



Milkplease is the grocery delivery service based on the community.

If in your fridge something is missing, ask to someone at the grocery to take shopping for you.

How many of us wanted to use the time for shopping for something else?
And, how many of us wanted to take some money for delivering food to our neighbors?

We wanted to enhance the experience of shopping by combining who wants to use time to do something else instead of being in the line of a grocery and someone that wants to scrape up some money with a minimal additional effort.

Among the new technologies oriented towards the food 2.0, Milkplease accepted the challenge of finding a solution by creating a delivery shopping based on the concept of “crowd-sourcing”.

If someone has the necessity of doing shopping and has no time or way to go to the grocery, can send the order via our website or mobile app to send the shopping list to other users. Then, if someone is at that moment at the grocery or its proximity, she can decide to accept the order and make the delivery for the applicant. In this way Milkplease saved the time and energy we had still no idea to present letting someone to gain some money. Moreover, also the nature has taken advantage, thanks to the less use of cars or other polluting transportations.

Milkplease has been created when a team of four people decided to participate to the startup weekend 2012 in Trento (Italy). Until the night before the competition, we still had not any idea to present. But fortunately that night, we decided to organize a dinner with a bunch of close friends. While we were cooking for the dinner we had a problem: some ingredients were missing, and we could not go to the grocery. By this bad experience we thought that we would be safe, only if someone at that moment could take the missing ingredients to us.

The solution is Milkplease. A technology based on a fast and scalable crowd-sourcing concept. But before it happens, a community must form. Then during these months we are accessing to many partnerships, which allow us to use the product within a large number of families, obtaining feedbacks and adjust the direction of the functionalities.

After one year from the conceptualization of the initial idea, two new graduated students, Carmine Giardino (Software engineer) and Lodato Luciano (Computer scientist), both 25 years old, combined by the same interest in the startup scene, are in Berlin to present the first beta prototype and access to fund raising.

“Our objective is to change the experience of the food delivery, by making it easy to access, a way to save time to who is home and distribute money with minimal effort to who is at the grocery. But especially a new way of daily shopping to socialize with our neighbors”.

The first partnership to accept Milkplease has been in Milan and Berlin. By the end of September 2013, Milkplease will open to the market, where users will be able to interact with the community to help or ask for shopping delivery at home in a simple and transparent way.

Born to create a new shopping experience, Milkplease will be presented in the major cities in Italy and Germany.

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