



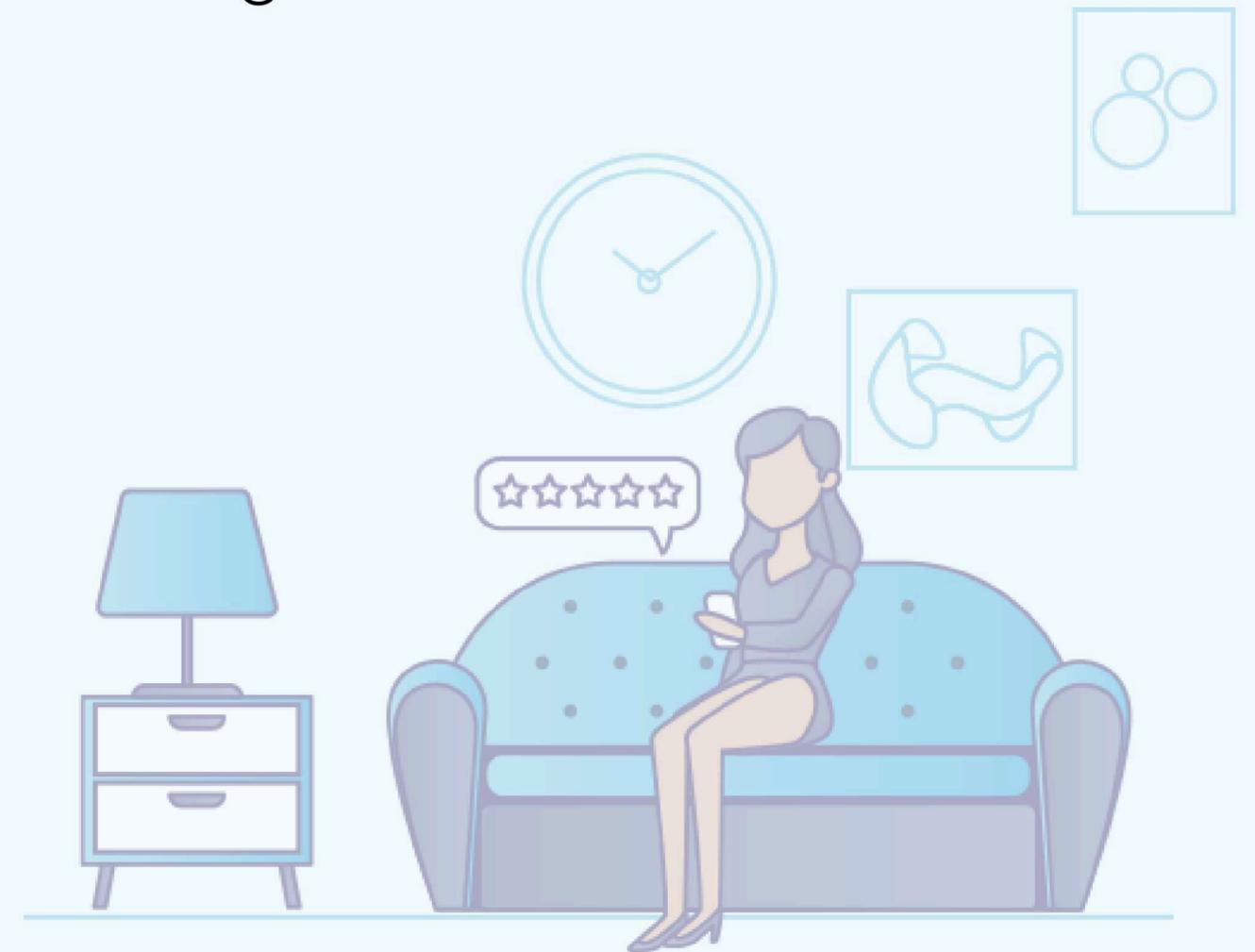
Easymove
Investor Deck



On-demand marketplace which connects local trucks owners with people who need moving & furniture delivery help at negotiable flat cost

Vision

Digitize and simplify moving service, provide safe, affordable and efficient experience, becoming the go to platform for any bulky item moving



The Problem

Price is an important concern while hiring movers

Most moving companies charge hourly, have minimum 2 hours booking fee and truck fee

Scheduling is not flexible

Almost impossible to hire movers on your schedule, need to plan 2 weeks ahead

No easy & instant service to move single items

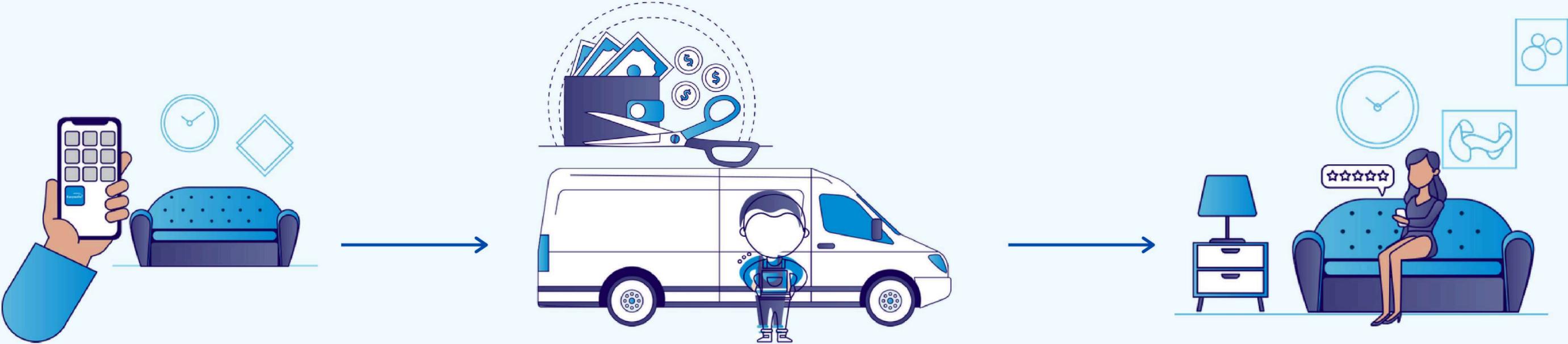
Most moving companies do not move single items, customer should rent a truck and do heavy lifting by himself or find a random guy with a truck from craigslist

A lot scam movers operate

There is no way that customer can verify mover's background and experience a change in charges, the bait and switch, invented charges

The Solution

Platform which will allow to hire vetted local truck owners on a budget and schedule service within 10 minutes and experience delightful moving experience



Book the service within 5 minutes on your budget and schedule

Inexpensive vetted on-demand movers will help you instantaneously

Enjoy delightful service. Save time & money

Why Now?

Rental Apartment price growth increased by 5.73% in 2020

People are looking for cheaper rent to move in.

More people are moving to suburbs

In cities property taxes went up, cost of living went up and people started to move to cheaper places

Mortgage Rate went down

More people are buying houses and need to moving services

Mobile Technology is more accessible and enhanced

Modern smartphones have built-in GPS, High Speed Internet, Camera,

The Market Size



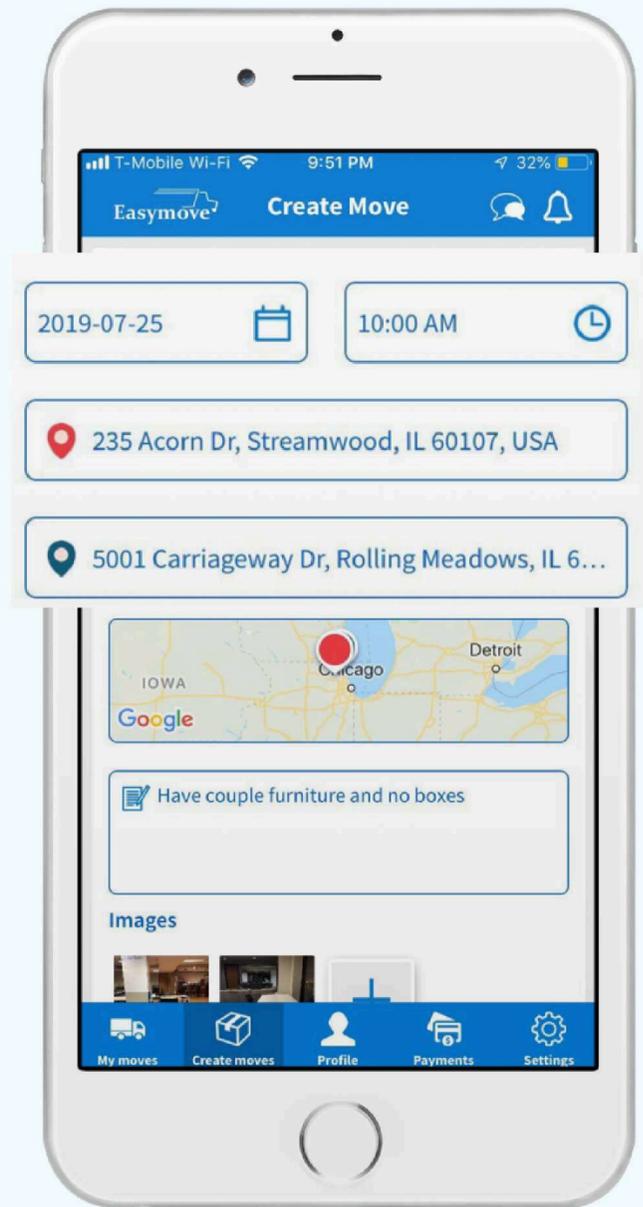
Moving industry market size in U.S.A



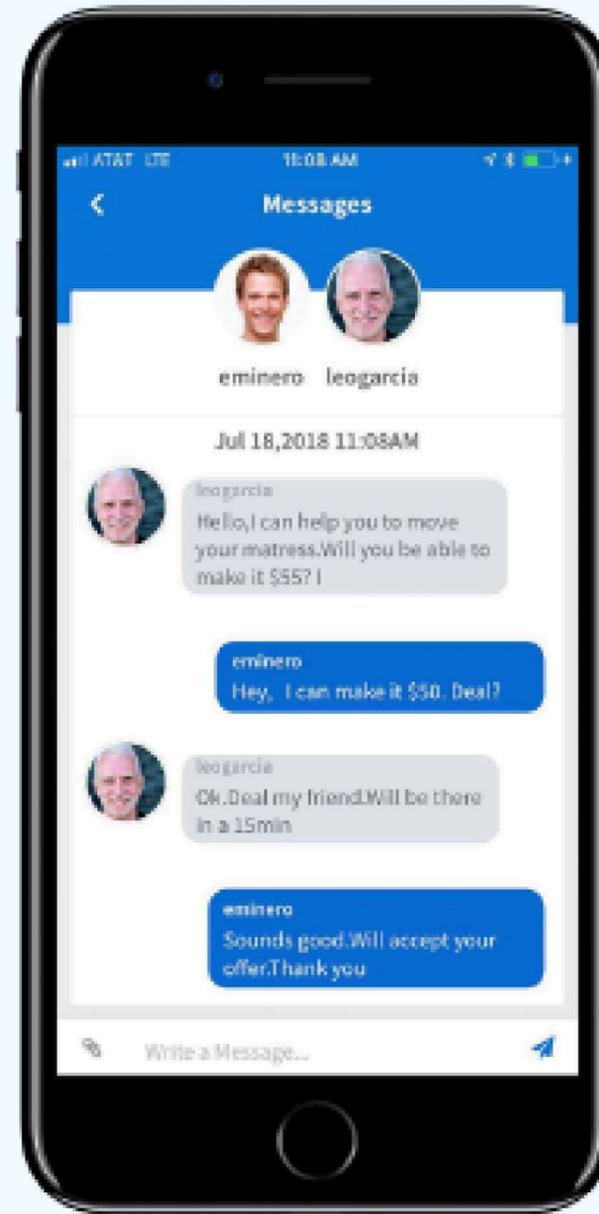
Moving industry market size Globally



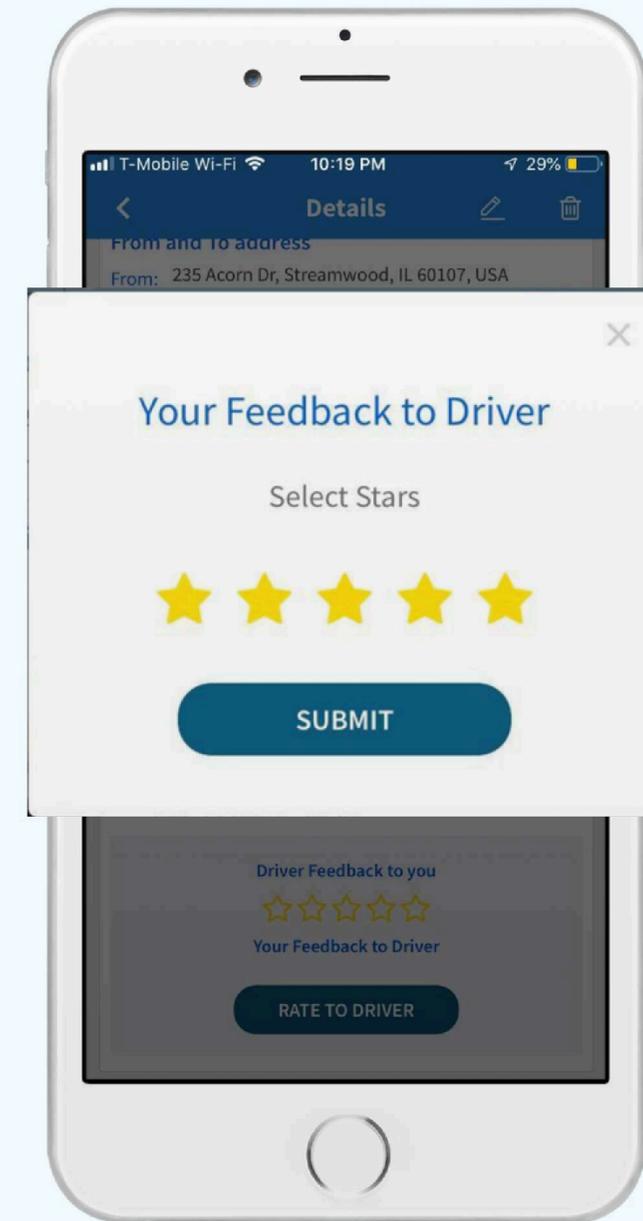
The Product



Schedule a service on own budget at a date & time which works for you



Know your movers upfront, communicate with him, accept his bid and hire.



Once Job is done, Pay in app and rate your movers

Customer Benefits

Customers spend a week to find movers

Movers require 1 week booking notice

Customer does not know exact final service cost upfront

Movers charge hourly \$110 + truck fee + mileage fee + additional stairs.

For small 1-2 items moving needs customer needs to rent a truck.,

Customer can not pick movers and vehicles, only option is to rent a truck

With Easymove customer can request flat cost movers for any moving needs within 10 minutes

Easymove is faster, safer & cheaper than moving companies, and more convenient than to rent a truck



Service Provider Benefits

There are **2.5 million people** who own trucks and underutilize them

Truck owners make extra money by helping community with moving items.
While commute, complete orders to cover expenses
Meet new people, create new connections
Feel helpful and thankful

** In average Easymove service provider makes \$2500 a week



Economical Benefits

Better utilization of vehicle resources,

35% of owners drive trucks in most times empty or half-empty

Facilitate local furniture shopping by providing cheap, same hour delivery

By helping people to save money, they able to buy new furniture and use delivery

Reduce the number of unemployment

Creating extra source of income for truck owners

Create friendly community

People help and start to know each other from local community



The Team



Emin Aliyev **CEO**

Work experience



Zaur Adigozalov **CTO**

Work experience

Bloomberg  **SimCorp**



Yana Aliyev **COO**

5 years
experience in
Real Estate and
Trucking



Ghulam Jilani **SDET**

Work Experience



Dmitro Shuklin **UI/UX**

Over 8 years experience
in Design, Animation



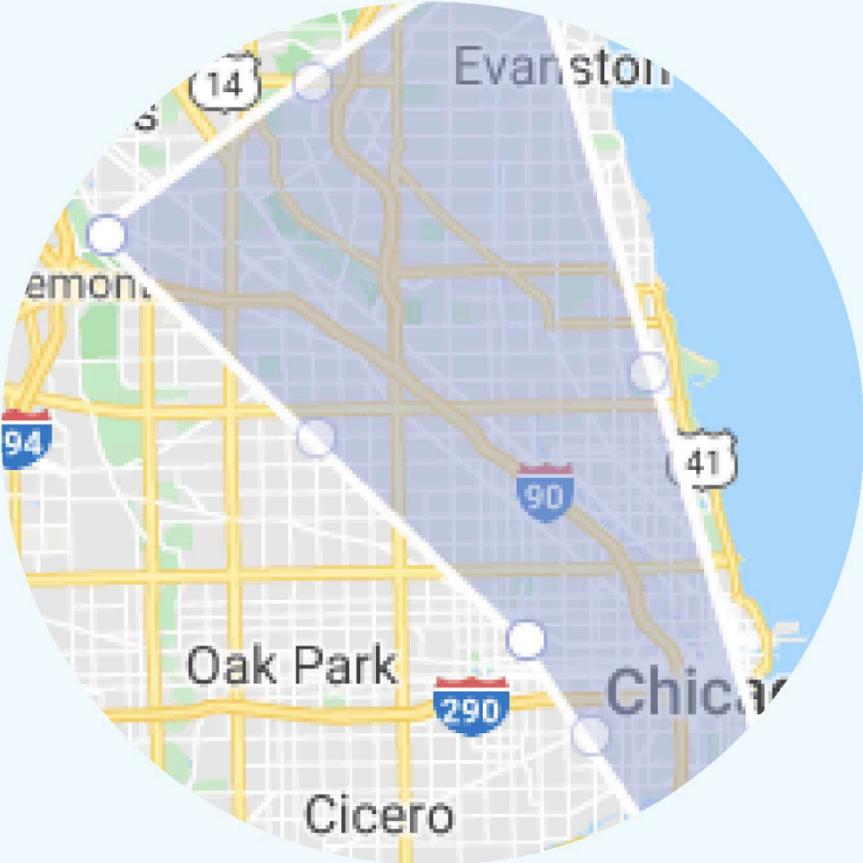
Gaukhar Lapezo **Product Manager**

Over 5 years experience in
Product Design, Development

Service Area

Initial Service Area

- Downtown Chicago
- North Chicago (Edgewater, Rogers Park)
- Expand to Suburbs



Service Area by 2025

Launch in 45 States, Canada, Turkey, Azerbaijan



The Business Model

Easymove takes 20% fee per each transaction.

Average Order costs \$150 and Easymove makes \$30 net revenue

1M Orders → \$30/Order → \$30M

1M orders in Chicago will allow us to generate \$30M revenue annually.

By launching in new cities revenue will grow

Competitors

Flat Cost Charge



Limited Truck size and Casual Helpers to handle various orders

Various Truck sizes and Pro Helpers to handle various orders



Charge per Minute

** GoShare, Pickup have DOT, MC numbers. They are more like mobile app powered moving company

Competitive Advantage

Negotiable Flat Cost

Customer tells his moving budget and helpers bid on it

Customer knows helpers upfront

Customer knows helpers before hiring him. We solve Safety & Trust issue. According to our customers they feel Easymove more safer and trusted than other apps

Average match time is less than 5 minutes

Once Customer requested a service, he gets and hires dream helpers within 5 minutes.

Our helpers have industry experience

Most our helpers have 3-5 years industry experience, have necessary moving supplies, tools. We give them trainings to provide outstanding service



Easymove Technology

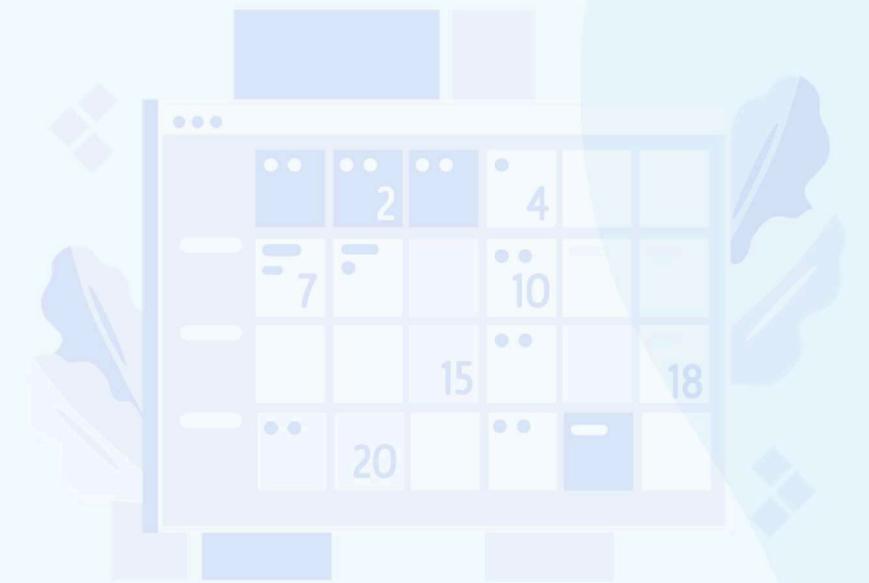
Intelligent Scheduling

Mobile app for iOS, Android, Web App
Efficient match and bidding system
Route Optimization

Payment / Order / Reputation tracking system

Developer, Merchant API

Let other App developers to use our moving service.
Apps like roommate finders, furniture rental, storage rentals
Let stores like MattressFirm, Ashley furniture use our distributed delivery workforce



Use Cases

B2C

Local / Long Distance Moving
Furniture / Appliance Delivery
Helper to Load/Unload Storage Units
Deliver Sport Equipment, Pool tables

B2B

Distributed Workforce for logistics
Pallet Delivery
Hauling Cars

B2B2C

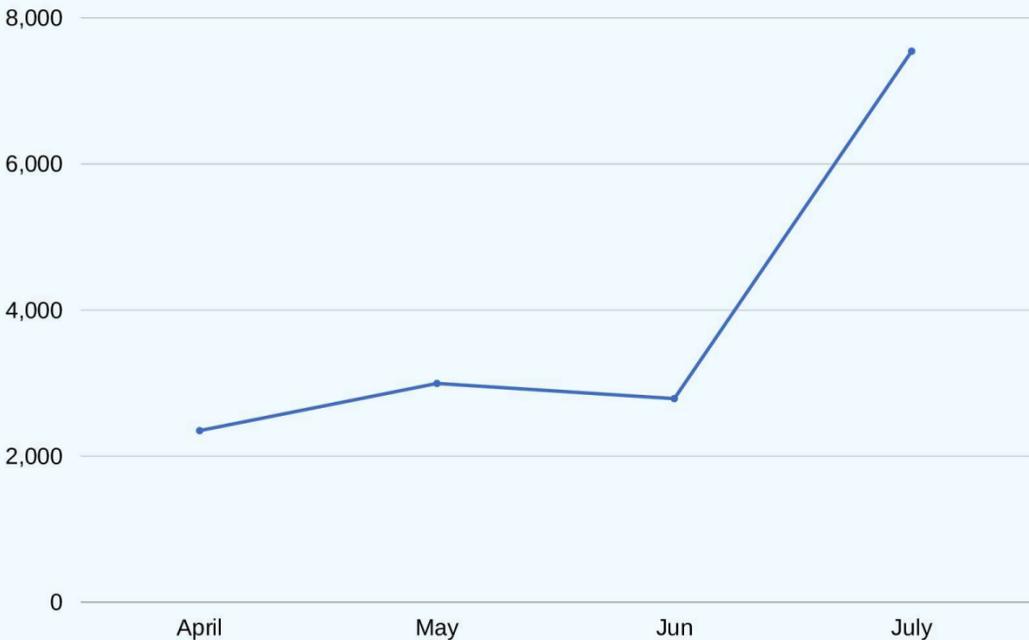
Work with Walmart, Ashley Furniture, IKEA and provide their customers with fast & cheap delivery



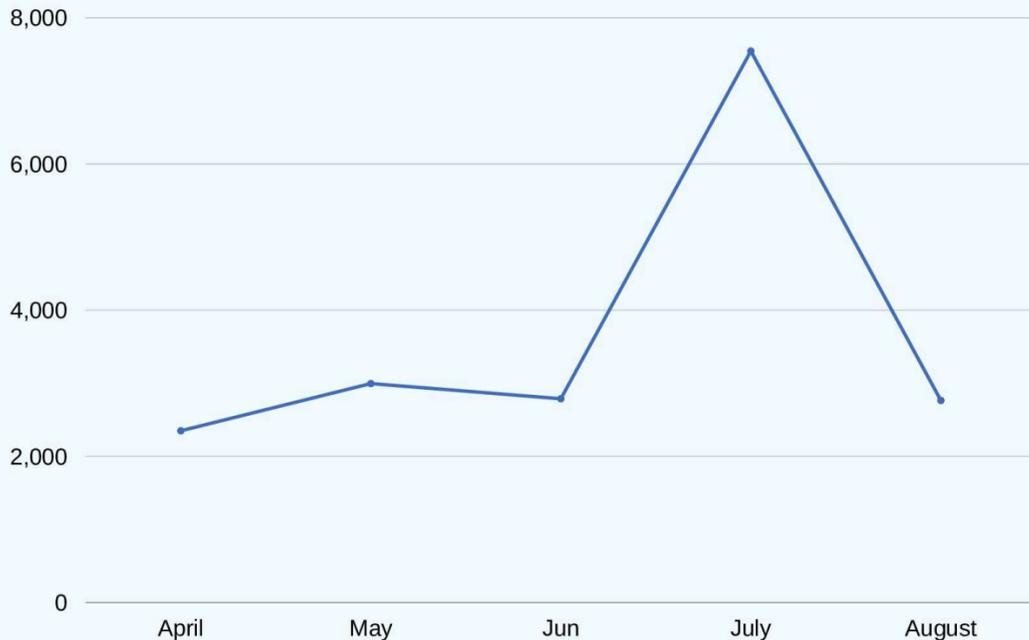
Financials

January - September 2020

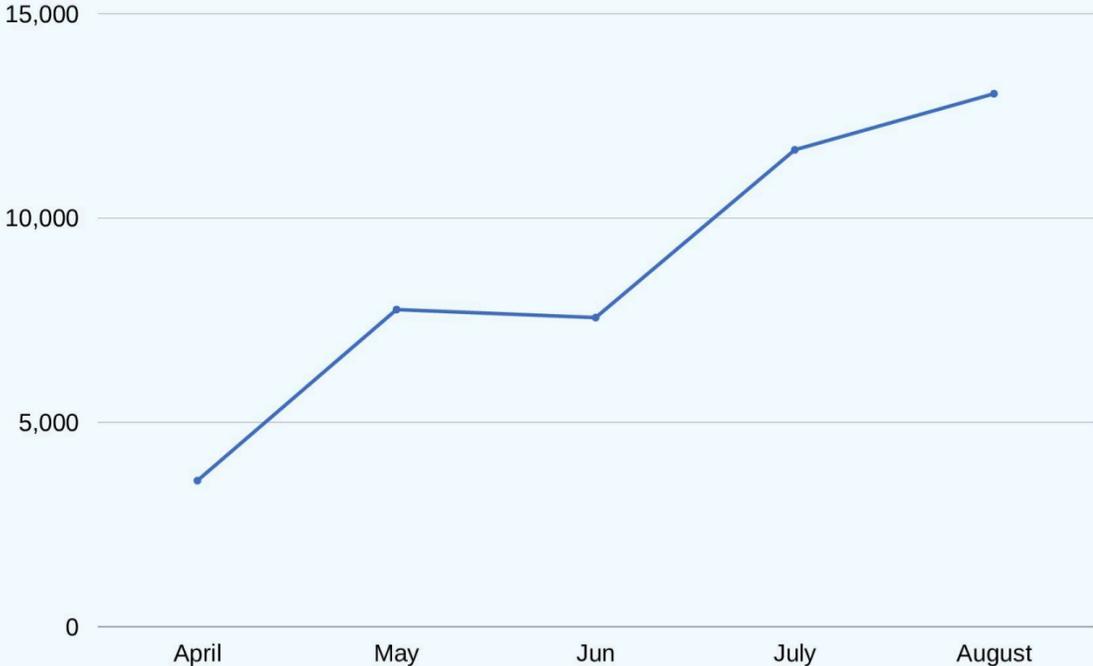
Monthly Recurring Revenue



Monthly Expenses



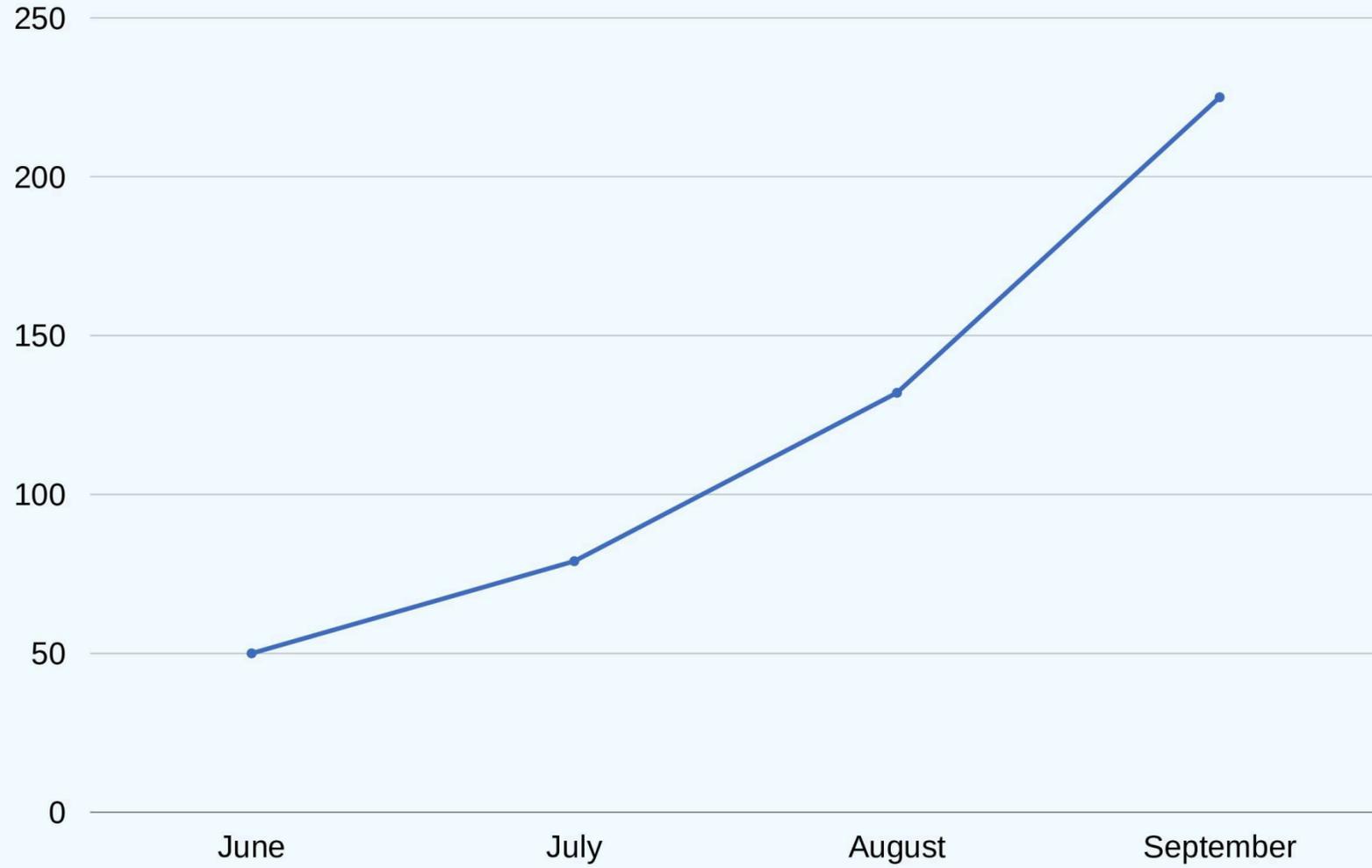
Monthly GMV



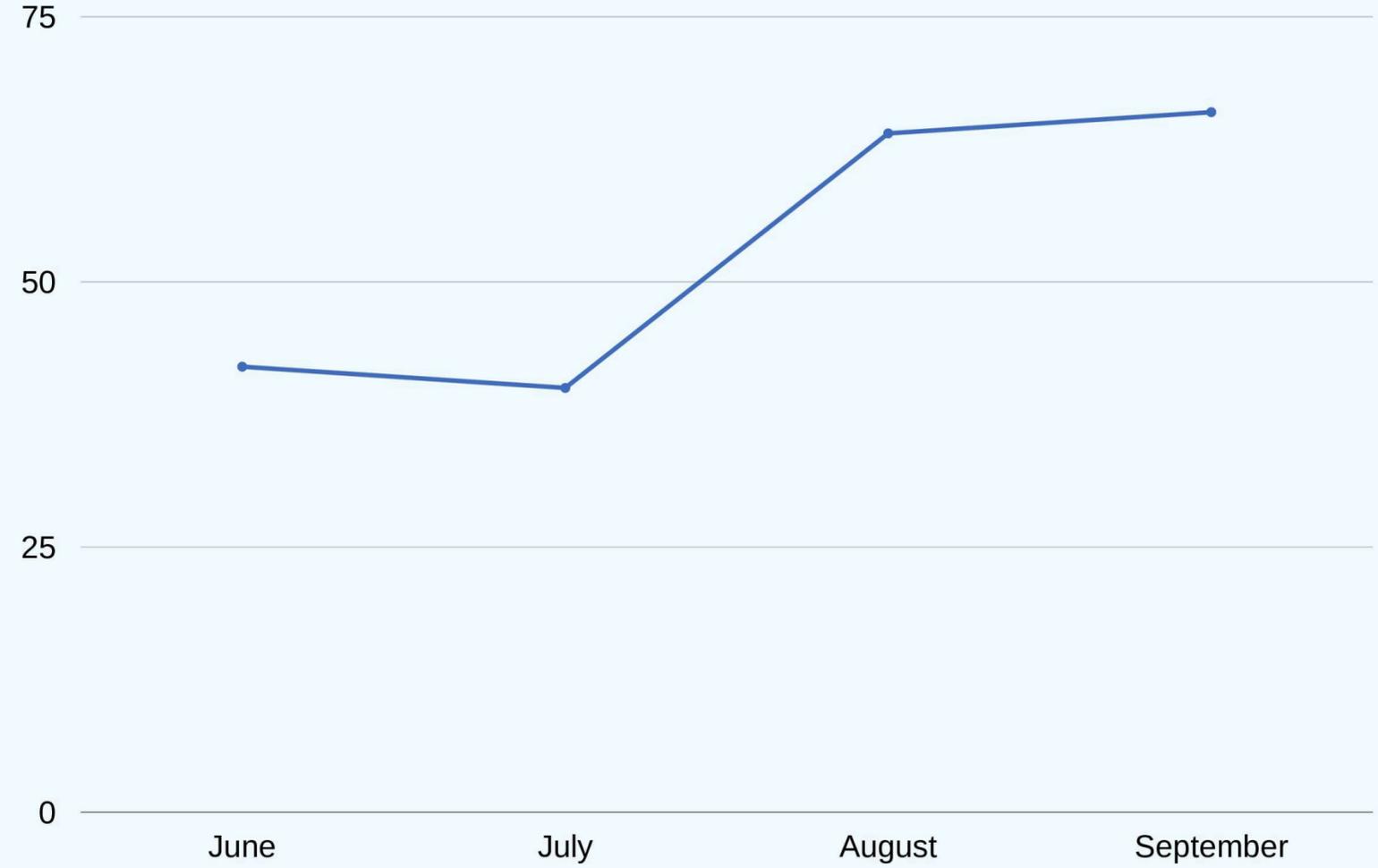
Average spent per customer \$350
Customer Life Time Value \$600

Traction

January - September 2020



User Signup month over month



Placed Service Requests

Conversion Rate is 60%

Future Vision

Once we do moving we get the list of furniture which customer has and home square footage and know better which furniture customer is willing to purchase in next few weeks once he moved in

Become a single player in the market by providing furniture stores with platform which will help them to increase local sales and delight their customers with same hour delivery

In pipeline we have stores who currently work with our competitors and ready to drop them and start to work with Easymove once we will ship them merchant platform

***Already started developed MVP and integrate it with mobile app.
Will ship final product in next 4 months**

** There are no guarantee that we will be able to ship products on time

Future Business Model

Easymove takes 20% delivery fee + 10% markup per each sales

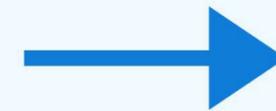
Markup will be paid by merchant store and delivery fee will be applied on drivers earnings.

Average sales will be \$300 and \$50 delivery fee and Easymove will make \$40

1M Sales



\$40



\$40M

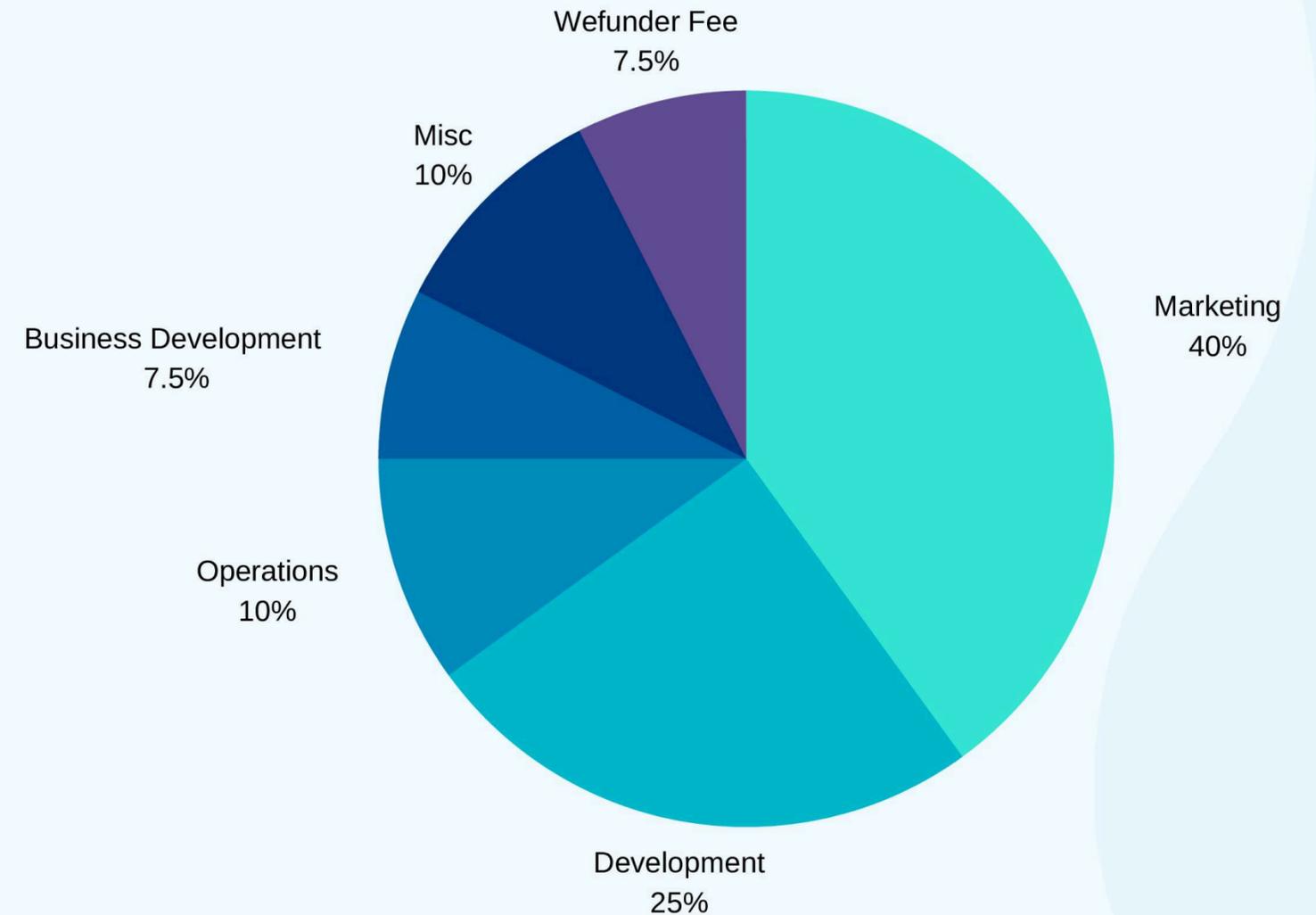
Extra revenue stream will increase our earnings and ability to become a leader in the market

In Total we will make \$70M (\$30M from consumers & \$40M from merchant orders)

Raising \$250k to accelerate growth

at \$5M valuation cap, first \$50K will invest at \$4.M valuation and get 20% discount

- Expand service in New York City, Miami,
- Recruit additional 50 Helpers
- Bring 1000 monthly orders
- Increase monthly revenue up to \$30K



MISSION STATEMENT

Our mission is to help people safely relocate, settle in and start their new chapter in life with remarkable experience

Thank You

Download Easymove, Feel the Difference

