



ShipAny

**Smart Logistics Gateway for Public & E-Commerce
With Smart Contract & Trust Protection**

Taurus Cheung
Co-founder of Appcider



Essential Gateway for E-Commerce



E-Commerce Merchant



Payment Gateway



SHIPANY

Logistics Gateway

Trust Between Merchants & Logistics Couriers

Ok..... Famous Couriers, I trust you



Merchant



Big-Name Couriers
(But Usually More Expensive)

Price is attractive, but I don't know these couriers...

Could I trust these couriers?

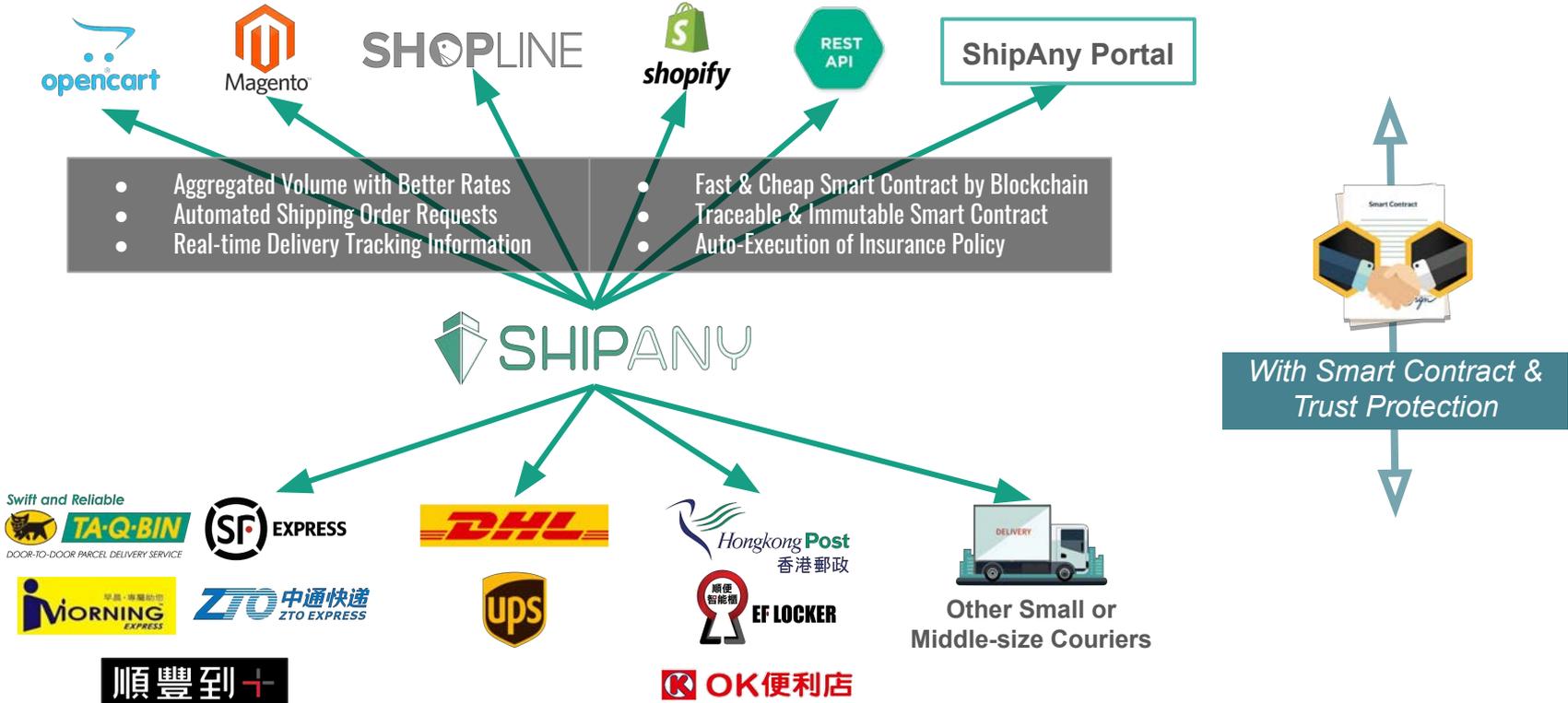


Merchant



Small or Middle-size Couriers
(Usually Cheaper)

ShipAny - Product Overview



Smart Logistics Contract on Blockchain

- Smart Contract designing for Logistics
 - Each ShipAny Shipping Order is bundled with Smart Contract



Traditional Logistics Contract
on Paper



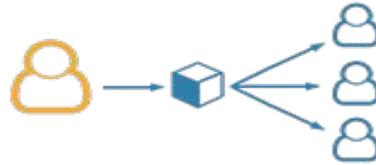
Smart Logistics Contract
on Blockchain

Smart Logistics Contract & Blockchain Technology



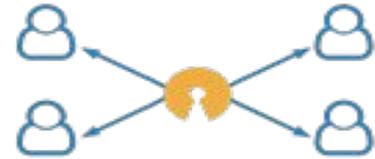
Fast, Cheap & Accurate Smart Contract

Eliminating time, cost & human errors in traditional way



Traceable & Immutable Smart Contract

Running on immutable ledger with high visibility & traceability



Auto Execution of Insurance Policy

Auto execution of insurance policy if contract cannot be fulfilled

Smart Logistics Contract & Blockchain Technology

- **APPROVED** as 1st Batch of Previewer of Amazon AWS Managed Blockchain Service
 - Early Adopter & Showcase of AWS Managed Blockchain for Supply Chain Application
 - Reliable & Secure on Amazon AWS



Real-time & Multiple Choices of Shipping Quotations

The screenshot shows a checkout page with the following sections:

- Billing Address:** Radio buttons for "I want to use an existing address" (selected) and "I want to use a new address".
- Delivery Address:** Radio buttons for "I want to use an existing address" (selected) and "I want to use a new address".
- Shipping Method:** A list of shipping options with radio buttons:
 - ShipAny - Yamato \$40.00
 - ShipAny - Appcider (LF) \$25.00
 - ShipAny - 36Shipper (LF) \$37.00
 - ShipAny - ShipAnyX \$10.00
 - Store Pickup \$0.00
 - 低運運費 HK\$70.00
- Payment Method:** A section at the bottom of the page.

The shipping method selection area is highlighted with a dashed orange box. A red "Pay Now" button is visible at the bottom of the shipping method list.

Shipping Method

- ShipAny - Yamato \$40.00
- ShipAny - Appcider (LF) \$25.00
- ShipAny - 36Shipper (LF) \$37.00
- Store Pickup \$0.00

Shipping Order & Smart Contract Management

MerchantPortal   Home / History

HISTORY

ORDER HISTORY

Records per page: 10 | Sort by creation time: Descending | From: 2017/12/09 | To: 2018/01/09 | Status: All selected | Refresh

Order ID	Order Ref.	Courier Name	Creation Time	Pickup Deadline	Delivery Deadline	Courier Tracking No.	Status	Actions
 b51a2aff-9316-42b6-8948-39a85711fde3	WH-OUT-00029	DHL-4	09 Jan, 2018 15:57:54			123456	Pickup	Request Sent
 ebe14401-02e0-468e-8e50-ee3b44be2408	WH-OUT-00028	DHL-4	09 Jan, 2018 15:53:13			1234	Pickup	Request Sent
 66fe05b9-f1d5-4ee1-9ccb-1891dbc6519d	WH-OUT-00027	DHL-4	09 Jan, 2018 15:48:19			123124	Pickup	Request Sent
 beab4263-b233-46c0-9ed2-ba03a21b8be7	WH-OUT-00026	DHL-4	09 Jan, 2018 15:46:49				Order Created	Send Pickup Request
 cf7c2722-3add-406b-8baa-a7f8e9a0b449	WH-OUT-00025	DHL-4	08 Jan, 2018 17:39:09			12315	Pickup	Request Sent
 bd92847c-7c05-46de-9fb0-00024	WH-OUT-00024	DHL-3	08 Jan, 2018 17:11:55				Order Created	Send Pickup Request

Real-time Delivery Tracking

The screenshot displays a web interface for tracking a delivery. At the top, the SHIPANY logo is visible. Below it, the 'Order ID' is shown as 98ffcd89-3215-4d1a-ad04-8960289138eb, with a 'Track order' button to its right. The 'Courier Tracking No.' is listed as 8845_98ffcd89-3215-4d1a-ad04-8960289138eb | LINK. The tracking history consists of five events, each with a timestamp of 13/11/2017 01:08 and a corresponding status message in a green box:

- 13/11/2017 01:08: Order Delivered
- 13/11/2017 01:06: Delivery In Progress
- 13/11/2017 01:06: Ready For Shipment
- 13/11/2017 01:05: Ready For Pickup
- 13/11/2017 01:05: Request For Pickup

Rate Comparison



HERE IS SHIPANY

YOUR TRUSTED LOGISTICS GATEWAY

ALWAYS OFFER THE BEST SHIPPING RATE WITH AGGREGATED VOLUME & TRUSTABLE COURIER SUPPLY

CONNECT SHIPANY NOW!

CALCULATE PRICE
One-Stop Multiple Domestic Couriers, Pay As You Go.

Hong Kong
Hong Kong
1
L(cm) W(cm) H(cm)
CALCULATE

FROM Hong Kong TO Hong Kong WEIGHT 1 kg

Shipping Price

COURIER		DELIVERY TIME	PRICE
	Morning Express (eLink Station)	2 day(s)	HKD \$13
	Morning Express (Circle K)	2 day(s)	HKD \$22
	Morning Express (Locker)	2 day(s)	HKD \$22
	SF Express	1 day(s)	HKD \$22
	Morning Express	1 day(s)	HKD \$24
	Yamato	1 day(s)	HKD \$40

Final price may vary depending on parcel size, delivery/linkup locations, taxes & duties. Please visit our [Terms & Conditions](#).

Target Customers and Benefits to Them



- ShipAny is open to any public user who needs logistics services

E-Commerce Platform

All merchants on platform could enjoy ShipAny

Trading Companies

Single gateway of domestics & international logistics

Warehouse Operators

Wide-range of courier choices for customers

International Couriers

Partnership & comprehensive logistics service

Small-Size Couriers

Increase confidence of merchants by smart contract

Pricing Model

- ShipAny Service
 - No Upfront Fee, Pay-Per-Use



Sales Status

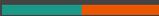
- ShipAny Platform is **On-Production** since 2018
 - Already linking Merchants and Couriers with real logistics service data
 - Serving thousands shipping orders / month

Domestics, International & China Outbound Logistics Service

HK, China, Southeast Asia



Competitive Analysis



easyship
International Shipping



Domestics,
Post Office, Smart
Locker, 3rd Party
Logistics Courier



Smart Contract
with
Trust Protection



SHIPANY
One-Stop Logistics Gateway

Advantages & Added-value

Aggregated
Shipment Volume
for Best Rate

Complete &
Automate Supply
Chain

Single Account
with Consolidated
Monthly Billings

One-Stop of
Multiple Couriers

Trust Protection
with
Smart Contract

Domestics,
Post Office,
3rd Party Logistics,
Smart Locker

Award Achievement

- 3 Awards in Startup, Retail Technology & Fintech Area



Media Exposure



- [1] https://issuu.com/cuhk_alumni_publications/docs/201806/42
- [2] <https://marketing.dyxnet.com/marketing/2018/cuhkeday2018/tw.htm>
- [3] <https://www.linkedin.com/feed/update/urn:li:activity:6423054471542243328l>
- [4] <https://www.youtube.com/watch?v=q9XZdK2ccDk>
- [5] <http://www.ejinsight.com/20180903-smart-logistics-solution-for-e-commerce-merchants-and-couriers/>
- [6] <https://www.facebook.com/hkstpinubation/posts/1074057216082159>
- [7] http://www.hkrtia.org/award2018_winners/
- [8] <https://www.hkstp.org/zh-hk/our-stories/partner-companies-stories/24-hours-in-science-park/episode-7-one-stop-support-at-science-park/>
- [9] <https://www.facebook.com/208947112492576/posts/2053188881401714?sfns=1>
- [10] <https://www.facebook.com/474970089324211/posts/1178565182298028?sfns=1>
- [11] <https://www.fintech.finance/01-news/ifgs-2019-fai-chan-appcider-limited/>

A team of tech entrepreneurs has developed a smart solution for the traditional logistics business. Software solutions firm Appcider said ShipAny is a smart logistics system that links courier services with merchants, offering real-time shipping rates quotations and delivery tracking of goods...

[Link](#)

ejinsight
BY THE POWER

3 Sep 2018, EJ Insight

“科創行業給人印象是男性居多，不過Appcider 創辦人楊婉碧絕對巾帼不让鬚眉。她的軟件 Shipany是一個集所有物流公司的平台：「很多時送貨大家會想到DHL、FedEx等公司，這些公司對於國際性物流較好，不過針對本地未必最適合。特別有時候我想深夜送貨、或在網上買了一樣東西想立即收到，中小型的物流公司或是更好的選擇。這個軟件用家能夠透過自身需要為你選擇最好公司。你甚至能夠擔任送貨人賺錢，運作猶如網的公司Uber那麼簡便。」...”

[Link](#)

星島日報
SING TAO DAILY

21 Sep 2017, Sing Tao Daily

“针对网店与小型物流公司推出ShipAny物流平台，为双方作生意配对。该公司技术总监、董事兼联合创始人陈辉表示，网店资源有限，难以连接大型物流公司的订单系统，而香港小型物流公司虽然可以提供更具弹性的服务，但由于下单时仍然依靠电话接线生，没有与网店对接的技术，因此ShipAny就想到以共享经济形式，弥补此市场缺口。”

[Link](#)

HKTDC HONG KONG MEANS BUSINESS

4 Dec 2017, HKTDC HONG KONG MEANS BUSINESS

“Appcider Limited applies its ShipAny logistics platform to connect e-commerce with crowd-shipping, enabling online merchants to access a range of courier services and offer customers optimal shipping choices...”

[Link](#)

CISION
PN Newswire

15 Sep 2017, PN Newswire

ShipAny Team

Taurus Cheung
(Founder & CEO)

BEng in Comp Eng (CUHK) 2005;
MPhil in CSE (CUHK) 2007; Alibaba
Cloud Certified Professional



Ryan Chan
(Founder & CTO)

BEng in Comp Eng (CUHK) 2006;
MPhil in CSE (CUHK) 2008; Alibaba
Cloud Certified Professional



Ophelia Yeung
(Founder & CFO)

Bachelor of Applied Science in
Electrical Eng with Comp Eng
option (UBC) 1999



Patrick Cheung
(Founder & COO)

Bachelor of Applied Science in
Electrical Eng with Comp Eng
option (UBC) 1999





SHIPANY

Bring More Trustable Logistics Service Providers to the Market

Thank you!