



Website: liftit.co  
 Year Founded: 2016  
 Location: Bogota, Colombia  
 Founders: Brian York  
 Felipe Celis  
 Angel Botto

INVESTMENT TERMS  
 Round Size: \$200K - \$350K  
 MC Share: \$100,000  
 Type: Convertible note  
 Date: June 2017

## MARKET NEED

Over 4 billion people live and work in marginalized “last-mile” communities. Due to highly fragmented, inefficient, and informal trucking industries companies of all sizes struggle to ship their products from rural producing regions to end markets. The cost of logistics in some developing countries can be up to 40% of the product value, versus around 8% in OECD countries. This ultimately results in lower margins for rural producers, lack of access to markets, or potentially uncompetitive prices for export-driven products (e.g., coffee & cacao).

## THE LIFTIT SOLUTION

Liftit is a platform that makes it simple for individuals and businesses to schedule cargo shipments of all sizes throughout Colombia. Liftit provides quick and transparent quotations, real-time tracking of shipments, full-value insurance, and guaranteed same-day delivery. As Liftit believes its drivers are the foundation for its success, it’s pool of drivers is carefully selected, trained, and incentivized to ensure consistent service quality and the security of shipments. By leveraging Colombia’s existing network of 500,000+ registered, independent truck drivers, Liftit endeavors to both increase the incomes of drivers and improve logistics services for companies reaching last-mile communities.

## BUSINESS MODEL

Liftit employs fee-for-service model in which the company receives a small commission on each shipment booked. The platform’s proprietary pricing algorithm can provide instant quotes based on time, distance and truck size. Liftit also provides route optimization service for a fee to companies with their own fleets.

## INVESTMENT RATIONALE

Liftit’s model addresses the Mercy Corps focus area of Last-Mile Distribution. We believe that it has the technology, model and team in place to scale well beyond Colombia.

## ROUTE TO IMPACT

<b>Activities</b>	Driver recruitment/retention, technology for shipment scheduling; route optimization; payment processing. Rural producers utilize Liftit services
<b>Outputs</b>	Reliable, affordable, secure and on-time cargo pickup and delivery
<b>Intermediate Outcomes</b>	More efficient and less expensive options for producers to get goods to urban markets
<b>Outcomes</b>	Reduced costs for transport, increased time savings and increased sales opportunities for producers; increased incomes for drivers
<b>Ultimate Impacts</b>	Increased incomes for rural producers (and drivers); improved livelihoods for last-mile communities

## METRICS

- REACH** # of last-mile geographies serviced, % of client located in last-mile geographies, % of drivers that live in rural areas
- BREADTH** # of unique clients per month, # services, # drivers
- DEPTH** % cost reduction for rural businesses/producers, \$ avg monthly income increase for drivers

## SDG ALIGNMENT

