



LOGISTICS MODULE OFFERING

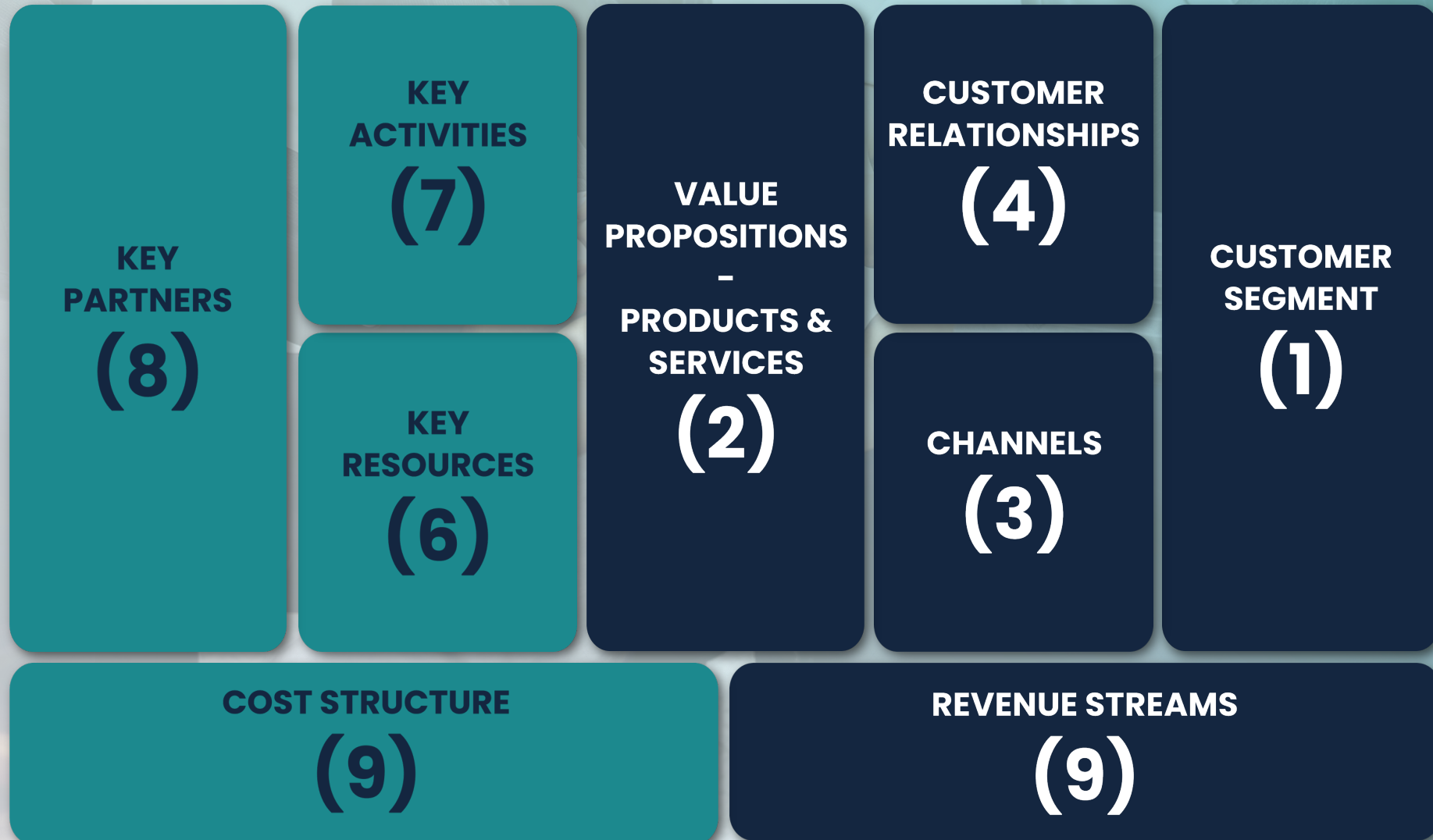
VALUE PROPOSITION CANVAS



THE VALUE PROPOSITION CANVAS IS A TOOL THAT ALLOWS YOU TO DESIGN, TEST AND VISUALIZE THE VALUE OF YOUR PRODUCT FOR CUSTOMERS IN A STRUCTURED WAY

BUSINESS MODEL CANVAS – DECIDE FUNCTIONAL (PTY) LTD

(See next slide for more detail in each section) – RHS is everything relating to the CUSTOMER, LHS is the infrastructure required to provide the Value



BUSINESS MODEL CANVAS – DECIDE FUNCTIONAL (PTY) LTD

KEY PARTNERS (8)

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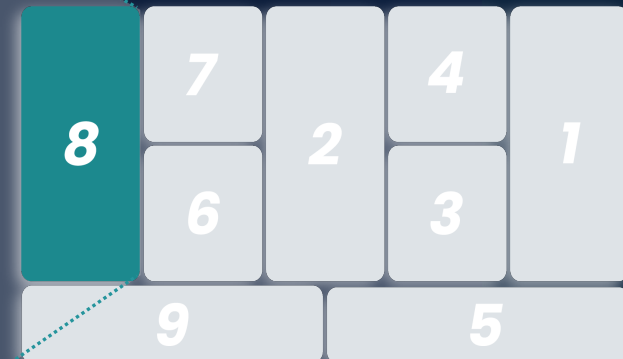
Key partners that can help me leverage my business model?

What key activities do partners perform?

Our key suppliers?

What key resources are we acquiring from our partners?

- Recruitment platform / Decide recruitment team
- Vetting (i.e Employ insights)
- Driver and operator assessors
- Time and attendance systems
- Existing clients willing to partner with us on the journey
 - AP Muller / Maersk, Vector / Supergroup
- Pricing module support
- Solutions team (To be established)
- Commercial support
 - Legal agreements to facilitating relevant contractual outcomes
- Vetted supplier listing
 - Forklifts / Reach Trucks / Scanners
- Supergroup
 - Access to equipment/facilities etc
- Industry networking forum
- SA Freight Forwarding Solutions
- Value Logistics
 - Onboarding & controls
 - Learn from our clients standards and processes
- BIIS Sytems Department
- Financial team
 - Implementation
- Systems
 - SAP / Red Prairie / Access
- MAERSK Container unpacks through Phakisa / Decide
- Mercedes Benz
 - Bin Integrity unpacks proposal



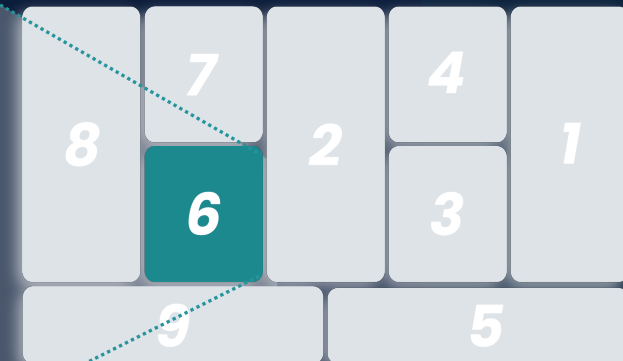
BUSINESS MODEL CANVAS – DECIDE FUNCTIONAL (PTY) LTD

KEY RESOURCES (6)

KEY RESOURCES (6)

The infrastructure required to create, deliver and capture value?

- **Physical; Human; Intellectual; Financial?**
-
- Experienced and skilled service and management staff (Logistics orientated)
 - Recruitment system / Platform
 - Motivated staff
 - Training capability for logistics staff
 - Systems tracking productivity
 - Reporting systems
 - Integrated billing system
 - Trainer / Assessors
 - Partners
 - Quality control with integrity on packing and unpacking of containers (Case studies)



BUSINESS MODEL CANVAS – DECIDE FUNCTIONAL (PTY) LTD

KEY ACTIVITES (7)

KEY ACTIVITIES (7)

What we need to be able to perform well?

What key activities do our value propositions require?

- Efficient and fast recruitment
- Selection
 - Right person for the right job
- Measure productivity and performance
- Asses specific client's needs
- Understand the client's pain points
- Have clear solutions
- Hands-on implementation management from a senior level
- Good implementation methodology
- QBR's (Quarterly Business Reviews)
- ABR's (Annual Business Reviews)
- Continuous business improvement systems
- Bin integrity audits
- Container ununpacks
- PI Counts (Perpetual Inventory Counts)



BUSINESS MODEL CANVAS - DECIDE FUNCTIONAL (PTY) LTD

COST STRUCTURE (9)



COST STRUCTURE (9)

What are the most important costs inherent to my business model?

Which key resources and key activities are most expensive?

- Skilled Management
- Trained staff
- IT solutions and systems
- Equipment (Vehicles / Forklifts)
- First loss covers / Insurances
- Vendors / Training partners etc.
- Commercial policy (Return on input / services)
- Margin management - Policy
- Need costing module / Protective clauses - Measures to mitigate commercial risk

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VALUE PROPOSITIONS – PRODUCTS & SERVICES (2)



VALUE PROPOSITIONS – PRODUCTS & SERVICES(2)

Bundles of products & services that we offer that create value for my customers?

- Accurate on-time recruitment through a functional platform that actively matches experienced, willing and ethical staff members, discarding resources that do not meet or exceed criteria.
- Productivity through incentivisation and productivity tracking tools
- Enable clients to objectively rate and give feedback
- High-Value Asset Management
 - i.e Drivers taking care of vehicles and efficiency
- Staff that takes care of our client's customers
- Risk Mitigation Management
 - Good house keeping principles and teams
- Pro-Active Risk Assessments
- Flexibility (Controls)
- Integrated Partner (Co-design)
- Value not only people
- Quality Management
- Productivity-based billing and payment module solution (Hybrid)
- Commercial Flexibility
- Quality Control with integrity

What NPG do we address?

What needs are we satisfying?

- Productivity
- People
- Flexibility
- Integrated partnerships
- Reduced Losses / Shrinkage
- Quality output
- Integrity (Loading / Packing of containers)

What pains are we helping to solve?

- Lack in productivity
- Getting the right staff
- Displayed understanding of our clients' needs
- Pro-active management
- Quality and integrity (Containers)

What gains do we offer?

- Decreased losses shrinkage
- Flexibility in costs
- Efficiency - doing more with less
- Talent Pipeline

BUSINESS MODEL CANVAS - DECIDE FUNCTIONAL (PTY) LTD

CUSTOMER RELATIONSHIP (4)



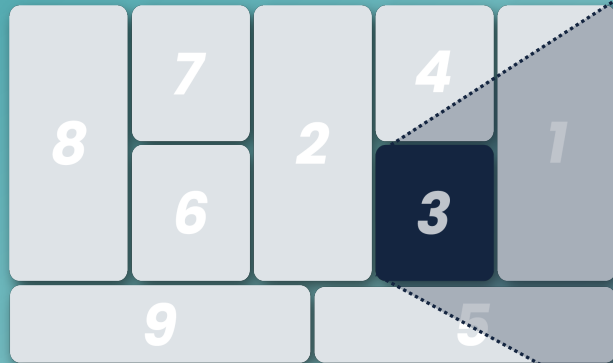
CUSTOMER RELATIONSHIPS (4)

How do we get, keep and grow our customers?

- Client awareness of our solutions
- Adopting not a "TES Sales" but a consultative approach
- Solving client problems and making it visible for them to see through reporting
- Constantly display partnership approach
- Service delivery and responsiveness
- Journey discussions with mutually beneficial outcomes in mind
- Upselling
- Focussed structured network marketing / Leveraging relationships
 - Prospect Lists
- Avoid duplicate approach
- Client 3 PL Partners
- Face to face
 - Prospectus products when meeting decision-makers

BUSINESS MODEL CANVAS - DECIDE FUNCTIONAL (PTY) LTD

CHANNELS (3)



CHANNELS (3)

Through which channels are we reaching our customers?

- Network marketing
- Word of mouth
- Digital
- Cold calling: Face to face
- Leverage all relationships / opportunities
- Opportunistic mindset
- Fairs and exhibitions
 - Attend
- Logistics breakfast seminars

BUSINESS MODEL CANVAS - DECIDE FUNCTIONAL (PTY) LTD

CUSTOMER SEGMENT (1)



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*For whom are we creating value?
Who are our most important customers?
What are the customer archetypes?*

- Warehouses & DC's
- Transporters
- Transport managers



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REVENUE STREAMS (5)

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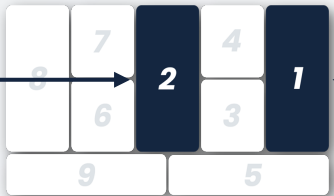
How is my business model capturing value?

What value are our customer really willing to pay for?

Pricing tactics

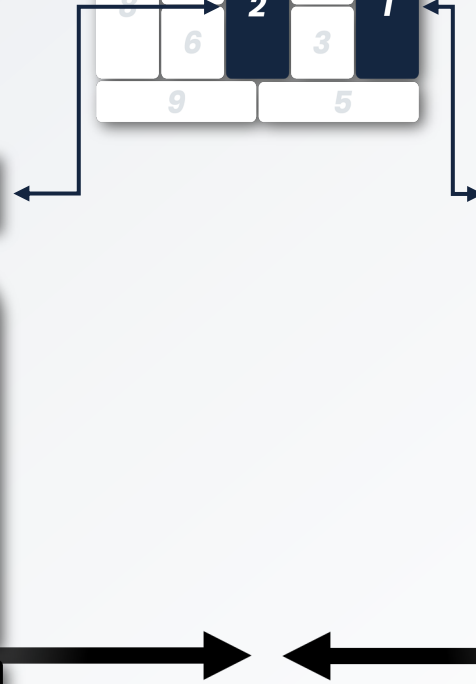
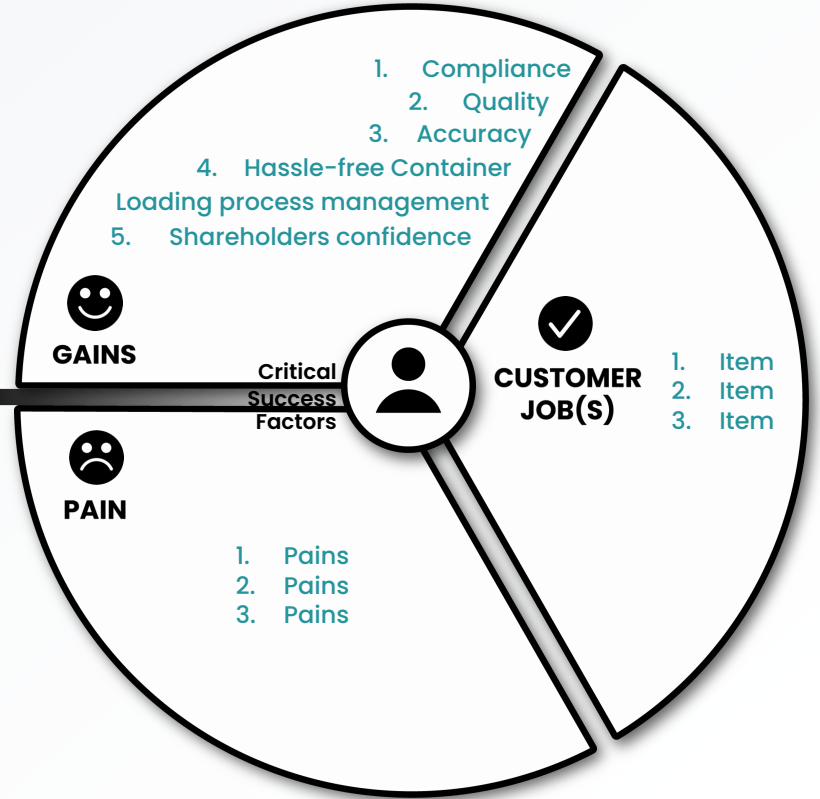
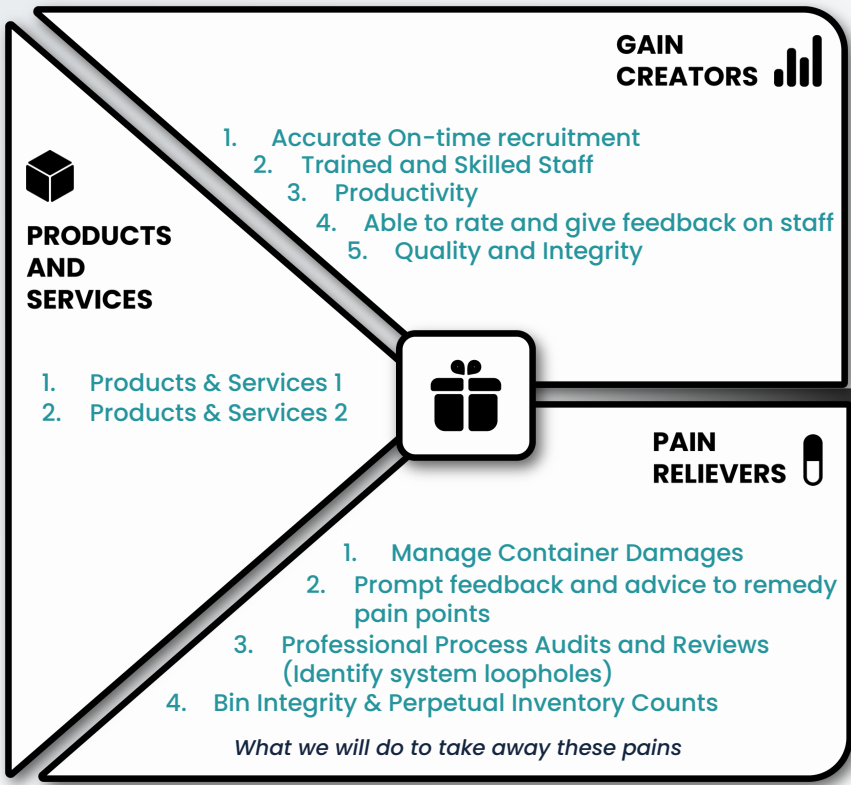
- Skilled trained reliable staff
- Hands-on management and support
- Measured increased productivity with all sharing in the gains
- Reliability
- Multi-teared pricing modules (Bronze / Silver / Gold / Platinum)
- Contract scope creep awareness
- Container loading and offloading management process

VALUE PROPOSITION CANVAS



VALUE PROPOSITION

CUSTOMER SEGMENT



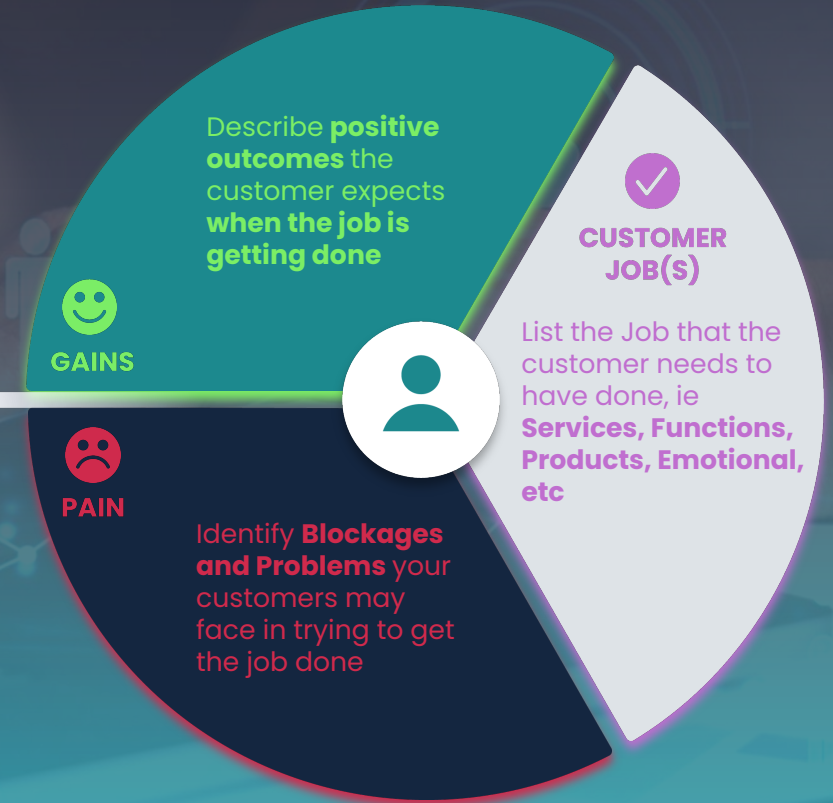
VALUE PROPOSITION CANVAS

THE VALUE MAP



The VPC aims to achieve a holistic fit between what the customer wants and what your product and service can offer to overcome pains and generate gains

THE CUSTOMER PROFILE



START-UP COMPANY NAME – VPC TEMPLATE TO USE

VALUE PROPOSITION CANVAS FOR UBER





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