



IMAGINE CARGO



ImagineCargo is reducing the emissions impact of small package deliveries by creating an alternative to the conventional integrator/express networks (e.g. FedEx, UPS, DHL). Our network offers customers fast, reliable and cost-effective transport that is much less damaging for our environment. We're extending our portfolio to incorporate a diverse range of sustainable supply chain services.

The Problem

A 5kg package transported across Europe using a typical express carrier such as FedEx, UPS or DHL could generate up to **12kg** of CO2 emissions according to our calculations. Express operators are carrying around **4.5 million** packages around Europe every day.

Currently customers cannot access a truly low-impact transportation service at the national and international level outside of Switzerland. Cycle messengers in Austria and Germany can offer an extremely clean, efficient and effective within cities but to provide service outside their home cities they must use carbon-intensive transport (trucks).

Our Solutions

Our approach is to **completely re-design** the transportation network for carrying packages so that negative impacts are engineered-out of the process. By replacing trucks with **cycle messengers**, and under-utilised dedicated freighter aircraft with **high-speed trains**, we can reduce CO2 emissions by **up to 99%**.

We believe we are the **first** to design a complete international package delivery network with **minimised external impacts** as a fundamental principle. Combined with per shipment optimisation for CO2 emissions we do everything we can to transport every package with minimum impact, while keeping prices and transit times competitive with customer expectations. We will also display the (specific, per package) CO2 saving on package labels so that everyone who handles the package is made aware of the reduced impact.

Express

Utilising the **existing capacity** of our messenger partner companies together with SBB, ÖBB and DB daytime express passenger trains we provide door-to-door express transportation between urban centres of small (up to 20kg) packages offering **rapid** transit times, **competitive** pricing and **savings** of CO2 of 300-500kg (based on our typical route distance). Pickup is done by a cycle messenger who takes the package directly to the nearest main railway station and places the package on a train or hands it to an ImagineCargo Onboard Courier. At the destination railway station another messenger meets the train and rides directly to the delivery address.

Overnight

For overnight transportation in Austria and Switzerland we're developing a similar concept to our Express services again using our messenger partner companies for pickup and delivery. Overnight consolidated linehaul between city terminals will be carried out using ÖBB EC Logistics BEX and Planzer Cargo Domizil rail stückgut services. This service will enable us to enter the **high volume** overnight sector with a competitive product.

Citylogistik

We're developing an operating concept for city logistics services using high-capacity cargo bike/trikes to replace significant numbers of delivery trucks in congested city centres contributing **large reductions** in CO2, particulate, NOx, noise, accidents and other external impacts connected with trucks.

Sustainable Supply Chain Management

We can combine our transportation services into a total **sustainable supply chain management** concept that can also include inbound transportation optimised to produce a solution that balances **economic, social, ethical** and **environmental** concerns.

Target Customers

Our initial target customers are B2B shippers who favour sustainable options in their procurement of products & services. As our service will be price- and speed-competitive with existing operators we can extend our target customer group to any express shipper with packages in our service area. In the B2C segment we will also target recipients of packages who have an increasingly strong voice in transportation choices, particularly in the e-commerce sector - cycle messengers can offer the extremely flexible service that private customers increasingly demand.

Team

The founders of ImagineCargo Sustainable Courier have a unique combination of multinational express package operator and local cycle courier experience. We've extended the team with specialised execution skills and are backed by a group of advisors from various disciplines.

Nick Blake - Geschäftsführer ImagineCargo GmbH and ImagineCargo Deutschland UG (haftungsbeschränkt)

25 years experience in the express, air cargo and general transportation sectors, consulting for the express and air cargo industries and teaching Supply Chain Management, Sustainability and Marketing. Based in Zürich.

Benjamin Duh - Austria Operations

Founding partner of Graz cycle courier Pink Pedals with over 10 years operational and management experience in the cycle logistics sector. Based in Vienna.

Friedrich-Simon Kugi - Austrian Messenger Community Organiser

ImagineCargo's photographer and deeply involved in the Austrian cycling and messenger communities. Based in Graz.

David Emmerth - Swiss Messenger Community Organiser & Citylogistik

Former messenger and with extensive experience in the social entrepreneurship sector. Based in Zürich

Christoph Berger-Schauer - Communicator

Independent writer with connections to the competitive cycling and creative communities in Austria. Based in Graz

Francesco Ferrucci - Optimiser

Sustainable transport optimisation expert specialising in the development of sophisticated transport network planning & management solutions. Based in Wuppertal

Ville Heimgartner - External Impact Auditor

Expert in external impact assessment, monitoring & mitigation strategies. Based in Zug

Andy Koller - Business Development & Administration

Experience in administering social/environmental startups and knowledge of the fair trade inbound/upstream value chain. Based in Zürich

Christoph Kirgis - German National Accounts

Status

We trialled Express services between Graz, Vienna, Salzburg and Linz in late 2015, and have been providing service between four German cities (Freiburg, Frankfurt, Munich and Berlin) since 15th March 2016. Business development and communications activities are currently under way in close co-operation with our messenger partner companies. We opened a branch office in Vienna to manage direct sales and operations activities and recently established a German subsidiary company based in Berlin.

We're in discussions with a number of interested messenger companies in France, Belgium, Italy, the United Kingdom and Denmark to introduce Express service to replicate our concept in further countries.

Development of overnight service capability in Austria and Switzerland is currently in progress, with most operational elements already in place for a launch in 2016. Investigations took place with a potential Citylogistik customer in Zürich in 2015 to assess the feasibility of establishing large-scale cycle logistics operations. We believe that in time such a concept can be replicated in major cities throughout Switzerland, Austria and Germany.

Connections between Austria, Germany and Switzerland for all services in our portfolio are being prepared for prototyping in mid 2016 in partnership with SBB (Swiss Federal Railways) and other transport operators in the region.

Partnership & investment opportunities

Securing funding for the launch of deeply integrated technology, new services and early development of the company is a very important focus for us currently – this is crucial to the speed with which we can grow the business. Our ideal partners would also be able to provide support in an advisory & networking capacity, and would share our motivation of developing a business that can be economically, socially, ethically and environmentally sustainable.