EZ Lunch

Team 5 - Deliver Delicious

Chenglin Wei, Grace Sun,
Karen Hao-Yi Tu

01

Problem vs. Solution

Problem

Delivery services are **too expensive** and **too inefficient**

|	
Subtotal	**$7.99**
Regulatory Response Fee ⓘ	$2.00
Delivery Fee	$3.99
Service Fee ⓘ	$1.20
Tax ⓘ	$1.15
Small Order Fee ⓘ	$2.50
Dasher Tip	$3.00
Total	**$21.83**

YOUR ORDER   Help

Estimated delivery time

63 min

Order confirmed by Papa John's Pizza – Riverside,
their rider will deliver your food.

Company Purpose

Encourage more people to **use meal delivery services regularly**

Restaurants receive more orders, **increasing revenue** and **reduce cost**

Delivery drivers **improve delivery efficiency**

Product Overview

We are creating an **AI-powered** meal delivery system that allows users to **subscribe** to **daily meal delivery** (lunch or dinner) *cheaply* and *conveniently*.
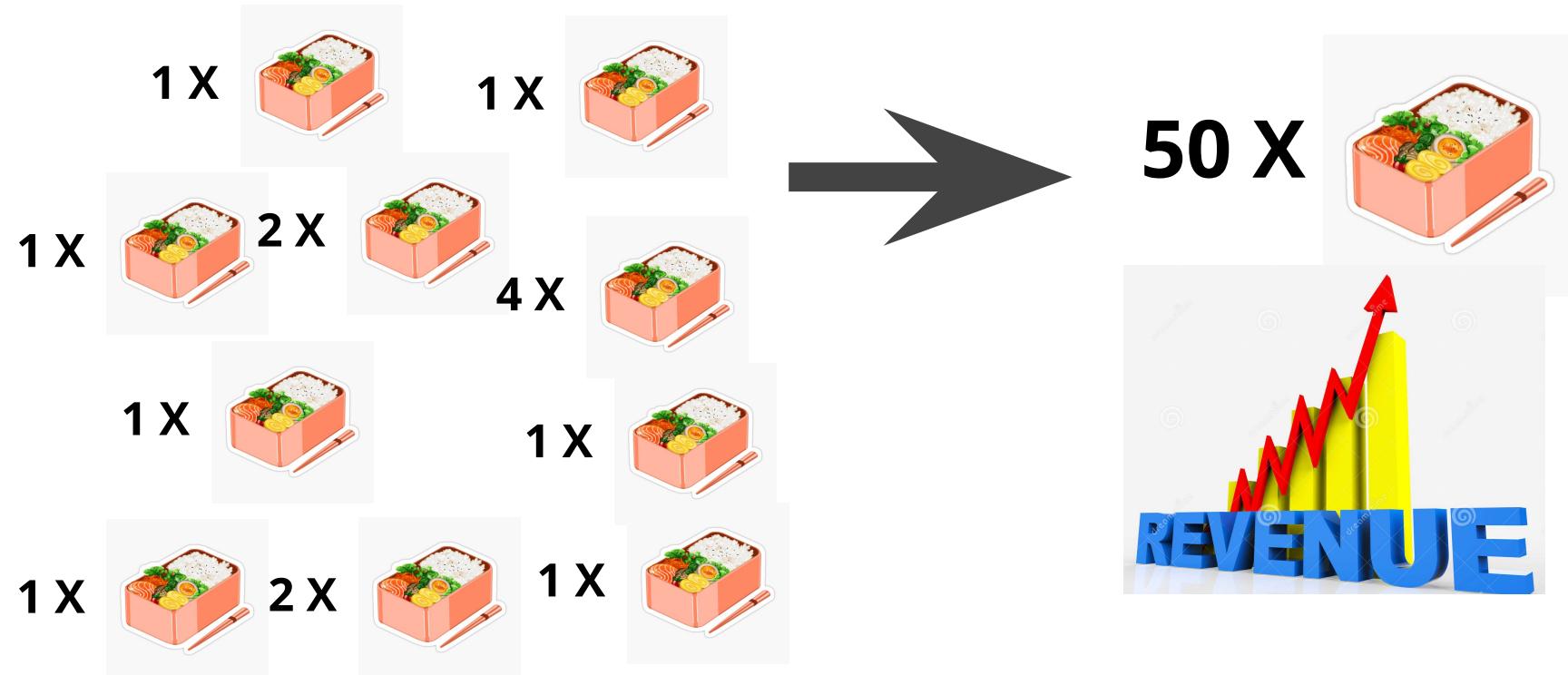
Value Proposition 1:
## We provide cheap and convenient meals for customers
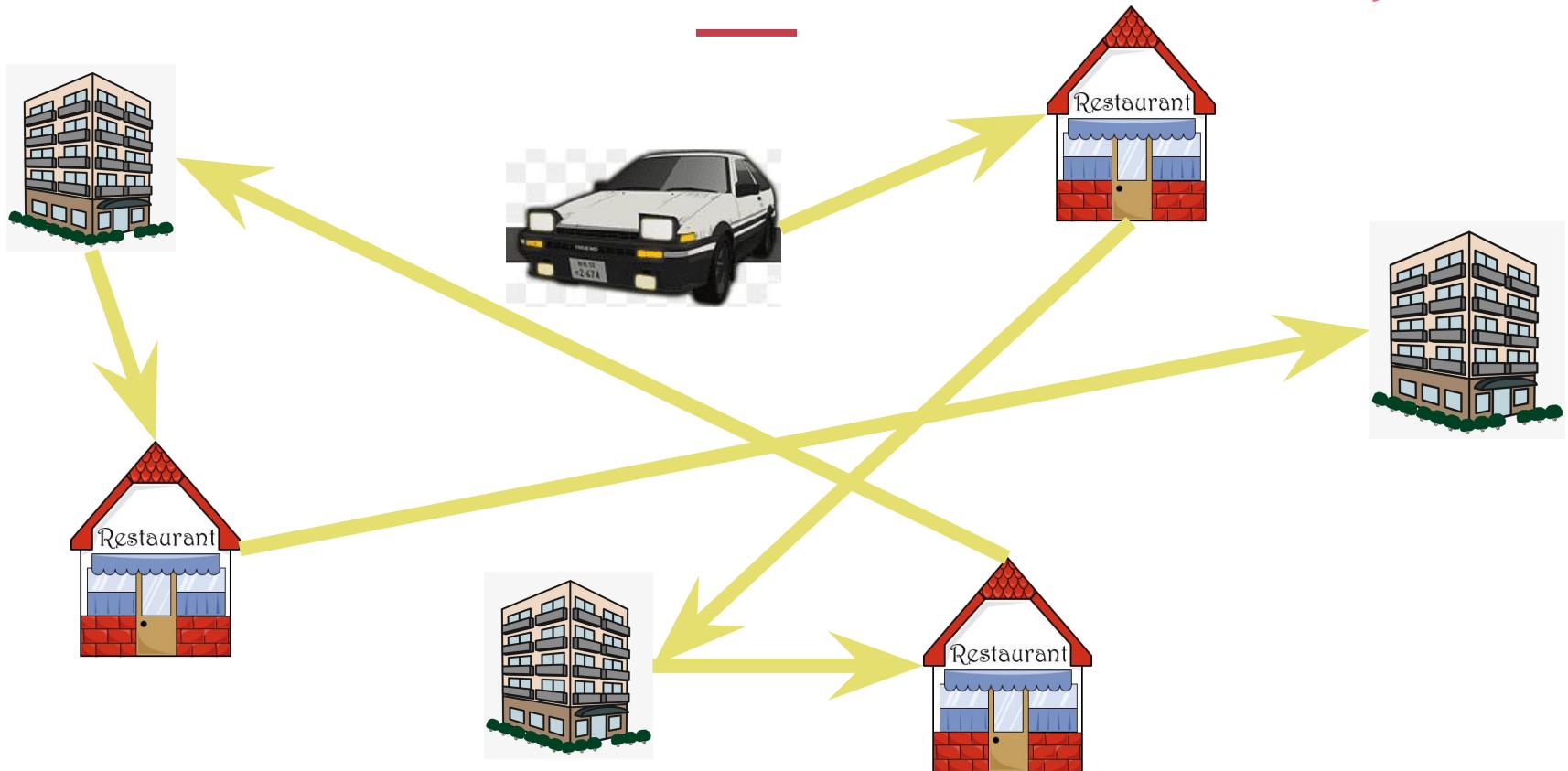
For only **$300** per month
Get your lunch delivered everyday!
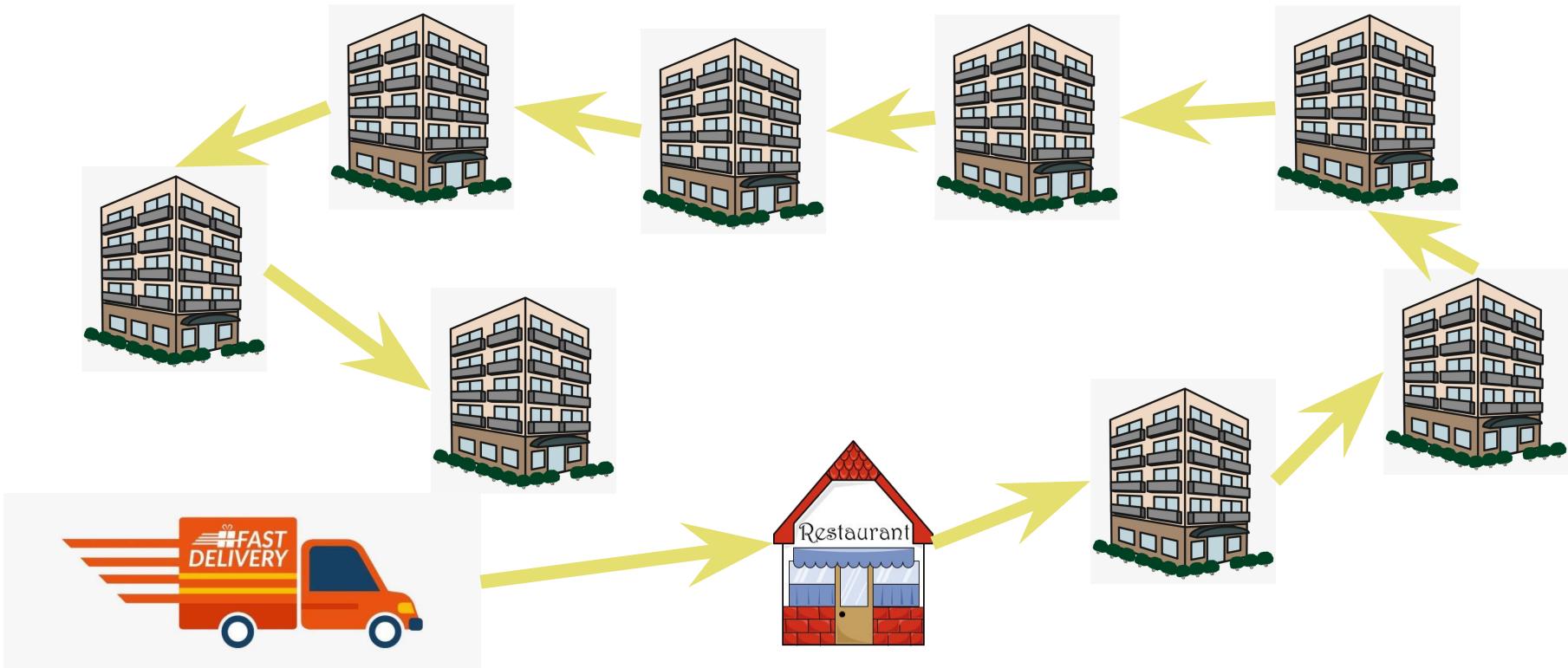
# Traditional Deliveries are Inefficient and Costly

Value Proposition 3: We Use Path Planning Algorithm to Maximize Delivery Efficiency and Reduce Uncertainty
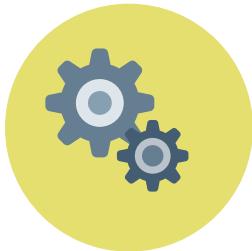
Solution

Start a Subscription in a monthly basis

Sign up for the monthly meal plan
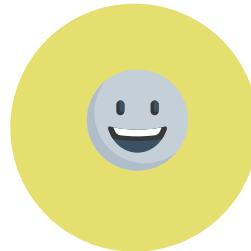
Customize the Meal Preference

Set up the dietary restrictions and the food preference

Confirm your meal for the next day

Opt to change the meal for the next day
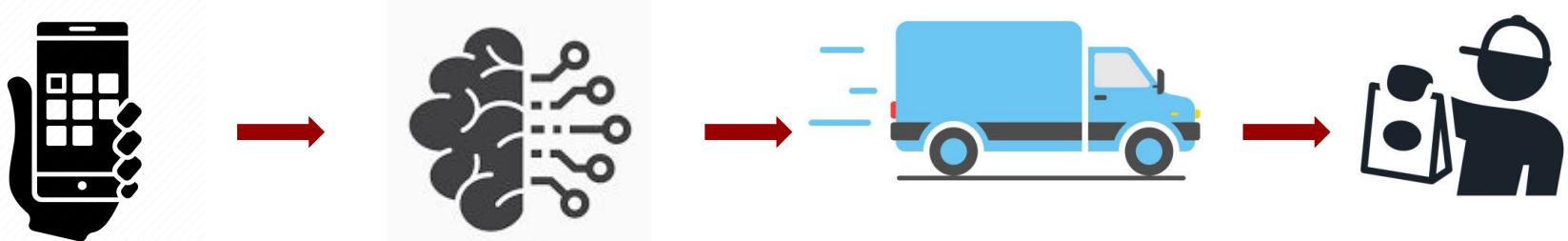
Enjoy the our AI-suggested meals

Receive the food delivery effortlessly and timely

Technology Product Design

User choose the preference of the meal types

Customized meal preference profile by **AI** based on user preferences

Path planning algorithms to optimize the delivery process

Deliver on time

MVP Features
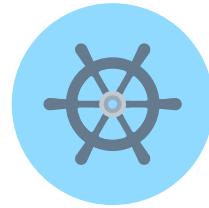
Order Management

Integrate and develop with existing restaurant order system

Meal Plan AI

Machine learning based personal meal planning
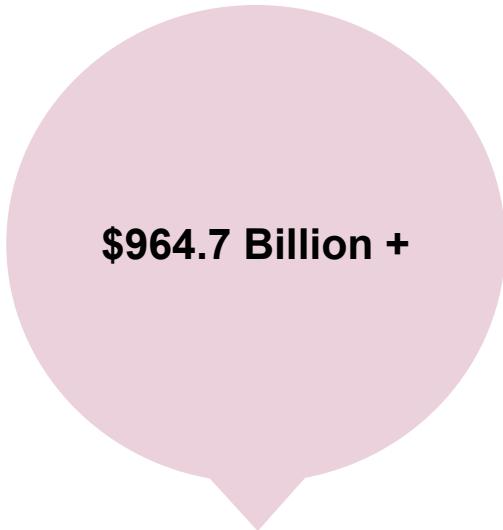
Delivery Route Optimization

Optimized route and driver assign for delivery

Market Size

$964.7 Billion +

$167 Billion +

$12 Billion +
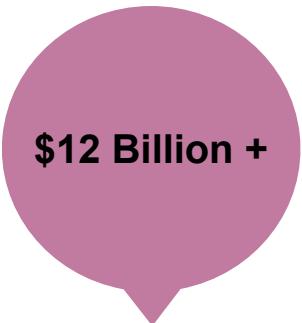
Total addressable market:

Total food market in the United States

Served addressable market:

Total food delivery market in the United States

Target market:

Employed individuals in the Bay Area

Target Market

Targeting **Bay Area employment population** (children and seniors who are not capable of making food themselves, and adult who are too busy that have no time to think about what to eat everyday)

= **3.4** Million
Bay Area employment population

✖ **$300**
Approx monthly revenue/person

✖ **12**
Months

≅ **$12 Billion**

Existing and Potential Competitors
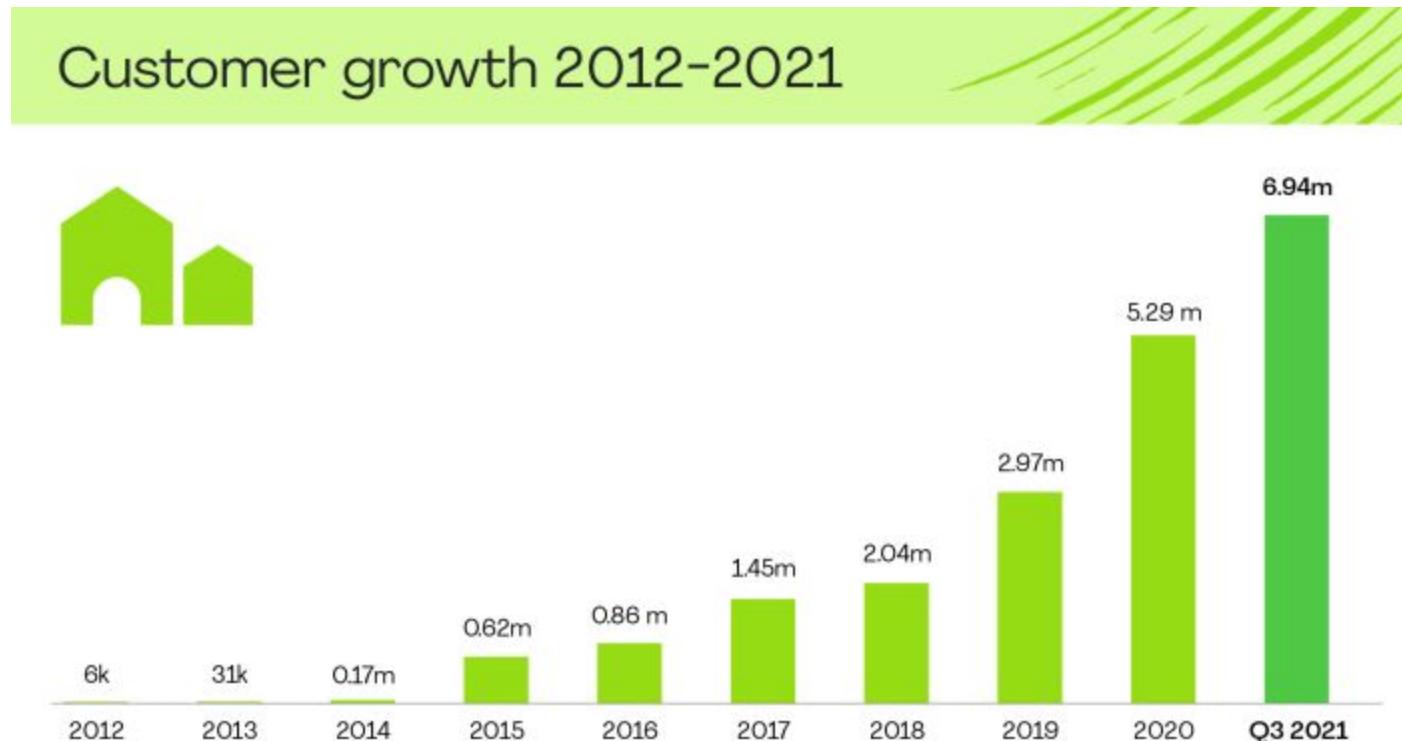
- Traditional delivery apps like **Doordash** and **Ubereats** have **billions** in revenue each year
- The food delivery market has a size of **$167.54 billion**

- Meal kit companies such as HelloFresh also have **$6 billion** revenue in 2021
- Their revenue is still growing by **15%** each year

Reference: https://www.yahoo.com/now/online-food-delivery-market-size-115800842.html

HelloFresh has very rapid customer growth. It grew **10X** from 2015 to 2021

Customer growth 2012-2021

2012	2013	2014	2015	2016	2017	2018	2019	2020	Q3 2021
6k	31k	0.17m	0.62m	0.86 m	1.45m	2.04m	2.97m	5.29 m	6.94m

Our Advantage from other competitors

Effortless

Every choice can be done **automatically** that make user's life easier

Plan Ahead

We **save time** during delivery, also save time for the customers
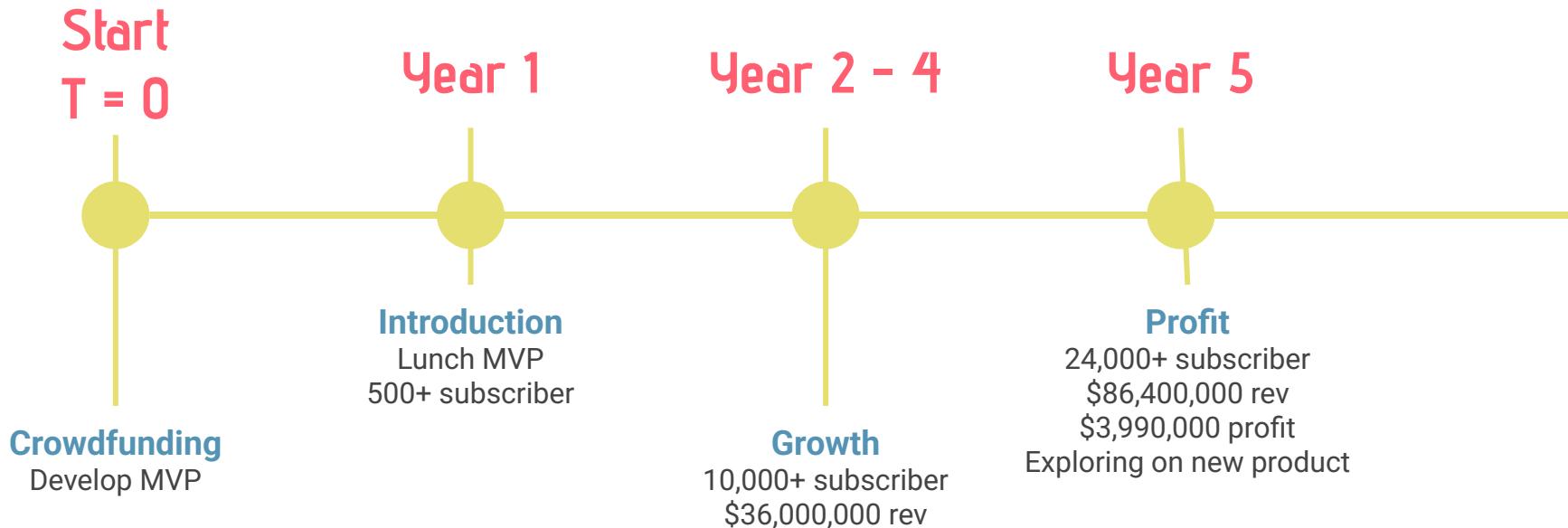
Minimum Cost

We have **minimum cost** on expense because we don't need many employees

Milestones

**Start
T = 0**

Year 1

Year 2 – 4

Year 5

Crowdfunding
Develop MVP

Introduction
Lunch MVP
500+ subscriber

Growth
10,000+ subscriber
$36,000,000 rev

Profit
24,000+ subscriber
$86,400,000 rev
$3,990,000 profit
Exploring on new product

5 Years Budget Plan
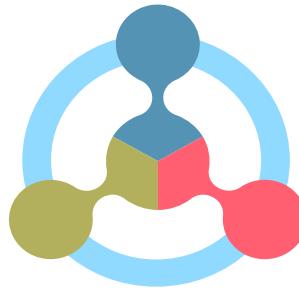
	2022 T = 0	2023	2024	2025	2026	2027
			500 USERS			24,000 USERS
REV		1.80 M	5.40 M	14.40 M	36.00 M	86.40 M
COG		1.08 M	2.70 M	6.48 M	16.20 M	34.56 M
Gross Profits		0.72 M	2.70 M	7.92 M	19.80 M	51.84 M
OPERATING COST						
G&A	0.03 M	0.23 M	0.51 M	1.18 M	3.08 M	7.24 M
Marketing & Sales		1.09 M	2.97 M	6.48 M	14.40 M	34.56 M
		60%	55%	46%	40%	40%
Engineering	0.48 M	0.73 M	1.21 M	1.94 M	3.63 M	6.05 M
PROFIT	-0.52 M	-1.33 M	-1.99 M	-1.68 M	-1.31 M	3.99 M

Software Economic

Revenue Generation
With current user subscription, we can become profitable when we reach 20,000 active users

Cost Reduction
With large amount of order, the cost of food from restaurant can be smaller

New business
Develop high-end meal plan that offer more variety and flexibility
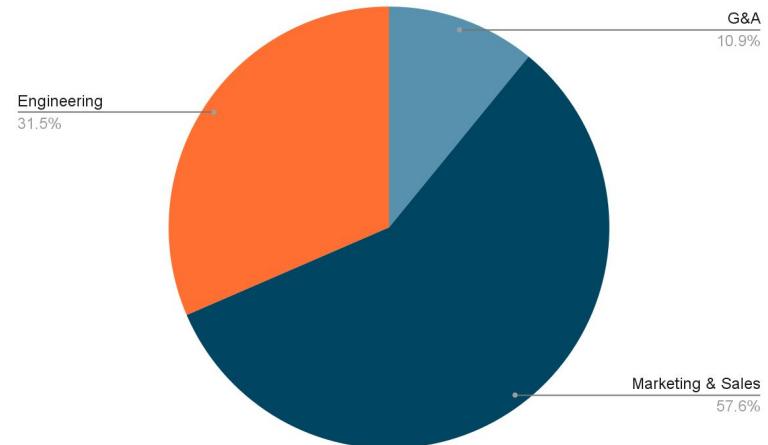
What We Ask

$ 7,000,000

We are looking for $7M in funds to finish the development of our product, recruit engineers and launch marketing campaigns for the first 3 years

	Operating Costs	
1	G&A	$ 0.77 M
2	Marketing & Sales	$ 4.06 M
3	Engineering	$ 2.22 M

G&A
10.9%

Engineering
31.5%

Marketing & Sales
57.6%

Thank You

Designed for: EZ Lunch

Key Partners
1. Restaurants: We submit our orders ahead of time, so the restaurants can produce large quantities of orders cheaply and efficiently.
2. Drivers: Drivers process deliveries efficiently using our optimized route, enabling them to pick up 50 orders from one restaurant and deliver them consecutively.

Key Activities
1. Promotion for customers (referral, restaurant coupons, long term subscription discount)
2. Improve meal suggestion algorithms
3. Collaborate with restaurants to develop new meal options suited for lunch delivery and BI for restaurants to predict the inventory

Key Resource
1. AI/Machine learning
2. Intellectual property
3. Human Resource

Key Propositions
1. Cheap meal subscription
2. Convenience by using AI-powered meal suggestions
3. Easy to plan weekly meal inventory
4. Automatic generation of the delivery route

Customer Relationships
1. Customer support
2. Meal preference survey using AI
3. Account management for business customers

Channels
1. App Store / Website
2. Referral
3. Social Media
4. Advertisement
5. Partner channels: community forums(slacks), customer support

Customer Segments
1. People who want cheap and convenient lunch options
2. Restaurants who want to grow order amount from delivery
3. Drivers who need stable delivery requests
4. Existing market:
   a. Consumers who registered food delivery services and meal preparation services
   b. Restaurants already join delivery service for togo

Cost Structure
1. 1st round venture capital rising including:
   a. G&A:
      i. Salary
      ii. Rent
      iii. Legal
      iv. Supplies
      v. Insurance
   b. Market & Sales:
      i. Promotions
      ii. Advertisement
   c. Engineering:
      i. Salary
      ii. Computer
      iii. Server

Revenue
1. Pricing mechanism:
   a. Consumer: 12 free meals per year for the new registration
   b. Restaurant: 3 months fee exemption for new partner registrations
2. Recurring revenue from subscriptions
   a. $300 per month