

BUSINESS MODEL CANVAS

Customer Segments (Customers, Delivery guys and Restaurant Owners)

Customers:

- Students & Working Professionals in tier 1, tier 2, & tier 3 cities who wish to order food online (in small quantities) on a regular or random basis .
- Persons gathering for fun or work and ordering food in large quantities.

Delivery Guys:

- People who deliver the foods from restaurant to customer's home/office

Restaurant Owners:

- All the restaurant owners/managers, so they know what orders are coming to their restaurant and by when they have to deliver.

Value Proposition (Customers, Delivery guys and Restaurant Owners)

Customers:

- Wide variety of nearby restaurants with genuine feedbacks, photos and reviews.
- Food Delivery of order.
- Order from multiple restaurants in a single go.
- Minimum delivery time
- Different payment options.

Delivery Guys:

- Opportunity to earn on a regular fulltime or part-time basis.
- Flexible working hours

Restaurant Owners:

- More reach to different people across.
- Increase in sales
- No marketing cost

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Revenue Streams

- Advertising from different restaurants.
- Delivery charges
- Surge delivery charges during peak hours
- Commissions from restaurants
- Own cloud kitchens (on later stages)

Channels

Channels for awareness:

- Campaigns
- Ads
- Word of mouth
- Social Media
- Websites and Mobile app for android and iOS

Channels for daily transactions:

- Websites
- Mobile app for android and iOS
- Emails/SMS
- Social Media Pages

Customer Relationship

- Engaging customer on social media
- Customer Support
- Awards and Offers

Key Activities

- Partnership with restaurants.

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- Hiring delivery partners.
- Managing delivery and payment process

Key resources

Key resources include restaurants, delivery partners, skilled engineers and other staff and platforms to connect all the stakeholders.

Key Partners

- Financial Partners
- Technology Partners
- Infrastructure providers
- Restaurants
- Delivery partners

Cost Structure:

The primary cost will be spent on CAC (Customer Acquisition Cost), Marketing, Operational cost, adopting the latest technology along with infrastructure and salary for employees.

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Key Partners <ul style="list-style-type: none"> Financial Partners Technology Partners Infrastructure providers Restaurants Delivery partners 	Key Activities <ul style="list-style-type: none"> Partnership with restaurants. Hiring delivery partners or other staff. Managing order processing, delivery, refunds, and payment processes 24x7 customer support Inspection of restaurants on regular basis Promoting cuisines based on the time & season Key Resources <ul style="list-style-type: none"> Restaurants Delivery partners Skilled engineers and other staff Platforms to connect all the stakeholders 	Value Propositions <p>Customers:</p> <ul style="list-style-type: none"> Wide variety of nearby restaurants with genuine feedbacks, photos and reviews. Food Delivery of order. Different payment options. <p>Delivery Guys:</p> <ul style="list-style-type: none"> Opportunity to earn. Flexible working hours <p>Restaurant Owners:</p> <ul style="list-style-type: none"> More reach to different people across. Increase in sales No marketing cost 	Customer Relationships <ul style="list-style-type: none"> Engaging customer on social media Customer Support Rewards and Offers Channels <p>Channels for awareness:</p> <ul style="list-style-type: none"> Campaigns Ads Word of mouth Social Media Websites and Mobile app for android and iOS 	Customer Segments <p>Customers:</p> <ul style="list-style-type: none"> Students & Professionals in tier 1, 2, 3 cities who wish to order food online (small quantities) on a regular or random basis . Persons gathering for fun or work and ordering food in large quantities. <p>Delivery Guys:</p> <ul style="list-style-type: none"> People who deliver the food from restaurant to customer's home <p>Restaurant Owners:</p> <ul style="list-style-type: none"> Restaurant personnel responsible for taking care of timely delivery of order
Cost Structure <p>CAC (Customer Acquisition Cost), Marketing, Operational cost, adopting the latest technology along with infrastructure and salary for employees.</p>		Revenue Streams <ul style="list-style-type: none"> Advertising from different restaurants. Delivery charges Surge delivery charges during peak hours Commissions from restaurants 		

USER PERSONA


PROJECT: Food-Tech PERSONA: Aditya Malik

NAME

Aditya Malik

TYPE

Artisan



Goals

Prefers faster delivery, Good restaurant hygiene, and yummy food

Quote

“
Rather die hungry than eating tasteless food
”

Background

Aditya is 27 years old, hailing from UP, staying in Bangalore with friends. He is working as a consultant in an IT firm. He stays with friends and typically orders dinner from outside. When it comes to restaurant selection he generally goes by what his friends/family suggest and near to his place. He is more of a mobile guy and uses the iPhone 10.

Demographic

Male 27 years

India

Single

Service in IT Industry

600000


Motivations

Friends and Family
Restaurant Review and Rating
Known Restaurants
Variety of items









Frustrations

Food Quality and Hygiene Fear
Late Delivery
Unaware of restaurants near by
Not getting desired cuisine






Brands and influencers



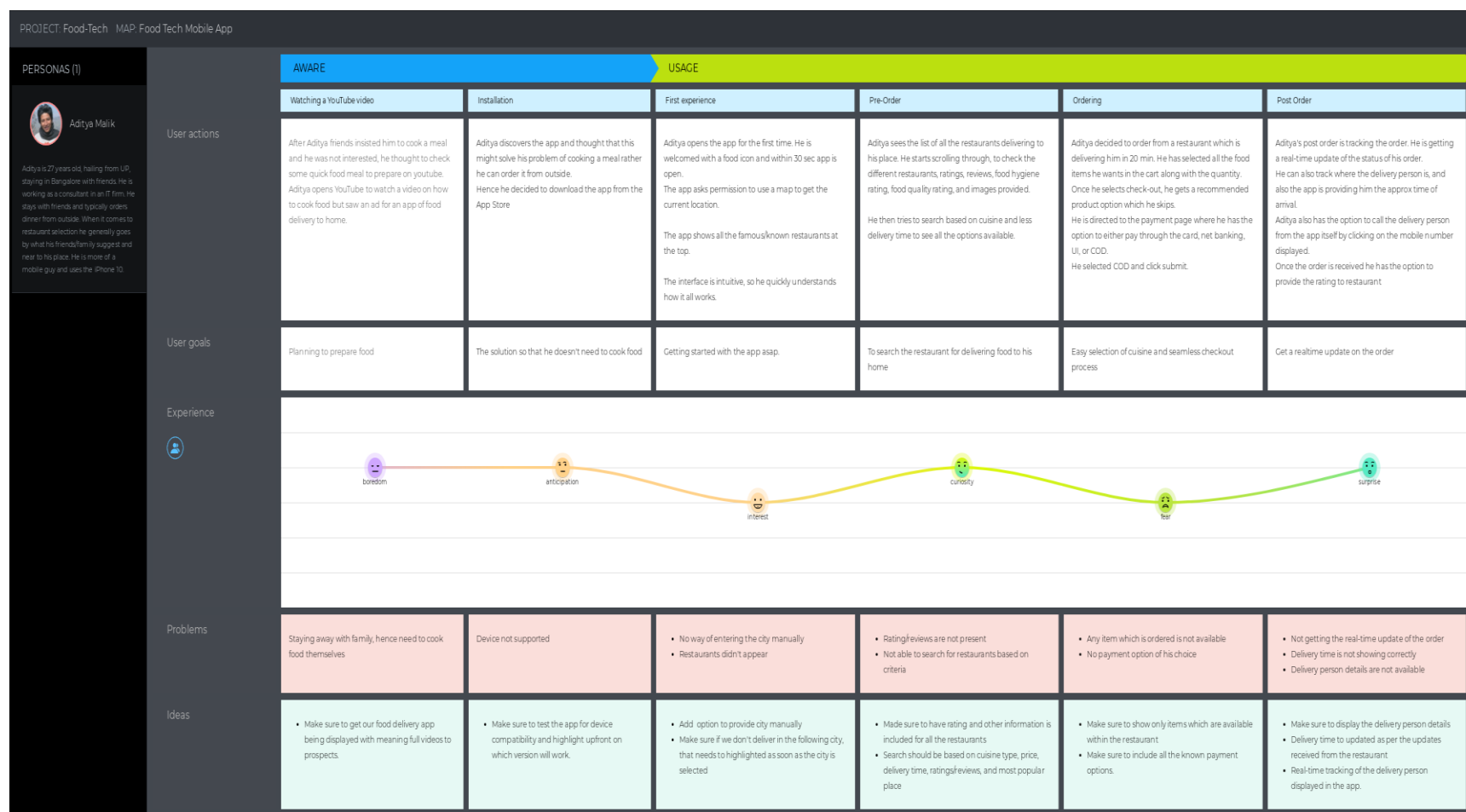
Technology



Channels



USER JOURNEY MAP



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