## Case Study

Delivery made simple

B BUNGII

In this case study, we'll discuss how:

- The founders of Bungii, a transportation startup, had an idea for a new type of delivery service but little technical ability to develop such a platform and get it to market.

- An experienced investor connected the startup's founders with Creative Capsule, an outsourced software development company based in Overland Park, Kansas.

- Market changes prompted a shift from Bungii's original target market — consumers moving their own stuff — to enabling retail businesses to provide rapid local delivery of heavy and bulky items.

- Bungii now considers Creative Capsule their "CTO."

BUNGII

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They ensure the success of our platform. They look out for issues that we have not considered. They can handle any task we throw at them.

Kevin Winkley
Investor and CFO, Bungii
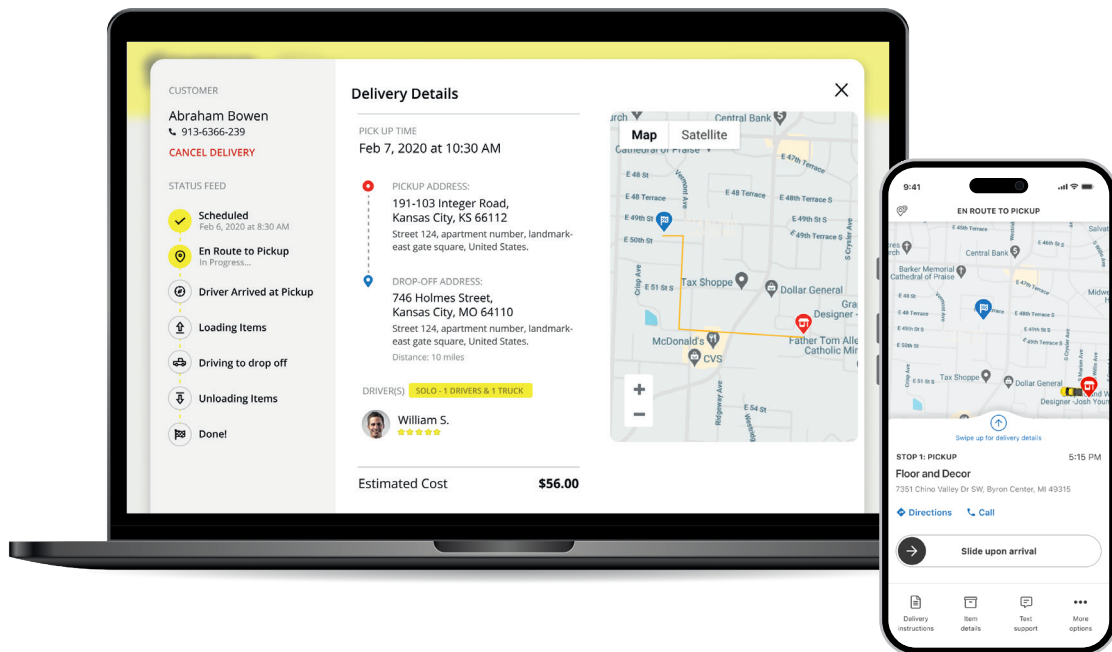
Creative Capsule helps transportation startup to become everybody's *"friend with a truck"*

It wasn't even that big or new of a truck, but Kansas State University student Ben Jackson found his 1999 Ford Ranger in high demand among friends and even complete strangers in and around the Manhattan, Kansas, campus where he was going to school in 2015. After one particularly arduous stretch of helping people move their stuff, he mentioned what a nuisance it was to classmate Harrison Proffitt. Proffitt's reaction to the obviously booming demand for short-term hauling? "Let's start a business!"

That simple concept of "Tap a button, get a truck" would in a few years grow into the number-one platform for both personal haulage and commercial large-item local delivery. But getting there took more than just a fresh concept for hauling on demand; among other things, the founders needed access to strategic thinking and comprehensive technical expertise to fulfill their vision.

Looking for help

It's never easy to bring a new product or service to market, and countless original business ideas inspired by market needs have crashed on the rocky shores of inexperience or poor execution before getting a chance to set sail.

Knowing they needed not just capital, but advice on how to develop and execute their idea, Ben and Harrison turned to a list of K-State alumni donors etched in marble on the school's College of Business building. After taking a picture of the wall, they tracked down phone numbers and email addresses, receiving in return 100 replies, 20 pitches, and three offers.

Neither Ben nor Harrison considered themselves technical, but one of their prospective investors had the background and connections to help them start building a tech-centric business from the ground up. Tech investor Kevin Winkley recommended they consider a contract software team that he'd worked with for ten years while building Strategic AR (now Brightree Patient Collections), a complex post-acute healthcare services operation which required massive levels of scalability and security.

The contract software developer was called Creative Capsule, and he explained that while the company was headquartered in Overland Park, Kansas, much of their development team was based in India. Having briefly worked with an offshore developer before meeting Kevin, they were skeptical.

*Kevin knew how much **Creative Capsule** had done for his earlier venture, and promised he would invest in their startup if they agreed to use the contractor. "I knew that if someone could do it, it was Creative Capsule," Kevin recalls.*

More than tech

Understanding how **Creative Capsule** serves its clients starts with a conversation with organization co-founder and CEO Salil Talauliker, the one-time University of Missouri-Kansas City computer science post-graduate who recognized a need for contract software development services back in 2003. Salil developed his approach to the industry while working as a senior director of enterprise solutions at a major digital marketing firm in the pharmaceutical space, and as the CTO of Brightree, Kevin's company.

Salil's Strategic Focus: Partnering for Long-Term Success

One thing that Ben and Harrison immediately recognized was Salil's strategic long-term focus. "Some developers build their companies on determining the client's budget and simply using it up through open-ended billing," says Salil. "At Creative Capsule, we wanted to do something different: to partner with the client for mutual long-term success."

### Creative Capsule: Validating Market Success

Unlike most contract developers, Salil says, Creative Capsule doesn't merely assume a founder's product concept is valid and proceed to build it. "We bring all our experience to the relationship, not only to assess the temperament, experience, and goals of the founders, but to help them validate that the problem they are trying to solve actually exists." He adds, "We want to confirm that there's a viable market capable not only of generating revenue, but of allowing the product we help build to differentiate itself in the marketplace."

Start Small, Grow Smart

"We actually don't want clients to spend all their money on engineering," says Salil. "We recognize the importance of investing in sales and marketing, as well, and take a long-term view to ensure that the company can grow in a controlled way. Many companies can make robust software with a sufficient budget, but we think more strategically and help our clients allocate their capital for growth. Why overengineer a product with systems and features that may not be needed at launch?"

Building for the Future: Creative Capsule's emphasis on starting small with a strong technical foundation that can be built on and scaled as technical standards evolve and business growth drives the need for higher performance and greater transaction volume.
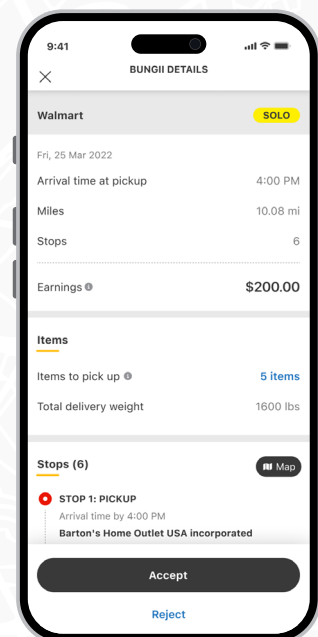
Starting from nothing—with help

When they first engaged with Creative Capsule back in March of 2016, Ben and his team had no drivers, no market visibility, and no revenue. The burgeoning marketplace for mobile apps gave them the possibility of finding customers who could engage with them quickly right from their phones. But beyond developing just an app that represents the public interface for the service they envisioned was the need to develop the underlying technical infrastructure that would support customer education, service delivery, driver guidance, load tracking, contracts, billing, and more.

"We were all trying to figure out what our business would look like and what tech we would need to make that happen," says Josh Camacho, Bungii's vice-president of operations. "We did lots of brainstorming and had many decisions to make about building a foundation that would last and scale. As we took the first tentative steps toward realizing our vision, Creative Capsule was super-supportive and always had a seat at our table."

Working with Bungii's founders, Creative Capsule delivered version 1.0 of the application in October of 2016. The company launched the MVP in Kansas City, and while it was not an overnight success, it managed to complete several paid deliveries within its first week. Bungii had generated its first revenue — they were off to the races! Within 6 months, Bungii extended its services to four more cities.

After three years, Bungii was available in 25+ cities and the market revealed some surprises. "We had started out with consumer-focused intentions, what we thought of as 'Uber for pickup trucks,' but we learned the usage rate for Bungii wasn't going to be the same as for Uber". While 85% of the engagements were with consumers, a growing percentage were for commercial entities like retail stores that didn't have their own delivery fleet or staff. Items like furniture, carpet, and large electronics represented only 15% of engagements, but it was the fastest-growing segment.

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> *Creative Capsule has done an incredible job consulting with us on our development needs and effectively communicated and executed our needs to their offshore team. We have been nothing but pleased and impressed with their work and are proud to have them as a partner.*
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> Harrison Proffitt
> Co-Founder, Bungii
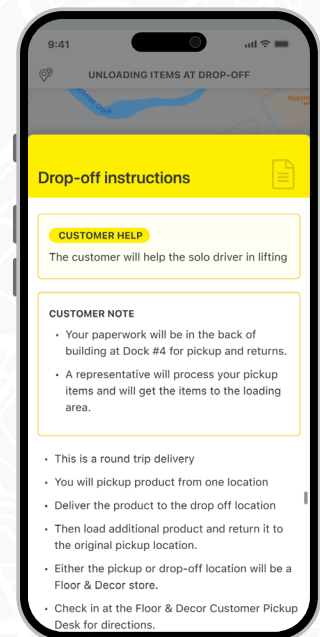
The COVID pivot:
Adapting and innovating in times of crisis

As governmental and social reactions to the COVID pandemic began to shut down economic activity and force society-wide behavioral changes in 2020, Ben realized that fear of the virus was causing a rapid contraction in personal load-hauling on the platform. Suddenly consumers were staying home and isolating themselves—not establishing new households, not trying to drag home their own oversized in-store purchases, and not moving.

But in the huge changes that resulted from changing consumer habits, *Bungii saw opportunity. "Amazon has almost weaponized the supply chain," says Ben, "creating expectations for delivery that would have been considered unrealistic before. And now consumers expected short delivery times for everything they ordered, but large-item retailers had no internal infrastructure in place to make it happen.*

After three years of unsuccessful attempts to attract major retail stores, Bungii emerged as their delivery savior in the evolving post-COVID market. These very stores, once apparently uninterested, were now urgently seeking Bungii's assistance. Consequently, the platform witnessed a notable increase in retail-initiated deliveries for large items. As consumers turned to online purchasing, the challenge (and opportunity) of home product delivery became evident. "It turned out to be one of the best things that ever happened to Bungii," says Ben. "We started to realize that business partnerships drive more revenue."

Embracing enterprise system integration:
A transformative shift

With the volume of retailer-initiated deliveries increasing, Bungii had to pivot quickly, and began to work with Creative Capsule to go beyond their consumer-facing app-driven business to API-driven interfaces that are better suited to integration with enterprise systems. "We weren't giving up on our consumer-facing app," says Ben, "but we needed to add technology that would enable us take a bigger bite out of the growing retail delivery market."

Creative Capsule founder Salil provides another clue about why his company was prepared to help Bungii with this rapid shift:
"Our organization offers a full-service model," he says. "We not only cover ideation and requirements definition but organize our teams around a comprehensive combination of design, architecture, development, QA, DevOps, security, and scalability."

Seamless retailer integrations with enterprise APIs

Josh, the operations guy, says Bungii now offers multiple levels of integration with retail partners, offering a graduated approach that lets them trial the service relatively quickly and assess the value proposition without immediately committing to a major API integration.

According to Josh, the delivery web portal that Creative Capsule built can be easily configured to fit the technology in different types of retail stores or their ecommerce sites, allowing staff (or online customers) to easily select Bungii delivery services.

But once they see what Bungii can do via the web portal and have achieved a volume of deliveries sufficient to justify further integration, retailers can take advantage of powerful enterprise APIs that automate the entire process between the retailers' and Bungii's systems.

Empowering logistics & retail with advanced integrations

"Major logistics and retail providers like Walmart, Sams's Club, FedEx, and Floor & Decor are very particular who they integrate with," says Josh. "The integrations aren't simple, and they don't want to commit resources to integrate with hundreds of carriers—only the ones that provide high customer satisfaction and complete geographic coverage in the areas they serve."

Josh says Creative Capsule has provided the guidance and the technical components to make those APIs work and scale, giving Bungii "sticky" relationships with the partners it integrates with.

"Our competitors can't do things like real-time GPS tracking or estimates of delivery times," says Josh. "We're getting everything we need from Creative Capsule—no holes or gaps in our strategy or our technical capabilities." He adds, "Creative Capsule truly serves as our 'CTO,' both in adhering to current technical trends and standards and listening to what we want our business to look like and work like in the future."

Technologies used in Bungii applications

- AWS Cloud Services
- Machine Learning
- Mobile Apps
- Descriptive Analytics
- Enterprise APIs

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About Us

Creative Capsule is a software outsourcing firm established in the USA in 2003 with subsidiaries in Switzerland and India. With our staff of over 300 full-time employees, we provide blended teams of local and offshore tech resources that offer software consulting and development, DevOps, and cyber security services. Our expertise spans diverse industries including tech startups, FSI, logistics, healthcare, FinTech, and smart-<homes/energy/cleaning>.

For companies looking to scale up and secure their software operations, we offer a range of advanced services such as AWS elastic Kubernetes Service, Azure DevOps, Serverless computing, cyber threat prevention vulnerability assessment, and custom scalability solutions.

We develop tailored Machine Learning (ML) solutions for companies that want to leverage their data for gaining predictive insights to solve complex problems or to streamline their operations.

In addition to being an AWS Consulting Partner, we are also certified in Azure and Google Cloud. Whether you are a SaaS startup born in the cloud or an SMB interested in adopting and leveraging cloud infrastructure, our approachable team of certified cloud experts are equipped to support you through every step of the cloud-computing lifecycle, from initial roadmap to implementation to ongoing support.

Expertise Areas

- Cloud Computing
- Amazon EC2, Amazon S3, Amazon RDS
- ETL Processing
- Amazon Redshift
- Serverless Computing
- CloudFront CDN
- AWS Batch Jobs
- DevOps
- Cloud Cost Optimization
- QA Automation Testing
- Mobile and Web apps
- Azure DevOps
- Kubernetes
  - Google Kubernetes Engine (GKE)
  - Amazon Elastic Kubernetes Service (Amazon EKS)

Our Partnerships