

Hello PACKAGE

COMPETITIVE ANALYSIS

WHO BENEFITS			Benefits and Features	On-Site							Off-Site
				PACKAGE 0.0	PACKAGE 1.0	PACKAGE 2.0				Fetch	
Apt Owner	Delivery Driver	Resident		Door Delivery	Leasing Office	Package Lockers	"Dumb" Rooms	Hello Package	Hello Package/1A	Smart Pkg Room	Fetch
Yes	–	Yes	Accessibility - resident has access to packages at all times (24/7/365)	No	No	Yes	Yes	Yes	Yes	Yes	No
Yes	–	Yes	ADA - Americans with Disabilities Act system provides benefits to residents with disabilities	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	–	–	Ancillary Income - provides ancillary income to apartment owner	No	No	Yes	Yes	Yes	Yes	Yes	Yes
Yes	–	–	BBB Online current rating - new/prospective residents look at online ratings before deciding on where to live	–	–	Mixed	Mixed	A+	A+	–	F
–	–	Yes	Behavior Change - residents get packages at home without any address changes address change	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Yes	Yes	Yes	Climate Control - the solution protects sensitive items that could be damaged from extreme temperatures (hot or cold)	No	Yes	Maybe	Yes	Yes	Yes	Yes	No
Yes	–	–	Cost - drivers of the system and potential price increases to the apartment owner	Low	High	Moderate	Moderate	Moderate	Moderate	Moderate	High
Yes	Yes	Yes	Customer Success Team - customer is assigned a customer success team dedicated to their success	No	No	Maybe	Maybe	Yes	Yes	Maybe	Maybe
Yes	Yes	Yes	Customer Support (live, instant) - dedicated apt staff/carrier/resident customer support	No	No	No	No	Yes	Yes	No	Yes
Yes	Yes	Yes	Customer Support (chatbot, text, email, phone, etc.) - dedicated apt staff/carrier/resident customer support	No	No	Partially	Partially	Yes	Yes	No	Yes
Yes	Yes	Yes	Delivery Drivers - system handles in-bound packages from all types of delivery drivers	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Yes	Yes	Yes	Delivery Driver Management (DDM) - system trains, manages, and authenticates delivery drivers (including carriers)	No	No	No	No	Yes	Yes	No	–
Yes	Yes	Yes	Delivery Inside Apt - delivery & returns/outbound inside of the apt with resident control of access permissions, times, etc. via mobile app	No	No	No	No	No	Yes	No	No
Yes	Yes	Yes	Future Functionality/Monetization - many new ideas around making the entire process more streamlined and efficient to delight customers	Very Low	Very Low	Low	Low	Very High	Very High	High	High
Yes	Yes	Yes	Integration - system technically integrates with other software, hardware and electronic systems	No	No	Partially	Partially	Partially	Partially	Partially	–
Yes	Yes	Yes	Large/Odd-Shaped/Heavy Packages - designed to handle all sizes of packages	No	Partially	No	Yes	Yes	Yes	Yes	Yes
Yes	–	–	Leasing Staff Hours - gets max leasing time back, liberates apt staff from package hassles	Partially	No	Partially	Partially	Yes	Yes	Yes	Yes
Yes	–	–	Leasing Staff Reduction - some apartment owners are moving toward zero leasing staff properties	Partially	No	No	No	Yes	Yes	No	Yes
Yes	–	Yes	Leasing Tours - apartment communities are showcasing their technical/'cool' prowess to potential resident to help close business	No	No	No	No	Yes	Yes	Yes	No
Yes	–	Yes	Liability - increased liability with packages left at resident's door, in addition to unsecured/unknown delivery drivers in common areas	Yes	No	No	No	No	No	No	Yes
Yes	Yes	Yes	Lifecycle - Future Proof Solution - at the beginning or at the end of its lifecycle (technically and otherwise)	End	End	End	End	Beginning	Beginning	Beginning	Beginning
Yes	–	–	Location Agnostic - installed in virtually any available space	–	–	Yes	Yes	Yes	Yes	Yes	–
Yes	–	–	Location Along Wall - installed along a wall outside	–	–	Yes	No	No	No	No	–
Yes	Yes	Yes	On-Site/In-Room labor (both Basic and Enhanced) - fully scalable labor, efficient and outsourced	No	No	No	No	No	Yes	Yes	–
Yes	Yes	Yes	Package Returns - handles returns in community (1/3 of eCommerce packages returned)	No	No	No	No	Yes	Yes	No	No
Yes	–	–	Reporting - offers mgt reporting/dashboard	No	No	No	No	Yes	Yes	No	No
–	Yes	Yes	Schedule Sequencing - resident's personal schedule does not have to align with package delivery schedule	No	No	No	No	No	No	No	Yes
Yes	–	Yes	Security - method is a secure way to deliver and return/outbound packages	No	Yes	Yes	Yes	Yes	Yes	Yes	No
Yes	Yes	Yes	Software - present to handle complexity of rapidly growing problems in the last 100 yards of the supply chain	No	No	No	No	Yes	Yes	No	No
Yes	Yes	Yes	Space - system allows for the maximum number of packages in a given space (package density important as volumes increase)	–	No	No	Yes	Yes	Yes	Yes	–
–	–	Yes	Speed - residents want maximum speed and convenience (Amazon/others offer 'same day' delivery services now)	Yes	Maybe	Yes	Yes	Yes	Yes	Yes	Maybe
–	Yes	Yes	Throughput - software designed to notifying friends/family group to pick packages for a family member, neighbor, etc.	No	No	No	No	Yes	Yes	No	–
Yes	Yes	Yes	Total Solution - system provides advanced software, purpose-built hardware and scalable support/services	No	No	No	No	Yes	Yes	No	–
Yes	Yes	Yes	Unlimited Expandability - system can easily expand to meet future needs of more volume coming to the apt community	No	No	No	No	Yes	Yes	No	Yes