



Franchising Prospectus

The Opportunity

Street Stream is an e-commerce delivery marketplace platform that allows customers to find couriers for urgent or precise deliveries in real time. It sits in a key strategic point in the fast growing e-commerce industry - delivery; and in particular rising customer expectations for deliveries.

Street Stream is a highly scalable business - following an AirBnb-like marketplace business model: connecting customers with courier operators.

The core operating costs are very low and the variable costs are negligible, meaning that for someone who is good at driving sales, this business has the potential for an unusually high return on investment.

This is an opportunity for someone to invest in a brand with start-up like returns but without the risk of developing & testing new technology as this has already been done.

We have ambitious plans to grow the business into a global brand. For certain markets we are looking for franchises to accelerate this process.

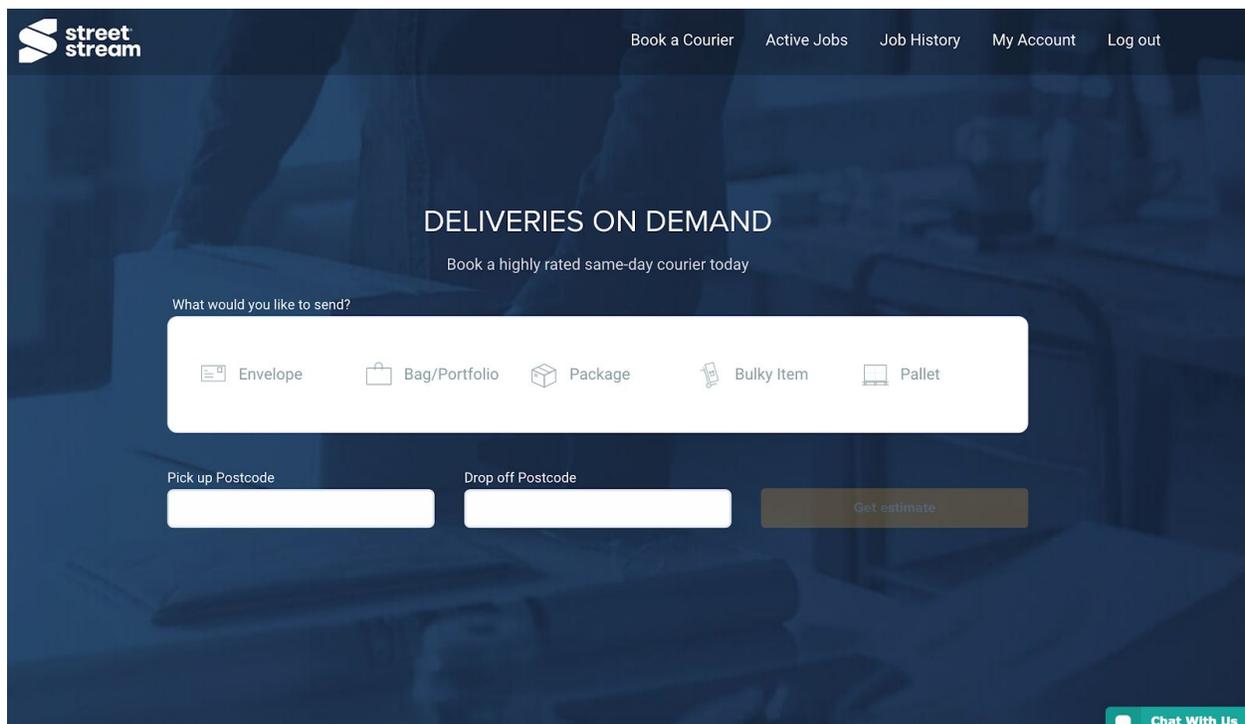
Product Description

Street Stream was launched in London in 2015 and has proven product-market fit with some notable clients including iSmash and Planet Organic.

The product can take two forms for customers:

1. A website which acts as a real-time marketplace for facilitating premium deliveries (such as same-day deliveries or nominated delivery slots) by connecting customers to a network of Street Stream app-enabled courier operators
2. An API (application program interface) which allows integration of that technology into e-commerce websites.

For most customers their interaction with Street Stream is via the [website](#) where they can “post” a job, specifying package size, address details and precise pick up and drop off windows. On submission, an alert is sent to all couriers on the platform. Couriers receive an alert on their phone and then bid for the work in real time, with a single click of a button.



The screenshot shows the Street Stream website interface. At the top left is the Street Stream logo. The top right navigation bar includes links for "Book a Courier", "Active Jobs", "Job History", "My Account", and "Log out". The main heading is "DELIVERIES ON DEMAND" with the subtext "Book a highly rated same-day courier today". Below this is a form titled "What would you like to send?" with five options: "Envelope", "Bag/Portfolio", "Package", "Bulky Item", and "Pallet". At the bottom of the form are two input fields for "Pick up Postcode" and "Drop off Postcode", and a "Get estimate" button. A "Chat With Us" button is visible in the bottom right corner.

Uniquely, the customer will likely get quotes from individual couriers & small courier companies. Customers will be able to see price, distance from the pickup, and the courier’s rating and reviews. Customers are invited to review and rate the courier after each delivery.

Some features of the Street Stream platform are unique:

1. Customers can customise pickup and drop off windows *independently* of each other. Eg. shop which closes at 5 pm wants to deliver to a nearby customer between 7pm and 8pm tonight. They might specify a pick up window 3 to 5pm and a drop off window 7 to 8pm.
2. Customers can choose between individual couriers as well as smaller courier companies on the platform. This is more than a technicality. It is part of the core proposition. We have seen strong evidence of customers booking individuals for a variety of reasons:
 - a. it makes the whole experience more personal, de-commodifying the process; they get to choose couriers they know, like and trust; they can be informed by the personalised ratings system and reviews.
 - b. Meanwhile the courier knows that if they do a good job (i.e. are on time, trustworthy, personable and presentable) they will get booked again and again and will earn a good reputation. This encourages a high quality of service.

The screenshot displays the Street Stream platform interface. At the top, the logo is on the left, and navigation links 'Book a Courier', 'Active Jobs', 'Job History', 'My Account', and 'Log out' are on the right. Below the navigation, there are two main sections: 'demonstration' with a cube icon and 'Pickup window closes in: 2 hours' with a clock icon. A dropdown menu is set to 'Order by Price'. The main content area shows a list of six couriers, each with a profile picture, a rating (stars), a vehicle type, a distance, a price, and an 'Accept Quote' button. The couriers are sorted by price, with the lowest price at the top.

Courier Name	Vehicle Type	Distance	Price	Accept Quote
James Middleton	BICYCLE	I'm about 4.84km away	£13.72 £16.46 inc VAT	Expires: 5 min 32 sec
Lee Hanson	BICYCLE	I'm about 3.87km away	£13.72 £16.46 inc VAT	Expires: 2 min 45 sec
Florian Bourneix	CARGO-BIKE	I'm about 8.49km away	£14.11 £16.93 inc VAT	Expires: 5 min 50 sec
Glenn Metcalf	MOTORBIKE	I'm about km away	£14.20 £17.04 inc VAT	Expires: 1 min 26 sec
Mark Cowell	MOTORBIKE	I'm about 12.41km away	£14.20 £17.04 inc VAT	Expires: 1 min 29 sec
Darren Bailey	SMALL-VAN	I'm about 7.35km away	£19.87 £23.84 inc VAT	Expires: 1 min 21 sec

The other aspect of the Street Stream platform is the API (application program interface), allowing Street Stream to be integrated into websites. For example, Street Stream is integrated into the Planet Organic site. At checkout, customers are offered a one-hour delivery slot option.

The screenshot shows the Planet Organic website interface. At the top, there is a navigation bar with the Planet Organic logo, a search bar, and icons for user profile, heart, and shopping basket (with a '21' notification). Below the navigation bar, the page is split into two main sections.

Delivery Methods: This section offers two options for London delivery:

- London Delivery: Flexi Saver Slot (£0.00)**: Flexible? We'll deliver on your chosen day (Mon-Fri) between 8am - 5pm. Next day delivery available for orders placed before 1pm.
- London Delivery: Fixed 1-Hour Slot (from £4.75)**: Precise hourly slots for added convenience; have your order delivered within a fixed 1 hour slot on a day of your choosing, 7 days a week, including same day delivery. Weekday delivery slots available from 7am until 10pm. Weekend delivery slots available from 8am until 8pm. Our 1-hour delivery slots are powered by Street Stream.

Below the delivery methods, there is a section titled "Select Your Delivery Slot" with a calendar view showing the current date as Saturday, 31st. A table lists available hourly slots and their associated costs:

Slot	Cost	Action
8:00am - 9:00am	£4.75	Select
9:00am - 10:00am	£4.75	Select
10:00am - 11:00am	£4.75	Select
11:00am - 12:00pm	£4.75	Select
12:00pm - 1:00pm	£4.75	Select
1:00pm - 2:00pm	£4.75	Select
2:00pm - 3:00pm	£4.75	Select
3:00pm - 4:00pm	£4.75	Select

Basket Summary: This section shows a total value of £109.00 and a grid of 16 items in the basket, each with a quantity indicator (e.g., 2, 1, 3). An "Edit / View Basket" button is located at the bottom of the grid.

Business Model

Street Stream takes a 17.5% fee on each delivery charge. The other 82.5% goes to the courier. No couriers are paid guarantees or a payment by the hour - payment is purely on a delivery by delivery basis. In return, couriers have an exceptionally high level of freedom.

We feel that a franchisee could take up to 20% on each delivery charge, given we believe a franchisee could get to a higher level of courier productivity faster than the franchisor with what was then a very new concept and business.

Customer proposition & values

The key customer proposition is that we seek to offer an easy-to-use service with a high degree of flexibility and a strong customer service ethos. Pairing customers directly with couriers leads to a more personal experience, with couriers properly incentivised to offer a great service.

Customer Acquisition Strategy

Our focus is on sales in sectors where premium deliveries are likely to be attractive to end customers and where price sensitivity is relatively slight:

- Fashion retail
- Consumer goods retail
- Department stores
- High end groceries and wine merchants
- DIY and homewares
- Personal care & health
- Food wholesale and restaurant supplies
- Professional services (lawyers, accountants etc.)
- Office supplies
- Clothes hire
- Micro distilleries and breweries
- Book stores
- Opticians
- Pharmacies
- Sports equipment/ sports wear
- Tool hire & plant

Market

The global parcels market is a \$350 billion dollar market and grew 13% over the year before (Apex Insight, 2017). There are two powerful trends within deliveries:

More timely deliveries (including same-day and “on demand”)

Stats from eDelivery.net:

- 55% of customers say speed of delivery is most important factor when shopping online
- 57% are prepared to pay for delivery if they need items quickly
- 39% think they shouldn't have to wait more than 24 hours for delivery
- 32% also want ultra express delivery services that take less than two hours

More precise or “nominated” delivery slots

Stats from Metapack:

- 60% of consumers bought goods from one online merchant over another because delivery options were more convenient
- 54% of consumers say delivery defines with whom they shop
- 59% say they buy more and buy more frequently from ecommerce sites offering a faster, easier and transparent delivery option

Both are driven by competitive pressures to improve the delivery experience for customers. Retailers are realizing how important the delivery is to the overall delivery experience. Amazon with Amazon Prime and Prime Now has acted as a force for change and mainstream retailers are having to respond.

Management Team

James Middleton - Chief Executive Officer & Founder

Formerly a Director at Blackrock, James was in the investment management & hedge fund industry for 17 years (before Blackrock, at Barclays Global Investors, Tilney Investment Management, and Alliance Trust). He was also an independent consultant at Millennium Capital. James founded Jasmine Technologies Ltd in 2014, launching its product Street Stream in February 2015. James holds a first class degree in Financial Economics and Modern History from the University of Dundee.



Dom Joyce - Head of Operations

As well as having worked as a delivery driver and motorbike courier himself, Dom was an internal services manager for Man Group across three London offices, managing a team of 17 staff and an annual budget of £5 million. Dom's role covers the onboarding of new courier partners, client and courier liaison, as well as business development.

Kevin Ronaldson - Non-executive Chairman

Kevin joined Allied Dunbar as a Financial Adviser straight from Oxford University and built the most successful ever individual Sales Franchise, becoming top Adviser 1994-1996. He sold his business in 1997 and joined the Board of Allied Dunbar as Product and Marketing Director. He held the Board position of Strategic Distribution Director before becoming Chairman of Zurich Independent. In 2005 he left the Zurich Life Business to found Intrinsic Financial Services, raising £25m to create the 3rd largest UK Financial Services Network with 150 employees and 1800 advisers. He was Chief Executive for 3 years before becoming Deputy Chairman in 2009. In 2012 he left to set up Bellpenny Ltd with £30m of funding to lead the consolidation of the IFA sector.



The Franchise Package

On offer is either:

1. A regional area franchise or:
2. A small country franchise

The franchise set up fee is £80k and the management services fee is 20% of net revenue (after courier costs) per year. We have estimated the other startup costs for a franchisee to be around £12k.

Becoming a Street Stream franchisee offers you:

1. A strong technology with proven product-market fit
2. A proven business system in the form of complete sales, marketing, technology support & operational systems
3. The experience & full support of the Street Stream
4. Continuous research & development into new revenue-enhancing features
5. Protected Industrial and Intellectual property rights

Is it for you?

We are looking for territorial leaders with a strong demonstrable track record of success in business who:

1. can recognise an exceptional business opportunity
2. have the depth of talent required to drive dynamic business growth through directly franchising our brand in their local markets

The individual qualities we look for:

1. A strong knowledge and awareness of courier and/or e-commerce markets in the delineated territory, either through past involvement or through research
2. Access to the financial resources to develop and then continue to support the Street Stream franchise business
3. A strong customer service background
4. A commitment to delivering a fast-track return on investment via rapid sales growth
5. Access to relevant banking, taxation and legal information
6. A proven ability to run a sales-lead operation
7. The ability to cope with the constantly-changing needs of clients

Projections

The forecasts are based partly on the pattern in the London operation but taking into account the benefit of the experience and knowledge of the management team. We would expect a franchise to be able to achieve a slightly faster growth rate given the franchisee benefits from the hard-won experience of the franchisor.¹

Forecasts (£000k)			
	Year 1	Year 2	Year 3
Gross Merchant Value	£214	£1,184	£2,538
Net Revenue	£43	£249	£532
EBITDA	-£11	£112	£296
Net Profit	-£29	£94	£277

Next Steps

Should you be interested in discussing further please send an email to james@streetstream.net. After an NDA is signed we can share the Franchise Information Memorandum and the financial model.

Company details

Street Stream is a trading name of Jasmine Technologies Ltd. Company number: 08838303. Registered address: 11 Claylands Place, London, SW8 1NL, Great Britain.

Legal Counsel

The company is advised in legal matters by A City Law Firm, 64 Clifton Street, London EC2A 4HB, Great Britain.

Franchising advisors

The company has been advised in franchising matters by The Franchising Centre, Innovation Centre, York Science Park, Heslington, York, YO10 5DG, Great Britain.

¹ Please note that these are only forecasts based on the London experience. They should not in any way be considered guaranteed returns. It will also vary from market to market.