

FoodiePal

surge pricing



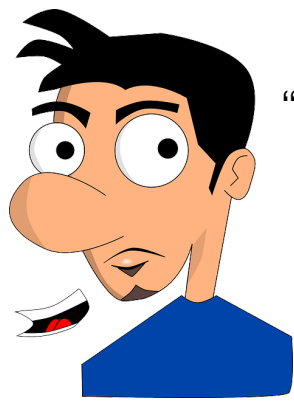
Problem

- Order processing
- Daily/weekly/monthly peeks
- Priority deliveries

Solution

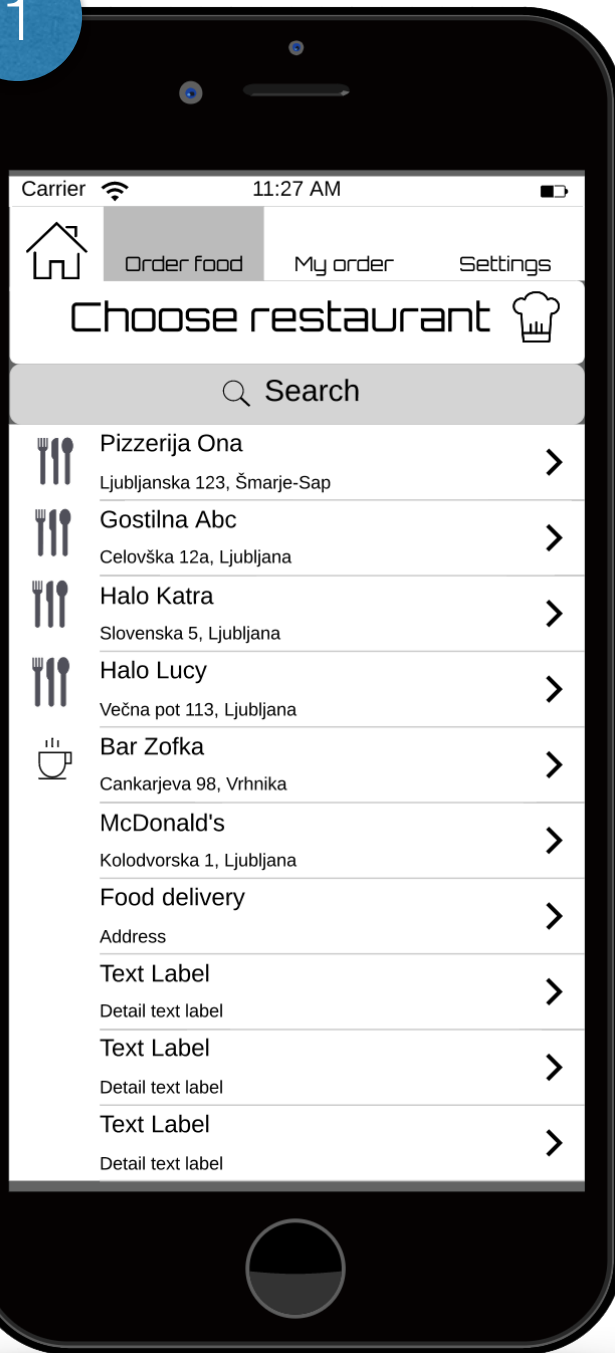
- Order processing platform
- Surge pricing
- Time slots

Demo

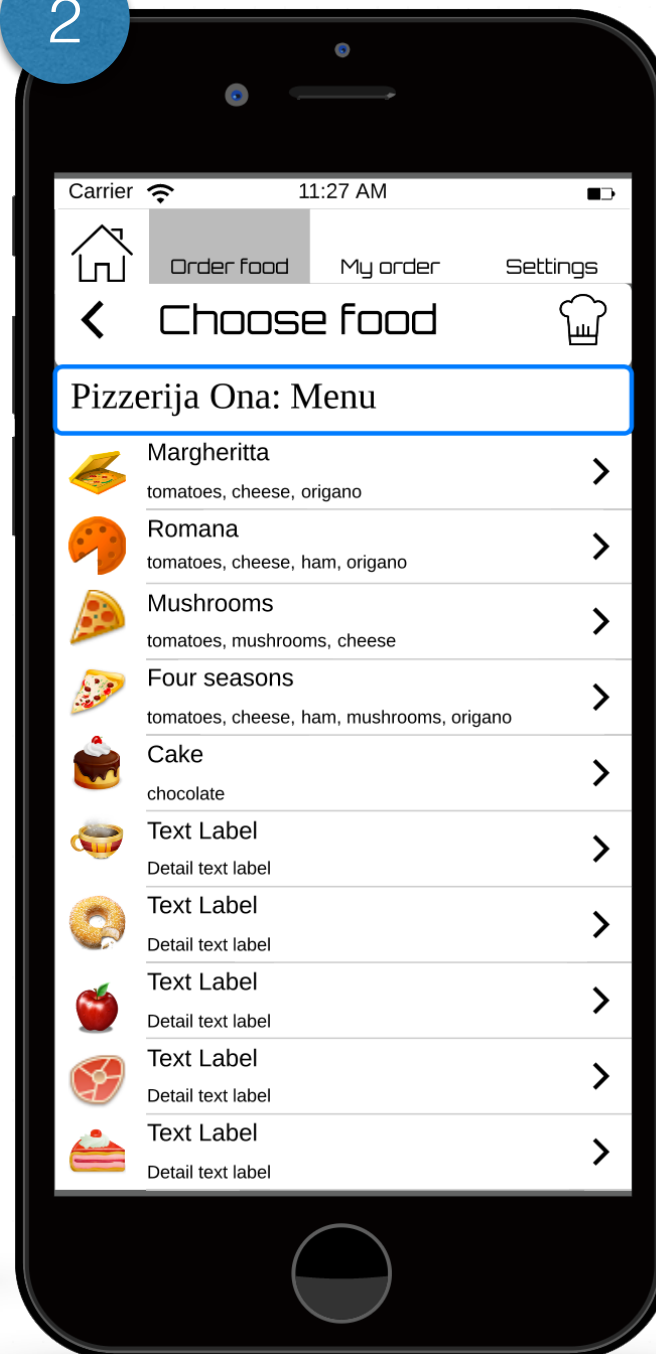


"I am hungry!"
Timmy

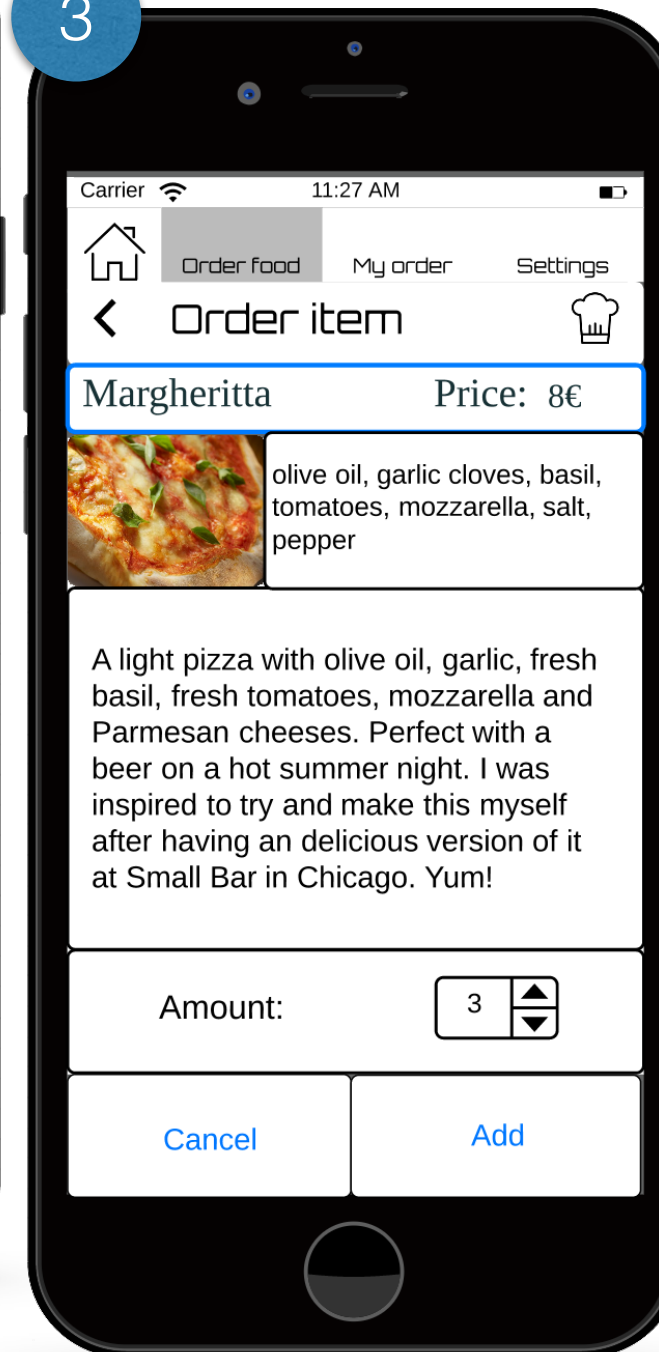
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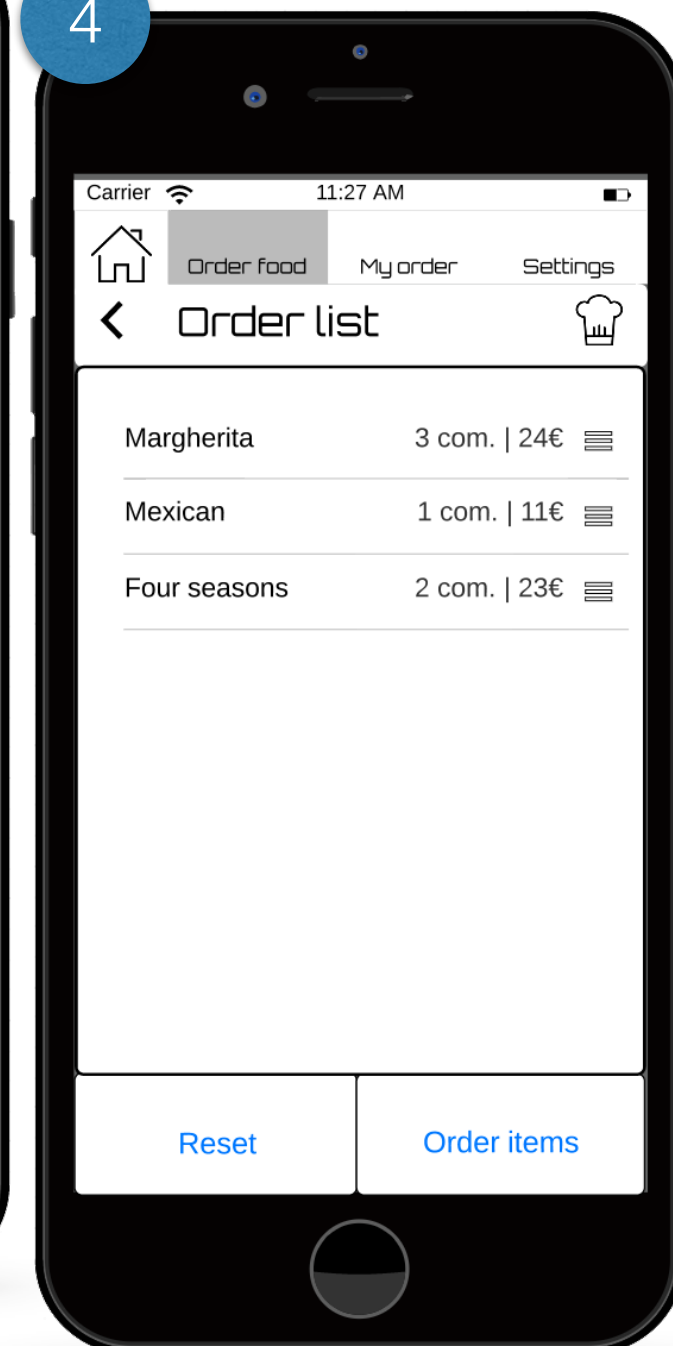
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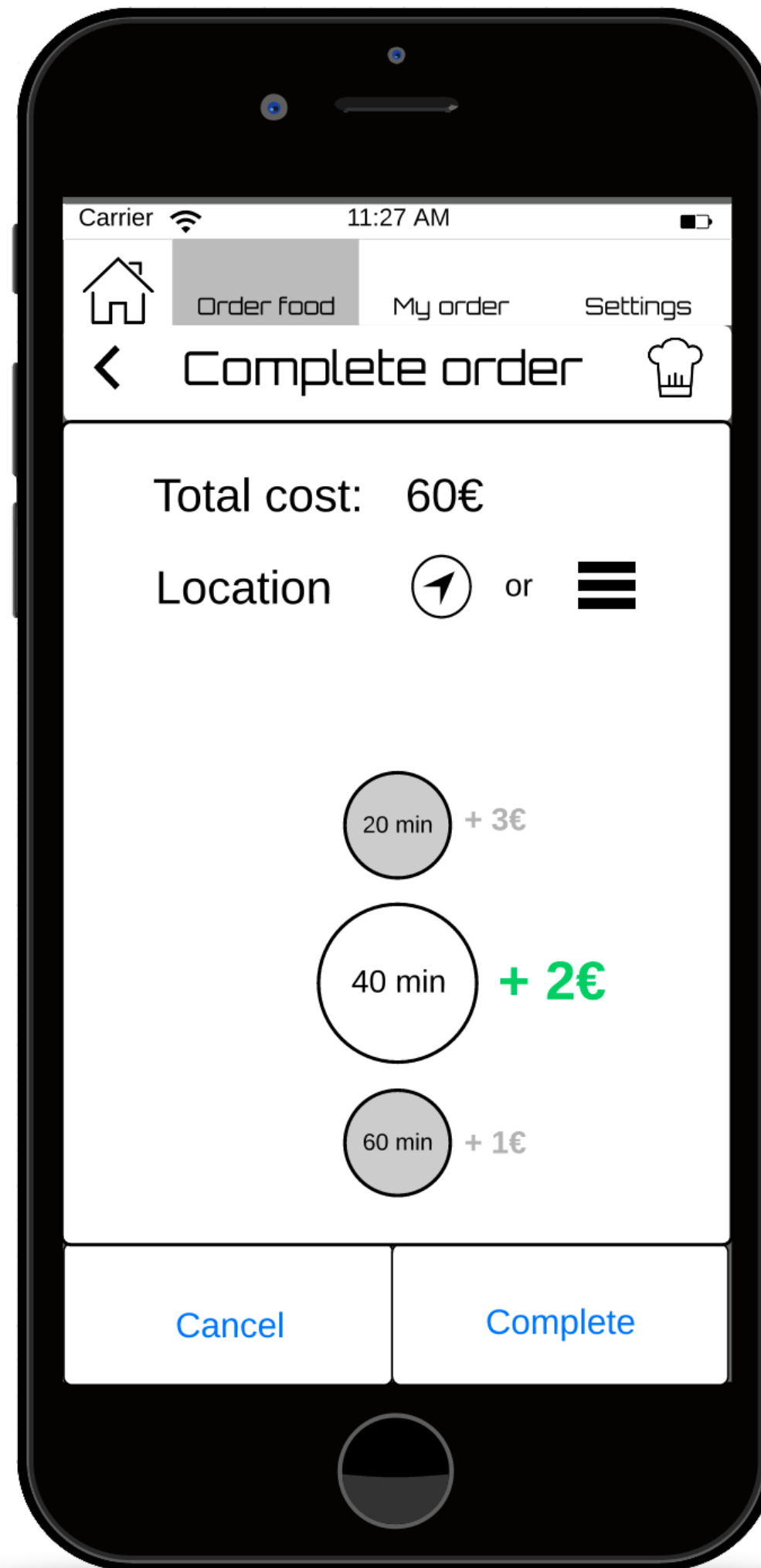
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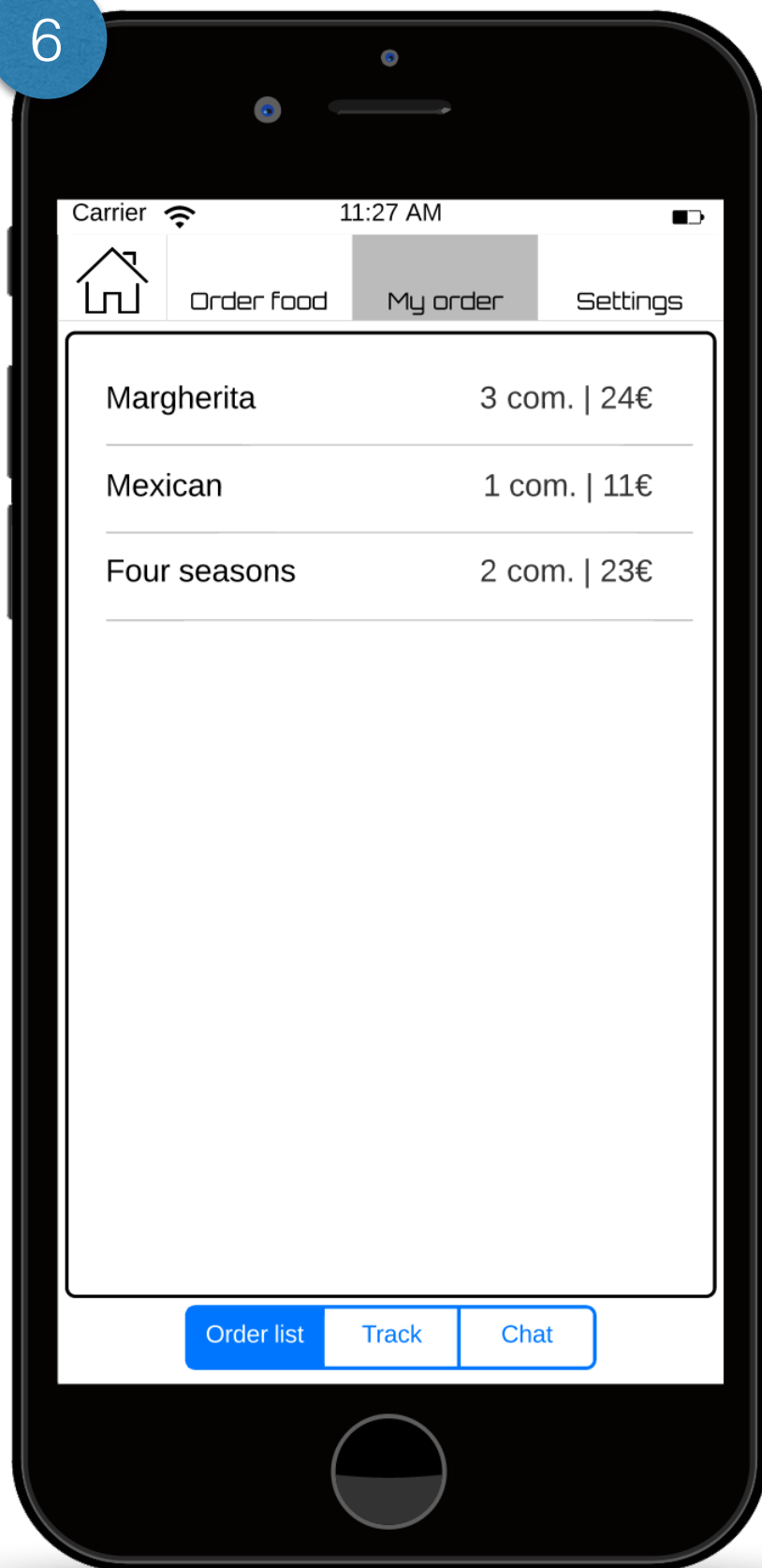
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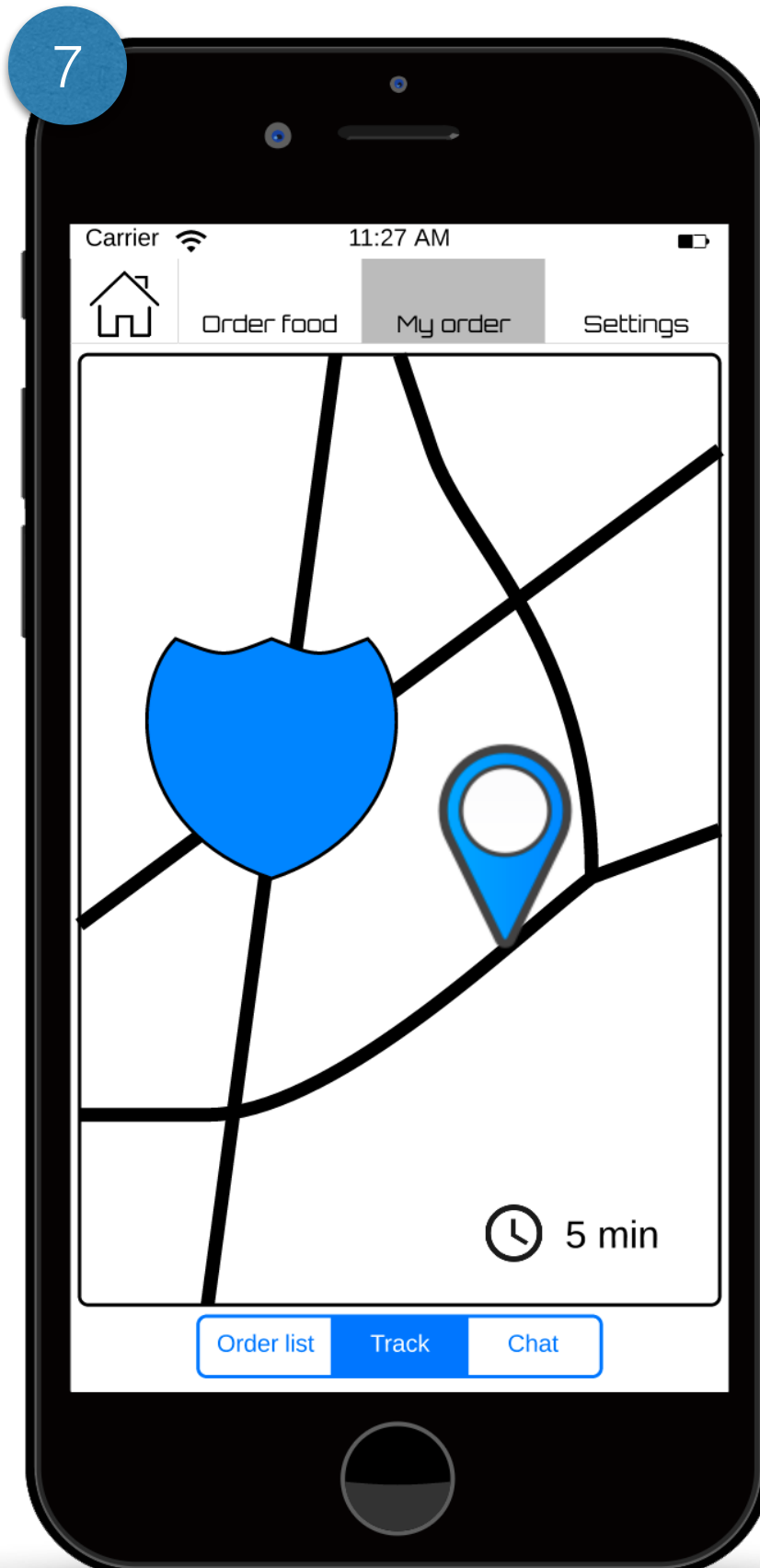
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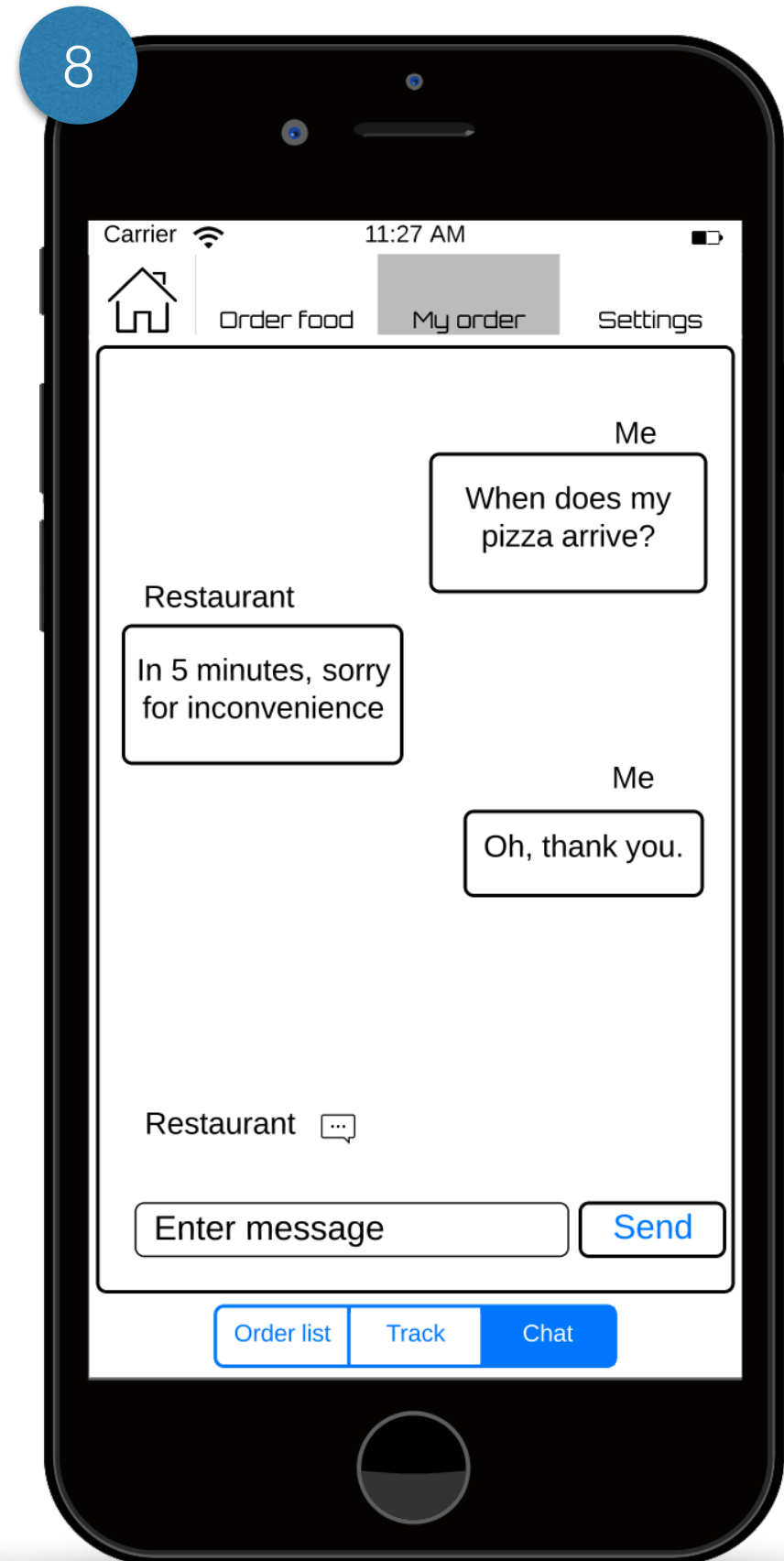
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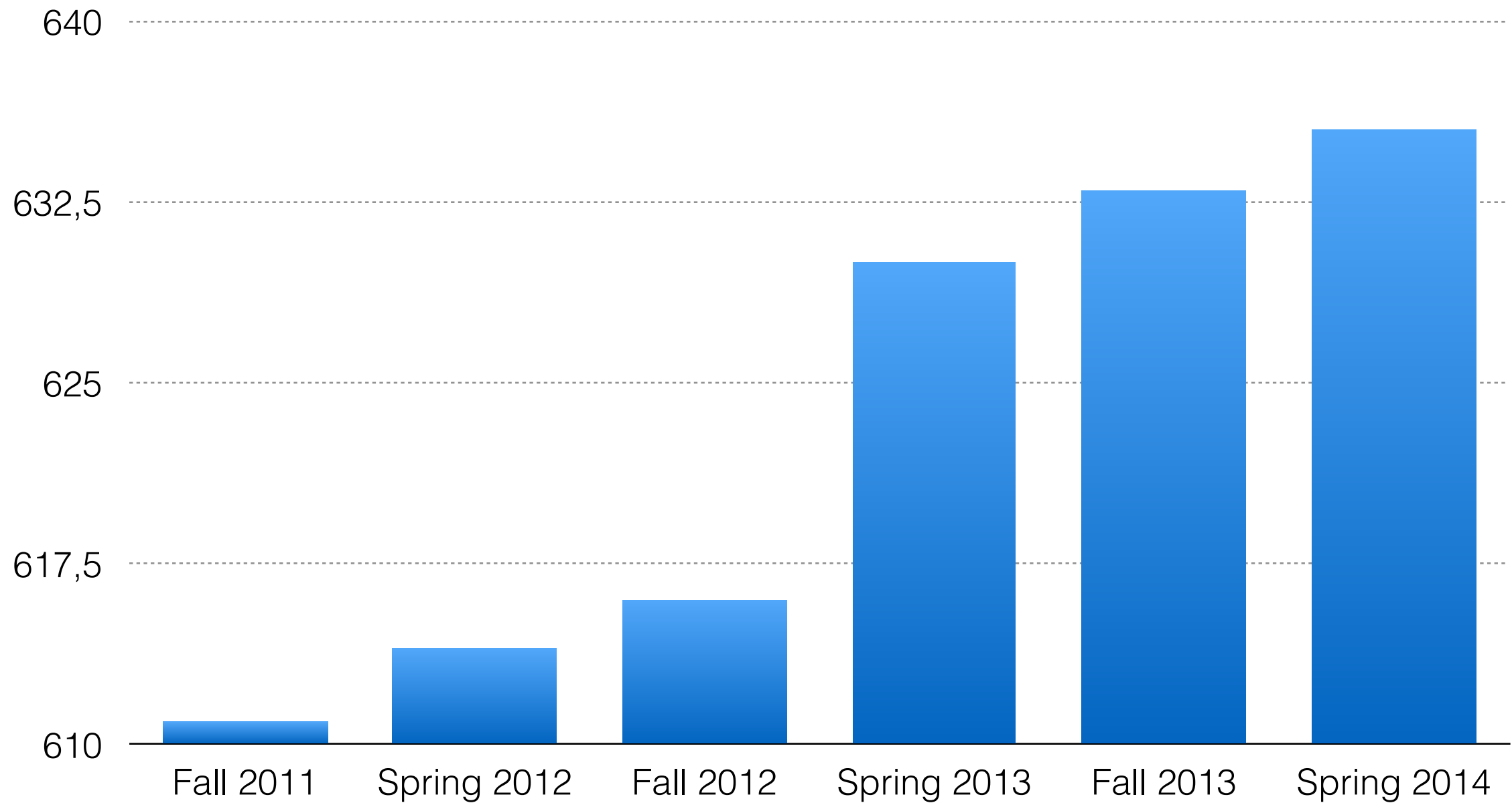
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8



Market



Source: statista.com

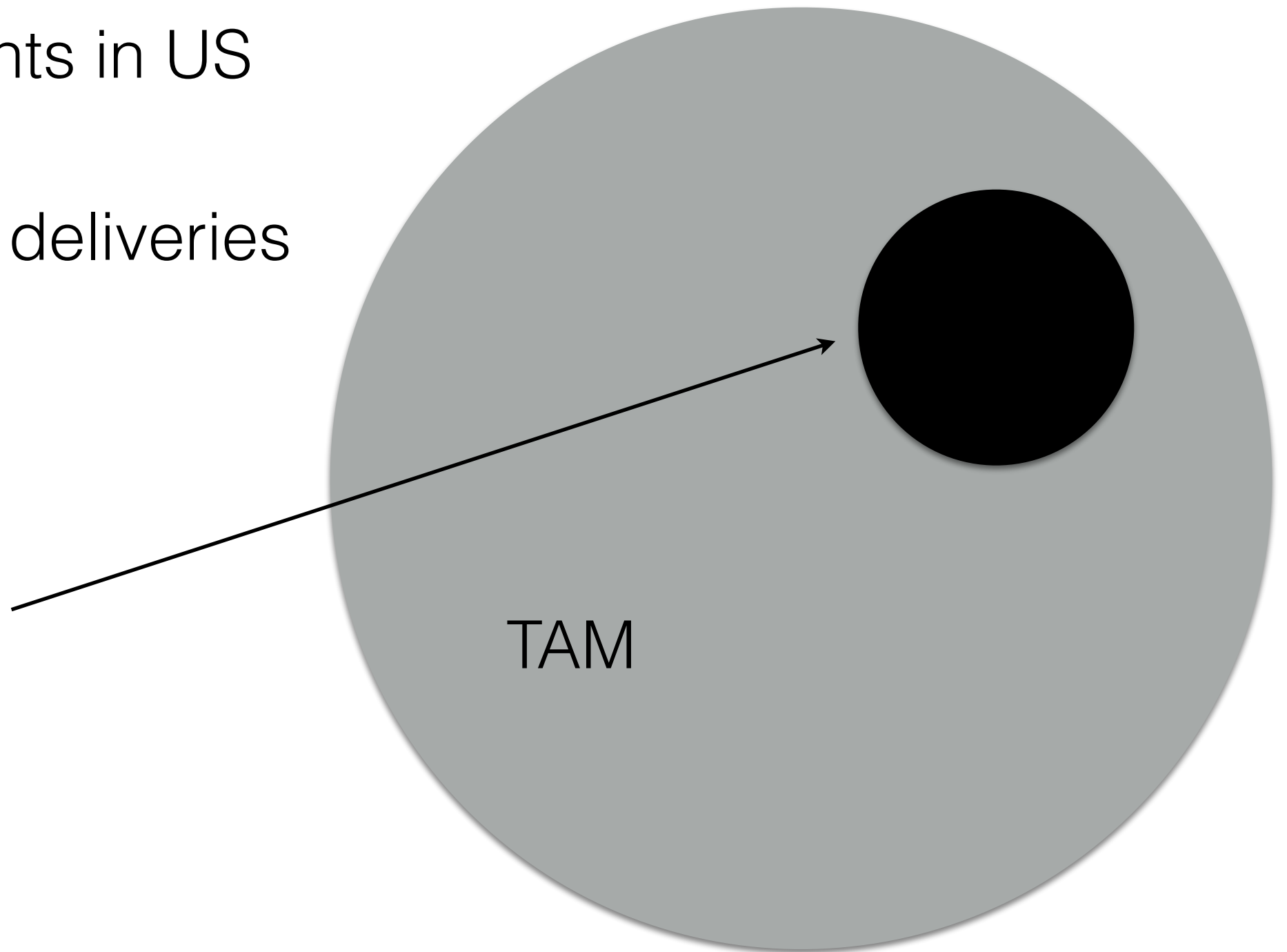
Market

635.5k restaurants in US

≈ 14% are food deliveries

Target market

≈ 88k



Competition

- GrubHub
- Seamless
- MenuDrive



Monetization

- 5% of every transaction's regular price

Future plans

- conquer U.S. market
- app for all mobile platforms
- plugin for existing POS software

We need

- Time for development
- Money for development
- Money for marketing

Team

- Aleksander Tomič - CEO
- Žiga Černigoj - CTO
- Matic Tkalec - CMO
- ? - Design



Thank you!

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Appendices

Monetization overview

- Monetization:

- 5% of every transaction's regular price. If surge pricing was used while ordering, we subtract the price of fast delivery(surge + delivery price) and take 5% from the **regular** price.
- We decided on this because:
 - it can bring a lot of money
 - the percentage can be increased or decreased, based on the restaurant's income
 - the surge pricing income to the restaurant is usually bigger than our 5% fee, their revenue increases

- Competition:

- GrubHub and Seamless take 13,5% of every order price on average. That is a lot compared to our 5% fee, and with us, the restaurant has an option of earning more with the surge pricing.
- <http://www.eater.com/2014/3/3/6270739/grubhub-charges-restaurants-an-average-13-5-commission-per-order>

Monetization overview

Example.

Assumptions:

- all orders are processed via FoodiePal
- average restaurant has ≈ 30 food deliveries per day
- average order is 20 EUR

40% of orders uses surge pricing: (12 orders)

- 17% orders per day(5 orders) ... 20min [3EUR]
- 13% orders per day(4 orders) ... 40min [2EUR]
- 10% orders per day(3 orders) ... 60min [1EUR]

For restaurants

- fee for our service = $0.05 \cdot 20\text{EUR} \cdot 30 = 30 \text{ EUR}$ (per day)
- profit from surge pricing = $5 \cdot 3\text{EUR} + 4 \cdot 2\text{EUR} + 3 \cdot 1\text{EUR} = 26\text{EUR}$
 - > spent only $\approx 4 \text{ EUR}$ per day instead of 30EUR (if there is no surge pricing and fee only 5%)

Cashflow

| description | | y1 | | | |
|---------------------------------|-------------------|---------|--------|---------|---------|
| | subdesc. | Q1 | Q2 | Q3 | Q4 |
| from operation | | -12.550 | -7.250 | -6.700 | 14.500 |
| | salary for 3 | -9000 | -9000 | -13.500 | -13.500 |
| | workspace rent | -600 | -600 | -600 | -600 |
| | IT expences | -250 | -350 | -600 | -900 |
| | sales | 0 | 5.400 | 18.900 | 40.500 |
| | marketing | 0 | 0 | -4000 | -2000 |
| | designer | -2700 | -2700 | -2700 | -2700 |
| | extra programmers | 0 | 0 | -4200 | -6300 |
| from financing | | | | | |
| | | | | | |
| from investments | | 30.000 | 0 | 0 | 0 |
| | seed | 30.000 | 0 | 0 | 0 |
| | | | | | |
| NET(O) per q's | | 17.450 | -7.250 | -6.700 | 14.500 |
| Total in Budget | | 17.450 | 10.200 | 3.500 | 18.000 |
| | | | | | |
| <i>all number represent EUR</i> | | | | | |

minimum seed is 26.500 for positive balance

Cashflow overview

- Average values
 - Avg. # of deliveries per day: 30
 - Avg. price of delivery: 20€
 - We get 5% of every delivery's original price, even during peaks, when price is higher
 - Avg. from 1 delivery: $20\text{€} \times 0,05 = 1\text{€}$
- Our income per day and month
 - Per day: $(30 \text{ deliveries}) \times (1\text{€}) = 30\text{€}$
 - Per month: $(30 \text{ days}) \times (30\text{€}) = 900\text{€}$
 - From one customer in a quarter: $3(\text{months}) \times (900\text{€}) = 2700\text{€}$
- Rentals
 - Office rent:
200€ per month, 600€ per quarter

Cashflow overview

- Our income per quarters
 - Q2: we get 3 new customers (we start sales in 5th month)
 $900 * (2 \text{ months}) * 3 = 5.400$
 - Q3: we get 4 new customers, 7 total
 $2.700 * 7 = 18.900$
 - Q4, we get 8 new customers, 15 total
 $2.700 * 15 = 40500$
- Salaries
 - Cofounders:
1000€ per month (Q1, Q2)
1500 € per month (Q3, Q4)
 - Designer:
900€ per month, 2700€ per quarter
 - Extra programmers:
700€ per month, 2100€ per quarter

Cashflow overview

Our IT expenses will be

- One-time distribution fee for AppStore in Q1
- Monthly subscription to Adobe CreativeCloud tools
- Monthly fee for cloud service usage, starting with end of month 4, when our product will be released

We need designer

- We won't have time (and relevant skills) to design quality user interfaces
- So we will need to hire designer at the start of development

Cashflow overview

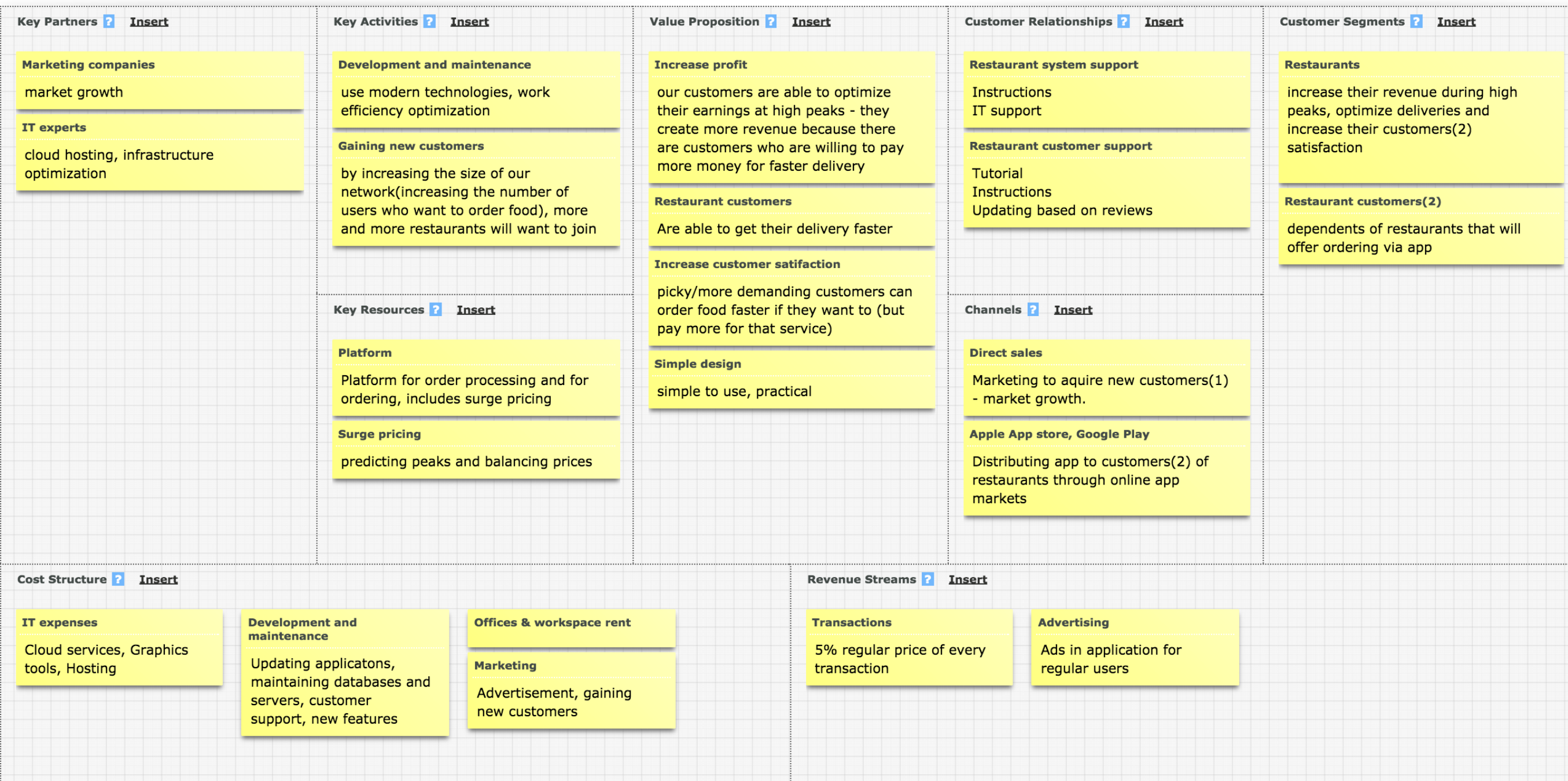
We will need extra programmers

- For easier and faster development, we will hire
 - Two programmers in Q3
 - One additional programmer in Q4

In case of investment, we will use money for:

- Better infrastructure and plan execution
 - Better cloud service or our own cloud
- Salaries, extra personnel

Business Model Canvas



SWOT analysis

Strengths ? Insert

Key partners

- Good IT experts are vital

Key resources

- surge pricing
- order processing platform

Value proposition

- Profit increase
- Secondary customers get faster delivery, everyone is happy

Key activities

- Modern technologies
- by increasing the number of users who order food, the interest of restaurants in us grows

Customer relationships

- Good IT support

Cost structure

- Not a lot of expenses in the beginning

Revenue streams

- Not expensive for the restaurant
- Advertisers want their add in our app

Channels

- Two very powerful stores, Appstore and Google Play

Weaknesses ? Insert

Key partners

- Hard to get good IT experts, hard to find good marketing

Key resources

- not all customers are using smartphones to order food

Key activities

- If the number of restaurants grows, so does the size of our support team, and also our expenses

Value proposition

- Restaurants could be afraid that their customers will abandon them

Customer relationships

- Not every problem can be solved online

Channels

- Extremely hard to get users to download the app, and hard to sell the system to restaurants

Cost structure

- Grows together with the number of restaurants

Revenue streams

- Restaurants may prefer subscription

Opportunities ? Insert

Key partners

- Convince IT experts that our solution is better

Key resources

- import surge pricing in food industry

Key activities

- The company could hire lots of support staff if the number of restaurants increases swiftly

Value proposition

- convince restaurants that they earn more with our solution

Customer relationships

- Cooperate with restaurants for better updates

Cost structure

- Could limit it to a certain number

Revenue streams

- Could raise the percentage.

Threats ? Insert

Key partners

- Marketing companies already supporting competition

Key resources

- people will be afraid that surge pricing is a scam

Key activities

- Competition already has the order processing implemented, they also have the customers and employees, they just pop our idea of surge pricing in and we are done.

Value proposition

- Restaurants will not want to accept this new type of selling food

Customer relationships

- Customer not satisfied, support not good, customer leaves

Channels

- We can't sell anything

Cost structure

- Marketing is ineffective, but burns a lot of cash

Revenue streams

- Customers believe it's too expensive

Value chain

| Primary | product management | tech (sw) dev. | distribution(1) | design | support |
|-----------|---|--|--|---|---------------------|
| | <i>planning, realization</i> | <i>app development, iterations, improvements</i> | <i>platform delivery to our customers(1)</i> | <i>dedicated design for our app</i> | <i>user support</i> |
| Secondary | distribution (2) | marketing | | | |
| | <i>app delivery for customers(2) through Google Play in Apple App Store</i> | <i>marketing</i> | | | |

customers(1) : restaurants

customers(2) : restaurant customers

Competition analysis

| attributes | FoodiePal | GrubHub | Seamless | MenuDrive |
|-----------------------------------|----------------------------|----------------------------|----------------------------|--------------|
| distribution | Appstore, Google Play, WWW | Appstore, Google Play, WWW | Appstore, Google Play, WWW | Android, WWW |
| time evaluation of order delivery | yes | yes | yes | yes |
| customer feedback | yes | yes | yes | yes |
| delivery tracker | yes | yes | no | no |
| surge pricing | yes | no | no | no |
| priority ordering | yes | no | no | no |

FAQs

**Q: How to get first customers
(restaurants) to use our product?**

A:

(We will send an offer or/and call a lot of restaurants and introduce our idea to them)

Just a few restaurants will accept the offer. They will have to introduce the new way of ordering to their customers. And if the idea catches on, these customers will suggest other restaurant to start using it.

Q: How to manipulate prices of
time-slots?

A:

Every restaurant decides for itself, how much would they like to charge for faster delivery. They also determine which and how many time slots should currently be available, based on their capability to deliver food in time for these time slots.

Q: What happens when the user wants to order food to be delivered in 30min but location of the user is, let's say 40 min away from the restaurant?

A:

After he completes the order, the restaurant reviews it. They can see the location of the user who ordered food.

The manager can either accept the order or deny it, and propose a new, more realistic time for delivery and also the fee.

Then the user can either accept the proposed time, or cancel and start a new order.

Miscellaneous

<http://pizza.com/fun-facts>

<http://www.statista.com/statistics/244616/number-of-qsr-fsr-chain-independent-restaurants-in-the-us/>

<http://www.quora.com/How-many-restaurants-in-U-S-offer-home-delivery>