

# Overview Of Load Craze

Load Craze is a San Andreas-based delivery service app that allows independent contractors to deliver items locally using their own vehicles. The company was founded in 2023 by entrepreneur Johnson as a way to disrupt the traditional delivery and logistics industry.

Load Craze has been criticized for its loose background check requirements that allow just about anyone with a driver's license to start delivering for them. This has created controversy and concerns around safety, security, and liability. However, the company maintains that all delivery drivers are independent contractors responsible for their own actions.

## Business Model

The Load Craze business model is based around crowdsourcing deliveries to independent contractors rather than traditional company-employed drivers.

- **Customers** request delivery service through the Load Craze app or website. They can request delivery from restaurants, stores, or peer-to-peer sending.
- **Drivers** sign up through the app to start receiving delivery requests. Background checks are minimal - drivers only need a valid driver's license, vehicle insurance, and a cleared DMV record.
- Drivers keep 80% of the delivery fee while Load Craze takes a 20% cut. Drivers are classified as independent contractors and must provide their own vehicle and gas.
- Load Craze onboards thousands of new drivers every month, providing constant availability of drivers across San Andreas. The company heavily promotes the flexibility it offers drivers to work whenever they want.

Despite **controversies**, Load Craze has become embedded in San Andreas culture:

- Many restaurants and stores prominently feature Load Craze stickers in windows and menus, indicating they partner with the service. This near-ubiquity helps reinforce brand awareness.
- It is common to see Load Craze drivers double-parked or parked in fire lanes as they run in to pick up deliveries. This frequently causes traffic disruptions.
- "Load Crazying" has become a verb used by young people to mean making extra cash doing odd delivery jobs off the books. For example, a college student may Load Craze some pizzas for dorm residents on weekends.
- Artists have incorporated the bright orange and green Load Craze driver bag into streetwear fashion. The bags have become a cultural icon representing the gig economy.

The company promises it is working to improve safety and accountability measures while still empowering drivers with flexible earning opportunities. However, regulators maintain close oversight to balance innovation and responsible transportation.

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