

# DOORDASH

*Streamlining the world cities*



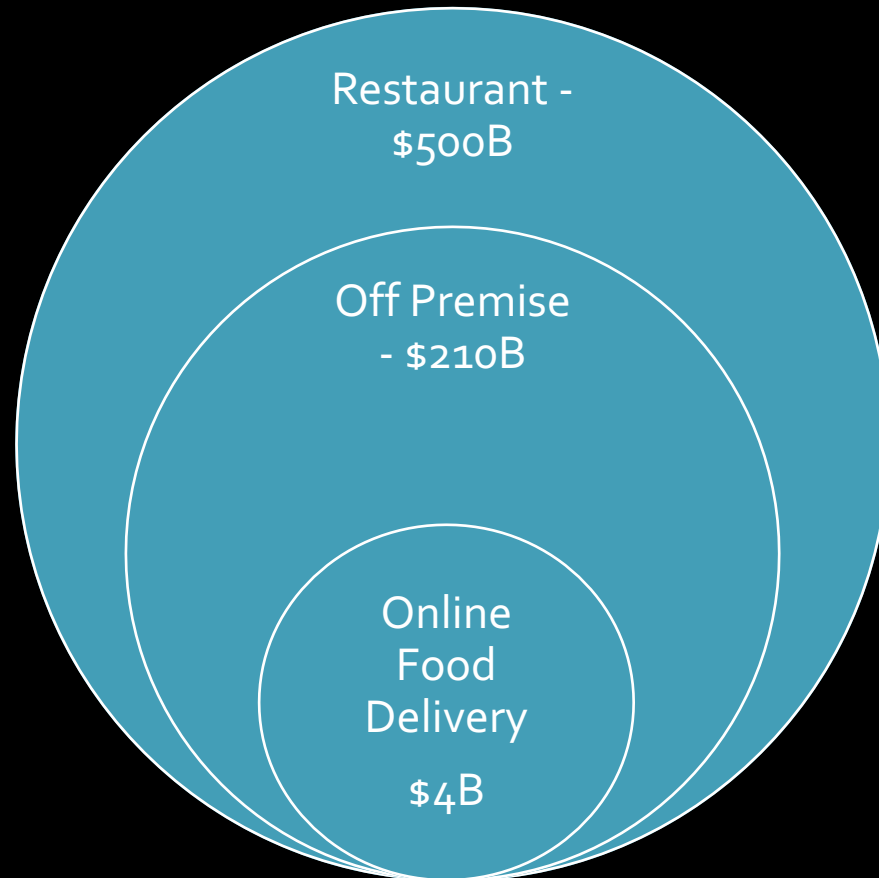
Grow  
Business

Create  
Jobs

Deliver  
Smiles

# MARKET REACH

*Only 2% penetration in a \$210B addressable market*



# COMPETITORS

- Grub Hub, Just Eat, Pizza Companies
  - Post mates, Caviar
  - Eat24, Ubereats
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# CUSTOMERS

- Customers who order food
  - Restaurants
  - Dashers
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# PROBLEM



- **Eat Paleo**
- **Time consuming** to search



[View All](#)[Alcohol](#)[Italian](#)[American](#)[Salad](#)[Pizza](#)[Indian](#)

### Food Menu

**Chicken Shawarma Wrap****\$8.50**

Thinly sliced, grilled, all natural chicken breast served on toasty lavash with greens,...

**Chicken Shawarma Wrap + 2 Si...\$11.45**

Thinly sliced, grilled, all natural chicken breast served on toasty lavash with greens,...

# DIET CHOICE

*Order diet food in an instant*

## DIET LABELS TO MENU

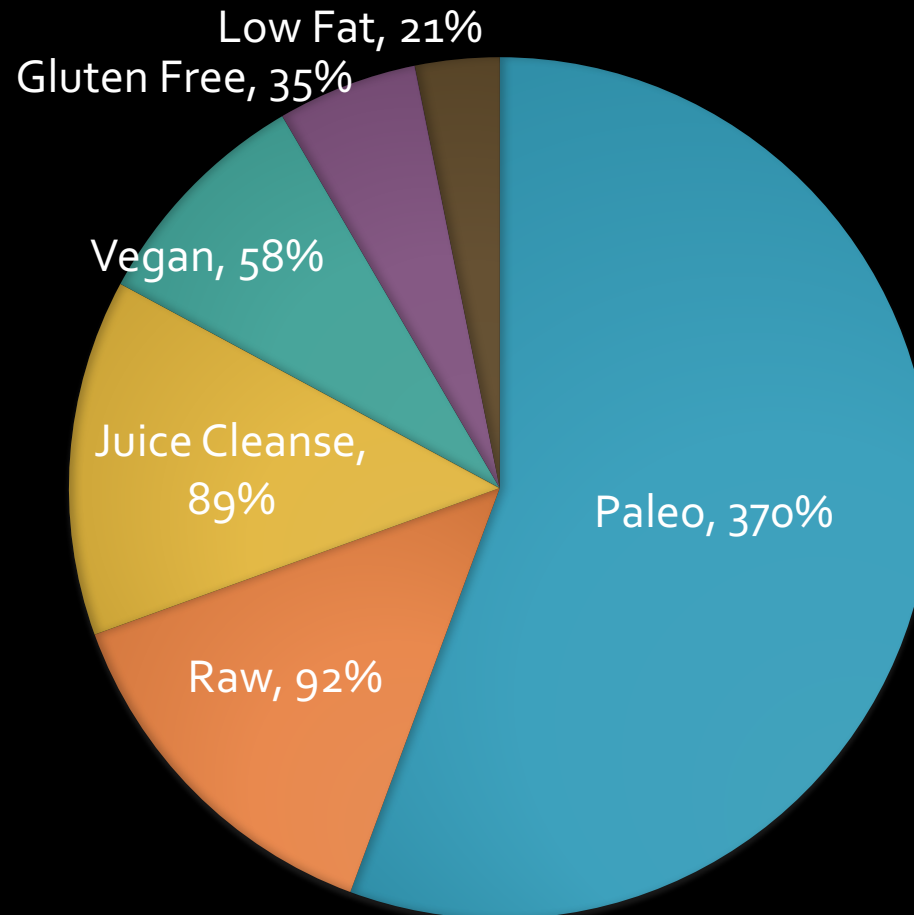


## SORT OPTION TO LIST RESTAURANTS WITH LABELS



# MARKET VALIDATION

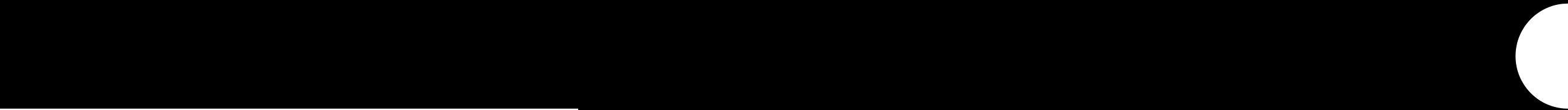
*Healthy eating is the fastest growing segment*



**INCREASE IN SALES IN 2016 COMPARED TO 2015**

Source: Grub Hub Press Release Dec 2016

*DEMO*





# *SUCCESS METRICS*

*CAPTURE CUSTOMER SEGMENT WITH DIET NEEDS*

- Increase in sale of items with diet labels
  - Frequency of order over a period of time
  - Increase in number of Businesses adopting the feature
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# *GTM*

- Notifications on website and mobile apps
  - Partner with health and wellness companies  
(eat this not that, weight watchers)
  - Run social media campaigns
  - Email campaigns
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