

Episode 10: Steven Moelk The unlikely leader of IKEA's EV revolution

Steven Moelk ([00:00](#)):

I was thinking about the idea. When I got into a Lyft and found out the Lyft guy was renting the car, I was like, Oh wow, you're renting the car. This is perfect. This is exactly what we need. We need a third party to rent electric trucks to the drivers.

Yesh ([00:19](#)):

I'm Yesh Pavlik Slenk, and this is Degrees: real talk about planet saving careers from Environmental Defense Fund. A few years ago, IKEA announced a bold commitment to achieve zero emissions by 2025. That was a sky-high stretch for the \$46 billion company. IKEA grew even bolder last year, its leaders promise to achieve climate positivity. That's reducing more emissions than they emit by 2030. Executing on that noble goal comes down to, well, the trucks that are aligning our streets and idling and our driveways and outside playgrounds. Delivery trucks are overwhelmingly powered by diesel. And as you undoubtedly know, diesel emissions are horrible for our health. So a big part of Ikea's plan is to scrap fossil fuel delivery altogether and replace it with zero emission EV trucks. By 2025. My guest today has found himself in a place he never imagined: smack in the middle of that EV revolution. Steve Moelk is the guy responsible for bringing electric vehicle home delivery to Ikea. And he is a very unlikely candidate to lead this sustainability moment because the start of his career was actually about as far away from sustainability as you can get. As IKEA is pursuing its transformation. Steve is undergoing a transformation of his own. He's finding himself with a renewed sense of meaning as he works for purpose, not just for profit. So listeners grab a cup of coffee and check out our conversation. Steve Moelk, welcome to Degrees.

Steven Moelk ([01:56](#)):

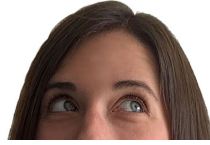
Thank you, Yesh. Very happy to be here.

Yesh ([01:59](#)):

Well, Steve, I simply cannot pass up the opportunity to ask you, what is your favorite name for a piece of IKEA furniture?

Steven Moelk ([02:07](#)):

Uh, you know, there's so many names. Uh, I liked the Klippan and, and things like that, but, uh, I have to say the Urban, which was a kind of a plastic chair because the name of our company was Urban Express originally. And so when we saw the Urban chair, it's close to my heart,



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Yesh (02:24):

You heard it in your heart. I love it. Now, Steve, you're in charge of making Ikea's transition to electric delivery vehicles. And I want to dig way deeper into that in a moment. But I'm guessing that when you were a little boy, that is not what you imagined you would do when you grew up, what path led you to where you are today?

Steven Moelk (02:43):

Wow. Uh, well, I mean, what path led me to where I am today? Um, well I started thinking that I was going to enter into, uh, into finance. That's what I studied in school. And I ended up at a messenger service in New York city. Uh, and since then the messenger service led into home delivery services, which led into servicing Ikea. Uh, and now I find myself on this side of the table working for IKEA. So it's been a long journey.

Yesh (03:13):

And was that messengering service of just a side gig that you had or was that something you were intentionally interested in getting to know?

Steven Moelk (03:20):

I just needed a job. You know, when you get out of school, uh, and you're looking for a job you're just applying anywhere you can. And then, uh, this happened to pop up, actually my roommate and I applied for the same job, and he got the job, uh, and it was only about a month or two later when they said they needed a second person. And then I was brought on.

Yesh (03:40):

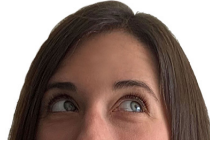
Is this one of those famed New York city messengering? I can't get that word. Right. Uh, were you part of the insane culture where you all have tattoos and that's, that's part of the image?

Steven Moelk (03:51):

I don't have any tattoos, but, uh, but certainly my boss did. And, uh, my bosses did, and it was probably everything you think a New York City messenger service is going to be in the 1990s. So it was, it was crazy and it was dirty and it was fast and it was exciting. It was all of those things.

Yesh (04:11):

My body just hurts thinking about it. Well, Steve kind of fell in love with it. Plus he has a big entrepreneurial side and eventually he partnered with some colleagues and started that delivery service company Steve mentioned earlier, Urban Express. So you start your own home delivery service. You're



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coming in to understanding the business. What is that like? Is, is thriving in the home delivery field, something that you learn on the job, or are there skills that you already had that you brought with you, maybe it's education, maybe it was that experience of that first job out of college that really prepared you to think in a way that would make you a successful owner of a business like that?

Steven Moelk (04:56):

Well, if you're owning a business, I think the finance background does help, right? Because, uh, you do have to understand the numbers and you have payroll and you have to understand the cost of your delivery and what it costs to get that delivery done. My boss at the messenger service, uh, was extremely demanding, uh, we worked super long hours, uh, slept in the office sometimes. I mean, it was a very heady time. And when you're doing deliveries in 30 minutes in New York City from beginning to end, it puts you in a certain mindset. So actually when we were contemplating getting into home delivery for the first time for IKEA, by the way, we were bidding on, on this IKEA work. And we were thinking, wow, you know, we did deliveries in 30 minutes. I mean, how tough can this be? Right. It's home delivery. You've got a four-hour window. I mean, that seems like, you know, it should be like shooting fish in a barrel. But it's obviously a lot more difficult than that. There are a lot of moving parts, arranging appointments with customers, then meeting those appointments and then routing deliveries and load outs and everything else. And then if any, one of those things goes wrong along the path, it's like a slow moving train wreck. You can never, you can never seem to get back ahead of it, but we learned on the job. So to answer your question, it was definitely a, an on the job kind of thing. But we had the sense of urgency that we needed, and we had the people that were committed to it that we needed. And so I think that's what made us good at the job.

Yesh (06:22):

That's making me think of something. I heard a postal worker talk about during this last USPS backup during the Christmas 2020 holiday season, uh, they said something like the process of the mail is like a sewer system. If something backs up the whole system blows. So no matter what, you have to keep it all moving, even if it's sending something from New Jersey to New York, but it has to go to Florida and Texas first.

Steven Moelk (06:47):

Absolutely. I mean, like I said, it's hard to dig yourself out of a hole in home delivery once you start, you know, getting backed up and getting behind. So yeah, you have to stay ahead of it. But what we did bring was kind of this very, "yes we can" attitude. We did all of our business off the cuff. Uh, and so when they said, Hey, can you do this? Yes, sure. We could do that. How much is it gonna cost \$50? Or, you know, we just throw out pricing because you have to know your business that well in order to be able to do it properly.



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Yesh ([07:15](#)):

Well, and it sounds like with a "yes we can, we can make that happen" attitude, you probably don't have a lot of time to consider the environmental impact that you're making.

Steven Moelk ([07:24](#)):

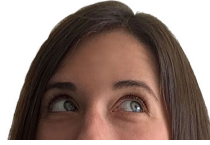
We actually have very little control over the drivers in that case, like most home delivery companies. We don't own vehicles and we didn't hire drivers. You utilize independent contractor drivers as you need them. And so there's virtually no time to consider all of these other nuances where the trucks park and where they go and how much gas are they using and where are they traveling to and where they, you know, we really don't consider any of that.

Yesh ([07:49](#)):

Steve got really, really good at making this messy tangle of a business work and work profitably. Over the years, Urban Express grew, it changed its name and it reached more than \$120 million in annual sales. Ultimately as CEO, Steve sold the company and he stayed on with the new owner, XPO Logistics for a couple of years, and then he would begin a whole new phase of his life and career IKEA's ambitious sustainability goals meant it needed to move to clean energy. Electric vehicle delivery would be a critical piece of that puzzle, but how they needed someone who understood the head-spinning intricacies of the delivery business could Steve, who at the time knew nothing about sustainability, be their guy. It turns out the answer was yes. And in 2019, he joined IKEA to shepherd their EV revolution. Tell me about that change. What drew you to, uh, make sort of a neck breaking shift in your, in your work, uh, while drawing on these logistic skills that you had?

Steven Moelk ([08:59](#)):

Well, so IKEA was one of our first home delivery customers. I've been working with Ikea as a vendor for 15 years. So in some ways it was an easy transition because I knew most of the people and I was familiar with IKEA's philosophy and their way of doing business and their procedures and things like this, transitioning to this job. Uh, I did learn a lot more about their sustainability goals and how pervasive they are, uh, which actually was kind of surprising because everybody hears about IKEA's sustainability goals. But when you're on the inside, you realize that it affects really every aspect of the business from HR to, you know, do we have to print that? Can we do that electronically? Can we do this in a more sustainable way? Can we limit travel? And all of these other things that kind of come into it, you don't have to be part of sustainability to be, you know, part of sustainability. Uh, in fact, my role, even today, I report up through our customer fulfillment group and not directly to the sustainability folks. I have a sustainability goal and I work closely with the sustainability folks, but I don't necessarily report to them. So at IKEA sustainability is pervasive.



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Yesh (10:10):

I have to say, when I work with up and coming professionals or transitioning professionals who are wanting to get into sustainability as a career, that's not always the case. In fact, I think what you've just described as sustainability being ingrained in every department and IKEA is really rare. Um, that's the goal, certainly for a lot of companies and programs like Climate Corps that I work on and work that we do at EDF aims to advance companies to get there. But I think where you are at Ikea is very unique.

Steven Moelk (10:40):

Yeah, I think so too. I think most companies are profit-driven and that becomes priority number one, I mean, don't get me wrong. Everybody wants to make a profit, but it's sustainability is definitely in the DNA at IKEA and it's really the way it should be.

Yesh (10:55):

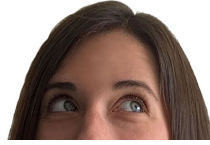
And I'm wondering how it feels to go from this mainstream career to a more purpose-driven career. You know, you, uh, you built your own home delivery service from scratch. It was very successful. You move to IKEA and suddenly find yourself at the middle of a groundbreaking environmental transition. What does it feel like to be there? How has the journey been along the way?

Steven Moelk (11:22):

Well, I mean, it feels fantastic. It feels refreshing, right? Because I think for most people, including myself, for most of my life, I've just been pursuing the dollar, trying to make a living and then trying to make a profitable company and then trying to, you know, keep the lights on and, and pursue sales. And, you know, it's a grind. And, um, this job, like you say, is, is a very, purpose-driven, it's a different type of objective. Yes. You know, costs are always important at IKEA, but our main goal is really to get this done right. To electrify our home delivery fleet. And so it's a, it's refreshing to have something to pursue other than just making a profit.

Yesh (12:05):

Well, you said earlier, and it sounds like this is probably the answer for every step in your career. You've been learning on the job. I imagine you had a good understanding and you brought a lot of qualities to IKEA, but what did they see in you that really interested them for this specific role of bringing EVs to their home delivery fleets?



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Steven Moelk ([12:25](#)):

Well, I think it was my experience as a home delivery vendor. You really have to understand that since Ikea doesn't actually own any of its own vehicles, right? And how do you transition a fleet to become electric if it's not your fleet to begin with? So, um, so I think that's why they chose me for the role.

Yesh ([12:41](#)):

So you spoke the language, you could be a translator for them,

Steven Moelk ([12:45](#)):

Right. And the people that I work with on the, on the vendor side today, um, most of these guys I've worked with before, um, and secondly, I, I know what they're up against. I know the challenges that they face first-hand. And so, uh, hopefully I'm in a better position to address them

Yesh ([13:09](#)):

Last year, IKEA made news when it set a goal of being climate positive by 2025. What does climate positivity mean as in what you need to do between now and 2025, which is right around the corner, when it comes to home delivery fleets and transitioning them to EVs?

Steven Moelk ([13:24](#)):

Well, we have to create an environment for our home delivery vendors to be able to access electric vehicles for their independent contractor drivers. And we need to make sure that the infrastructure is in place for these vehicles to recharge. And that infrastructure is in the right place, which sometimes means re-routing goods flow to where the infrastructure is. Instead of the other way around the reality is there's not enough public charging to have a reliable route. And we don't really have set routes in home delivery because every day there's a different 15 stops onboard the truck and the truck is going into a completely different direction every single day. So as a result, we really have to put the charging infrastructure at the point of origin and hope that we can charge up the truck enough to perform a route and then come back to base and recharge overnight. Uh, since we can only deliver between 9:00 AM and 9:00 PM to a person's house, we have a good 12 hours or more, uh, in most cases to recharge the truck so that the goal is actually to not recharge "in the wild", so to speak.

Yesh ([14:32](#)):

"In the wild", I like that. Clearly you have relationships with some of these leaders because of your experience, but how do you even get them to start talking about that? Because you're really asking them to change what is in their fleet. And that's not a, you know, Hey, can you pick up lunch for me ask that's a, okay, can you change your business ask? How do you start that conversation?



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Steven Moelk ([14:52](#)):

It's a huge ask. And you have to realize that the people that own the trucks today are folks that typically own less than five trucks, right? So these are kind of mom and pop businesses. In fact, 90% of the trucking companies in the United States are companies with five or less trucks. So how do you get a company like that, that is under-capitalized, that is heavily invested in their existing fleet to get into an electric vehicle? Um, because electric vehicles are fraught with all kinds of problems. For starters, they're two and a half times more expensive than a regular gasoline or diesel vehicle. And that's just comparing new price to new price. Most of these guys are already buying used trucks. So it becomes even more expensive since there are no used electric trucks. Um, secondly, they don't have the financial profile to be able to get really good interest rates and no bank is going to finance an electric truck because, you know, the technology risk is too great because a lot of the, the truck OEMs are startups, uh, new companies that no one's ever heard of. And you can't just walk down to bank America and get financing for this thing. So it makes it extremely difficult for independent contractors or contract carriers to own these trucks. So we have to take that out of the equation. We have to create a model where the, the truck drivers don't actually own the trucks. And so what we're going to roll out as a rental model for electric vehicles, where independent contractor drivers can then rent a truck for a day or a week without getting into a long-term financial entanglements. And then as IKEA, we support the drivers by, you know, we're going to have to pay more on a per-delivery basis to offset the Delta between the rental truck costs and the diesel truck cost.

Yesh ([16:38](#)):

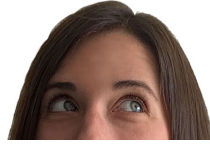
So does it sort of sound like a Lyft or an Uber-type model where the driver is renting one of the nice cars from some third party fleet? Is that sort of a, an equivalent?

Steven Moelk ([16:50](#)):

Exactly. The equivalent? In fact, I was thinking about the idea when I got into a Lyft and found out the Lyft guy was renting the car. I was like, Oh, wow, you're renting the car. This is perfect. This is exactly what we need. We need a third party to rent electric trucks to the drivers, which is, which is what we're doing.

Yesh ([17:05](#)):

This can't be an IKEA-only situation. I feel like you probably have peers at other competitors who are experiencing the same types of challenges and trying to problem solve in similar ways. Is that the case, or is IKEA that far ahead where you're really pioneering this solution?



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Steven Moelk ([17:24](#)):

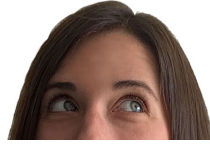
Right. Well, I think we're pioneering the solution, but I also think that I don't want to necessarily pioneer the solution, right? I mean, if you look at a UPS truck, there are 125 stops on board on average, on a UPS truck, and you don't pay for the entire truck to have your package on board, because that would be crazy expensive. So sharing the costs is definitely the way to go. That's one of the reasons why we outsource the home in the first place is to be able to share the resources of these larger logistics companies and the more we share those assets, the cheaper it becomes for us. So that's why it can't be an IKEA-only solution. Plus if you're thinking about, um, sustainability beyond IQ, I think we all are. I mean, that's one of the reasons why we get into sustainability in the first place is not to make sure IKEA is sustainable, but to make sure the planet is sustainable. And so, you know, it can't just be for us. It has to be, you know, it has to be a solution that can be rolled out and can be scaled up greater than us. If we want to actually make a dent in this climate change fiasco.

Yesh ([18:24](#)):

Well, and that's sort of the delicate line, any sustainability professional has to walk, right? They need to keep the competitive mindset of working for a company and serving the bottom line of that company. But we're also on team planet earth and, and need to be sharing these solutions and working together toward scalable impact. As a logistics expert, your goal to achieve zero emissions delivery by 2025 is a really big goal. And you told me earlier in a previous conversation that you like solving big problems. That's just who you are. It's part of your DNA as a professional. How big of a problem is this to solve and why?

Steven Moelk ([19:09](#)):

I mean, I think it's a huge problem. And I think that one of the reasons why it's a big problem is because there aren't enough people working on this. The folks that are involved in sustainability activities and things like this are generally not folks that you might see in transportation. I can tell you that we don't run into a lot of sustainability folks, and that pricing is paramount and everything else comes secondary. And so sustainability, isn't front of mind for many logistics folks out there. The crossover between folks in sustainability and folks in logistics is a relatively small group. I think most people, when they think of electrifying home delivery, their first thought as well, how do we get FedEx more electric trucks? And, you know, the reality in the home delivery that that I'm working on is very, very different. There just aren't enough people working on the problem.



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Yesh (20:00):

“Yet”, which is I think a key word here. And on that note, I think we're going to have some listeners who are interested in logistics. They're interested in solving this big problem. They're interested in serving brands like IKEA in this way. What are the hard, tangible skills that you are looking for on your team as you grow this movement? And, and what will those skills look like in five years?

Steven Moelk (20:23):

Well, I mean, I think that the first thing you have to understand is that electrification is happening. We see it all over the world and people see it for their personal cars, but it's definitely happening for commercial vehicles as well. And I think that what logistics companies need to do is they need to start to grapple with this, which they haven't had to do quite yet. So they need to hire folks that understand electric vehicles, that understand sustainability. And regardless of whether it's part of their corporate sustainability goals or not, they're going to have to understand how electric vehicles work and because their customers are going to start to demand it because governments are going to start to demand it, because, uh, because pretty soon it's going to be the only thing you can buy. And so for all of those reasons, logistics companies need to get on board and start now because there is a learning curve. And because infrastructure does take a long period of time. So I would say to third-party logistics companies out there that they have to start getting on board now, because EV is almost an existential threat to them. Companies like Ikea are going to make sustainability goals, as we have as Walmart and Unilever and all these other companies have a, and we're going to figure it out with or without you. And so it would be much, much better if we all work together to solve the same problems.

Yesh (21:37):

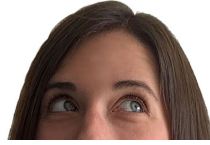
That makes a lot of sense. And I think it's, it's a good call to all the relevant partners and to our job seekers who are listening into this podcast, what are the skills that they can work on now? If they're interested in getting into this space and becoming you, in five, 10 years, what kinds of skills can they start to build professionally-- classes that they should be thinking about to prepare themselves for the roles that are coming?

Steven Moelk (22:03):

You know, anything dealing with, uh, with electric vehicles I think is going to be pretty hot.

Yesh (22:08):

It's a very sexy topic.



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Steven Moelk ([22:09](#)):

It is, it is. And I know everybody wants to work for Tesla or something like this, which is great, but I would say that there's a lot out there. When you look at just charging infrastructure, for example, they're the chargers themselves, but there's also the software that controls those chargers and there's policies that price the electricity. And then there's a lot of legal work to be done about, you know, where these charges are going to go and, and who's going to pay for them and there's financing options. And in terms of charging as a service, and, you know, if I were in almost any of those fields, I'd be thinking about like, wow, how do I attach myself to this kind of EV revolution that's going to happen?

Yesh ([22:46](#)):

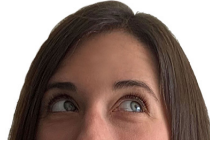
Well, the jobs are coming. So I think those that's great advice for how to get prepared and how to get in that mindset. I want you to bring me to a moment to help our listeners imagine something. Imagine our listeners are sitting at a traffic light wherever they live, and an EV delivery truck pulls up next to them. Can you quantify for us the difference between the emissions of an Evie and a diesel fuel truck?

Steven Moelk ([23:14](#)):

Well, the right answer is it's complicated. I mean, it depends on where your electricity comes from. It's almost always cleaner than gasoline, however, uh. Just from the generation, but far more efficient use of electricity, uh, in an electric vehicle. I think the efficiency rate is it's crazy, 97%, uh, efficiency on an electric vehicle compared to a gasoline engine. So not only is it, is that important, but it's also important to recognize that these delivery trucks are tooling around the very neighborhoods that you really want to affect environmental change in right, environmental justice communities and communities that deal with high rates of pollution. And so those are the ones that are affected the most from greening up your home delivery fleets. They're the ones that are sitting right outside your house. So what better advertisement, I guess, for electric vehicles, because it says that you could have a diesel truck outside of your house, belching diesel smoke, or where your kids are playing a couple of feet away, or you can have an electric truck, which doesn't emit anything in front of your house. So I think the benefits not only accrue to the planet in general, by being more efficient by having greener sources of electricity, but also, uh, it's local.

Yesh ([24:29](#)):

When you make it very personal for people, the imagery of a diesel fueled engine belching outside of your house versus an EV truck sitting next to the place where your kids play. Um, do you hear from customers when they make that connection and they want to advocate for their health?



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Steven Moelk ([24:47](#)):

Not yet, we haven't done enough. Um, is there a mission deliveries we're just starting out. And so, but I do think that it will happen. I think one compelling note would be to, to say that, you know, have you ever smelled diesel smoke? Everybody has smelled diesel smoke. Right? I mean, it would be great if we could imagine a time where people didn't know what diesel smoke smelled like. So I think the fact that we all know what that smells like means that like we've been way too close to a diesel engine.

Yesh ([25:13](#)):

Well, what's your address? I'm going to write you with the first letter.

Steven Moelk ([25:19](#)):

Yeah, it would be great. We've, we've received positive comments from folks seeing our trucks on the road because they have a graphic on board that on the side of the truck that says that they're a zero emission. But I think that we'll start getting comments, Um, more and more as we roll this out.

Yesh ([25:35](#)):

Transitioning a little bit back to your career journey. What advice do you have for listeners like yourself? People working in mainstream careers who now really want jobs in sustainability and clean energy, et cetera. What advice would you give them about transitioning into this space?

Steven Moelk ([25:53](#)):

I mean, I would say you have to look for it. Look for companies that are making a sustainability commitment. You don't have to work necessarily for a big brand name or anything like this. Most of the large companies do have sustainability commitments and see where those commitments are going to be. If they're in transportation, then you should look for something in their transportation group. If they're putting solar panels on the roof, maybe you want to work for their real estate group, uh, or something like this, that's going to be involved in those types of activities. I think that, um, you're going to see more and more of that, which is a good thing. But yeah, I would look to companies with public sustainability commitments or companies that have anything to do with electric vehicles, rollout or infrastructure.

Yesh ([26:32](#)):

What advice would you give to people like yourself who are wrestling to make the business case for a more sustainable path in their job?



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Steven Moelk ([26:41](#)):

I would say that certainly when it comes to transportation, that this is happening, whether you like it or don't like it it's coming. And, um,

Yesh ([26:50](#)):

The train has left the station.

Steven Moelk ([26:52](#)):

The train has left the station, absolutely. And, and so even if your company isn't thinking about it, now, it should be planning on it in the future. So if you're a logistics company that doesn't have any customers that need electric vehicle delivery, you should at least start to think about it, or at least start to consider when you're renting a new facility: is it going to have, you know, enough power for chargers to charge electric trucks and what are the electric trucks that are available today? And what kind of programs are out there and educate yourself on what's coming. Even if you're working for a company that doesn't have sustainability goals, I think it's important to understand that the customers are going to demand more and more from the companies that they patronize to live up to the sustainability goals. It just makes good business sense that you think about them, regardless of what you might think of as sustainability in general.

Yesh ([27:41](#)):

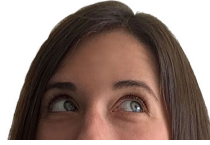
Well, it's a pretty strong case to make that the train has already left the station. I mean, it's coming so you better get on board.

Steven Moelk ([27:47](#)):

Yeah. I mean, look around the world. China has already banned diesel and gasoline from many of the city centers. Uh, Europe's going to do the same thing. They've got targets in place already. The UK is going to ban gasoline car sales here pretty soon. So you can see what's happening. And it'll come here too, whether you like it or not, it'll come here. So it just makes logical business sense to prepare for it.

Yesh ([28:10](#)):

And with the trends that we're seeing, I think they'll see their colleagues making the switch to Evie trucks very soon. And with that, I have a forward-looking question for you: with the Biden Harris administration now in full swing. What do you hope to see policy-wise in the coming years?



Episode 10: Steven Moelk The unlikely leader of IKEA's EV revolution

Steven Moelk ([28:27](#)):

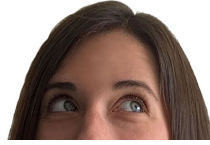
I mean, anything would be, would be great. So I applaud any efforts that government at any level can, can do to help speed up the EV transitions. But I would say that maybe one of the incentive groups that's not seen as much is more on the customer demand side. I think transportation companies in general, um, respond to their customers and customers really need to demand it from their transportation companies. So governments can make efforts to push things in that direction as well. For example, with congestion pricing, there could be additional tolls for gasoline vehicles versus zero emission vehicles. Or banning gasoline or diesel vehicles in city centers at certain periods of time, or something like this that would create a demand for more electric vehicles, more zero emission vehicles. Because then those customers in those zones are going to start to call out their vendors and say, Hey, I need the zero emission vehicle, maybe some incentives for the purchasing of green transportation. So if you're ordering office supplies, how do you incentivize folks to buy office supplies from a vendor that's using zero emission trucks to deliver those office supplies? Maybe there's a tax incentive there somehow. And I also would say that the transportation vendors themselves need to address the market of people that want to buy zero emission transport. And so, you know, when you're purchasing an item from whatever from your online store, that you have the option to select zero emission transport off the menu of transportation options. Uh, maybe it costs a dollar or two more, but that market has not been addressed yet by the transportation vendors today. I can't go to wherever I shop and then, and choose to pay a couple bucks more to get that done. And I think that's a premium product that a lot of people would sign up for.

Yesh ([30:08](#)):

Myself included. Um, especially in, in the context that we continue to live in. Well, we're relatively quarantined and in lockdown for the foreseeable future, until we're all vaccinated and life can return, we're going to be shopping online more and that's going to mean more deliveries, and that's going to be more emissions. And for an environmentalist like me, who does all of the local shopping that I possibly can and really tries to keep my emissions low in general, I would be happy to help offset some of that environmental cost of my purchase with a small nominal fee. That seems like nothing.

Steven Moelk ([30:43](#)):

And today's internet companies can pinpoint your address and tell you whether that is available to you or not available to you and make that one of your, your choices on your purchase page. So all of that stuff is, is technically very, very possible. It's just not happening right now. And I think that's just a huge missed opportunity. Everybody that I've talked to like yourself says they're willing to pay more. I'm willing to pay more. We're all willing to pay more. If someone would just offer the service. So I'm waiting for someone to offer the service. Come on FedEx, come on UPS.



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Yesh (31:19):

I like it-- call them out! Well, one final question before we go, what is the weirdest most unique thing that has ever been delivered in your pipeline, from start to finish right after college to today?

Steven Moelk (31:32):

Wow. Uh, the strangest thing that's ever been delivered. I mean, there's so many strange things that people want delivered. Um, but I would say things like flagpoles. very difficult to deliver.

Yesh (31:43):

What kind of box do you get for that?

Steven Moelk (31:46):

It's, it's, it's extremely difficult. Uh, other things like specialty cupcakes across town on a, on a bicycle I think would be extremely difficult.

Yesh (31:56):

Something a nightmare is made of.

Steven Moelk (31:56):

Total nightmare. So there, there's plenty of stuff like that, uh, that we'll deliver. So it's great.

Yesh (32:08):

Steve, thank you for joining me on Degrees.

Steven Moelk (32:11):

Well, thank you so much. Yesh. Really appreciate it.

Yesh (32:14):

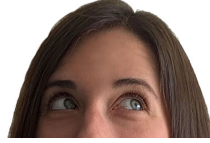
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Our executive producer is Christina Mestre. Our production company is Podcast Allies with Elaine Appleton Grant and Lindsey O'Connor. Engineering by Matthew Simonson, and theme music by Lake Street Dive. I'm your host Yesh Pavlik Slenk. Stay fired up, y'all.