Smartmail

Send to people, not places

"Simplicity is about subtracting the obvious and adding the meaningful."

-John Maeda

The mail and shipping industry is fundamentally archaic. It targets physical locations in a world of nomadic behavior. It's a landline in in a modern, mobile world.

Smartmail solves that problem

● **PROBLEMS:** An Old System with New Obstacles

Shipments to out of date or inaccurate addresses

Wasted goods, resolution hours, & overall resources for retailers

Financial Cost for correcting UAA (or returns)

Large environmental impact of undeliverable-as-addressed (UAA) mail

CAUSE:
Mail goes to Places not People

Currently, mail and packages are sent to locations, NOT people. This allows mail and packages to sent to old addresses including homes, offices, rentals, etc.

Manually input addresses (building number, street address, unit number, city, state, and zip code) also creates many opportunities for human error.

Current Address

Old Address
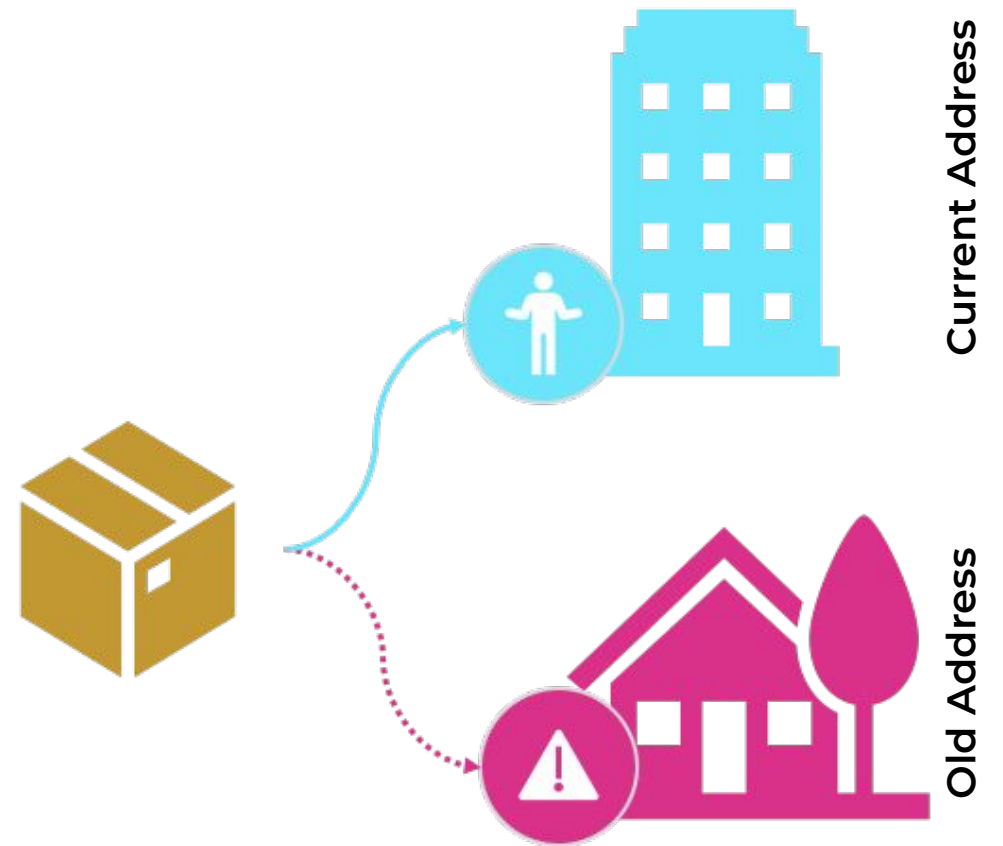
● **FACTS:** Why you need SmartMail

15% YoY increase in Millennial *forever* renters

$35 Minimum cost to correct a shipping error

2YR Avg. duration of rentals in the United States

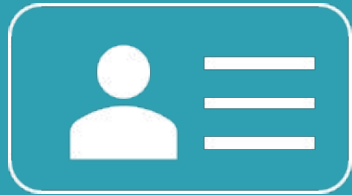**$20B** Annual est. cost of UAA mail across retailers

SOLUTION:
A Universal Mail ID for People

Send mail to your recipient using a smartID and let Smartmail's Intelligent system handle where it should go.

● HOW IT WORKS: 3 Simple Steps

CREATE AN ACCOUNT

Users create a free account where they provide their current shipping address..

Users can also enter multiple addresses that SmartMail will automatically identify as the correct delivery address for any given purchase.

UPDATE ACCOUNT WHEN THEY RELOCATE

Users update their account with a temporary or permanent address change.

SmartMail will suggest an update based on geo-tracking.

No need to update contacts, businesses, or shippers of the change. Smartmail handles everything from here.

RETAILERS USE A SmartID TO VASTLY IMPROVE DELIVERY

Mail gets sent to a customer using their SmartID, and Smartmail's AI driven routing logic, push notifications for customer confirmation, and app based management platform, Improves accurate delivery

● USE CASES: A Better System for Everyone

CONSUMERS

Control deliveries and never miss a package again

RETAILERS

Less returns & streamlined digital checkout process

SHIPPERS

Reduce UAA mail, yielding massive workforce savings

PRODUCT:

Smartmail hosts a users location verified through user input, mobile geo-location data confirmed via push notifications

A simple API call allows retailers to access this location, and route packages accordingly

Smartmail also hosts a list of contacts, automatically categorized through historical data as well as a tracking system that can also enable push notifications so customers can track important deliveries.
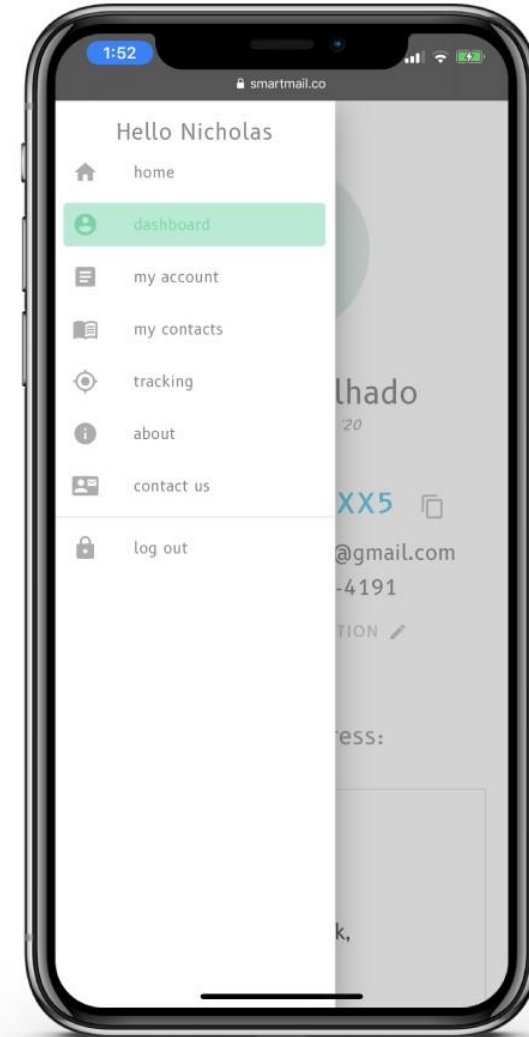
● **BENEFITS:** For Customers & Retailers

Customers with multiple delivery locations will never miss a package.

Retailers can streamline their digital checkout process, eliminating abandonment from shipping form submission errors (including unidentifiable addresses).

Retailers will reduce UAA mail, saving time ($) and resources for shipping corrections as well as lost/stolen goods.

This is especially relevant for retailers shipping time sensitive goods such as food, medications, and delicate products with a higher risk of defect from multiple delivery attempts.

● OPTIMAL RETAILERS: Where to start

Time Sensitive Goods

Packaged foods that spoil and must be discarded

Subscription Services

Lost or stolen subscriptions to out of date addresses

Big Box Retailers

Lost, stolen, or returned home furnishing & electrics
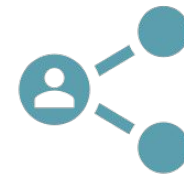
TECHNOLOGY: Product Features

MOBILE

Available through App & Web across all devices

SMART TRACKING

Manage addresses, track order status, see shipper & retail details in one convenient app

INTELLIGENT ROUTING

Packages are routed to the proper user location & optimized for delivery date using shipping & customer geo-location data

MARKET SIZE:
Frequent Movers

Millennial renters are primed for adoption, but anyone making frequent online purchases who rents or owning multiple homes needs a SmartID

129MM — US HH's

108MM — US Renters

7.4MM — Multi-Home Owners
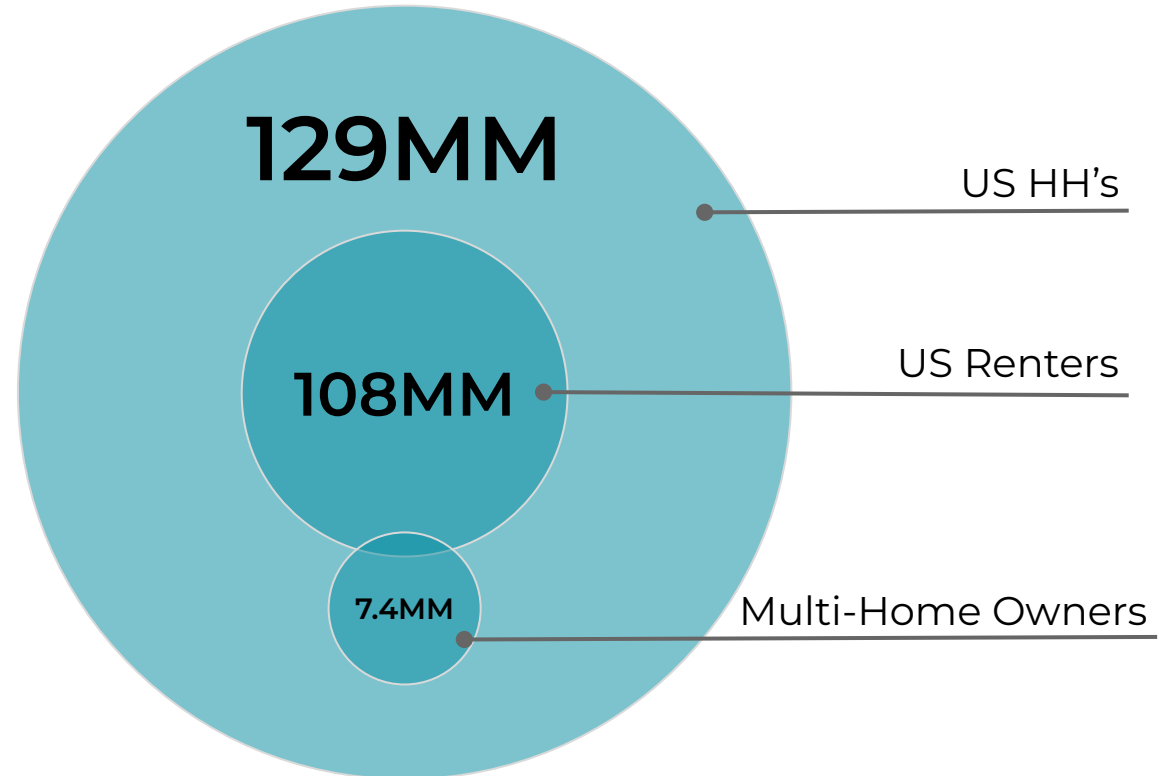
TARGET: Recurring Multi-Location Buyers

Locations:
Devout Renters
Have a second home or rental
Couch Surfers
College Students
Own an SMB

Buying Behaviors:
Dedicated to Sites/Brands
Recurring Purchasers
Subscription Buyers
Enjoy Gifting

Psychographics:
Convenience Seekers
Technology Enthusiasts
Impatient - Time Conscious
Adaptable - Open to Change
Wellness Seekers

● THE TEAM

Co-Founder & Director of Engineering

Nicholas Melhado

8+ years in software engineering, graphic, design, and web development

Marketing & Customer Experience Lead

Xander Nafman

8+ years in digital marketing strategy & analytics across all channels, including UX & website optimization

Director of Finance & Business Development

Andrew Shapiro

8+ years in finance & analytics with a background in statistics & organizational leadership

Thank you.

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