



Ideabook

PREPARED FOR



 **TRUNKDROP**
ON-DEMAND DELIVERY

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PRESENTED BY

BETA



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Pop Up Think Tank

What is this?

On June 8, 2022, 25+ connectors, innovators, brand marketers, and leaders came together to learn about Trunkdrop's on-demand delivery app.

Then we invited them to contribute their ideas & connections to help her take it all to the next level.

The ideas from the event and the survey are below.

How Trunkdrop Can Use This



Print this document.



Read through the entire document.



Read again. Cross out the items that are not for you or don't fit your roadmap.




Circle the ideas that are "no-brainers" and can be implemented quickly, easily.



Put a question mark next to those that require more information or time to contemplate.



This is not another "to-do" list. What follows are options, thoughts, and data points. Add to your roadmap and prioritize accordingly.



"Keep doing what you're doing! Follow those unmet needs, get the MVPs out there and don't be afraid to pivot until something clicks!"

From the survey





All About Talent

How can Trunkdrop recruit talented professionals?
Brainstorm recruitment channels, networks, and strategies
to help Trunkdrop find the right people at the right time.

Modularize the work. Find project-level people.

Clearly define core values - make hiring decisions according to them

Targeting groups of late college or early professional engineers, business talent, etc. w/ entrepreneurial aspirations

When searching for drivers, how much are you considering previous moving experience? Are you looking for people who maybe are experienced moving furniture/other large objects?

**Vision/Values: podcasts, Google Per Per Click, SEO for organic ranking, Niche targeting. What is your why? Bigger than money/status/power.

The company feels like a family. Sometimes family members grow up and you graduate them to their next adventure.

Culture Communication through brand+marketing

1 Cont'd

Team expansion: 9 operators + marketers,
equity stake from current: Jon + 3 core (9 dev
team)

Startup events

Mature startups - folks ready for the next
project (i.e. Dispatch)

Social media hire “Startup Sabbatical”

Quit your job? Take a startup sabbatical.
(Work for a startup. Find purpose).

Entrepreneurship school programs - lots will
pay for interns

Integrity + Initiative = Values
communicate: values, vision

Talent Brand: Podcast

Options pool for incentivizing the next group
of hires

Social impact as part of the mission to
incentivize new hires - environmental
impacts, better treatment of drivers, social
impact job board, idealist.org

*Review CA’s regulatory checklist to ensure
compliance

2

Fundraising Can Be Fun

Brainstorm alternative funding ideas, best practices, untold secrets, investor connections, and “all the things” that can help Trunkdrop raise money.

Contact Tim S for an intro to someone who can help figure out which crowdsourcing platform is the best fit (if you go that route or want to learn more)

In addition to alternative ideas, think about hiring a coach to walk with you step by step through your round.

Many founders make the mistake of saying “We’re hoping to raise \$_____.” Say instead, “We are raising \$_____ to reach milestone _____.” It will come off more confident.

Emergency fund funded by both company & drivers (support culture + brand)

**Driver’s as investors through small % of \$ amount (and/or employees as investors)

City Government (build a case why it benefits the city)

Talk to future investors early about what they are going to want for metrics (e.e. Series B, C peeps)

Be vulnerable - tell your story and ask for feedback

Explore crowdfunding (Reg CF), but use it to create a market, demand

What will you get from your partner? Network effect expertise, money, and recruiting help

3

PR & Social Media Influencers

How can Trunkdrop leverage influencers to expand and grow? Brainstorm tactics & strategies aimed at partnering with content creators and influencers.

Untrunking service (like unboxing)

Specialize in serving seniors (build the experience around this)

Local news flyers

Yelp

Values alignment PR

Habitat for Humanity or Animal Shelters

Trunkdrop Super Parent Support Program. If you forget anything we catch up.

Presence at home improvement stores

**Paid platform reviews (influencers)

Target audience - Garage Sale Directories

Walk traffic-heavy areas

Festivals like Art-A-Whirl

Home improvement/hardware stores

3 Cont'd

Courier competition (infotech, legal offices, physical stores)

Uber-esque “Influencers” to give free cards to first time users at events in markets they want to expand

Trend.io style brand promos

Use trend.io to source influencers on-demand

**College moving days - when kids need stuff or have so much stuff, use Trunkdrop to deliver to charities

*Free Couch? Trunkdrop

Reach out to people selling items on Craigslist and tell them to include information about Trunkdrop (“Ask us about on-demand delivery.”)

Early-stage marketing campaign: Get valuable items, use the curb alert function on Craigslist, and include “Ask us about delivery.”

Influencers in fashion + taking their returns to UPS (like locally @tayhage)

Contest for the craziest thing you are dropping

4

Win-Win Partnerships

Who would benefit from a strategic partnership with Trunkdrop? Brainstorm names of individuals, companies, and organizations that could be interested in hearing from Trunkdrop.

In-person events (football games, festivals, State fairs, Art fairs)
Neighborhoods/neighborhood “give” groups & “treasure swaps”
Travel - while traveling, offered by hotels, Airbnb (when no rental car)
Don't want to go scan/print/ship stuff/sign/scan documents
Local hardware stores - “I need that one thing while I'm working on this project.”
Retail large items - patio furniture, TVs, etc
Moving companies, UHaul
Support organizations for the less-abled
*Support local, easy access, less contact
*Partnership with apartments/homes/etc.
Partner w/ local bake shops, florists, gift shops, etc. for last-minute gifts
Pre-package gift delivers
Local Retail, Pharmacy, online marketplaces
***Returns - Reverse Logistics (Amazon, Target, Walmart, etc)
Uber/Lyft - deploy a team to take local rides to recruit their drivers

5

Let's Think Bigger

At this table, anything goes. The sky is the limit. Let the ideas fly - bigger, better, simpler, faster, switch it up, counter-intuitive, what-if...

Recruit drivers on TaskRabbit, etc.

Last-mile people deliver at events

***Partner with events - "Be your minion" e.g. art

fair - We'll deliver your stuff, enjoy the event

Last minute delivery for those forgetful moments

Integrate into FB marketplace or Craigslist

Bid your rate, reverse auction

Personal wellness bonus offer after driving 4 hours

Break up with your girl/boyfriend

Offer services

Move people

Set your own rate

Expand to drones

Bigger moving options

Expand to food delivery

Follow startup "Onward" out of Denver, CO -

they are doing last-mile delivery via trucks

already on the road, but Trunkdrop isn't a

competitor. Follow them for inspiration from a

startup just a few months ahead of Trunkdrop.

Delivery between stores/chains

5 Cont'd

Move short distances using a hitch (ex: take my kayak to the lake)

What stores or shops have a hard time selling b/c they can't help their customers imagine how they will get the product home? Maybe a natural channel to help shops help their customers.

*Returns

Stay at home parents

Delivery services for meals to new parents, people who are sick, or elderly

On-demand ice cream "Trunk"

On-demand vending machine - we bring you a selection of snacks, etc. on demand

Driver rewards and/or daily/weekly "Quests" as Gamification

Trunkdrop notary, weddings, real estate

Bring life event surprises to people - Trunkdrop

Santa, Easter Bunny, Birthday, Telegrams

Birthday gift delivery

Focus on life events - engagements, graduation, marriage, babies, etc. + delivering gifts + joy

Target drive-up pickup + delivery faster

Rural areas - food delivery partnerships w/ small businesses (bagel shop in the college town - Northfield, MN)

5 Cont'd

Targeting rural areas

*Targeting caregivers + the 65+ population

Package insurance and claims

Online returns (especially apartment dwellers)

How are package types limited? TSA rules

Driver retention + rewards - marked

preferred/favorited incentives

Target admins + assistants

Target realtors for sign drops + paperwork



From the survey

What additional ideas or suggestions do you have for Trunkdrop?

“Keep doing what you're doing! Follow those unmet needs, get the MVPs out there and don't be afraid to pivot until something clicks!”

“I think the largest market are people already doing their own deliveries/transport. I think you will need to seed the market with free transports for a while to make people realize this is a pain point. The barriers to replacing barriers other delivery services is higher as the value proposition is questionable for this audience. (you don't have to talk to someone or that drivers get the share of the fee.) For me to use it, it has to be more convenient AND cheaper. Consider running a campaign to offer one month free deliveries (up to X number) and then bring those people together for a focus group and learn what they found valuable.”



Cont'd

"Nothing brilliant, but I wonder if it might not be a good idea to at least explore some specific market segments to identify beachhead markets. I completely get the idea of blitzscaling and not artificially limiting the market, but there is so much variability in the type of deliveries. Wouldn't it be good to have some solid use cases to discuss with potential investors? I will also say that I really liked the return idea. This seems like a strong convenience use case and something that's not really been solved yet."

"Jon is already aware of this, but there could be some challenge funding this with "Midwest VC" investors that typically like to see traction before investing in companies like this. Groove and Gopher are a great start and groups that would likely have interest. Beyond that, I'd look at things like the Midwest Tech conference for investor introductions to tech investors in the midwest that may have less aversion to pre-revenue businesses like this. I'd also look at M25 capital out of Chicago. Smaller VC firm but believe they are active in this space."



Cont'd

“Maybe look at partnering with local brick and mortar stores that don't have that supply line. Especially in midwest communities, people love supporting the little guy and being able to deliver products from them could go a long way. If you can build a model that reduces the amount of journeys and cars on the road you will have a strong proponents in city management (as well as environmentalists). I see a weakness of your current proposition is that you could be accused of perpetuating the wastefulness of single journeys for deliveries. The courier companies have very sophisticated algorithms to minimise the number of miles per delivery. I know you are working on a model for multiple deliveries already, and I believe this will open up a new important value proposition for you, and change a liability into an asset - reducing traffic and congestion.”

“Get those refounders and release the product for public use. Keep moving and focus on the employee experience. Focus on specific markets and get them right. Deep is better than wide. Learn from customer feedback as to what is working and what needs to be better. Dedicate more time than you think on fundraising.”

Thank you

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