



ShipShap

**Digitizing shipping
infrastructure for Africa**



Who we are

Building the one-stop shop shipping platform for businesses in Africa



One-stop shop and dashboard for shipping



eCommerce Order Management integration



Domestic and international shipping



End to end tracking and competitive pricing

ShipShap is an international logistics technology company building **shipping and logistics infrastructure** for businesses in **Africa**.



One-stop for all shipping needs

e-commerce

How to collect payment?



pesapal
Payments Anywhere, Anytime

or

paystack

ONE-STOP FOR PAYMENT

How do I ship my products?



ShipShap

ONE-STOP FOR SHIPPING

Payment gateways in Africa are thriving:

Stripe acquired Paystack for 200M+ and Flutterwave is valued at 3B.



ShipShap

is building the next wave of one-stop shipping tools for African commerce.

The two pillars of e-Commerce



Payments

We've seen huge innovation here with mobile money. With Kenya being the pioneer in Africa. So much funding has been fueled to support Fintech Startups in Africa



Logistics / Shipping

While so much innovation has been going into Payments, **fewer players** have been focusing on **Logistics Tech Innovation**



uniquely qualified for the challenge



Yuki Ouchi
Head of SMB

2+ yrs @ Jumia

Head of Jumia Food Kenya

Responsible for P&L, managing commercial operations and revenue management teams.

B.Sc. Supply Chain Management



Subhi Beidas
CEO

4+ yrs & 1st hire @ Shippo

Engineering manager & leader at Shippo

Released Shippo's first API version

VP of Engineering and Security @ Codecov

B.Sc. Computer Eng., Cum Laude, IIT

Strong background in Cybersecurity



Nielsimms Sangho
Business Dev't & Partnerships

4 yrs @ Flutterwave

Regional Manager East Africa at Flutterwave

Led growth, partnerships and expansion across various Africa markets

B.Sc. Computer Science, Cum Laude



The African market is ready:



Ecommerce is expected to grow past
\$46 Billion
by 2025 ^[1]



Kenya represents approximately
10% of this

\$3.5 Billion

Consumer trends are changing

merchants are eager to develop global customers

[1] <https://www.statista.com/e-commerce-revenue-in-africa>



ShipShap



e-logistics

the role of **Gov Post** in building the next wave of logistics in Africa



East African Government Posts are uniquely positioned to handle shipping for businesses to domestically and internationally through their infrastructure.

Why Government Post?



Existing infrastructure

In every country the government post offices have thousands of collection/drop off posts that are currently under utilized **especially in rural areas.**



Domestic and Global Reach

With UPU and EMS the government posts are able to deliver reliably to anywhere around the globe as well as many destinations locally.



Affordable shipping options

Around the world, government sponsored shipping is almost always the most affordable.



Why isn't it happening?



Lack of price transparency

Even though the government post is most affordable many merchants do not have access to **online tools** that can show them what the final shipping price is.



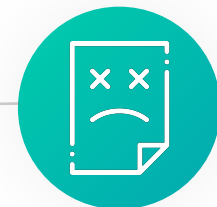
Lack of integrations into tech infrastructure

Integrations with existing Order Management Systems, e-commerce sites, payments etc



Mistrust of online shopping

Many Africans are slow to trust online stores with their personal payment details. This stems from lack of knowledge about online payment systems and advanced security measures.



No ability to generate / pay for shipping labels online

At scale, merchants expect to be able to generate labels in an automated way and pay for them online, triggering pick up of goods, instead of physically going to the post office.



e-Logistics



Definition

e-Logistics is the technology needed to expose traditional logistics to eCommerce merchants / platforms



Without the technology, the gap is too wide for eCommerce merchants to use government carriers

e-Logistics components for Government Post

Label Generation



Provide merchants with a digital order fulfillment **dashboard** to validate addresses and **print shipping labels**

Accurate rates at Checkout



Many merchants choose the shipping carrier even before and order is place. With many giving their customers the **shipping rates** and having the end customer choose the best option

Reliable Tracking



Global consumers expect to be receiving constant updates about where their package is. **Especially when receiving an order from abroad**

Integrations with existing OMS



With easy to use app and custom integrations, shipping tools can be plugged into merchants website or **platforms like Etsy, Shopify, WooCommerce, Wix**

**eCommerce Business need e-Logistics
solutions to Succeed**

eLogistics pre-purchase

For an eCommerce store with different products providing a flat rate shipping option at checkout does not work

The shipping quote needs to be dynamically calculated on checkout.

Today: What a US customer sees on checkout

Marini Naturals

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Contact [Change](#)

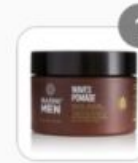
Ship to [Change](#)

Shipping method

Overpriced Shipping Option KES3,811.70

[Return to information](#)

[Continue to payment](#)



"THE DAPPER MAN'S" WAVES
POMADE

~~KES1,200.00~~
KES1,032.00

MARINI VALENTINE'S 14% OFF 🎁 (-
KES168.00)

[Apply](#)

Subtotal KES1,032.00

Shipping KES3,811.70

Total KES **KES4,843.70**

ShipShap value add #1: Rates on checkout

Marini Naturals

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

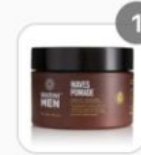
| | | |
|---------|---|------------------------|
| Contact | subhi@shipshap.com | Change |
| Ship to | 3310 Wyndham Circle, Alexandria VA 22302, United States | Change |

Shipping method

| | |
|--|------------|
| <input type="radio"/> Overpriced Shipping Option | KES3811.70 |
| <input checked="" type="radio"/> Posta Kenya | KES800.00 |

[Return to information](#)

[Continue to payment](#)



"THE DAPPER MAN'S" WAVES
POMADE

~~KES1,200.00~~
KES1,032.00

MARINI VALENTINE'S 14% OFF 🎁 (-
KES168.00)

Gift card or discount code

[Apply](#)

Subtotal KES1,032.00

Shipping KES800.00

Total **KES 1,832.00**

ShipShap value add #1: Rates on checkout

Marini Naturals

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

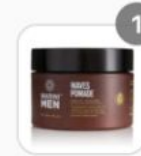
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Gift card or discount code

[Apply](#)

| | |
|--------------|---------------------|
| Subtotal | KES1,032.00 |
| Shipping | KES800.00 |
| Total | KES 1,832.00 |

ShipShap value add #2: Label generation

| Store | Order# | Date | Customer | Tracking Status | Items | Label Status |
|--|--------|--------------|--|-----------------|---|----------------------------|
|  | 19366 | Sep 6, 2023 |  Subhi Beidas US 3310 Wyndham Circle, Alexandria | No Label | 1 x Hair Wave Pomade | Buy Label |
|  | 19364 | Aug 18, 2023 |  Yuki Ouchi KE Malindi , 80200 | In Transit | 1 x Large Weekend Painted Nile Bl | View Label |
|  | 19363 | Aug 9, 2023 |  Niel Sangho UG Ggaba Road, Kampala | Delivered | 1 x Blue Dream Cushion (Long) 1 x Large Vintage Washbag Dutch 1 x Blue Sword Fish Cushion (Medi ... | View Label |
|  | 19362 | Aug 3, 2023 |  Amina Hamisi TZ Dar es Salaam | Delivered | 1 x Large Fishbone Cushion Set - | View Label |

E-commerce logistics face many challenges in developing countries like calculating tariffs, ensuring compliance across geographical barriers.

Small business rely on the shipping carriers to give an accurate quote on checkout


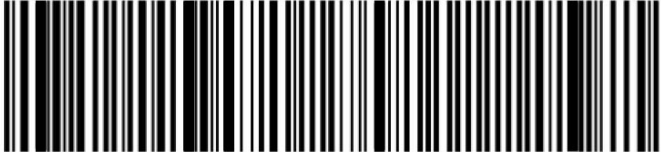
An underestimation will take away from their margin

An overestimation will scare customers and cause cart abandonment

eLogistics post-purchase

**How can ShipShap help Government
Couriers post purchase?**

ShipShap value add #2: Label generation

| | |
|--|-------------------------------------|
|  | PRIORITY MAIL Posta Kenya PAID |
| Posta Kenya - Priority | |
| From: MR HIPPO Nairobi National Park Nairobi, Kenya | Ship Date: 02/13/23 Weight: 1 lb |
| To: Mrs Hippo Brooklyn Zoo 206 1ST ST BROOKLYN NY 11215 | |
| PostaKenya TRACKING # EP | |
|  | |
| 9205 5902 1080 0330 0000 0126 91 | |
| ShipShap | |

ShipShap value add #3: Payment Collection

PAY WITH

Card

NEW M-PESA

Pay KES 500

Please enter your mobile money number to begin this payment

070 000 0000

Pay KES 500

PAY WITH

Card

NEW M-PESA

Enter your card details to pay

CARD NUMBER
0000 0000 0000 0000

CARD EXPIRY
MM / YY

CVV
123

HELP?

Pay KES 500

Case Study - eCommerce

Meet Uncover Skincare - one of our customers

Prior to using ShipShap, Uncover Skincare was **not able to reliably ship globally**



Losing Customers & Revenue:

Uncover was not able to ship globally and so lost a lot of potential customers and revenue before engaging ShipShap as a partner.

They have since started shipping to the US, UK, Canada, Nigeria, Tanzania and Uganda.



Losing Money:

As an SMB, they were provided with a non-discounted shipping rate that was very expensive
No accurate way to provide an estimated shipping quote to their customers on checkout
No access to the final shipping price with all the charges (Ex: Fuel, remote surcharge)



No integrations:

There's was no easy way to connect their online store with existing shipping to get rates, and update your customer



Gov Post integration



Rates at checkout

Implement a transparent rating system that will enable customers get rates at checkout putting Gov Postal services in the checkout flow



International Delivery

Book shipments and generate on demand without needing to physically visit a Posta branch.






Domestic Delivery - Last Mile and Infrastructure/ Tech

Build a robust tracking system to streamline end to end delivery of packages within Kenya



Shipping software is just starting in Africa

US parcel shipping history

| 1996 | 2013 | 2014 | 2021 | 2023 |
|---|---|---|------|------|
|  |  |  | | |
| Launch digital postage | Multi-carrier APIs | \$150M revenue | | |

Africa parcel shipping history

| | | |
|---|---|---|
|  | |  |
| <p>Most African Postal/parcel providers don't have any digital service, or are in the early stages of adoption.</p> | | <p>Launched a custom tailored solution for the Ethiopian Government (Over 60k shipments)</p> |
|  |  |  |

A case for collaboration?

Gov't Post is uniquely positioned to advocate, coordinate, harmonize and implement export promotion and Nation branding initiatives and policies to promote the country's goods and services in export markets.

Are you a government post looking to grow the number of Local and International shipments you do? ShipShap can help you with building the tech infrastructure that ensures that customers get what they need at right time at right place and at minimum cost.

Let's Build Africa Logistics Together!





ShipShap

Reach Out

Nielsimms Sangho
+254 740 115823
nielsimms@shipshap.com
hello@shipshap.com





Solution: API & Integrations

```
1 info:
2   title: ShipShap API
3   version: 1.0.0
4   openapi: 3.0.2
5   servers:
6     - url: 'http://api.shipshap.com/'
7   paths:
8     /addresses:
9       post:
10        description: validate a shipping address
11
12        requestBody:
13          description: Address object to be validated
14          required: true
15          content:
16            application/json:
17              schema:
18                $ref: '#/components/schemas/Address'
19
20        responses:
21          '200':
22            description: '200s are returned when the address API call has
23            succeeded, note that this does not mean that the address is
24            necessarily valid. Please check the `is_valid` attribute for that.
25            For more information about why `is_valid` return false, please check
26            the `messages` field. Note that the `messages` field may be
27            populated even if is_valid is true. An example is when ShipShap was
28            able to correct a given address.'
29            content:
30              application/json:
31                schema:
32                  $ref: '#/components/schemas/AddressResponse'
33
34    /labels:
35      post:
36        description: create a shipping label
37        requestBody:
38          description: Shipping Label to be generated
39          required: true
40          content:
41            application/json:
42              schema:
43                $ref: '#/components/schemas/Label'
```

ShipShap API 1.0.0 OAS3

Servers

http://api.shipshap.com/

default

POST /addresses

POST /labels

Schemas

Address

Shipment

Parcel

With easy to use and custom integrations, shipping tools can be plugged into merchant's website or **platforms like Etsy, Shopify**

