

Meet bodo, the logistics platform connecting people with the brands they love

As part of our quick fire questions series – or QFQs – we spoke to Jack Green and Brandon Neman, cofounders of bodo about disrupting ecommerce sustainably, the importance of the post purchase experience, and expanding into new markets.

There's been a notable shift in what consumers want from their delivery services. Receiving a delivery in 3-5 days is no longer the expectation at checkout, with 46% of customers abandoning their shopping carts if delivery waits are too long. We set out to fix an outdated last-mile logistics process that has left consumers with increased wait times, unreliable tracking services, and angry emails to the brand. We're keen to create a greener future for the ecommerce industry. Today, one medium parcel delivery is on average equal to the CO2 emissions of 40 plastic bottles. Impatience shouldn't come at the expense of our planet.

Tell me about the business – what it is,

what it aims to achieve, who you work with, how you reach customers and so on?

bodo is a logistics platform that enables retailers to offer on-demand delivery, whether this be under an hour or same-day, directly on their online checkout. We offer this via a simple plug-in (for example, on Shopify), our network of central hubs, and courier fleets. We're passionate about connecting people with the brands that they love, in a fast-paced and sustainable way. You can think of us as Amazon Prime for direct-to-consumer brands, offering rapid and sustainable delivery without the sacrifice of a brand-led customer experience and valuable customer data. Currently, we work with brands across all verticals – from beauty to consumer technology. Some of our partners include TRIP CBD (CBD), Lucky Saint (alcohol-free beer), Mirror Water (skincare), Free Soul (supplements formulated for women) and SURI (sustainable toothbrushes), to name a few.

How has the business evolved since its launch? When was this?

We launched back in January, and the business has come a long way since then. We announced a \$2.3M seed round led by BAM ventures – and have cemented partnerships with a number of mission-led brands since. It's been a busy year for us here at *bodo* – and we think 2023 will be even busier. But we're ready for it.

Tell us about the working culture at Bodo

We're a small team of ambitious people – and we're all trying to create better experiences for consumers. It's a very collaborative environment; that comes with working long days in a warehouse together. We have diverse group of people from different sectors, and everyone brings something valuable to the table. We're ex-Deliveroo (Jack) and CloudKitchens (Brandon), so we have a strong understanding of the delivery and ecommerce industry and how *bodo* can disrupt it.

How are you funded?

We are excited to have the support and investment from BAM Ventures, alongside awesome angels like Jonathan Neman, Founder and CEO of sweetgreen, Jon Shokrian, Founder and CEO of MeUndies and serial investor Kal Vepuri. Our funding allows us to launch more exciting features changing last-mile logistics and urban commerce, as well as expand across major cities in and out of the UK.

What has been your biggest challenge so far and how have you overcome this?

The main challenge has been managing a surge in demand, particularly around Black Friday and Christmas – especially with the Royal Mail's strikes. We didn't fully anticipate the demand which we would receive from brands in the first three months of our operations. Due to this, we were backlogged on onboarding for the rest of 2022. A good problem to have!

We're lucky to have an incredibly hard-working and knowledgeable team – along with some superb brands integrating our offering. It was a challenge, but it was an excellent learning experience – and so rewarding to see the demand for our services.

How does Bodo answer an unmet need?

Brands pour so much time and resource into their product, brand, and acquisition channels. But often they neglect the post purchase experience, which is essential for repeat purchasing and engagement. The bodo post-purchase flow is powerful in its ability to surprise and delight customers. Rapid delivery, live tracking, WhatsApp communications, all via eco-friendly means; these are features which empower brands to offer a compelling experience for their customers, and ensure they return.

What's in store for the future?

This year, we're keen to broaden bodo's technological capabilities, whilst expanding our reach and service areas. We offer a very engaging experience which yields opportunities for marketing, upselling, and customer engagement. We want to offer this experience to brands in new markets, as well as bring the offering to other markets where our existing partners have a presence.

What one piece of advice would you give other founders or future founders?

We're very early in our journey but people are everything. With the right people you can achieve anything.

And finally, a more personal question! What's your daily routine and the rules you're living by at the moment?

Very basic ones! Wake up early, work hard, eat well. Startups are stressful so you need to find ways to take care of yourself or you risk burning out.

Jack Green and Brandon Neman are the cofounders of bodo.

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