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UPU

UNIVERSAL
POSTAL
UNION

Consultative Committee Member

Direct Marketing Revenue
USD 200 Billion for Post offices

ship2myID



1 Competitor for Post offices?

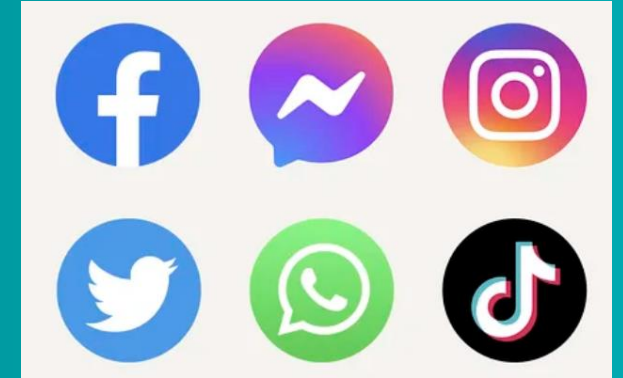
International Logistics



Leading eCommerce Market places



Data Players - \$ 1.5 Trillion +++



Data players monetize 'know the customer'

You may not even realize they are
eating your lunch



Addressable Market for Internet Advertisement

INTERNET AD SPEND World Wide

\$ 602 B USD

RATE OF GROWTH

17 %

PROJECTED REVENUE BY 2025

\$ 800 B USD

**MARKET SHARE FOR
POST OFFICES?**

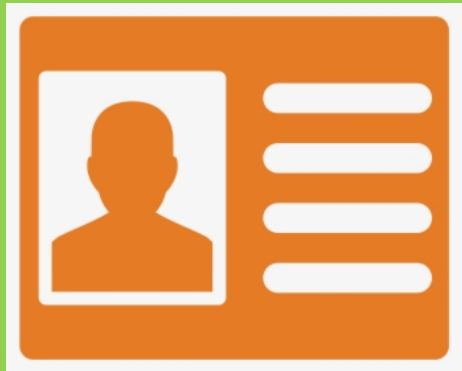
**25 % \$ 200 B
In 3 Years**



Ship2MyID - Single Integrated Patented Platform



Addresses



Identities



Preferences



Ship to Digital ID's

Unique Lifetime address

One World, One Postal network

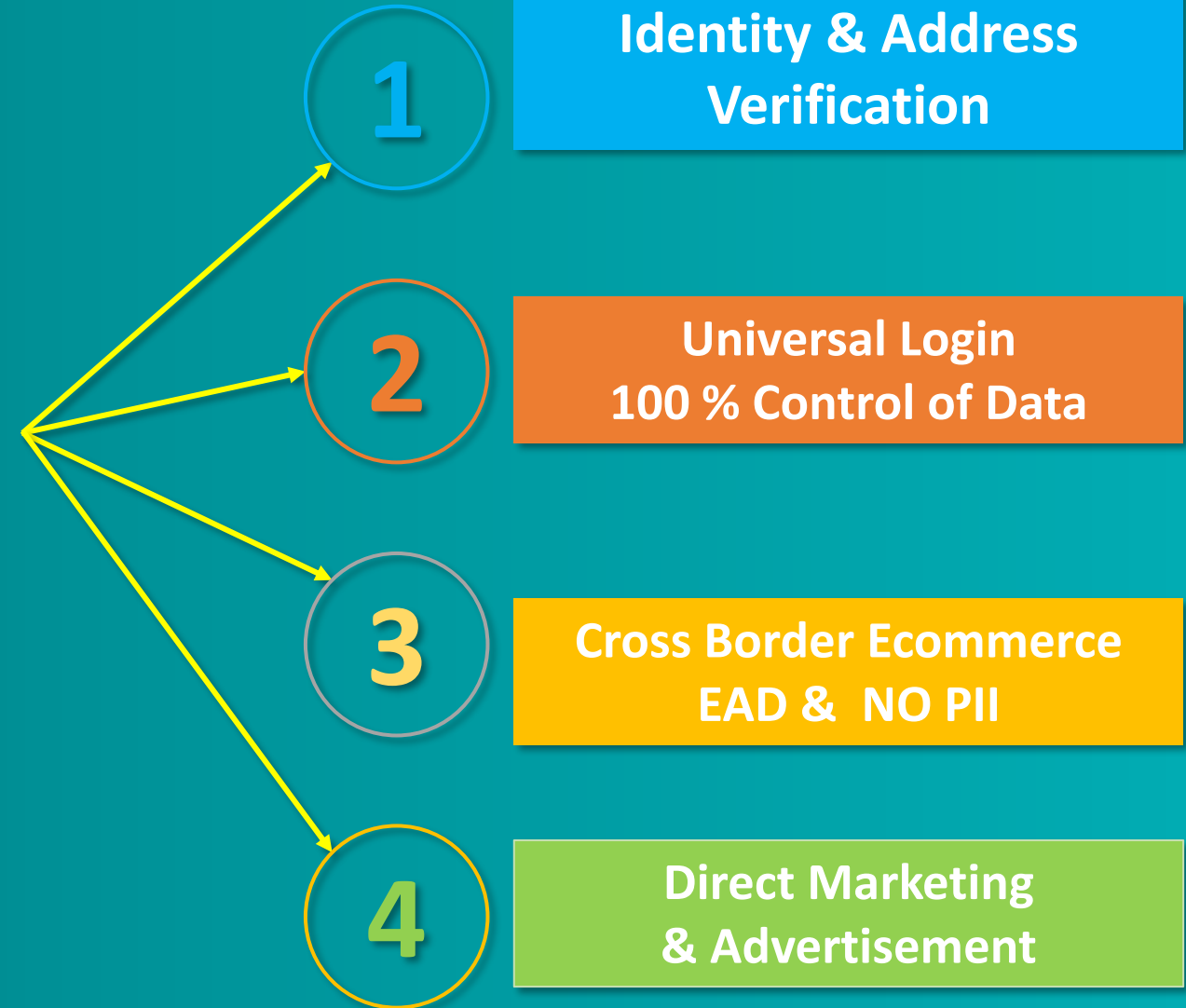
No change of addresses required

No barriers of languages or address formats

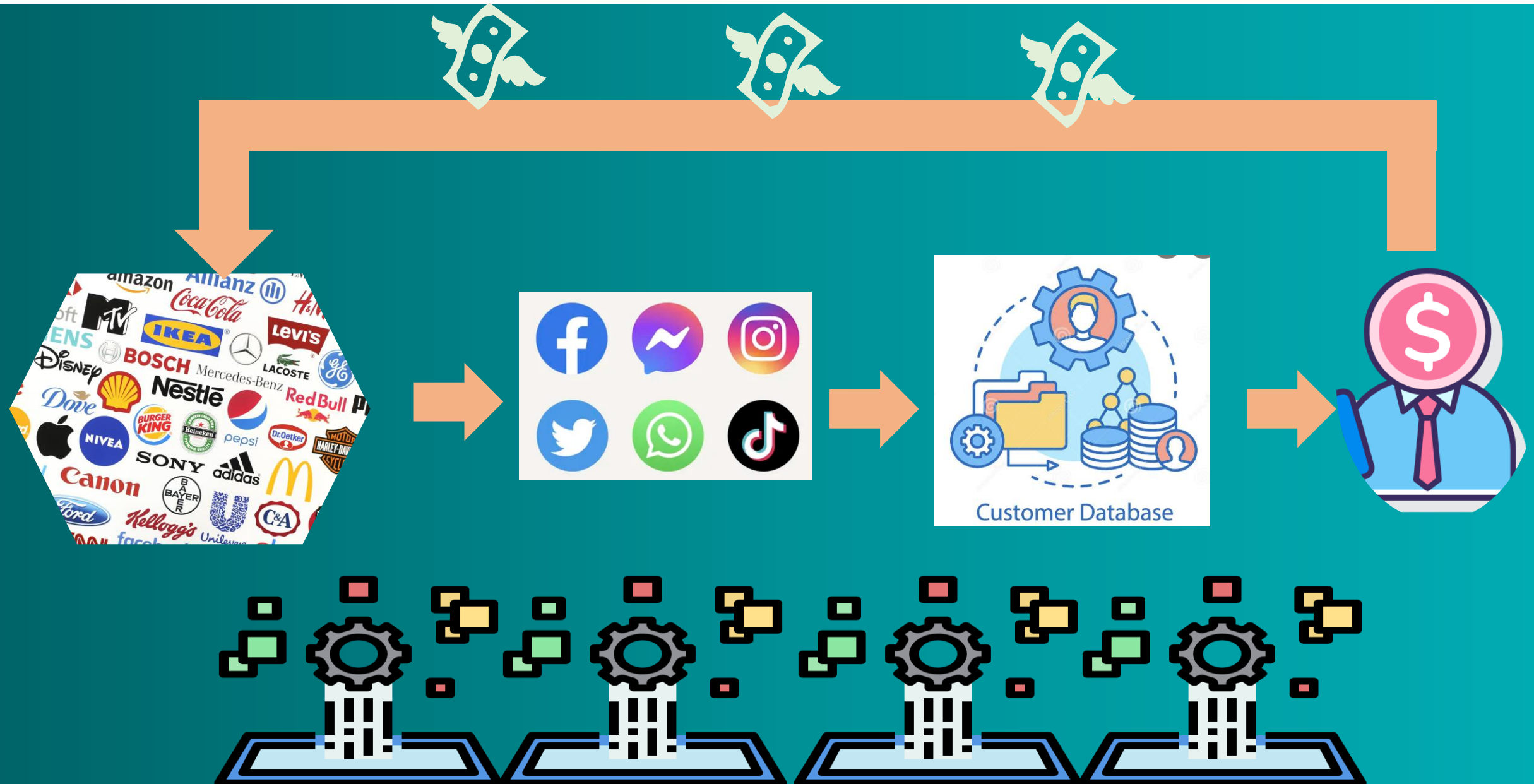
Consumers can control 100 % of their privacy



New Revenue Opportunities – 3 Trillion USD Addressable Market



How do Data providers make Money?





Best disruptor Award for the
Direct Marketing & Advertisement

Forbes

Enabling commerce without PII & addresses

The ease of online purchases and shipping may seem like a no-brainer. The recent pandemic has led to cross-border eCommerce skyrocket to almost a trillion dollars. But as we buy everything from couch cushions to medicine online, there is an inherent risk in getting these products to our doorsteps.

As the cross border introduces newer complexities of varied languages and the addressing formats the challenges of validation of consumer identity becomes harder. Personal addresses are an element of consumer identity & they are tied to credit cards, banks, driver's licenses, and does not stay within a country.

A platform named [Ship2MyID](#) has a vision for doing deliveries in a new way. Co-founder Kush Santosh describes it like this, "In order to reduce the data abuse, we have created a platform that allows businesses and consumers to engage without the need for personally identifiable information of the consumer.

"Consumers are validated locally, and only a minimal set of data



ship2myID



DATA HUB

NextGen

Direct Marketing

Ship2MyID enabling Post Offices for Direct Marketing



1. Post offices app to be **ONE STOP provider** for all the Brand Notifications & engagements
2. Every view/click/purchase will **generate \$ for Post office**
3. Consumers will **volunteer data** & as they will **get the best offers, without any privacy concerns/**
4. Consumers always get **what they want & when they want**
5. **Lifetime** consumer relationship with brands

What is required for Internet Marketing

What Post Offices has

- ✓ Consumer Trust and Association
- ✓ Ability to deliver across every Address
- ✓ Relationship with eCommerce & Brands



What Ship2MyID can bring

- ✓ Unified Patented Technology Platform
- ✓ Addresses, Identities & Opt-ins
- ✓ Consumers have 100 % on Control Privacy



3 X to 4 X than traditional Campaigns

Reach out to us at



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