EXECUTIVE SUMMARY

Problem:

Non-Availability of advanced warehouse automation technology, un-managed shipments, freights, warehousing, Tracking through the latest GPS technology, language understanding issue, scarcity of new jobs and non-Digitization to the Local goods transport system. We introduce Send-it app.

Solution:

Convenience to the customers to use our Advanced WMS(warehouse management software) through Desktop and Smartphone devices. Ease to all users to describe, ship, talk, pay in their own currencies and their own languages through the app. The facility of monitoring/watching 3d simulation to their freights inside warehouses through their smart phones. Facility to navigate drones or carriers inside the app. And ease of booking shipments, accepting orders, canceling orders within user's dashboards.

Market Validation:

China has invested **$46** billion out of **$76** billion on CPEC **15** Billion tons of cargo of worth **4** Trillion USD is going to be annually traded through this mega project. Our app is a complete **3PL** supply chain management software providing a bridge between the Local-Foreign transporters, Multinational Companies, Suppliers, Vendors, Customers, Drivers, and Investors in their own native languages.

Market Plan:

Around **20** million people will get jobs directly and indirectly through our app making it Asia's largest **3PL** mobile app. The Market is growing with multiple actors like China, Russia, Afghanistan, Tajikistan, Iran trading their cargo using this very road in South Asia. Approximately **4000** Billion USD will be transported through Gwadar and Karachi ports. Our app will track/manage almost **900** thousands Trucks, Carriers that are directly or indirectly taking part in this giant venture.

Business Model:

CPEC worth of $76 billion USD and $46 billion already invested in the motorways and infrastructure of Pakistan. 900 thousand trucks are taking part in CPEC and our app users will be used by each truck driver and carrier transporter. 14 state of the art, fully equipped with the latest technology warehouses will be built and for the convenience of the customers to use our Advanced WMS(warehouse management software) through Desktop and Smartphone devices. Our Send-it App will be used for tracking devices. We will also provide our own APIs to 3rd party. Drones will be used for critical goods delivery from the warehouse to warehouse. Our app is a complete B2B2C solution helping directly companies, partners, and Customers.

Funding:

- Target **US$29,650,000**

- Minimum **US$500**

- Investment Raised **US$22,000**

- Capital cost US$**21148200**

- Working capital US$**6636175**

- Internal Rate of Return(IRR) and payback are **15%** and **6.6** years respectively, hence making the project viable

Team:

We are a team of enthusiastic tech geeks and tech-savvies. We have served many clients in the Logistics industry from Bringg, Cdl1000, and Doorman.

Ali Khurram (CEO/Co-founder)

With capacious knowledge in final furlong logistics and setting up an IT business, Ali comes with 10 years of experience across multiple domains including technology and operations. Ali invested **10,000 USD** personally into this venture. Ali started his career in the customer service industry working with some IT majors and then gradually set foot into the start-up world in the year 2011. Have built teams for building software products and also built teams across regions for operations for the start-up Send-it App, which was into last-mile logistics. Technology and Logistics are the main domains of Ali managing products and teams to run an organization. Currently, Ali oversees the complete business of IT.

Mihraj Din(Owner-Founder)

Mihraj Din is a seasoned Entrepreneur with 30+ years' experience in different businesses and companies, of which 18 years have been at an executive level which included serving as the Director on the mainboard. His experience ranges beyond the typical finance and information technology portfolio of a finance professional to include the full spectrum of business activities including strategy, operations, human resources, supply chain, and marketing. Mihraj Din firmly believes that the fourth industrial revolution is the path to the future. He is an entrepreneur at heart.

Fayyaz Khan(Chief Operating Officer(COO))

Being an initial seed funder Fayyaz Khan personally invested **12,000 USD.** His background has always been cost efficiencies in operations, logistics, and IT. He worked in corporate environments across the US and has always excelled in every challenge. Customer service has always been a strong point, which has bared fruit in this venture. Seasoned & competent professional with 18+ years of commendable success leading business development and competitive market share expansion.

Noor Muhammad(Chief Technology Officer(CTO))

Noor is our CTO & Tech Architect who assists us in bringing the ideas from a Business Concept to a real-time product. He is a part of our team as a Co-founder since we started and after years of managing software development teams, including critical risk management systems. He has been the key driver of our extensive portfolio and leading-edge software. He is a sought after thought leader in software technologies.