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### Background

Based on the recent study, the food delivery/hospitality industry is incurring huge operational cost and the on-time delivery of the food is also a on-going concern . To address the problem ,there is a need for automating the process entire supply chain of food delivery right from ordering the food to the last mile delivery, thereby food delivery/hospitality industry shall achieve significant reduction in the cost and also increase the productivity , thus improving the bottom line improving the topline.

According to the survey or data available, we surmise that 60% of the US population order food online(<https://upserve.com/restaurant-insider/online-ordering-statistics/>) and there is an immense potential in tapping this market and DoorDash as a solution is deemed fit to help our customers with their operational needs and cutting down on the operational cost. The market size for this is $212 Mn with a CAGR of 35% (

[(https://www.prnewswire.com/in/news-releases/autonomous-last-mile-delivery-market-size-is-projected-to-reach-usd-84-72-billion-by-2030-at-cagr-24-4-valuates-reports-802847682.html](https://www.prnewswire.com/in/news-releases/autonomous-last-mile-delivery-market-size-is-projected-to-reach-usd-84-72-billion-by-2030-at-cagr-24-4-valuates-reports-802847682.html)) , which is very lucrative business to capitalize on.

DoorDash being one of the prominent player in the automated food delivery solution provider, shall bespoke the solution to cater to the customer’s requirements be it in terms of distance , re-routing and host of other features the customers intends to have .

To keep ourselves with the everchanging market demands, Doordash shall have the below new features in the product :

* Delivery of the goods right from origin to the last mile delivery without human intervention or minimal human intervention in case of failure.
* Build an efficient mobile or native app for the users to place the order, track the order, notifications of the delivery, secured transaction at the last mile delivery to authenticate the user.
* Remote asset management and tracking

### Problem

The problem the industry is the operations cost and the on-time delivery of the ordered food. The food/hospitality industry spends heavy amount for the staff which includes the salary, 401k and other host of benefits that the company incurs. Usually companies will be on lookout for reducing the operations cost and also increase the productivity.

To address the above problem, Dashdoor has built the end-to-end turn key solution for automating the food delivery right from the kitchen to the last mile delivery. Dashdoor solution provides the host of features to track the asset for operations team in real time (Dashdoor robot) and there is three way communication established ,that is with the backend (customer support ), the user and the DoorDash robot.

The customer gets benefited by reducing the operations cost by complete automation, Doordash takes of the delivery from the origin to the destination without human intervention which reduces the operations cost and also increase the productivity.

The end user can order the food online and also get assured on-time delivery of the product. Doordash solution goes beyond delivery, which provides the additional security , wherein the user scans the bar code scanner which is located on top of the Dashdoor robot to authenticate. However, there can be other ways of authentication which shall be bespoked, as per the customer’s requirements.

### Goals

The main goal of the Doordash product is to reduce the operations cost for the customer.

The user shall be able to deliver the food with guaranteed on-time delivery.

### Key Features

The main features of the Doordash are :

1. Mobile App(front end) and the backend development
2. Doordash re-routing feature
3. Doordash real time tracking
4. Doordash authentication at the last mile delivery
5. Analytics to make business decision.

### Success Metrics

* The success metrics for the Doordash end-to-end managed services is to reduce the operations cost by 50%. However, there shall be one time NRE cost associated with it and also AMC renewal.
* The ARPU from each subscribers is $50/month.
* 30% increase in productivity
* Achieve breakeven by six months to the customers for the investment on Doordash.

### Target Market

* The users of the Doordash are the Adults in the age group of 18-70 years.
* The customers of the Doordash are the food delivery companies.

### Total Address Market

The total addressable market for the automated food delivery is $212 Mn for the year 2021 with CAGR of 35%. The market is lucrative and Doordash understands this space very well and need to capitalize on the growing market opportunity.

Reference:

<https://www.prnewswire.com/in/news-releases/autonomous-last-mile-delivery-market-size-is-projected-to-reach-usd-84-72-billion-by-2030-at-cagr-24-4-valuates-reports-802847682.html>

### Competitors

The competitors details are furnished in the below table.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Product** | **Features** | **Revenue** | **Price** | **Users** |
| Star ship Technologies | Carries food items with separate compartment | $ 24 Mn/year | $5,500 | 1.5 Mn |
| Nuro | Electric Vehicle | $110 Mn | Not available for free | ??? (Not available for free) |
| Eliport | Electric Vehicle | Not available | Not available for free | ??? (Not available for free) |

Acquisition channel and pricing strategies

The different channels are depicted below :

|  |  |  |
| --- | --- | --- |
| S.No | acquisition Channel | Description |
| 1 | Marketing | Marketing is an essential part of the business, without marketing there is no awareness, when there is no awareness , there are no sales. Digital marketing is critical for the success of the product utilizing various social media channels, blogs, Technical seminars shall be conducted. |
| 2 | Channel partner | Channel partners or distributors play a pivotal role in the companies success, they shall evangelize and sell the products with good commission payout. |
| 3 | Tradeshows | We shall participate in the CES and other shows to demonstrate and create awareness about the product. |
| 4 | Influencers | We shall hire influencers who shall write reviews about our products and get build a brand image of the product. |

### Marketing guide

**The link for the marketing guide shall be provided here .**

Pricing strategy

Doordash is provided as an end-to-end turnkey solution or offered as managed services to our customers. The following table describes the pricing for the managed services for single logo.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| S.No | Component | Description | Cost | Remarks |
| 1 | NRE Cost for the software | This is the non-recurring engineering cost for customizing the solution | $45,0000 | Customers can avail the COTS product for $30,000\* , which doesn’t involve the customization |
| 2 | Doordash Robot |  | $2,000/robot | Minimum of 100 robots shall be placed |
| 3 | AMC | This is the annual maintenance cost | $20,000 | This is the maintenance which involves the 24/7 support and 3 on-site visit of our expert to your site |

The cost of the Doordash solution is $2.65 + taxes Million for the managed services with AMC for one year, subsequently after one year, the customer can pay fixed AMC $30,000 + taxes.

Customer can charge their customers on various subscription model free, freemium, premium and can generate recurring revenue through ad-insertion in the free and freemium subscriptions.