

The city as the goal, people as the lens, and system change as the solution

MyPup offers an alternative to parcel delivery. We do not aim to play the same game better, we change the game. We redesign parcel logistics, using people as our starting point and the city as our goal.

Parcel logistics has evolved into a fragmented system as a result of market forces and competition. While this development is logical, it no longer serves what cities need today. MyPup starts from the perspective of people, designs for the city, and restructures the system accordingly.

We believe cities become more liveable when logistics is not a burden, but a contribution to the environment and the people who live and work there. That is why we develop smart, comfortable and sustainable logistics solutions that create calm, space and safety. By doing so, we make a difference for users every day and actively contribute to clean, liveable and future-proof urban environments.

Our purpose

To actively contribute to clean, liveable and future-proof urban environments.

Our vision

We believe in cities where logistics is no longer a burden, but naturally contributes to liveability, safety and quality of life.

Our mission

Together, we contribute to liveable living and working environments by designing parcel logistics to be human-centred, reliable and efficient.

Our approach

Our approach is built on five pillars:

1. Together for the city

We consolidate flows and collaborate to reduce logistical pressure on the city.

2. Comfort

We provide a convenient parcel solution for residents and office users, create a positive working environment for couriers, and reduce the workload for reception teams and building managers.

3. Safety

Parcels are securely stored and can be collected at a time that suits the user. At the same time, we improve safety on streets and around buildings by reducing the need for multiple carriers to access individual premises.

4. Sustainability

We reduce transport movements and contribute to a more efficient and future-proof logistics system.

5. Going the extra mile

We design our solutions around the user and continuously improve our service.