eShip Online Transport Marketplace

Company profile

Company summary

eShip (Pty) Ltd.

Reg 2013/07778/07

Key Shareholders:

Emile McLennan  
Vinny Lingham  
Gil Oved

Established in   
Cape Town, South Africa

www.eship.co.za

Background

It is hard to say exactly where or how the inspiration for eShip came about. There was no one moment of sheer brilliance that resulted in the platform that is around today, rather, it is an amalgamation of various different solutions and deliberating around the problems that has always plagued the logistics industry. Efficiency. Founded by Emile McLennan in 2013, eShip was born out of the desire to simplify the shipping process as much as possible for shippers, whilst at the same time increasing operational efficiency for transport companies. The first working prototype of the platform was completed late 2013, but it would not be until 2014, when the founder, Emile McLennan, pitched the idea to a panel of 5 investors in South Africa’s own version of Dragons’ Den on national television that saw the platform take off. The buy in from tech tycoon Vinny Lingham and marketing guru Gil Oved, together with Emile McLennan’s vision and leadership would see eShip rise to the challenge of completely revolutionising the transport industry in South Africa.

Platform overview

eShip is an online transport marketplace that connects transport companies to people who need something shipped. Transport companies very seldom, if ever, operate at full capacity. Thus, there is always additional space available in trucks operating on existing routes, as well as on backloads which usually result in empty vehicles. Trucks which could be filled and bring in additional revenue are now running empty at a massive cost to company. eShip solves this inefficiency by giving transporters access to an online database of items that need to be transported, helping transporters fill their trucks, increasing efficiency which results in significant increases in additional revenue. The auction format of bids result in consignors’ receiving the most competitive quotes from transporters in a fair and transparent manner, resulting in not only huge cost-savings, but a significant saving in time and effort in finding and comparing quotes.

Platform offering: Consignors

Traditionally the transport of odd and irregular shaped items posed many problems for ordinary people, as it is seldom possible to get accurate and competitive quotes from reputable transporters. This leads to a lot of phoning around and searching newspapers and trawling forums. eShip has dramatically changed this process by offering a single point of contact with transport companies in South Africa. Simply list your item/s online in a few steps and then sit back and wait for transport companies to bid on your item/s. Once the winning bid has been selected, both party’s contact information is exchanged and the load is fulfilled by the transporter.

Briefly, eShip results in the following benefits:  
-Significant savings in cost  
-Significant savings in time spent in gathering quotes  
-One point of contact for all transport requirements  
-Rating system ensures safety and reliability for both parties  
-Sensitive information is not shared to any transport companies.

Cost: eShip is free to use for consignors.

Platform offering: Transporters

eShip offers transport companies an online solution to find loads to fill their trucks. Transporters can quickly and easily find listings in the areas they operate in, on any device and at any time they choose. eShip also notifies transporters through email and SMS when new listings are created based upon the location of the listing. Furthermore, eShip saves transport companies from spending massive amounts of money every month on advertising and lead generation. Leverage eShip’s platform and benefit from the listings that are created daily on the platform. Once a bid has been accepted, the transport company will receive the listing details, along with the consignor’s contact information in order to arrange fulfilment of the delivery. Transporters will be rated by consignors as reference for future listings in order to ensure quality and reliability. eShip allows transporters to capitalise on vehicles not operating at maximum capacity in order to ensure backhauls are profitable and the maximum revenue in generated per vehicle.

Summarised benefits include:  
-Instant access to the largest database of listings   
-One platform for all operational needs  
-Easily find new work to fill vehicles  
-Straightforward bidding process  
-No subscription or membership fee  
-One transparent matching fee charged on accepted quotes  
-World-class support  
-Custom API that can integrate into existing system  
-24/7 System availability from any device and location

How to use eShip:

1. Create a transporter account by visiting: <http://www.eship.co.za/users/sign_up?path=real>
2. Click Transporter
3. Fill in Name, email, cellphone and choose a password to use
4. Click Register
5. Check your email and follow the confirmation link that was emailed to you – You may have to check your spam folder.
6. You can now login and begin winning loads for your company