

PROJECT

## CANGOPAL

### Next generation of Carrier Open SaaS for boosting e-Commerce economy

**Funding:** European (Horizon 2020)

**Duration:** Nov 2016 - Apr 2017

**Status:** Complete

**Total project cost:** €71,429

**EU contribution:** €50,000



[CORDIS RCN : 206374](#)

#### Background & policy context:

Business Opportunity: within the e-commerce market - specially for SMEs, cross-border delivery is considered to be an obstacle by 57% of retailers, while 46.7% of consumers declare they worry about the delivery in cross-border transactions, specially due to the high prices of the process. This causes a high risk barrier between the buyer and customers and obstructing so businesses -specially SMEs - international expansion. Besides, the market is fragmented and carriers have developed their own technological solutions obliging SMEs to be locked in to one single shipper company.

#### Objectives:

CANGOPAL added value: is an innovative technology that offers an open solution capable to provide an integrated parcel delivery to foster growth of the e-commerce SMEs in Europe. It enables e-commerce growth by providing easy access to any SME to carriers and good rates through a a single hub of carriers with an easy integration (based on APIs) to access to all of the available carriers in the platform. In other works: one integration to use them all instead of one integration for each carrier.

#### Methodology:

Phase 1 objective is to accelerate the market adoption and international penetration of CANGOPAL focus on preparing ourselves for the commercialization of at the international level (including route-to-market, marketing strategy, growth strategy, etc.) by evolving the product from TRL7 to TRL9 stage

Impact : As a result of this project, CANGOPAL will grow considerably, generating 65 new qualified jobs by five years after the project ending and generating cumulative incomes of 43,8M€ and a EBITDA of 30,6M€ approx.

#### Parent Programmes:

[H2020-EU.3.4. - Horizon 2020: Smart, Green and Integrated Transport](#)

**Institute type:** Public institution

**Institute name:** European Commission

**Funding type:** Public (EU)

#### Lead Organisation:

**Joselainen SI**

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**EU Contribution:** €50,000

## **Technologies:**

Infrastructure management  
Multimodal border management technologies

**Development phase:** Research/Invention

**STRIA Roadmaps:** Smart mobility and services

**Transport mode:** Multimodal transport

**Transport sectors:** Freight transport

**Transport policies:** Digitalisation

**Geo-spatial type:** Other