limiting close contact with others as much as possible.*

All are also encouraged to continue to engage in everyday preventative actions, including covering coughs and sneezes with a tissue, washing their hands often with soap and water for at least 20 seconds (or using hand sanitizer), and cleaning frequently touched surfaces and objects daily using a regular household detergent and water. We DO NOT assume or accept any responsibility for the negligence or any action or inaction of anyone. As is our standard policy, we will with pleasure reschedule any service with best efforts issuing FOI services credit only. Please note it is your choice to participate or interact in any way with anyone and is your choice alone and you assume the responsibility thereof. Family Office Insights, BavelasGroup and/or an affiliates or assigns does not offer or give medical, financial or investment advice, or offer or suggest or recommend securities or any other invest for sale or otherwise, and is not a broker dealer. Anyone considering deployment of capital will likely be well served by seeking advice from a qualified professional. I love you.

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