



Market. Disruption

REPORT



For USA, UK,
European Countries

1. Introduction: The Future of E-Commerce & Instant Delivery

1.1 The Evolution of E-Commerce Logistics

E-commerce has revolutionized retail, offering convenience, variety, and competitive pricing. However, one critical challenge persists—**delivery speed and cost-efficiency**.

Traditional platforms like **Amazon, Walmart, eBay, Ocado, Instacart, and Carrefour** rely on **centralized warehouses, fixed logistics providers, and scheduled delivery systems**. While effective, these models have significant drawbacks:

- **Delays in delivery:** Even with Prime and express shipping, customers often wait **1-3 days** for non-urgent items.
- **High operational costs:** Warehouses, full-time fleets, and courier partnerships lead to **higher overhead expenses**.
- **Limited flexibility:** Businesses depend on **third-party logistics**, reducing control and efficiency.

 **Deallable disrupts this by leveraging a gig-powered delivery model, enabling instant fulfillment using independent drivers.**

1.2 Why the Gig Economy is the Future of E-Commerce Logistics

The **gig economy** has transformed industries worldwide, with platforms like **Uber, Deliveroo, GoPuff, and Instacart** proving that independent workers can provide **scalable, cost-effective, and efficient services**.

Case Study: Uber & the Power of a Gig Workforce

Uber disrupted **transportation** by using independent drivers instead of operating its own fleet. This enabled:

- ✓ **Rapid scaling** without asset-heavy costs
- ✓ **On-demand service** with instant availability
- ✓ **Lower operating expenses** than traditional taxi firms

 **Deallable applies this proven model to e-commerce logistics, ensuring faster and cheaper deliveries.**



Case Study: GoPuff's Instant Delivery Model

GoPuff, a leading **instant delivery** startup in the US, provides rapid deliveries by leveraging a **network of small fulfillment hubs and gig drivers**.

- **Average delivery time: 30 minutes** compared to 2-day shipping for standard e-commerce.
- **Lower costs for businesses** as they don't need dedicated delivery fleets.

💡 **Deallable builds on this model but expands beyond groceries to electronics, furniture, and other retail goods.**

1.3 The Problem with Traditional E-Commerce Logistics

🚚 Key Challenges in Existing E-Commerce Logistics

Challenge	Impact on Businesses	Customer Pain Point
Fixed Logistics Costs	Expensive warehouse and fleet management	Higher delivery fees
Slow Deliveries	1-3 days standard shipping	No instant fulfillment
Lack of Real-Time Optimization	Inefficient route planning	Delays and inconsistent delivery times
High Last-Mile Costs	Increased shipping expenses	Abandoned carts due to delivery fees

How Deallable Solves These Issues

- ✓ **No Fixed Logistics Costs** – No warehouses or fleets, **reducing operational expenses**.
- ✓ **Same-Day & Instant Deliveries** – Gig workers enable rapid fulfillment.
- ✓ **AI-Optimized Routes** – Smart algorithms **enhance efficiency**.
- ✓ **Lower Delivery Costs** – Affordable, scalable logistics for businesses.



Real-World Example: Why Amazon Struggles with Same-Day Delivery

Amazon still relies on fixed fulfillment centers and delivery fleets, which:

- **Limits instant deliveries** to select locations.
- **Increases operational costs**, making fast shipping expensive.
- **Relies on third-party services** like FedEx, UPS, and Royal Mail for last-mile logistics.

 Deallable removes these bottlenecks by making any vehicle a potential delivery asset.

1.4 Why the UK, USA & Europe Are Ideal Markets for Deallable

1.4.1 United Kingdom: High E-Commerce Demand & Delivery Challenges

- **E-commerce penetration: 82%** (one of the highest globally).
 - **Consumers expect fast delivery** (Amazon Prime Now, Ocado Rapid, etc.).
 - **Courier costs rising** (Royal Mail, DPD, Hermes increase fees).
- ◆ **Key Opportunity:** Deallable offers an **affordable, scalable alternative to fixed-fleet logistics**.

1.4.2 United States: The Largest E-Commerce Market

- **E-commerce sales: \$1.1 trillion (2023)**, growing at **14% YoY**.
 - **Rising demand for same-day delivery** (Instacart, Walmart Express).
 - **High labor costs for fixed delivery fleets**.
- ◆ **Key Opportunity:** Deallable can **scale instantly across states without logistics bottlenecks**.

1.4.3 Europe: Growing Online Shopping & High Delivery Costs

- **Fastest-growing e-commerce markets:** Germany, France, Spain, Netherlands.
 - **Delivery speed is inconsistent** due to reliance on **third-party couriers**.
 - **Rising demand for gig-based delivery services**.
- ◆ **Key Opportunity:** Deallable can provide **cross-border, instant deliveries at lower costs**.



1.5 The Competitive Advantage of Deallable

How Deallable Compares to Traditional E-Commerce Logistics

Feature	Amazon, Walmart, eBay	Deallable
Delivery Model	Fixed logistics providers	AI-powered gig workforce
Warehouses	Required for fulfillment	No warehouses needed
Vehicles	Company-owned or third-party fleets	Independent gig drivers
Speed	1-3 days	Instant or same-day
Operational Costs	High (storage, fleets, salaries)	Low (platform management & marketing)

Why This Model is the Future


- **Fast, low-cost logistics will define the next wave of e-commerce.**
- **Gig-based logistics scale faster than fixed-fleet models.**
- **AI-powered efficiency drives profitability and speed.**

 **Deallable delivers Amazon-level service at a fraction of the cost.**

1.6 Conclusion: Why Deallable is a Game-Changer

Deallable is **not just another e-commerce platform**—it's a revolution in **logistics and instant delivery**. By leveraging a **gig-powered model**, Deallable offers:

- ✓ **Ultra-fast deliveries** without costly infrastructure.
- ✓ **Lower operational costs** compared to Amazon, Instacart, and Walmart.
- ✓ **Scalability without increased overhead.**

 **The future of e-commerce is instant, flexible, and AI-driven. Deallable is leading this transformation across the UK, USA, and Europe.**



What is Deallable's Gig Workforce?

1. Introduction

The gig economy has transformed industries worldwide, offering flexible job opportunities and faster service delivery. From Uber and Lyft to Deliveroo and DoorDash, gig workers play a crucial role in modern economies. However, e-commerce logistics still depend on traditional courier services, leading to inefficiencies, delays, and high costs.

Imagine ordering a product online, only for delivery to take days or even weeks. Sometimes, parcels arrive when you're not home, or worse, get delayed due to rigid delivery schedules. Now, compare that to food delivery services, where orders arrive in under an hour. What if e-commerce deliveries worked the same way? That's where **Deallable** comes in.

2. The Gig Workforce Explained

A gig workforce consists of independent workers who take on flexible, short-term jobs instead of full-time employment. These workers—drivers, couriers, and freelancers—benefit from choosing their own schedules, while businesses reduce operational costs and increase efficiency. The gig economy thrives in industries such as:

- **Ride-hailing** – Uber, Bolt, Lyft
- **Food delivery** – Deliveroo, Uber Eats, DoorDash
- **Freelancing** – Fiverr, Upwork

Yet, e-commerce logistics remain dependent on fixed-route couriers, causing delays and high costs. Deallable changes this by integrating a gig workforce into the e-commerce supply chain.



3. How Deallable Uses Gig Workers for E-Commerce Delivery

Deallable is revolutionizing e-commerce logistics with an **on-demand gig workforce**. Unlike traditional e-commerce platforms that rely on warehouse-based shipping and third-party couriers, Deallable allows **anyone with a vehicle**—from bicycles to trucks—to become a delivery partner. This ensures **faster, lower-cost, and more efficient deliveries**.

How it works:

1. **Instant Matching** – When an order is placed, Deallable's AI assigns the best delivery partner based on location, vehicle type, and urgency.
2. **Optimised Deliveries** – Gig workers pick up products directly from sellers and deliver them instantly.
3. **Flexible Work for Drivers** – Just like Uber drivers choose their rides, Deallable's delivery partners select jobs based on availability and vehicle capacity.

4. Benefits of a Gig-Based E-Commerce Delivery Model

1. **Faster Deliveries**
 - Traditional courier services take days, while Deallable ensures same-day or next-day delivery.
2. **Lower Costs for Businesses & Consumers**
 - Businesses save on warehousing and courier fees.
 - Customers pay lower delivery fees as gig workers operate on demand.
3. **Scalability & Accessibility**
 - Anyone with a vehicle can join, making Deallable easily scalable across cities.
4. **More Job Opportunities**
 - Gig workers can deliver a variety of items, from electronics and groceries to large furniture and appliances.



5. How Deallable Differs from Amazon, Zalando, and Other Marketplaces

Most e-commerce platforms like **Amazon, Zalando, and eBay** operate on a **warehouse-based, courier-dependent model**:

- Orders are processed in central warehouses.
- Third-party couriers handle deliveries.
- Delivery times range from a few days to a week.

Deallable, however, **removes the need for warehouses and courier services**. Instead, it connects sellers and buyers **instantly** through a **local gig workforce**, making deliveries faster, cheaper, and more flexible.

6. UberEats vs. Deallable: A Comparison

While UberEats focuses on food delivery, Deallable expands gig-based delivery to **all types of products**, making it a **multi-category platform**.

Feature	Uber Eats	Deallable
Delivery Scope	Food & drinks	Everything (groceries, electronics, furniture, etc.)
Gig Workforce	Riders & drivers	Riders, drivers, van/truck owners
Vehicle Types	Bikes, motorbikes, cars	Bikes, motorbikes, cars, vans, trucks
Speed	Under 1 hour	Under 1 hour, Same-day
Business Model	Restaurant-to-consumer	Seller-to-consumer



Unlike UberEats, Deallable supports a **wide range of gig vehicles**:

- **Bicycles** – For lightweight, local deliveries.
- **Motorbikes** – For fast, mid-sized orders.
- **Cars** – For household appliances and small furniture.
- **Vans** – For bulk groceries, electronics, and large items.
- **Trucks** – For beds, wardrobes, and industrial goods.

This makes Deallable a **comprehensive, scalable, and cost-effective alternative** to traditional courier services.

7. Why Deallable is a Game-Changer

- **On-Demand Delivery:** No warehouse delays—just instant pick-up and drop-off.
- **Multi-Vehicle Support:** Bikes, tuk-tuks, vans, and trucks ensure all delivery types are covered.
- **All-in-One Shopping:** No need for separate apps—Deallable delivers everything from groceries to furniture.
- **AI-Powered Efficiency:** Smart algorithms optimize delivery routes for speed and cost.
- **Empowering Small Businesses:** Sellers can deliver their products without relying on expensive courier services.

8. Conclusion

Deallable isn't just another e-commerce platform—it's a **smarter way to shop and deliver**. By integrating gig workers into e-commerce logistics, Deallable offers **faster, more affordable, and highly flexible** delivery services. This **sets it apart from Amazon, eBay, and traditional marketplaces**, making it the future of AI-powered, **instant e-commerce logistics**.



2. Market Overview: UK, USA & Europe

The e-commerce landscapes in the UK, USA, and Europe offer immense opportunities for innovation in logistics and last-mile delivery. While these regions have mature digital economies, rising logistics costs, increasing consumer expectations, and evolving labor markets present challenges that **Deallable's AI-driven gig workforce model** can effectively solve.

2.1 The E-Commerce Landscape in the UK

2.1.1 Market Size & Growth

The UK is one of the most advanced e-commerce markets globally, driven by high digital adoption and seamless logistics networks.

- **E-commerce penetration:** Over 80% of UK consumers shop online.
- **Market growth rate:** 12% YoY increase in e-commerce sales.
- **Projected market size:** Expected to surpass **£180 billion by 2026**.

2.1.2 Consumer Behavior in the UK

UK shoppers demand **fast, reliable deliveries and flexible payment options**.

- **Next-day delivery expectations:** 60% of shoppers prefer **next-day or same-day** delivery.
 - **Rise of DTC (Direct-to-Consumer):** Brands increasingly sell directly, reducing reliance on marketplaces like Amazon.
 - **Sustainability focus:** Consumers prefer **eco-friendly delivery options**.
- ◆ **Key Opportunity for Deallable:** AI-optimized gig workforce enables **fast, on-demand deliveries** while reducing costs for businesses.

2.1.3 Challenges in UK E-Commerce Logistics

Challenge	Impact on Market
High Fulfillment Costs	Warehousing and traditional fleets increase prices for sellers.
Driver Shortages	Logistics firms struggle to hire enough full-time drivers.
Last-Mile Inefficiencies	Fixed delivery routes cause delays and wasted resources.



2.1.4 Case Study: Amazon's Challenges in the UK

Amazon dominates UK e-commerce but faces growing **logistics costs and labor shortages**:

- **Warehouse dependency:** High overhead costs make expansion costly.
- **Delivery network strain:** Next-day deliveries increasingly difficult due to driver shortages.
- **Rising seller fees:** Small businesses struggle with Amazon's high commission rates.

Deallable's Advantage Over Amazon

- ✓ **Gig-based, AI-powered fleet** → Eliminates driver shortages.
- ✓ **No warehouses needed** → Reduces overhead costs.
- ✓ **Instant local deliveries** → Faster than traditional fulfillment models.

2.2 The E-Commerce Landscape in the USA

2.2.1 Market Size & Growth

The USA is the world's largest e-commerce market, but rising logistics costs and increasing consumer expectations present new challenges.

- **E-commerce penetration:** 79% of Americans shop online.
- **Market growth rate:** 14% YoY growth in digital retail.
- **Projected market size:** Expected to exceed **\$1.7 trillion by 2026**.

2.2.2 Consumer Behavior in the USA

American shoppers prioritize **speed, convenience, and personalization**.

- **Amazon dominance:** 40% of all U.S. e-commerce sales go through Amazon.
 - **Buy Now, Pay Later (BNPL) Growth:** 35% of U.S. shoppers use BNPL for online purchases.
 - **Hyper-local shopping demand:** Consumers prefer **fast, local deliveries** over slow, centralized fulfillment.
- ◆ **Key Opportunity for Deallable:** AI-powered gig workforce **enables ultra-fast local deliveries without high fulfillment costs**.



2.2.3 Challenges in USA's E-Commerce Logistics

Challenge	Impact on Market
Soaring Logistics Costs	Rising fuel and labor costs make delivery expensive.
Warehouse Overload	Large fulfillment centers struggle with capacity.
Inefficient Last-Mile Delivery	Fixed routes lead to wasted resources.

2.2.4 Case Study: Why Walmart Struggles to Compete with Amazon

Walmart has expanded its e-commerce presence but still lags behind Amazon due to **logistics inefficiencies**:

- **Store-based fulfillment** is slow and costly.
- **Third-party delivery reliance** causes **inconsistent customer experiences**.
- **Limited AI-powered logistics** compared to Amazon's advanced infrastructure.

Deallable's Advantage Over Walmart

- ✓ **Uses a gig-based delivery network** → Faster than store-based fulfillment.
- ✓ **AI-driven delivery optimization** → Reduces last-mile costs.
- ✓ **Lower operational expenses** → No need for warehouse expansion.

2.3 The E-Commerce Landscape in Europe

2.3.1 Market Size & Growth

Europe's e-commerce sector is highly fragmented, with varying consumer preferences across countries.

- **E-commerce penetration:** 75% of European consumers shop online.
- **Market growth rate:** 10% YoY increase in e-commerce adoption.
- **Projected market size:** Expected to reach **€1.2 trillion by 2026**.

2.3.2 Consumer Behavior in Europe

European shoppers value **fast, eco-friendly, and cost-effective deliveries**.

- **Cross-border shopping growth:** 45% of Europeans buy from **foreign e-commerce stores**.
- **Sustainability matters:** 55% prefer brands with **carbon-neutral delivery options**.
- **Regulatory compliance:** E-commerce platforms must **adapt to strict EU regulations** on consumer rights and delivery standards.



- ◆ **Key Opportunity for Deallable:** AI-powered delivery can **optimize cross-border logistics while maintaining cost efficiency.**

2.3.3 Challenges in Europe's E-Commerce Logistics

Challenge	Impact on Market
High Cross-Border Costs	Tariffs and shipping fees increase expenses.
Strict Delivery Regulations	Companies must comply with varying EU rules.
Slow Delivery Networks	Many regions lack same-day delivery infrastructure.

2.3.4 Case Study: Why Zalando Struggles with Profitability

Zalando, Europe's leading fashion e-commerce platform, faces rising operational costs due to **complex logistics challenges:**

- **Expensive warehousing model** → High overhead costs.
- **Slow cross-border fulfillment** → Limited scalability for international customers.
- **Dependence on third-party couriers** → Reduced control over delivery speed.

Deallable's Advantage Over Zalando

- ✓ **No warehouses needed** → Reduces costs.
- ✓ **Gig workforce model** → Enables faster, more flexible deliveries.
- ✓ **AI-driven logistics** → Optimizes cross-border shipping routes.

2.4 Why Deallable Wins in the UK, USA & Europe

2.4.1 Operational Cost Comparison

Factor	Amazon, Walmart, Zalando	Deallable
Warehouses	Required	✗ Not needed
Vehicle Fleet	Owns or rents fleets	✗ Uses gig workforce
Delivery Speed	1-5 days	 Same-day or instant
Cost Structure	High due to logistics expenses	✓ Low-cost, AI-optimized model



2.4.2 Why Deallable's Business Model is More Profitable

- **Lower operational costs** → No need for warehouses or fixed driver fleets.
- **Faster deliveries** → Consumers demand **instant, AI-powered logistics**.
- **Scalability** → Expansion is seamless due to gig workforce flexibility.

2.5 Market Expansion Strategy

2.5.1 UK: Competing on Speed & Sustainability

- **Partner with DTC brands** to provide instant last-mile delivery.
- **Leverage AI routing** to reduce delivery emissions.
- **Offer same-day grocery and retail delivery** to urban consumers.

2.5.2 USA: Capturing the Convenience-Driven Consumer

- **Compete with Amazon's speed** using AI-optimized gig drivers.
- **Target local businesses** needing instant restocking solutions.
- **Expand into BNPL-powered instant delivery services**.

2.5.3 Europe: Optimizing Cross-Border Logistics

- **AI-powered routing** reduces cross-border shipping costs.
- **Gig workforce ensures instant urban deliveries**.
- **Sustainability-focused delivery options attract eco-conscious shoppers**.

2.6 Conclusion: Why Deallable is a Game-Changer

Deallable's **AI-driven, gig-powered model** makes e-commerce logistics:

- ✓ **Faster than Amazon, Walmart, and Zalando.**
- ✓ **More cost-effective with zero warehousing overhead.**
- ✓ **Scalable, flexible, and optimized for modern consumer demands.**

 **The future of e-commerce is instant. Deallable is making it happen.**



3. The E-Commerce Logistics Problem & Why Deallable Wins

E-commerce logistics in the **UK, USA, and Europe** faces major challenges: **high delivery costs, slow shipping times, and inefficient last-mile logistics**. Traditional models rely on **warehouses, fixed vehicle fleets, and full-time drivers**, creating unnecessary overhead costs and delays.

Deallable disrupts this outdated system with an **AI-powered, gig-driven delivery model** that removes the need for warehouses and fixed logistics fleets. This section highlights the key logistics problems and why **Deallable is the superior solution for Western markets**.

3.1 The Core Problems in E-Commerce Logistics

3.1.1 High Operational Costs in Traditional Logistics

Leading e-commerce platforms like **Amazon, Walmart, eBay, and Zalando** struggle with **soaring logistics costs** due to:

1. **Expensive Warehousing** → High rents and storage fees in major cities.
2. **Fixed Vehicle Fleets** → Owned or leased trucks require constant maintenance.
3. **Full-Time Delivery Staff** → Salaried drivers increase overhead, even during off-peak hours.
4. **Inefficient Last-Mile Delivery** → Centralized fulfillment centers lead to longer delivery times.

♦ Impact on Customers:

- ✗ **Higher shipping fees** due to logistics overhead.
- ✗ **Slower delivery times**, especially outside major cities.
- ✗ **Limited delivery options**, with no flexibility for urgent orders.

💡 How Deallable Solves This:

- ✓ **No warehouses** → **No storage costs**.
- ✓ **No fixed fleets** → **Gig workforce reduces expenses**.
- ✓ **AI-powered routing** → **Faster, more efficient deliveries**.



3.1.2 Case Study: Amazon's Logistics Cost Problem

Amazon, the world's largest e-commerce company, spends **billions annually** on fulfillment and delivery.

- **Warehouses:** Amazon operates over **400 warehouses globally**, with high rental and operational costs.
- **Delivery Fleet:** Owns **110,000+ trucks** and a growing number of cargo planes.
- **Prime Shipping Losses:** Free delivery for Amazon Prime costs **over \$20 billion per year**, forcing product price increases.

How Deallable Wins:

- ✓ **No warehouses, no truck fleet, no full-time staff.**
- ✓ **Gig workers handle deliveries in real time, cutting fixed costs.**
- ✓ **Customers pay lower prices due to operational savings.**

3.2 The Last-Mile Delivery Crisis in the UK, USA, and Europe

Last-mile delivery is the final step of e-commerce logistics—getting orders from local hubs to customers. It is:

- **The most expensive part of delivery** (53% of total shipping costs).
- **A key bottleneck for speed**, causing delays of 2-5 days.
- **Highly inefficient**, as fixed delivery fleets cannot adjust to real-time demand.

3.2.1 Case Study: Why UK & European Retailers Struggle with Last-Mile Delivery

Retailers like **Tesco, Argos, and Zalando** rely on **third-party courier services** (DHL, Evri, Royal Mail), leading to:

- **Delivery delays** due to overwhelming parcel volumes.
- **Inflexible time slots**, forcing customers to wait all day.
- **High costs per delivery (£3-£6 per order).**

Deallable's Solution:



- ✓ **Gig workforce drivers are already nearby → Faster delivery times.**
- ✓ **AI assigns the closest available driver → Reduces delays.**
- ✓ **No dependency on third-party couriers → Lower costs for retailers and consumers.**



3.3 The UK E-Commerce Logistics Problem

3.3.1 Why Tesco, Argos, and ASDA Struggle with Deliveries

Leading UK retailers operate **traditional fulfillment models**, leading to inefficiencies.

Problem	Tesco, Argos, ASDA	Deallable Advantage
Delivery Speed	Next-day or later due to fixed logistics.	 Same-day or instant delivery.
Warehousing Costs	High costs for urban fulfillment centers.	 No warehouses required.
Driver Costs	Fixed fleet with salaries, increasing expenses.	 Gig-based model reduces costs.
Scalability	Limited to certain regions.	 Instant expansion via gig workforce.

- ◆ **Deallable's Competitive Advantage:** Faster, more flexible, and lower-cost deliveries.

3.4 The European E-Commerce Logistics Problem

Europe's e-commerce market is **booming**, but **logistics remains a major pain point**.

- **Cross-border delivery is slow and expensive.**
- **Urban delivery costs are rising due to congestion fees and labor expenses.**
- **Companies like Zalando and Carrefour struggle with operational inefficiencies.**



3.4.1 Case Study: Zalando's Logistics Cost Burden

Zalando, one of Europe's biggest e-commerce platforms, faces **high logistics costs** due to:

- **Expensive warehouse rentals** (~€2M per year per location).
- **Fixed delivery workforce costs**, even during low demand.
- **Reliance on third-party couriers** (DHL, GLS), leading to inconsistent speeds.

 **How Deallable Wins in Europe:**

- ✓ **No warehouse expenses** → Lower operational costs.
- ✓ **AI-driven route optimization** → Faster cross-border deliveries.
- ✓ **Gig-based local drivers** → More cost-efficient and scalable.

3.5 Why Deallable's Model is the Future of E-Commerce Logistics

3.5.1 The Gig Workforce Advantage

Traditional e-commerce companies rely on **full-time delivery drivers**, which creates inefficiencies.

- ◆ **Deallable eliminates this issue by using gig economy workers.**

Traditional Model (Amazon, Walmart, Tesco, Zalando):

- **Full-time logistics workforce** with high salaries.
- **High per-delivery costs** due to fixed overhead.
- **Delivery delays** due to centralized fulfillment.

Deallable's AI-Powered Model:

- ✓ **Gig drivers work on-demand, reducing idle time.**
- ✓ **No warehouses or owned vehicle fleets.**
- ✓ **AI instantly assigns the fastest available driver.**

3.5.2 AI-Optimized Logistics Efficiency

Deallable's AI system dynamically optimizes:

1. **Driver Selection:** Assigns the closest available gig worker.
2. **Route Optimization:** Finds the fastest delivery path.
3. **Demand Matching:** Balances real-time orders with available drivers.

◆ **Outcome:** Lower delivery costs, shorter wait times, and better customer satisfaction.



3.6 Conclusion: Why Deallable Wins in the UK, USA, and Europe

3.6.1 Traditional E-Commerce Logistics vs. Deallable

Factor	Amazon, Tesco, Walmart, Zalando	Deallable
Warehouse Costs	Very high due to storage expenses.	✗ No warehouses needed.
Delivery Time	2-5 days, even for Prime and express orders.	🚀 Same-day or instant.
Fixed Workforce	Requires full-time drivers, even in off-peak hours.	✓ Gig workforce reduces costs.
Scalability	Limited to major cities.	✓ Works anywhere gig drivers are available.
Cost per Delivery	£3-£10 per order	✓ Significantly lower due to AI efficiency.

3.6.2 Deallable's Game-Changing Approach

- Removes the need for warehouses and fixed fleets.
- Uses AI to optimize logistics, reducing costs and improving speed.
- Relies on a gig workforce, making deliveries flexible, scalable, and affordable.

🔥 Deallable is redefining e-commerce logistics in the UK, USA, and Europe. By eliminating unnecessary costs and leveraging AI-powered gig workforce efficiency, Deallable outperforms legacy players like Amazon, Tesco, Walmart, and Zalando.

🚀 This is the future of fast, affordable e-commerce delivery.



4. Operational Cost Breakdown: Why Deallable is More Profitable

A company's profitability is largely determined by its **operational cost structure**. Traditional e-commerce platforms like **Amazon, eBay, Walmart, Ocado, and Zalando** struggle with high costs due to **warehouses, fixed delivery fleets, and full-time staff**.

In contrast, **Deallable operates with a lean, asset-light model** powered by **AI and a gig workforce**. This section breaks down **Deallable's operational costs, compares them with traditional platforms, and explains why it is far more profitable**.

4.1 The Three Major Cost Components of E-Commerce Logistics

E-commerce logistics involves three core cost components:

1. **Warehousing & Storage Costs**
2. **Fleet & Delivery Costs**
3. **Operational & Workforce Costs**

💡 **Deallable eliminates or significantly reduces all three costs, making it highly profitable.**

4.2 Warehousing & Storage Costs

4.2.1 Why Warehouses are Expensive for E-Commerce Platforms

Traditional e-commerce companies like Amazon, Walmart, and Ocado **store products in warehouses** before shipping them to customers. This involves:

- **High rental costs** (especially in the UK, USA, and major European cities).
- **Inventory management expenses** (security, utilities, labor).
- **Storage fees** for slow-moving goods.

Case Study: Amazon's Warehouse Costs in the UK & USA

Amazon spends **over \$80 billion annually on warehousing** worldwide.

- **Warehouse rent in the UK:** £1.5M per year per facility.
- **Operational expenses in the USA:** ~\$500K per warehouse per month.
- **Inventory carrying costs:** ~\$1.2B annually due to unsold products.



How Deallable Wins:

- ✓ No need for warehouses → Eliminates massive rental expenses.
- ✓ AI directs deliveries from local retailers to customers instantly → No storage needed.
- ✓ Lower overhead → Higher profit margins.

 **Result:** Traditional companies spend **25%-35% of revenue on warehousing.**

- ✓ Deallable spends **£0 / \$0 on warehousing, keeping margins high.**

4.3 Fleet & Delivery Costs

4.3.1 Why Owning Delivery Vehicles is Costly

Traditional platforms **own or lease fleets of vehicles**, increasing costs due to:

- Fuel & maintenance expenses.
- Driver salaries & benefits.
- Insurance & regulatory compliance fees.

Case Study: Ocado's Delivery Costs (UK Example)

Ocado, a leading UK-based e-grocery platform, operates its own fleet, costing:

- **Fleet maintenance:** ~£2M per year.
- **Driver salaries:** ~£30K/year per driver.
- **Fuel costs:** ~£600K per year.

How Deallable Wins:

- ✓ No owned fleet → Uses a gig workforce for deliveries.
- ✓ Drivers use their own vehicles → No maintenance costs.
- ✓ AI assigns nearest available driver → Reduces fuel consumption.

 **Result:**

- Traditional e-commerce platforms spend **10%-20% of revenue on delivery costs.**
- ✓ Deallable cuts fleet costs by **70% using on-demand drivers.**



4.4 Workforce & Operational Costs

4.4.1 Why Fixed Workforce Models are Expensive

Traditional e-commerce companies **employ full-time staff** for logistics, increasing costs:

- **Fixed salaries, even during low demand periods.**
- **Employee benefits, pensions, and social security.**
- **Large HR & management overhead.**

Case Study: Zalando's Workforce Costs (European Example)

Zalando employs **over 15,000 logistics workers**, leading to:

- **Annual payroll expenses of €250M+.**
- **Overhead costs of ~€60M for HR & management.**

💡 How Deallable Wins:

- ✓ **Gig workforce → No fixed salaries, only pay per delivery.**
- ✓ **AI automation → Minimal management overhead.**
- ✓ **Dynamic workforce scaling → Only active when demand exists.**

💰 Result:

- Traditional platforms spend **15%-30% of revenue on workforce costs.**
- ✓ **Deallable reduces workforce expenses by up to 80%.**



4.5 Total Cost Comparison: Deallable vs. Traditional E-Commerce Platforms

4.5.1 Expense Breakdown by Category

Expense Type	Amazon, eBay, Walmart, Ocado, Zalando	Deallable
Warehousing Costs	High – £1.5M+ per warehouse per year.	✗ £0 / \$0 (No warehouses needed).
Fleet & Vehicle Costs	High – Owned delivery fleets require maintenance & fuel.	✗ £0 / \$0 (Uses gig workforce vehicles).
Fixed Delivery Staff	Expensive – Salaries & benefits for thousands of employees.	✓ £0 / \$0 (Only pays gig drivers per delivery).
Delivery Speed	Slow – 2-5 days due to warehousing.	🚀 Instant (AI assigns nearest gig driver).
Overall Operational Costs	30%-50% of total revenue.	✓ 10%-15% of total revenue.

🚀 Why Deallable is More Profitable:

- No storage or warehousing costs.
- No vehicle or fleet maintenance expenses.
- No fixed workforce costs.
- Lower delivery costs due to gig workforce model.



4.6 The Deallable Profitability Advantage

4.6.1 Traditional E-Commerce Margins

- Amazon's profit margin: ~5%-7% (despite scale).
- Zalando's profit margin: ~3%-5% (high logistics costs).
- Ocado's profit margin: **Negative** (due to high operational expenses).

4.6.2 Deallable's Projected Profit Margins

✔ 20%-30% profit margins due to an ultra-lean cost structure.

💡 Why?

1. No warehouses → No rent, no inventory carrying costs.
2. No owned vehicles → No maintenance, fuel, or insurance costs.
3. No fixed workforce → No unnecessary salaries during low demand.

🔥 Deallable is 3-5x more profitable than traditional e-commerce models.

4.7 Conclusion: Why Deallable's Cost Model is a Game Changer

- ◆ Traditional e-commerce companies struggle with high costs due to warehouses, vehicle fleets, and full-time employees.
- ◆ Deallable eliminates these unnecessary expenses using an AI-powered gig workforce.

🚀 Key Profitability Advantages:

- ✔ No warehouses → Lower costs & faster deliveries.
- ✔ No vehicle fleet → Gig workers handle deliveries at lower expenses.
- ✔ No fixed workforce → Only pay for work done, reducing overhead.
- ✔ AI automation → Eliminates inefficiencies, maximizing profit.

💰 Deallable's projected profit margin of 20%-30% far exceeds the 3%-7% margins of competitors like Amazon, eBay, Walmart, Zalando, and Ocado.

🔥 This is why Deallable is the future of profitable, cost-effective e-commerce logistics in the UK, USA, and Europe.



5. Market Validation: Demand & Adoption Trends

Market validation is **essential** for ensuring that Deallable's **AI-powered, gig-driven e-commerce model** aligns with consumer and business needs. This section **analyzes demand trends, case studies, and adoption patterns** in the **UK, USA, and Europe**, demonstrating why Deallable is positioned for massive success.

5.1 Growing Demand for Instant, Cost-Effective Deliveries

5.1.1 E-Commerce Growth in the UK, USA, and Europe

United Kingdom

- **E-commerce market size:** £140 billion (2024).
- **Expected growth:** 9% CAGR (2025-2030).
- **Key issues:** High delivery costs, delays in last-mile logistics, growing demand for same-day delivery.

United States

- **E-commerce market size:** \$1.2 trillion (2024).
- **Expected growth:** 10% CAGR (2025-2030).
- **Key trend:** Instant delivery services like Amazon Prime Now dominate, but high costs limit smaller retailers.

European Union

- **E-commerce market size:** €900 billion (2024).
- **Expected growth:** 8% CAGR (2025-2030).
- **Key issue:** Consumers prefer **same-day or next-day delivery**, but high cross-border logistics costs are a challenge.

Deallable's Advantage:

- ✓ **UK:** AI-powered gig workforce **lowers delivery costs** and speeds up logistics.
- ✓ **USA:** Competes with Prime Now but makes instant delivery **affordable for smaller retailers**.
- ✓ **Europe:** AI-driven **cross-border logistics** ensures fast, cost-effective shipping.



5.2 Consumer Adoption Trends in E-Commerce Logistics

5.2.1 The Shift from Warehouse-Based to Gig-Driven Models

- ◆ Consumers now expect ultra-fast deliveries (Amazon Prime, Instacart, Walmart+).
- ◆ AI-driven logistics improves delivery speed and efficiency (Uber Eats, DoorDash).
- ◆ Slow shipping is the #1 cause of cart abandonment in online shopping.

Case Study: How Delivery Speed Impacts Online Shopping

- 72% of UK consumers abandon carts due to slow or expensive shipping.
- 60% of US shoppers expect same-day delivery for essentials.
- Fast delivery boosts conversion rates by up to 35%.

Deallable's Solution:

- ✓ AI finds the nearest gig worker for faster delivery.
- ✓ Lower costs → More competitive than traditional logistics.
- ✓ No warehousing delays → Faster fulfillment.

 **Revenue Impact:** Businesses that switch to faster delivery models see a **50% increase in repeat orders.**

5.3 Adoption Trends Among Businesses & Retailers

5.3.1 Why Retailers Need Faster, Cheaper Delivery

Retailers in the UK, USA, and Europe face:

- High delivery fees from traditional courier services.
- Slow last-mile logistics affecting customer satisfaction.
- Increased returns due to delayed shipments.

Retailer Survey:


- 70% of UK businesses say high logistics costs hurt their profitability.
- 58% of US retailers believe faster delivery would increase their sales by at least 25%.
- 75% of European businesses want lower-cost logistics options.

Deallable's Solution for Retailers & SMEs:

- ✓ Lower commissions & no warehousing fees → Higher profit margins.
- ✓ AI-driven deliveries → Faster and more efficient logistics.
- ✓ Increased customer retention → More revenue.



5.4 Competitor Comparison: Adoption Challenges vs. Deallable's Advantage

Platform	Delivery Speed	Operational Model	Adoption Issues
Amazon	1-2 days (Prime)	Warehouse-based	High costs, limited to Prime users
eBay	2-7 days	Third-party sellers	Unreliable shipping times
Walmart+	Same-day	Warehouse & fleet	Limited product range
Deliveroo/Uber Eats	30-60 min (food only)	Gig-based	Not optimized for e-commerce
Deallable 	Instant to same-day	Gig workforce + AI-powered delivery	✅ Scalable, cost-effective, fast-growing

Why Deallable Stands Out:

- No warehousing = No storage delays
- Gig workforce = Scalable, flexible, and lower-cost delivery
- AI-driven logistics = Faster and more efficient fulfillment



5.5 Case Studies: Real-World Demand for Deallable's Model

5.5.1 UK: Slow Traditional Logistics (Royal Mail, Evri, Yodel)

Problem:

- Standard deliveries take 3-5 days.
- High costs for next-day delivery (often £5+ per order).
- Retailers struggle with slow fulfillment, causing customer churn.

How Deallable Fixes It:

- ✓ Instant or same-day delivery via gig workers.
- ✓ Lower costs for retailers → More affordability for consumers.
- ✓ AI-driven logistics → Smarter, faster order fulfillment.

5.5.2 USA: Rising Demand for Affordable Same-Day Delivery

Problem:

- Amazon & Walmart dominate but have expensive Prime memberships.
- Smaller retailers can't afford to match their fast shipping.
- Consumers want faster, cheaper shipping options.

How Deallable Wins in the USA:

- ✓ Competes with Prime Now but with lower fees for retailers.
- ✓ AI-driven gig delivery → Fast, cost-effective, and scalable.
- ✓ No membership fees → More accessible to consumers.

Expected Adoption Rate in the USA:

- 30% of online shoppers would switch to Deallable for cheaper, faster delivery.
- Retailers could reduce logistics costs by 40% compared to Amazon's fulfillment fees.



5.6 Future Market Trends Favoring Deallable's Model

 E-commerce logistics is moving towards gig-powered, AI-automated solutions.

 **Key Trends:**




1. **More demand for same-day delivery** → UK & US consumers expect near-instant service.
2. **Rising costs of traditional couriers** → Retailers need more affordable options.
3. **AI & automation in logistics** → Faster, more efficient fulfillment.
4. **Gig economy growth** → More drivers available for flexible delivery work.

 Deallable is at the center of these trends, making it the most future-ready e-commerce platform.

5.7 Conclusion: Why Market Validation Confirms Deallable's Success

- ◆ Consumers want faster, AI-powered delivery services.
- ◆ Retailers need lower logistics costs & faster fulfillment.
- ◆ Traditional e-commerce platforms struggle with high delivery fees.
- ◆ Deallable's AI + gig workforce model solves these problems & ensures profitability.

 **Final Takeaway:**

-  Deallable meets the demand for instant, cost-effective e-commerce logistics.
-  The UK, USA, and Europe are primed for adoption, as traditional players struggle.
-  Retailers & consumers are actively looking for a solution like Deallable.

 Market validation strongly supports Deallable's rapid adoption & long-term success.



6. Competitor Comparison: Why Deallable Wins

The UK, USA, and European e-commerce logistics markets are dominated by **Amazon, eBay, Walmart, Instacart, and Ocado**. However, these platforms rely on **traditional fulfillment models** that come with **higher costs, slower deliveries, and inefficiencies**—giving Deallable a major competitive edge.

Deallable's **AI-driven, gig-powered delivery system** eliminates **warehousing costs, fixed driver constraints, and fulfillment delays**, making it **more scalable, efficient, and cost-effective** than competitors in these markets.

6.1 The Limitations of Traditional E-Commerce Models

6.1.1 Common Problems Faced by Amazon, eBay, Walmart, Instacart, and Ocado

Problem	Impact on Business & Customers
Slow Delivery Times	Customers abandon carts due to long wait times (2-7 days for Amazon, Walmart, and eBay).
High Operational Costs	Warehousing, fleet management, and logistics increase expenses.
Limited Scalability	Expansion requires massive infrastructure investments.
High Delivery Charges	Customers prefer cheaper or same-day delivery options.
Inflexible Fulfillment Models	Traditional logistics struggle to meet real-time delivery needs.



 **Deallable's Competitive Edge:**

- ✓ **No warehouses** → Faster, more flexible deliveries.
- ✓ **Gig workforce** → Lower operational costs.
- ✓ **AI-powered logistics** → Real-time delivery allocation.

6.2 Competitor Breakdown: How Deallable Stacks Up

6.2.1 Direct Competitor Analysis

Platform	Delivery Time	Operational Model	Key Weakness
Amazon	1-2 days (Prime), 3-5 days (standard)	Warehouse-based	High costs, slow for non-Prime users
eBay	3-7 days	Marketplace with third-party shipping	No control over delivery speed
Walmart	2-5 days	Warehouse & store-based	Struggles with last-mile logistics
Instacart	1-2 hours	Gig workforce, but high fees	High delivery costs
Ocado (UK & EU)	1-2 days	Automated warehouse fulfillment	Limited to grocery logistics
Deallable 	Instant to same-day	AI-powered gig workforce	✓ Scalable, low-cost, high-speed delivery

 **Key Insights:**

- Amazon & Walmart rely on warehouses, making them costly & slower than gig-based models.
- Instacart has fast delivery but charges high fees, making it less accessible.
- Deallable's AI-powered, gig-driven model ensures low-cost, high-speed fulfillment.



6.3 Why Deallable Outperforms UK & European Competitors (Amazon, eBay, Ocado)

 Problem with Amazon, eBay & Ocado in the UK & Europe:

- Deliveries take 1-7 days unless using expensive Prime services.
- Warehousing adds costs & limits scalability.
- Last-mile logistics are inefficient in rural & high-demand urban areas.

 How Deallable Wins:

- ✓ Instant to same-day delivery via gig workforce.
- ✓ No warehouses = Lower costs & more flexibility.
- ✓ AI-powered logistics optimize last-mile efficiency.

 Case Study: The UK's On-Demand Delivery Surge

- 40% of UK shoppers prefer same-day delivery but few platforms offer it affordably.
- Ocado is limited to groceries, while Amazon still relies on traditional fulfillment.
- Deallable's AI-driven, gig-based model is built for real-time, ultra-fast logistics.

 Deallable is the smarter alternative with:

- Flexible, gig-based deliveries.
- Lower fulfillment costs for businesses.
- Faster, cheaper shipping → Better customer retention.

6.4 Why Deallable Outperforms USA Competitors (Amazon, Walmart, Instacart)

 Problem with Amazon, Walmart, and Instacart in the USA:

- Same-day delivery is expensive (Amazon Prime Now, Instacart express fees).
- Warehousing & fleet costs create high pricing for sellers & buyers.
- Limited real-time delivery optimization → Bottlenecks in peak hours.

 How Deallable Wins:

- ✓ AI-driven gig economy model reduces last-mile inefficiencies.
- ✓ No warehousing means lower costs for businesses.
- ✓ Real-time optimization ensures ultra-fast, low-cost deliveries.

 Case Study: US Consumer Expectations



- 65% of US consumers expect same-day delivery, but only 30% of retailers provide it affordably.
- Amazon & Walmart struggle with flexible, on-demand logistics at scale.
- Instacart thrives on speed but overcharges, making it unsustainable for mass e-commerce.

 Deallable is positioned as the best alternative:

- Cheaper, AI-driven logistics.
- Instant-to-same-day delivery without warehouse costs.
- Retailers & customers both benefit from cost savings.

6.5 Why Deallable's Business Model is More Profitable

 Competitor Operational Cost Breakdown (per order):

Platform	Warehousing Cost	Delivery Fleet Cost	Total Cost Per Order
Amazon	\$6	\$5	\$11
eBay	\$4	\$5	\$9
Walmart	\$5	\$4	\$9
Instacart	\$0	\$7	\$7
Ocado	\$5	\$4	\$9
Deallable 	\$0	\$2.50	\$2.50



🔥 Why Deallable Wins:

- ✓ **No warehousing costs** → Lowest operating expenses.
- ✓ **AI-powered gig workforce** → Optimized, on-demand deliveries.
- ✓ **Retailers & customers both save money.**

6.6 Conclusion: Why Deallable is the Future of E-Commerce Logistics

💡 Key Competitive Advantages:

- **Faster Deliveries:** Instant or same-day vs. 2-7 days from competitors.
- **Lower Costs:** No warehouses, no fixed fleets = More cost-efficient.
- **Better for Retailers:** Lower commissions, better profit margins.
- **AI-Powered Efficiency:** Automated logistics ensure maximum optimization.

🚀 Final Takeaway:

- ✓ **Deallable is faster & cheaper than Amazon & eBay in the UK & Europe.**
- ✓ **Deallable is more scalable & cost-effective than Walmart & Instacart in the USA.**
- ✓ **Deallable's gig-driven, AI-powered model is the future of e-commerce logistics.**

💰 **With lower costs, faster delivery speeds, and a more scalable model, Deallable is set to dominate the UK, USA, and European markets.**



7. The U.S. Market: Deallable's Competitive Edge

7.1 Overview of the U.S. E-Commerce Market

The U.S. e-commerce market is one of the most advanced in the world, with high internet penetration, widespread mobile usage, and well-established online shopping habits. However, despite its scale, the industry faces **several inefficiencies**, including **high delivery costs, slow fulfillment outside major cities, and lack of AI-driven logistics optimization.**

Key Statistics:

- **E-commerce penetration:** Over **20% of total retail sales** in 2024.
- **Same-day delivery demand:** **68% of U.S. consumers** expect faster fulfillment.
- **High last-mile delivery costs:** Accounts for **53% of total shipping expenses.**
- **Delivery inefficiencies:** Rural and suburban areas experience **2-5 day delays.**

Problems with the Current Market:

- **Dominated by a few major players** – Amazon, Walmart, and Instacart.
- **Expensive last-mile logistics**, especially for non-urban areas.
- **High fulfillment costs for retailers**, cutting into profit margins.
- **Lack of real-time AI optimization for efficient delivery.**

Deallable's Edge:

- **AI-powered gig workforce + decentralized fulfillment** = Faster & cheaper deliveries.
- **Same-day and instant fulfillment** = Meeting rising consumer expectations.
- **No warehouses, no fixed costs** = Lower operational expenses than competitors.



7.2 The Major Competitors: Amazon, Walmart, and Instacart

7.2.1 Amazon: The Costly Logistics Giant

Amazon dominates U.S. e-commerce with its Prime service, but its model is **costly and inefficient** for many products.

✘ Amazon's Key Problems:

- **High Fulfillment Costs:** Sellers pay **8-15% commission + fulfillment fees.**
- **Expensive Logistics:** Fulfillment by Amazon (FBA) can cost **\$3-\$7 per package.**
- **Slow Rural Deliveries:** Outside major cities, Prime delivery can take **2-5 days.**
- **Warehouse-Centric Model:** Requires extensive inventory storage, increasing costs.

📌 Example of Amazon's Inefficiencies:

- A customer in Nebraska orders a product on Amazon.
- The product is shipped from a **fulfillment center in another state.**
- It takes **3-4 days** for delivery.
- The retailer pays **\$5+ per order in fulfillment fees.**

🔥 How Deallable Wins:

- ✓ **No warehouses → Faster fulfillment & lower costs.**
- ✓ **AI-powered local delivery matching → Immediate fulfillment.**
- ✓ **Gig workforce → Lower overhead, higher scalability.**
- ✓ **Lower seller fees → More retailer-friendly.**

7.2.2 Walmart Marketplace: Strong Retail Network, Slow Online Expansion

Walmart is a strong retail player, but its e-commerce operations **struggle with fulfillment efficiency.**

✘ Walmart's Key Problems:

- **Limited Same-Day Coverage:** Only available in select urban locations.
- **Higher Shipping Costs:** Not optimized for decentralized delivery.
- **Complex Seller Fees:** Commissions range from **6% to 15%**, plus fulfillment charges.
- **No AI-Driven Logistics:** Relies on traditional carrier networks like FedEx & UPS.



Example of Walmart's Inefficiencies:

- A customer orders groceries from Walmart.com.
- The order is **processed at a central warehouse**, delaying dispatch.
- **FedEx/UPS handles the last-mile delivery**, adding extra cost & delays.
- **Same-day delivery is limited and expensive.**

How Deallable Wins:

- ✓ Supports all product types, including grocery & essentials.
- ✓ Instant to same-day delivery across cities & suburbs.
- ✓ Lower costs through an AI-powered gig workforce.
- ✓ Decentralized fulfillment → Faster and cheaper than Walmart's model.

7.2.3 Instacart: Expensive & Limited to Groceries

Instacart dominates online grocery delivery but has **high fees and an inefficient gig model**.

Instacart's Key Problems:

- **High Service Fees:** Markups and fees make products **20-30% more expensive**.
- **Limited Product Selection:** Focuses only on groceries & household essentials.
- **High Delivery Costs:** Drivers are independent contractors, leading to variable pricing.
- **Slower Fulfillment in Suburbs:** Same-day delivery is only efficient in major metros.

Example of Instacart's Inefficiencies:

- A customer orders groceries in a suburban area.
- Instacart assigns a driver **who has to shop in-store first**.
- The delivery fee is **\$7-\$10, plus markups on items**.
- The final price is **30% higher than in-store shopping**.

How Deallable Wins:


- ✓ Lower fees → No excessive markups.
- ✓ More product variety → Not limited to groceries.
- ✓ Instant to same-day delivery with AI-optimized routing.
- ✓ Lower costs due to decentralized gig workforce.



7.3 Why Deallable is the Game Changer in the U.S.

7.3.1 AI-Powered, Cost-Effective Logistics

Unlike Amazon, Walmart, and Instacart, Deallable **does not rely on centralized warehousing or fixed delivery fleets**. Instead, we leverage:

 **Gig workforce + AI-powered logistics = Instant, efficient, and cost-effective fulfillment.**

 **Real-time delivery matching = Orders are assigned to the best-positioned driver instantly.**

 **Optimized routes & pricing = Lower costs, higher efficiency, and better scalability.**

Case Study: How Deallable Outperforms Competitors

- **Customer A** orders electronics from Deallable at **12 PM**.
- The AI assigns the order to a local gig worker **within minutes**.
- The package is **delivered by 2 PM**.
- **Result:** Faster, lower-cost service than Amazon or Walmart.

7.3.2 Cost Breakdown: Deallable vs. Amazon, Walmart & Instacart

Cost Factor	Amazon	Walmart	Instacart	Deallable 
Warehousing	 Required	 Required	 No Warehouses	 No Warehouses
Fixed Delivery Fleet	 Yes	 Yes	 No	 No
Gig Workforce	 No	 No	 Yes	 Yes
AI-Powered Deliveries	 No	 No	 No	 Yes



Delivery Speed	🕒 1-5 Days	🕒 1-5 Days	⚡ Same-Day (Expensive)	⚡ Instant to Same-Day
Delivery Cost (per order)	\$3-\$10	\$4-\$12	\$7-\$15	\$2-\$7
Retailer Commission	8-15%	6-15%	15-30% Markups	5-10%

🔥 Key Takeaways:

- ✅ Deallable is the most cost-efficient and fastest option.
- ✅ Deallable's decentralized model lowers fulfillment costs.
- ✅ Retailers benefit from lower commissions, making products cheaper.

7.3.3 Deallable's Revenue Potential in the U.S.

💰 Projected Growth in the U.S. (Next 2 Years):

- **Year 1:** 1M+ orders per month
- **Year 2:** 5M+ orders per month
- **Total GMV (Gross Merchandise Volume) Target:** \$100M+ per year

📊 Why This is Achievable:

- ✅ U.S. consumers demand faster, cheaper delivery.
- ✅ Retailers want an alternative to high Amazon fees.
- ✅ AI-powered logistics outperform traditional delivery models.

7.4 Conclusion: Deallable's Competitive Edge in the U.S.

- ✓ Faster deliveries than Amazon & Walmart (instant/same-day vs. 1-5 days).
- ✓ Lower fulfillment costs than warehouse-based models.
- ✓ AI-powered logistics optimize delivery routes for efficiency.
- ✓ Lower commissions & fees attract more retailers.

🚀 Deallable is the future of e-commerce in the U.S.

🔥 Faster, cheaper, and more scalable than any existing competitor.



8. The UK Market: Deallable's Competitive Edge

8.1 Overview of the UK's E-Commerce Market

The UK has one of the most **mature and dynamic e-commerce markets** globally, with high digital adoption and a strong logistics infrastructure. However, despite these advancements, **last-mile delivery inefficiencies, high fees, and inconsistent fulfillment speeds** remain major pain points for consumers and retailers.

Key Statistics:

- **E-commerce penetration:** Over **85%** of UK consumers shop online.
- **Same-day delivery demand:** Expected to grow by **20% YoY** as consumers prioritize speed.
- **Retailer costs:** Traditional platforms charge **15-30% in commissions**.
- **Delivery inefficiencies:** Many retailers still face **delays & high last-mile delivery costs**.

Problems with the Current Market:

- **Dominated by a few major players** – Amazon, eBay, and Argos.
- **Expensive fulfillment costs** for small businesses.
- **Lack of AI-driven delivery optimization** for real-time efficiency.
- **Many retailers rely on slow, third-party logistics providers**.

Deallable's Edge:

- **Gig workforce + AI-powered logistics** = Ultra-fast, cost-effective deliveries.
- **Same-day and instant fulfillment** = Competing with Amazon's Prime Now.
- **No warehousing, no fixed costs** = Lower operational expenses than traditional models.



8.2 The Major Competitors: Amazon & Argos

8.2.1 Amazon: The Costly & Inflexible Giant

Amazon dominates UK e-commerce, but **its logistics model is expensive and inflexible for many businesses.**

✘ Amazon's Key Problems:

- **High Seller Fees:** Businesses pay **15-30% commission** + fulfillment charges.
- **Prime Now Exclusivity:** Same-day delivery is only for **select products & locations.**
- **Warehouse Dependence:** Centralized fulfillment slows down deliveries for non-Prime users.
- **Strict Seller Policies:** Retailers face high penalties for delayed shipments.

📌 Example of Amazon's Inefficiencies:

- A retailer sells handmade goods on Amazon.
- They must **use Amazon's warehouse (FBA)** to qualify for fast shipping.
- They pay **25%+ in fees** for fulfillment, reducing margins.
- Amazon **prioritizes its own brands** over third-party sellers.

🔥 How Deallable Wins:

- ✓ **No warehouses** → Faster fulfillment.
- ✓ **AI-powered delivery matching** → Optimized logistics.
- ✓ **Gig workforce** → Lower costs, higher scalability.
- ✓ **Lower commissions** → More retailer-friendly.

8.2.2 Argos: Limited Selection & Delivery Delays

Argos offers **same-day delivery**, but **only for its own inventory** and at a premium price.

✘ Argos' Key Problems:

- **Limited Product Range:** Only sells Argos-listed items.
- **High Same-Day Delivery Costs:** Charges **£4.95 per order.**
- **Retailer Exclusion:** Does not allow third-party sellers.
- **Limited Gig Workforce:** Depends on store stock availability, leading to delays.

📌 Example of Argos' Inefficiencies:

- A customer orders a **home appliance** from Argos.
- **Not all locations have stock**, so delivery is delayed.
- The customer **pays nearly £5 for same-day service.**
- Many items are **not available for same-day shipping.**






How Deallable Wins:

- ✔ Supports a wider range of products beyond Argos' stock.
- ✔ Instant to same-day deliveries at lower costs.
- ✔ AI-powered fulfillment ensures real-time stock availability.
- ✔ Lower delivery fees, making speed more affordable.

8.3 Why Deallable is the Game Changer in the UK

8.3.1 Faster, More Efficient Delivery System


Unlike Amazon & Argos, Deallable does **not rely on centralized warehousing or limited fulfillment centers**. Instead, we leverage:

-  **Gig workforce + AI-powered logistics = Instant to same-day delivery.**
-  **Real-time order fulfillment = No unnecessary processing delays.**
-  **Optimized routes & delivery assignments = Lower costs, higher efficiency.**

Case Study: How Deallable Outperforms Amazon & Argos

- **Customer A** orders a **laptop stand** from Deallable at **10 AM**.
- The order is **immediately assigned** to a nearby gig worker.
- The package is **delivered within 90 minutes**.
- **Result:** Faster, more efficient service at a lower cost.

8.3.2 Cost Breakdown: Deallable vs. Amazon & Argos

Cost Factor	Amazon	Argos	Deallable 
Warehousing	✔ Required	✔ Required	✘ No Warehousing
Fixed-Fleet Delivery	✔ Yes	✔ Yes	✘ No
Gig Workforce	✘ No	✘ No	✔ Yes
AI-Powered Logistics	✘ No	✘ No	✔ Yes



Delivery Speed	🕒 1-5 Days (Non-Prime)	🕒 Same-Day (Limited)	⚡ Instant to Same-Day
Delivery Cost (per order)	£3-6	£4.95	£1-4
Retailer Commission	15-30%	N/A	5-10%

🔥 Key Takeaways:

- ✓ Deallable is up to 5x faster than Amazon for non-Prime users.
- ✓ Deallable's gig-based model reduces delivery fees significantly.
- ✓ Retailers benefit from lower commissions, making products cheaper for consumers.

8.3.3 Deallable's Revenue Potential in the UK

💰 Projected Growth in the UK (Next 2 Years):

- **Year 1:** 500,000+ orders per month
- **Year 2:** 1M+ orders per month
- **Total GMV (Gross Merchandise Volume) Target:** £50M+ per year

📈 Why This is Achievable:

- ✓ UK consumers demand faster delivery services.
- ✓ Retailers seek alternatives to Amazon's high fees.
- ✓ AI-driven logistics make same-day fulfillment scalable.

8.4 Conclusion: Deallable's Competitive Edge in the UK

♦ Why Deallable Will Win in the UK:

- ✓ Faster deliveries than Amazon & Argos (instant/same-day vs. 1-5 days).
- ✓ Lower costs due to no warehousing or fixed drivers.
- ✓ AI-powered, gig-based delivery system ensures high efficiency.
- ✓ Lower commissions & fees attract more retailers.

💡 Final Takeaway:

- 🚀 Deallable is the future of e-commerce in the UK.
- 🔥 Cheaper, faster, and more scalable than any existing competitor.



9. The European Market: Deallable's Competitive Edge

9.1 Overview of Europe's E-Commerce Market

Europe's e-commerce market is one of the **largest and fastest-growing** in the world, with high internet penetration, widespread smartphone adoption, and a strong preference for digital shopping. However, despite its growth, the industry faces **critical inefficiencies**, particularly in **delivery speed, high fulfillment costs, and reliance on outdated logistics models**.

Key Statistics:

- **Internet penetration:** Over **90%** of Europe's population is online.
- **E-commerce adoption:** Growing at **10%+ per year**, driven by mobile commerce.
- **Digital payments:** Widespread use of credit cards, digital wallets, and BNPL (Buy Now, Pay Later) services.
- **Delivery challenges:** Even in advanced markets, **standard delivery takes 2-5 days, and same-day options are expensive**.

Problems with the Current Market:

- **Dominated by a few major players** – Amazon, Zalando, and local giants.
- **High fulfillment costs** due to centralized warehousing.
- **Limited instant/same-day delivery options** at affordable rates.
- **Lack of AI-driven efficiency in logistics and order fulfillment**.

Deallable's Edge:

- **Gig workforce + AI-powered logistics** = Ultra-fast & cost-efficient deliveries.
- **Same-day and instant fulfillment** = Competitive advantage over traditional players.
- **No warehouses, no fixed costs** = Lower operational expenses than competitors.



9.2 The Major Competitors: Amazon & Zalando

9.2.1 Amazon: The Slow & Expensive Giant

Amazon dominates Europe's e-commerce landscape but relies on a **centralized warehousing and fixed-fleet logistics model**, which leads to **delays and high costs**.

✘ Amazon's Key Problems:

- **Delivery Time:** Standard shipping takes **2-5 days**; same-day is expensive.
- **Warehousing Model:** Large fulfillment centers increase overhead.
- **High Operational Costs:** Fixed logistics costs lead to expensive shipping.
- **Seller Fees:** Retailers pay **8-15% commission**, reducing profit margins.

📌 Example of Amazon's Inefficiencies:

- A customer in **Berlin** orders a product on Amazon.
- The item is **stored in a warehouse** in France.
- The package takes **3-4 days** to arrive.
- The customer **pays extra for faster delivery**.
- The retailer loses **10-15% commission** to Amazon.

🔥 How Deallable Wins:

- ✓ **No centralized warehouses → Faster fulfillment.**
- ✓ **AI-powered delivery matching → Optimized logistics.**
- ✓ **Gig workforce → Lower costs, higher scalability.**
- ✓ **Lower commissions → More retailer-friendly.**

9.2.2 Zalando: Fashion-Focused with Logistics Constraints

Zalando, Europe's largest fashion e-commerce platform, focuses on apparel and footwear but **struggles with logistics efficiency and high return rates**.

✘ Zalando's Key Problems:

- **Limited Product Scope:** Focuses only on fashion & accessories.
- **Standard Deliveries:** **2-4 days wait time for most orders.**
- **High Returns:** Free return policies increase operational costs.
- **Fixed Delivery Costs:** Higher prices for express delivery options.

📌 Example of Zalando's Inefficiencies:

- A customer in **Madrid** orders a pair of shoes.
- The order is **processed and shipped from a centralized warehouse.**
- Delivery takes **3+ days** with no low-cost same-day option.
- **Return handling adds more time and cost.**






How Deallable Wins:

- ✓ Supports a broader range of products beyond fashion.
- ✓ Instant to same-day deliveries for all product categories.
- ✓ Lower fulfillment costs through a gig-based workforce.
- ✓ AI-driven logistics for faster and cheaper fulfillment.

9.3 Why Deallable is a Game Changer in Europe

9.3.1 Faster, More Efficient Delivery System

Unlike Amazon & Zalando, Deallable does **not rely on slow, centralized warehousing**. Instead, we leverage:

-  **Gig workforce + AI-powered logistics = Instant to same-day delivery.**
-  **Real-time order fulfillment = No unnecessary processing delays.**
-  **Optimized routes & delivery assignments = Lower costs, higher efficiency.**

Case Study: How Deallable Outperforms Amazon & Zalando

- **Customer A** in Paris orders a **home appliance** from Deallable at **10 AM**.
- The order is **instantly assigned** to a nearby gig worker.
- The package is **delivered within 90 minutes**.
- **Result:** Faster, more efficient service at a lower cost.

9.3.2 Cost Breakdown: Deallable vs. Amazon & Zalando

Cost Factor	Amazon	Zalando	Deallable 
Warehousing	✓ Required	✓ Required	✗ No Warehousing
Fixed-Fleet Delivery	✓ Yes	✓ Yes	✗ No
Gig Workforce	✗ No	✗ No	✓ Yes
AI-Powered Logistics	✗ No	✗ No	✓ Yes
Delivery Speed	 2-5 Days	 2-4 Days	 Instant to Same-Day
Delivery Cost (per order)	€5-12	€5-15	€2-6
Retailer Commission	8-15%	10-20%	5-10%



Key Takeaways:

- ✓ Deallable is 2-5x faster than Amazon & Zalando.
- ✓ Deallable's costs are significantly lower due to gig-based logistics.
- ✓ Retailers benefit from lower commissions, making products cheaper for consumers.

9.3.3 Deallable's Revenue Potential in Europe

Projected Growth in Europe (Next 2 Years):

- Year 1: 500,000+ orders per month
- Year 2: 1.5M+ orders per month
- Total GMV (Gross Merchandise Volume) Target: €50M+ per year

Why This is Achievable:

- ✓ Europe's massive e-commerce market growth.
- ✓ Demand for instant/same-day delivery services.
- ✓ Retailers & small businesses looking for cost-effective alternatives.

9.4 Conclusion: Deallable's Competitive Edge in Europe

♦ Why Deallable Will Win in Europe:

- ✓ Faster deliveries than Amazon & Zalando (instant/same-day vs. 2-5 days).
- ✓ Lower costs due to no warehousing or fixed delivery fleet.
- ✓ AI-powered, gig-based delivery system ensures high efficiency.
- ✓ Lower commissions & fees attract more retailers.

Final Takeaway:

-  Deallable is the future of e-commerce in Europe.
-  Cheaper, faster, and more scalable than any existing competitor.



10. Conclusion: Why Deallable is a Game Changer

10.1 The Future of E-Commerce & Why Deallable is Built for It

The global e-commerce industry is shifting rapidly, where **speed, efficiency, and cost-effectiveness** define success. **Traditional models relying on warehousing, fixed delivery fleets, and high operational costs are becoming obsolete.**

Deallable is **not just another e-commerce platform—it's a fundamental evolution in online shopping and logistics.** It is designed to **eliminate inefficiencies** faced by Amazon, eBay, Walmart, Zalando, and ASOS.

◆ How Deallable is Transforming E-Commerce:

- ✓ **Gig Workforce-Powered Deliveries** → No fixed fleet, instant order fulfillment.
- ✓ **AI-Powered Logistics Optimization** → Smarter routing, lower delivery costs.
- ✓ **No Warehousing Dependency** → Faster scalability, reduced expenses.
- ✓ **Retailer-Friendly Platform** → Lower commissions = More sellers = Competitive prices.
- ✓ **Customer-Centric Model** → Same-day delivery as the standard, not a premium service.

💡 The Big Picture:




- Consumers now expect **same-day or next-day delivery** as a basic service.
- Rising operational costs threaten small and medium businesses → **Lowering fees & logistics costs gives them a competitive edge.**
- **Gig economy logistics** are the future → Deallable ensures **scalability & sustainability.**



10.2 Case Study: How Deallable Disrupts Traditional E-Commerce Giants

Case Study 1: The Problem with Amazon & Walmart's Warehousing Model




Amazon and Walmart **own massive warehouses** to store products, but this approach has **critical flaws**:

-  **High Costs:** Warehousing costs **billions** annually.
-  **Longer Delivery Times:** Products must be picked, packed, and shipped from central locations.
-  **Limited Seller Control:** Sellers **must store inventory in fulfillment centers** to qualify for fast shipping.

Example:




- A seller in **Manchester, UK** lists a product on **Amazon UK**.
- Amazon **requires the seller to send inventory** to an Amazon Fulfillment Center.
- A customer in **London orders the product**.
- The product **takes 3-5 days** to arrive despite being in the same country.
- **The seller pays 30-40% in fees and fulfillment costs.**

Deallable's Solution:

-  **No warehouses** → Orders are instantly fulfilled from local retailers.
-  **AI-powered gig logistics** → Delivery happens in hours, not days.
-  **Lower commissions** → More sellers, greater product variety, and better prices.

Case Study 2: How Gig Workforce Logistics Outperforms Fixed Fleet Delivery

Companies like **Amazon, Walmart, and Zalando** rely on a **fixed fleet** of delivery drivers. This model is **expensive and inefficient** because:

-  **Full-time delivery drivers mean higher costs** → Salaries, benefits, and vehicle maintenance.
-  **Limited driver availability** → High demand causes delivery delays.
-  **Fleet expansion is costly** → Requires significant capital investment.

Example:

- Amazon **charges extra for same-day delivery** due to the high costs of its **fixed fleet**.
- **During peak shopping seasons**, delivery times increase due to driver shortages.
- **In contrast, Deallable scales instantly by leveraging gig workers.**



Deallable's Solution:

- ✓ No fixed fleet → Gig workers scale deliveries as demand rises.
- ✓ AI-matching optimizes efficiency → Faster, lower-cost deliveries.
- ✓ Lower costs mean same-day delivery at no extra charge.

Case Study 3: How Deallable Fixes Europe's E-Commerce Delivery Challenges

European e-commerce faces **logistical inefficiencies** due to **warehouse reliance, high shipping fees, and slow cross-border deliveries.**

Problems with Zalando, ASOS & eBay:

- Next-day delivery is often costly or unavailable in rural areas.
- Retailers face high marketplace fees, reducing their profit margins.
- Cross-border shipping delays make international purchases frustrating.

Example:

- A customer in **Berlin, Germany** orders a product from a **seller in Amsterdam.**
- The item is **stored in a fulfillment center in France.**
- **Shipping takes 5-7 days, even for a nearby country.**
- The seller **pays high marketplace fees, increasing product prices.**

Deallable's Solution:

- ✓ Local seller fulfillment → Orders are delivered in hours, not days.
- ✓ Gig workforce logistics → No warehousing or fixed fleet costs.
- ✓ Lower commissions → More sellers, better prices, and faster deliveries.



10.3 The Financial Advantage: Why Deallable is More Profitable

Deallable's **AI-driven, gig workforce model** drastically reduces operational costs compared to traditional platforms.

Cost Factor	Amazon/eBay/Walmart	Deallable 🚀
Warehousing Costs	Very High	None
Fixed Driver Fleet	Yes (Expensive salaries & benefits)	No (Gig workforce is scalable & cost-efficient)
Same-Day Delivery Costs	High (Extra charge £5-£10 / €6-€12)	Low (Built into AI logistics)
Retailer Commissions	15-40%	5-10%
Customer Delivery Speed	2-5 Days	Same-Day / Instant

🔥 Key Takeaways:

- ✅ Deallable operates at a fraction of the cost of competitors.
- ✅ Retailers keep more profit, resulting in better prices for consumers.
- ✅ Lower costs = Faster growth & higher scalability.

10.4 The Global Vision: Scaling Across the UK, USA & Europe

🚀 Deallable is not just a local solution—it's built for global expansion.

💡 Growth Strategy:

- **Phase 1:** UK, Germany, and France (High e-commerce demand, inefficiencies in last-mile delivery).
- **Phase 2:** Expansion into the USA and other key European markets.
- **Phase 3:** Scaling into emerging markets (Latin America, Middle East, Africa).

📌 Why This is Possible:

- ✅ Low operational costs make it easier to scale.
- ✅ AI-driven logistics eliminate traditional barriers to entry.
- ✅ Gig workforce ensures instant expansion into new regions.



10.5 Final Takeaway: Deallable is the Future of E-Commerce

Why Deallable is a Game Changer:

- ✓ Faster than Amazon, eBay, and Zalando → Same-day as the default.
- ✓ Lower costs than ASOS & Walmart → No warehousing or fixed fleet expenses.
- ✓ Scalable gig workforce → Easily expand to any market.
- ✓ Retailer-friendly → Low commissions attract more sellers.

Conclusion:

- The future of e-commerce is **not** in centralized warehousing & fixed logistics—it's in AI & gig workforce logistics.
- Deallable is the first platform built for this future.
- It will dominate markets by being faster, cheaper, and more efficient than traditional competitors.



11. The Future of Delivery: How Deallable Redefines Logistics

11.1 The Current State of E-Commerce Deliveries in the UK, USA & Europe

In the UK, USA, and European countries, **fast, cost-effective, and efficient delivery is the biggest challenge for e-commerce companies.** Customers now expect **same-day or next-day delivery** as a standard, yet major players like **Amazon, eBay, Walmart, and Tesco** still rely on **outdated fixed-fleet models** or **costly warehousing systems.**

Key Problems with Traditional Delivery Models:

✗ Expensive Same-Day Delivery → Amazon charges extra for Prime Now, Walmart has additional fees for express delivery.

✗ Limited Gig Workforce Usage → Most retailers use fixed logistics, limiting flexibility.

✗ Delays in Peak Seasons → Black Friday, Christmas, and sales events cause massive backlogs.

✗ Limited Coverage in Rural Areas → 50+ miles away from urban hubs = longer wait times.

🔥 Deallable eliminates these inefficiencies with an AI-powered, gig workforce logistics model that makes same-day and instant delivery the default, not a premium add-on.

11.2 Deallable's Three-Tier Delivery System

Deallable disrupts traditional logistics with an innovative three-tier system that balances **speed, cost, and efficiency.**

1) Priority Instant Delivery – The Fastest Option

- **Best for:** Urgent deliveries (medications, gifts, time-sensitive items).
- **How it Works:** A single gig driver picks up the order and delivers it immediately without combining it with other orders.
- **Speed:** As fast as **20-60 minutes.**
- **Cost:** **Higher than other methods** due to exclusive vehicle use.

Example:

- **Amazon Same-Day Delivery** costs **\$9.99 per order.**
- **Uber Eats** delivers food but **doesn't support bulk shopping & retail items.**
- **Deallable** provides **ultra-fast deliveries for all products at a lower price.**



2 Instant Delivery – The Smart & Affordable Option

- **Best for:** Customers who want same-day delivery at a lower cost.
- **How it Works:** Orders are grouped by location and fulfilled using AI-optimized batch deliveries.
- **Speed: 2-5 hours (same-day).**
- **Cost: Lower than Priority Instant Delivery** because multiple orders share delivery costs.

Example:

- A customer in **London orders a coffee maker at 9 AM.**
- **Another customer orders headphones from a nearby store at 9:30 AM.**
- Deallable's AI **bundles both orders** and assigns a gig driver for a **multi-stop optimized route.**
- Both orders arrive before **2 PM at a fraction of express delivery prices.**

Key Differentiation:

- **Amazon Fresh delivers groceries this way, but with warehouse dependency.**
- **Deallable applies this to all retail products, making it a superior model.**

3 Normal Delivery – Nationwide, Low-Cost Shipping

- **Best for:** Rural areas or locations outside Deallable's instant delivery coverage.
- **How it Works:**
 - Orders **are grouped at the end of each day (11:59 PM).**
 - AI assigns them to **partnered courier companies** for bulk fulfillment.
 - Couriers pick up items from stores the next day and deliver them within **1-3 days.**
- **Cost:** The most affordable option.

Example:

- A customer in **Glasgow orders a laptop from a retailer in London.**
- The **distance is 400+ miles**, making same-day delivery unfeasible.
- Deallable's AI assigns the order to **a courier partner like DPD, DHL, or Royal Mail.**
- The courier picks up all bulk orders and delivers them efficiently.

Why This Matters:

- Amazon's **FBA model requires products to be stored in its warehouses.**
- Deallable **removes warehouse dependency, enabling faster restocking and better pricing.**



11.3 How Deallable Fixes Delivery Inefficiencies in the UK, USA & Europe

Case Study 1: How Deallable Outperforms Amazon Prime's Fixed Logistics

Amazon Prime offers same-day delivery, but at a high cost:

- Prime members pay \$139/year (£95 in the UK) just for access.
- Same-day orders under \$25 incur additional fees.
- Amazon still relies on warehouses, causing inventory delays.

Deallable's Solution:

- ✓ No subscription fees – Instant Delivery is built into the platform.
- ✓ No warehouse dependency – Orders come straight from local retailers.
- ✓ Lower delivery costs – AI-optimized routes eliminate inefficiencies.

Example:

- A customer in Berlin orders a smartwatch.
- Amazon ships from a warehouse in Munich, adding a day's delay.
- Deallable fulfills instantly from a Berlin-based retailer.
- Faster, cheaper, and more efficient.

Case Study 2: How Deallable Outperforms Uber Eats & Deliveroo in Retail Logistics

Uber Eats & Deliveroo dominate food delivery but fail in general retail.

- Their drivers don't handle bulk or multi-stop retail deliveries.
- Retailers have no seamless way to integrate inventory with gig drivers.
- They don't optimize delivery beyond food and groceries.

Deallable's Solution:

- ✓ Expands the gig model beyond food – Any retailer can join.
- ✓ AI-powered batch deliveries – More orders per trip = lower costs.
- ✓ Better integration for retailers – No warehouse stock limits.

Example:

- A customer in Paris orders a laptop charger.
- Deallable assigns a gig driver picking up three other orders nearby.
- Same vehicle, optimized route = Cheaper & faster than traditional couriers.



11.4 The Financial & Operational Advantage of Deallable

Deallable's AI + gig workforce model drastically **reduces costs while increasing speed**.

Factor	Amazon, Walmart, Tesco	Deallable 🚀
Warehousing Costs	Very High	None (Retailer Direct Fulfillment)
Fixed Fleet Costs	Yes (Salaried Drivers, High Overheads)	No (Scalable Gig Workforce)
Same-Day Delivery Fees	\$5-10 (£5-8 per order)	Lower or Free (AI-Optimized Bulk Delivery)
Scalability	Limited by Warehouses & Fixed Drivers	Instant Scale via AI & Gig Workers
Delivery Speed	2-7 Days (Standard), 1-Day (Expensive)	Same-Day as Default

🔥 Why This Matters:

- Deallable is **cheaper, faster, and more efficient than traditional models**.
- **Lower costs attract more retailers, driving platform growth**.
- **AI ensures scalability without adding warehouses or full-time drivers**.



11.5 Why Deallable's Model Will Dominate the UK, USA & Europe

Key Differentiators:

- ✓ Faster than Amazon & Walmart – No warehouse delays.
- ✓ Cheaper than Uber Eats & Deliveroo – Retail-focused gig logistics.
- ✓ More scalable than Tesco & DPD – AI-driven deliveries.
- ✓ Perfect for urban & rural areas – Gig + courier hybrid model.

Conclusion:

- The future of e-commerce **is not in fixed fleets or warehouses—it's in AI-powered gig logistics.**
- **Deallable is the first platform built for this future.**
- **It will redefine e-commerce logistics in the UK, USA & Europe by making same-day delivery the standard at a fraction of the cost.**



12. Pickup Lockers: The Future of Flexible Deliveries (Optional for Customers)

◆ The Problem with Traditional Home Deliveries

In the UK, USA, and European countries, home deliveries come with **several challenges**:

- ❌ **Missed deliveries** when customers aren't home.
- ❌ **Package theft** is a growing issue, especially in urban areas.
- ❌ **Rigid delivery schedules** that don't fit busy lifestyles.

◆ The Solution: Deallable Pickup Lockers

To solve these issues, Deallable offers **pickup lockers as an alternative delivery option**.

- 📦 **Customers can select a nearby locker instead of home delivery.**
- 🚀 **Deliveries are fulfilled by gig drivers, just like home deliveries.**
- 🕒 **Lockers are placed in high-traffic locations:** malls, gas stations, train stations, bus stops, etc.
-

◆ How Deallable's Pickup Lockers Work

1 Customer Chooses a Pickup Locker

- At checkout, the customer selects **a nearby locker instead of a home address.**

2 Delivery is Assigned to a Gig Worker

- The **AI assigns a driver** to drop the order at the locker instead of the customer's home.
- **Multiple orders can be delivered to the same locker**, reducing costs.

3 Customer Receives a Secure Pickup Code

- Once delivered, the customer gets **a unique pickup code via app/email/SMS.**
- **The locker is accessible 24/7.**

4 Pickup at Convenience

- The customer enters the code, retrieves their package, and **eliminates delivery scheduling stress.**



◆ Why Pickup Lockers Disrupt the Market

Problem	Traditional Home Delivery	Deallable Pickup Lockers 
Missed Deliveries	Common if not home	Never happens—pickup anytime
Theft Risk	High in urban areas	Zero risk—secure locker
Customer Flexibility	Limited to delivery hours	24/7 pickup at convenience
Delivery Costs	Higher for single-home trips	Lower via bulk locker deliveries






Example:

- A customer in **Manchester orders a package** but works late hours.
- Instead of home delivery, **they select a pickup locker at a train station.**
- A **gig driver drops off the order at 3 PM.**
- The customer **picks it up at 10 PM after work** without any hassle.

Impact:

- **More convenience for busy professionals.**
- **Reduces delivery costs by consolidating trips to lockers.**
- **Lowers carbon footprint by optimizing delivery routes.**

◆ Where Deallable Will Place Pickup Lockers

-  **Malls & Shopping Centers** – High foot traffic, perfect for daily pickups.
-  **Gas Stations** – Easy access for commuters & drivers.
-  **Train & Bus Stations** – Ideal for people picking up after work.
-  **Business Districts** – Office workers can collect orders anytime.
-  **Residential Complexes** – Lockers at apartment buildings for shared use.



◆ Case Study: How Amazon's Lockers Are Growing & Why Deallable's Model Is Better

Amazon's Locker System:

- Amazon has **over 4,000 pickup lockers in the UK & USA.**
- **But they are limited to Amazon orders only.**

Why Deallable is Better:

- ✓ Supports all retailers, not just one platform.
- ✓ Cheaper for consumers, as bulk deliveries lower costs.
- ✓ Works with gig workers, reducing reliance on fixed fleets.

◆ The Future of Pickup Lockers in the UK, USA & Europe

- 🚀 **By 2027, over 25% of urban deliveries will shift to pickup lockers.**
- 💡 **Deallable will lead this change by making it a default delivery option.**
- 🌍 **This model reduces congestion, costs, and delivery failures, making e-commerce logistics more sustainable.**

🔥 Conclusion:

Deallable's **AI-powered gig economy + pickup locker model is the future of flexible deliveries.**

It **outperforms Amazon, Walmart, and other retailers** by offering **cheaper, faster, and more convenient delivery options for customers across the UK, USA & Europe.**



13. Conclusion: The Future of AI-Powered Commerce & Delivery

Deallable: Redefining the Future of E-Commerce & Logistics

Deallable is not just another delivery platform—it is an **AI-powered commerce revolution**. By seamlessly integrating **instant AI shopping, gig-driven fulfillment, and intelligent logistics**, Deallable eliminates inefficiencies that traditional e-commerce and delivery platforms still struggle with.

Why Deallable is a Game-Changer

- ✓ **AI-Powered Personalized Shopping** – Customers get **real-time AI assistance** to find the best products instantly.
- ✓ **Ultra-Fast, Cost-Effective Delivery** – **Gig drivers & AI bulk-routing** ensure the fastest, cheapest fulfillment.
- ✓ **Priority & Bulk Delivery Modes** – Customers can **choose speed or savings**, unlike fixed-price models.
- ✓ **Pickup Lockers for Maximum Flexibility** – Customers get **24/7 access** to secure deliveries.
- ✓ **Multi-Vehicle Logistics Model** – Unlike Uber Eats or Amazon, Deallable uses **trucks, bikes, tuk-tuks, and more** for optimized efficiency.

Market Disruption & Investor Opportunity

The global e-commerce and delivery market is **expected to reach \$8.1 trillion by 2027**. Yet, traditional platforms **struggle with inefficiencies** like high last-mile costs, missed deliveries, and lack of personalization.

 **Deallable's AI-driven model cuts costs, speeds up delivery, and maximizes market reach.**

 **By 2026, we project a \$500M+ market valuation**, leveraging AI, gig economy expansion, and untapped delivery solutions in key regions.

Investor Takeaway: Why Deallable Will Dominate

- **First AI-driven e-commerce + logistics disruptor** in the UK, USA & Europe.
- **Proven real demand** with 200+ organic waitlist users in **just one month—without marketing**.
- **Scalable gig-driven model**, reducing costs while increasing efficiency.
- **AI-powered automation**, making logistics smarter and more profitable.
- **A market ripe for disruption**, where traditional players struggle to adapt.



The Future with Deallable

Deallable is not just **keeping up** with the future of e-commerce and logistics—it is **creating it**. With a scalable, AI-powered, gig-driven model, **we are redefining how people shop, order, and receive their products**.

Now is the time to **invest in the future of AI-driven commerce and logistics**. Let's build this revolution together.

Deallable



Deallable



