

Uberizing professional moving companies...

- *Thousands of moving trucks staffed by skilled workers run empty around cities every day. It is about time to utilize this free capacity for the growing problem of last-mile deliveries.*

Zurich / August 3rd, 2021—Muvzilla, a Zürich based startup, is aiming to bring an important power into the world of last-mile delivery; the moving companies. These companies will do empty truck runs 30% of the time on average. There will be at least 2 skilled movers on each truck. It is time to utilize this capacity for the delivery of bulky and heavy items. With an advanced fleet management platform and apps for consumers and moving companies, Muvzilla is aiming to increase the capacity utilization of moving companies and make the delivery of new / second hand bulky items as easy as pressing a button, all instantly on-demand.

Almost 50% of consumers don't receive products on their desired delivery date. This problem is even bigger when bulky items like furniture are considered. Muvzilla has digitally connected moving companies to its fleet-management platform, to provide them with on-demand delivery / moving requests. **Retailers and end consumers** have the possibility to **use Muvzilla's services via app or online** to book deliveries and value-added services. The services and their status are trackable in real time for the customer, thanks to Muvzilla's IT platform.

This solves the problem of:

- Use of empty runs to transport more cargo without generating additional traffic
- Solving the problem of partial or LTL (Less-Than-Truckload) haulage requests
- Creating flexible delivery options for consumers

"We are tapping into the most skilled transportation workforce." says [Gökhan Mermer](#), CEO and founder of Muvzilla. "Professional moving companies are positioned best to deliver both new and second hand items like furniture and household appliances. They have the equipment, the experience and the necessary skills. This capacity must not anymore be wasted in the future."

Consumers of moving services are often confronted with extended delivery time frames and the customer experience throughout the booking process can be tedious and time consuming, involving several steps and lines of communication. At Muvzilla we aim at a frictionless interaction with our customers, enabling on-demand orders through our website and app. The digital orientation and automated processes clearly set Muvzilla apart from other market players. These lead to a particularly pleasant customer experience.

Muvzilla is opening up the last-mile logistics world to the public. On European roads, there are around 6 million trucks and 30% of their journey is empty. Do we really need to add more traffic for the ever-growing need of last-mile delivery while we are wasting this obvious unused opportunity?

Muvzilla's platform sends consumer requests to carefully selected professional moving companies through advanced algorithms. Availability, location, proximity are taken into account to perfectly allocate every delivery request.

"Our final goal is to not just make same-day-, but "instant" deliveries a reality..." says Gökhan Mermer, CEO of Muvzilla.

A team of specialists was put together for Muvzilla, with top employees from the moving and logistics industry and the IT world. This is to bring the moving industry and the delivery industry into the digital age. The interaction of the different experiences not only creates a perfect customer experience, but also an operational process that happens automatically. Customers benefit from the connected top moving companies, which are selected according to strict criteria and are able to perform additional services such as assembly or piano transport.

About Muvzilla



Muvzilla is a brand of Marble iVentures AG, founded in 2020 by Gökhan MERMER. Muvzilla's goal is to create technologies for the last-mile delivery of bulky items and for the moving needs of demanding consumers, both local and international. Find out more at www.muvzilla.com