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Innovation

Ship2MyID to conclude deal with Seychelles Postal Services

by V. Moonien

Ship2MyID, a patented shipping platform that allows consumers to ship packages without needing the receiver's mailing address, will conclude an agreement with the Seychelles Postal Services (SPS) in the coming days. Its CEO and founder,

Santosh Gopal, who attended the SIDS Postal Forum 2024, which was held last week in Beau Vallon by the SPS, in collaboration with the Universal Postal Union (UPU), announced it to TODAY Business.

Residing in the United States, Santosh Gopal came up with the concept in 2012 when his 7-year-old son was celebrating his birth-

day at a location, and he forgot to bring along the goodie bags for his school friends. His son asked if they could be sent by post. As the school didn't wish to give the address of their parents on the grounds that it's private and the fact that they might not live in the same house, he devised that a cell phone number, an email, or a social media ID could be used to send a package when their emails were handed over to his son.

"He has 10 emails, and he said to me, can you please ship the bags to them? At the time, I realised that was exactly what millennials needed. They expect things to happen quickly, and everything is digital with them. They don't know that the digital world is separate from the physical world. At that time, I was just finishing a project at PayPal, where you can send money to anybody with an email or phone number without knowing their bank account," recounts Santosh Gopal.

"So I used and extended that

Santosh Gopal
CEO, Ship2MyID
POST member of UPU
Digital Address, Identities & NextGen Direct Marketing
ship2myid

idea to build a system in which people can move anywhere. They can carry their own digital ID as an address, so the identity and address can combine. Sam123 could be Samson sitting in some place. If he moves to a new place, his address will still be Sam123. So that was the idea of portability. People go with their addresses. The mail follows them. The concept initially started as a means of gifting," he explained.

"How do I send a gift to teachers and friends without asking for their addresses was the starting point. We started with a couple of millions of greeting cards before

moving on to gifts. Then we went to do some marketing with some of the leading brands in India and in the United States about how we can ship things in samples to other people. Individuals had to set up their own unique ID, which will be a lifetime address, with the post office. We started with contracts in eight countries. Our philosophy was to send packages and parcels to people, not to locations," Santosh Gopal went on to say.

With this concept, the post office can become a consumer data hub. Nobody will know where the people live; their privacy is maintained, and Ship2MyID ensures

that there is no spam. "Nothing comes to consumers or people without their permission. We did almost 10 to 20 million transactions. Then we realised that this was a much larger project. 7.6 billion clients are not my cup of tea. So that's when, two years ago, when UPU opened up for private players, we applied," he detailed. He also became part of the UPU consulting committee and was also elected vice chairman of the organisation.

Ship2MyID can create new alternative revenues for post offices, emphasised Santosh Gopal, who also worked for eBay and VISA.



Santosh Gopal, Ship2MyID

Newsline

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The trial of Carlos Cadrine will start in July

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Celebrating the talent and creativity of women

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SEYCHELLES WEATHER FORECAST

Sponsored by: SEYCHELLES TOURISM BOARD

Temperature	28°-26°	Wind	NNE 5 mph	Sunrise	6:23 am	Sunset	6:32 pm	UV Index	12	Humidity	74%	Moon Phase	New Moon	Tides	<table border="1"> <tr> <td>Time</td> <td>Metre</td> </tr> <tr> <td>HIGH 05:26am</td> <td>(2.4m)</td> </tr> <tr> <td>LOW 11:46am</td> <td>(-0.4m)</td> </tr> <tr> <td>HIGH 17:46pm</td> <td>(2.5m)</td> </tr> <tr> <td>LOW 23:28pm</td> <td>(-0.3m)</td> </tr> </table>	Time	Metre	HIGH 05:26am	(2.4m)	LOW 11:46am	(-0.4m)	HIGH 17:46pm	(2.5m)	LOW 23:28pm	(-0.3m)	Solunar Activity	Very high
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SEYCHELLES DIPLOMACY

HUMAN DEVELOPMENT