💸 Estimated Cost Structure

- Technology & Platform Development (25-30%)
  - Web & mobile app development and maintenance.
  - AI-based optimization, cybersecurity, and server costs.
- Marketing & Customer Acquisition (20-25%)
  - Digital ads, influencer partnerships, and referral incentives.
  - SEO, content marketing, and social media growth.
- Delivery Fleet & Logistics (30-35%)
  - Rider salaries/commissions and delivery infrastructure.
  - Packaging and food temperature control solutions.
- Customer Support & Operations (10-15%)
  - 24/7 customer service and complaint resolution.
  - Restaurant onboarding, compliance, and quality assurance.
- Miscellaneous & Administrative (5-10%)
  - Office operations, legal, and regulatory compliance.