



flexport.

The New Way Forward

FOUNDER & TEAM

Ryan Petersen

- Founder of the company
- Completed MBA from Columbia Business School
- Co-founder and former CEO of ImportGenius

Dave Clark

- CEO of the company
- He is the Ex- employee of Amazon
- Graduated with an MBA from the University of Tennessee and holds a Bachelor's Degree from Auburn University.

WEBSITE

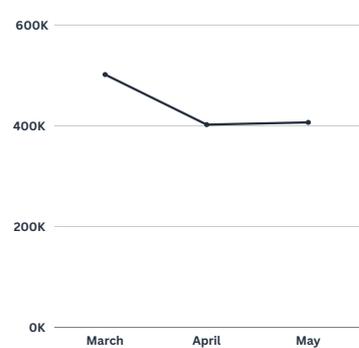
www.flexport.com

ABOUT

- It is a **technology-enabled freight forwarder and logistics platform** that aims to simplify global trade for businesses.
- It provides end-to-end logistics solutions, including **freight forwarding, customs brokerage, cargo insurance, and supply chain visibility.**
- It was founded in 2013.
- It is headquartered in **San Francisco, CA, United States.**
- It became a **unicorn startup in 2019** by crossing \$1 billion valuation mark.

ANALYTICS

WEBSITE TRAFFIC



WEBSITE RANKING

- Global Rank: 111886
- Country Rank (US): 40247
- Category Rank (Shipping & Logistics): 221

source: similarweb.com



thecodework.com

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Features of Flexport



Digital Freight Forwarding Platform:

This web-based platform serves as a centralized hub that enables businesses to manage their international shipments and logistics operations efficiently.



Shipment Management:

The platform streamlines the entire logistics process, including booking shipments, coordinating with carriers, managing customs documentation, and tracking the movement of goods.



Customs Compliance and Documentation:

The platform automates customs filings, facilitates communication with customs authorities, and ensures adherence to regulatory requirements, reducing the risk of delays or penalties.



Freight Consolidation:

By aggregating shipments from multiple clients, Flexport can negotiate competitive rates with carriers and pass on the cost savings to its customers.

Features of Flexport



Supply Chain Visibility and Analytics:

Through its platform, businesses can access real-time tracking of their shipments, monitor inventory levels, and analyze key performance indicators (KPIs) related to their supply chain operations.



Supplier and Vendor Management:

Businesses can easily request quotes, coordinate shipments, and track supplier performance, fostering seamless integration and transparency across the supply chain.



Freight Insurance and Risk Mitigation

The platform provides customizable insurance coverage options based on the specific needs and risk profile of each shipment.



Regulatory Compliance and Trade Compliance Consulting:

Flexport provides regulatory compliance and trade compliance consulting services to help businesses stay up-to-date with changing regulations and requirements.

BUSINESS MODEL

- The business model of the company is based on becoming a full-stack software provider that can digitize any supply chain-related process.
- These are the key components of their business:
 - ✦ **Freight Forwarding:** It acts as a global freight forwarder, providing end-to-end logistics services for companies shipping goods internationally.
 - ✦ **Technology Platform:** It leverages its proprietary technology platform to streamline and digitize the logistics process.
 - ✦ **Supply Chain Visibility:** It allows users to track shipments, monitor inventory levels, and access real-time data and analytics.
 - ✦ **Customs Brokerage:** It offers customs brokerage services to help navigate complex customs regulations and ensure compliance when shipping goods across borders.
 - ✦ **Data-driven Insights:** It harnesses the power of data to provide customers with actionable insights and optimization opportunities.
 - ✦ **Network of Partners:** It collaborates with a global network of carriers, trucking companies, airlines, and other logistics providers to offer a comprehensive range of shipping options and ensure reliable and efficient transportation.
 - ✦ **Value-added Services:** Services may include cargo insurance, warehousing and distribution, trade financing, and trade consulting.

MARKETING STRATEGY

➔ Content Marketing:

- It produces and shares high-quality content such as articles, reports, and blog posts that address key industry trends, challenges, and solutions.

➔ Digital Marketing:

- utilizes various digital marketing channels to reach its target audience.
- This includes **search engine optimization (SEO)** to improve online visibility, **social media marketing** to engage with the logistics community, and **targeted online advertising campaigns** to reach potential customers.

➔ Events and Industry Participation:

- It participates in industry events, conferences, and trade shows to showcase its expertise and connect with key stakeholders.
- By sponsoring and attending such events, it increases brand visibility and fosters relationships with customers, partners, and industry influencers.

➔ Customer Success Stories:

- It highlights its success stories and customer testimonials to demonstrate the value it brings to its clients.

➔ User-friendly Technology Platform:

- By highlighting its intuitive **interface**, **real-time tracking capabilities**, and **data analytics features**, it showcases the ease and efficiency with which customers can manage their global supply chains.