

INTENTION-BASED SHIPPING IN THE ARAB WORLD

 MOBILITY & TRANSPORT

When we wrote about Texas-based [uShip](#) last year, we noted that there were few—if any—equivalents on other continents. As if on cue, earlier this year a new company with a similar model entered beta in the United Arab Emirates. Like [uShip](#), Dubai-based [Darrb](#) (which means “way” in Arabic) is a delivery service marketplace that aims to connect people who have something to send with people who are willing to do the delivering. In eBay fashion, the process begins when a user posts an item they want to have delivered. Those interested in handling the job—known on the site as “Darrbers”—then bid for it with the lowest price and fastest delivery time they can offer. [Darrb](#) sorts all bids by both price and promised speed, with a third factor—quality of service, as measured by the deliverer’s past customer ratings—available as a deciding factor. Once the user selects a [Darrber](#) and the job is done, he or she can enter feedback and ratings that get attached to that shipper’s account for use by future users. Using [Darrb](#) during its beta period is free, and will remain so for users, the site says. Shippers will eventually be charged membership fees. More than 100 [Darrbers](#) have signed on with the site since its launch, and those numbers will likely increase soon: Earlier this month the team behind [Darrb](#) launched [eMapia](#), a map-based online marketplace that lets users search by country for things for sale around the world, and it plans to promote the use of [Darrb](#) for shipping those items. Profits await those who can capitalize on the [intention economy](#), as we’ve noted before in several related examples. Nice to see the concept spreading around the globe! (Related: [Ride-sharing for packages](#).) Spotted by: Susanna Haynie

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Website: www.darrb.com

Contact: www.darrb.com/contactus.php