Crowdsourcing theory helps PUDO resolve last-mile parcel delivery gridlock

TORONTO, June 28, 2018 /CNW/ - PUDO Inc. (CSE:PDO)(OTCQB:PDPTF) ("PUDO" or the "Company"), North America's first carrier-neutral Pick-Up Drop-Off Network ("Network") is using a form of crowdsourcing — which by definition relies on inputs and trends from masses of people and communities of users to solve tasks and re-think or re-imagine traditional systems and dynamics — to help design its last-mile e-commerce traffic control network. "The race to resolve parcel traffic control gridlock won't be won by any one last-mile delivery provider or platform, or single big idea. It will be won by shortening the physical and technological distance of the last-mile so that costs of individualized final hand-overs and/or hand-backs are predictable and affordable for retailers and logistics, *and* convenient for consumers," says PUDO CEO Kurtis Arnold.

"Crowdsourcing relies on millions of inputs related to a specific problem or situation, to help design a solution. Our team of logistics experts and engineers is doing just that in using masses of stakeholder data to disrupt the current parcel delivery and return model — systems that were conceived originally for a) delivery of daily mail, and b) for business-to-business parcel delivery, certainly not for e-commerce — and create an elegant new networked architecture that works for *everybody* in the ecosystem."

"We have been hearing and reading about innovative big ideas like lockboxes, drones, and Uber-like services to manage last-mile e-commerce deliveries in those markets where density and demand suit each of those tools, and they are all plausible ideas in particular sets of circumstances, but they are not 'the' ideas that will solve the last-mile gridlock that is stalling e-commerce across the board, and escalating detrimental cost-control issues for many retailers. The problem is much, much more complex than consumers understand, and there are many more inefficiencies and facets to the process than can be solved with any remote delivery system or one-way App tap."

E-commerce parcel traffic control is complex and varies greatly by industry, geography, state and provincial regulations, brand expectations, return policies, customer expectations, technology, and infrastructure. There is no one-size fits all solution that will provide customers with instant satisfaction, and distributors and retailers with scalable cost-controls within which to grow their businesses. "Short of a parcel teleporter, there just isn't an easy way to make the math work for everyone in the supply chain. What we have done however, is let the math - ie: logistics data, history, trends and forecasts, find common ground to network data points of optimum intersection and efficiency; that is activating three years exposure and interaction with e-commerce purchase and logistics data analysis and application, to help us map our Network."

"The solution isn't a one-size-fits-all adaptation of a broken system, rather the solution is a new Network of strategically located 'consumer and logistics' pick-up and drop-off points located very near to where people live, work, play, study and vacation. This courier-neutral Network 'reduces the delivery and return equation enormously' immediately — extending every fulfillment centre's network by tens of thousands of community-based hubs from which to stage vastly shortened last-mile deliveries and returns (deliver to thousands of PUDO points instead of millions of homes); and providing consumers with more choice than ever about how and when to pick-up or schedule home deliveries and manage returns."

PUDO has mapped strategically located pick-up and drop-off points from coast to coast, throughout North America — in the form of existing bricks and mortar chain, convenience, grocery and community stores in tens of thousands of populated urban, residential and rural neighbourhoods. "We are following the math,

and the math dictates which potential PUDO point partners should be 'activated' to join the Network. Once activated with PUDO plug-and-play technology for mobile and desktop, consumer demand and traffic is immediate and monetizable — driving, riding, walking by or near, on a daily basis. It is a bit of a dance as we beta trial then on-board key stakeholders, but each activation expands the PUDO Network exponentially, and lessens the gridlock."

PUDO is non-discriminatory, courier-neutral, green and elegant, and affords every stakeholder in the e-commerce ecosystem with labour and time-saving tools to help them better serve customers and control costs. "PUDO points receive and return parcels for any carrier, courier or postal service, and because we are managed by a group of seasoned logistics experts with access into the furthest reaches of back-end logistics, we can access a menu of 'end of the last-mile' parcel consolidation, delivery and return solution possibilities (including same-day) to any stakeholder, including e-commerce hybrids like Amazon and eBay. Our solution is in reality anything but simple, but for our clients and consumers, it is as simple as including or choosing PUDO in the check-out," concludes Arnold.

To inquire about the PUDO Network, or to apply for PUDO point activation, visit www.pudoinc.com or www.pudopoint.com.

About PUDO

PUDO Inc, is developing North America's only carrier-neutral parcel pick-up/drop-off technology and logistics network, as a means of solving the last-mile parcel-traffic-control gridlock that is crippling the $550B e-commerce sector. E-commerce is faced with unprecedented cost control issues, based on disproportionately high last-mile delivery costs relating to undeliverable parcels, and parcels returning for refund or exchange. As labour and fuel costs increase in tandem with parcel traffic and volume, the problem worsens.

PUDO's team of logistics and parcel traffic management experts have created a market intelligence and trends driven solution comprising courier-neutral plug-and-play technology for desktop and mobile, plus a strategically located network of parcel pick-up and drop-off PUDOpoints for pay-as-you-go use by all players within the e-commerce ecosystem.

Adopting PUDO technology shortens the last mile for the behemoths of e-commerce — fulfillment and distribution centers representing thousands of retailers and millions of consumers — by instantly extending their parcel staging and consolidation network, and providing secure 'near end of the line' storage for the 30% of e-commerce parcels that are undeliverable on first attempt. PUDO's technology and network virtually eliminate costs associated with second-attempt deliveries, un-attended parcel theft and spoilage, and mis-managed reverse logistics on returns, and provides couriers, retailers and consumers with badly needed cost controls, choice and convenience.

PUDO was founded in 2015 and was recently named one of the Top 20 most innovative public technology companies by the Canadian Innovation Exchange. After two years of industry and market research, and successful beta testing the technology and PUDOpoint geography and protocols with major logistics stakeholders, PUDO is ready to activate its network through strategic partnerships. Activation will enable all stakeholders within the network to access and control scalable, fluid, strategic consolidation in real time when and where needed, to lower costs and satisfy customer expectations.

For more information, please visit: www.pudoinc.com or www.pudopoint.com.

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