eagle
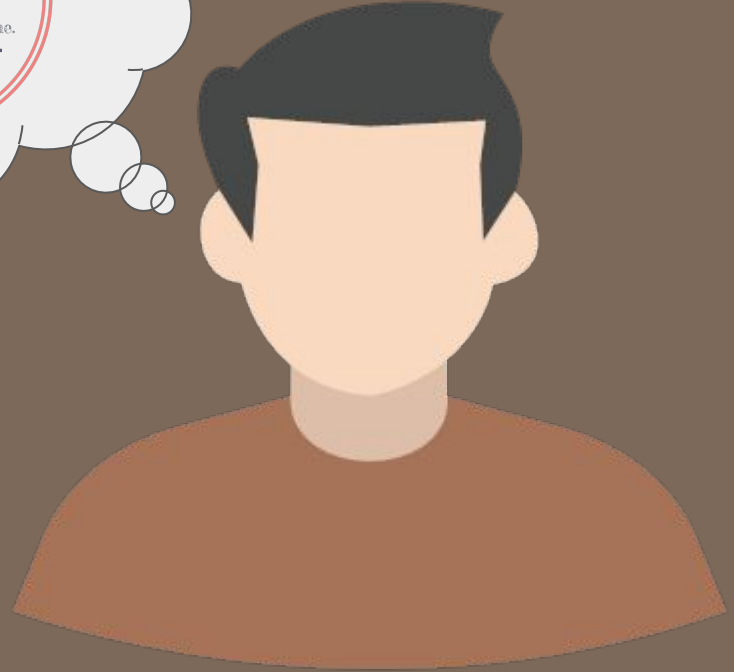
Your Delivery Service Companion

eagle

meet the team.

Aman Dhaliwal
Senior Developer

Max Eisen
Product Manager

Tina Huang
Senior BDA

Truman Be
Developer

James McDonald
Developer

Jake Koszczewski
BDA

Mark Gragtmans
BDA

Ben Minor
Developer
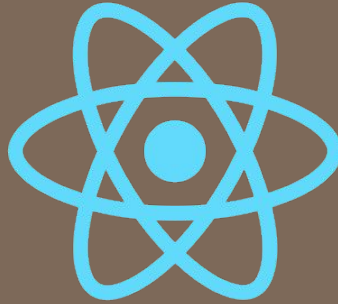
Emily Zhao
UI/UX Designer

Riya Shah
BDA

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Your Food Delivery Companion 🦅

tech stack.

Firebase
Authentication,
Database, Hosting

React/React Native
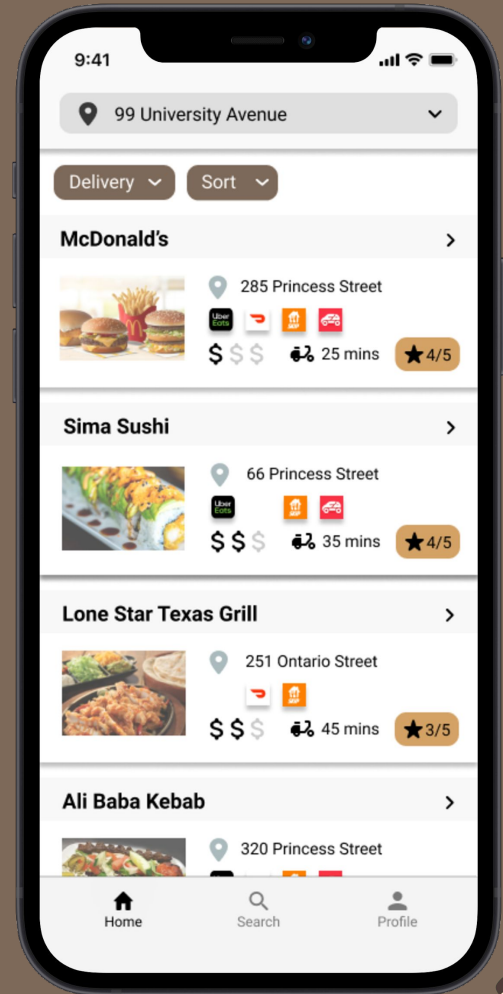Web and Mobile UI

Netlify
Web Hosting

key features.
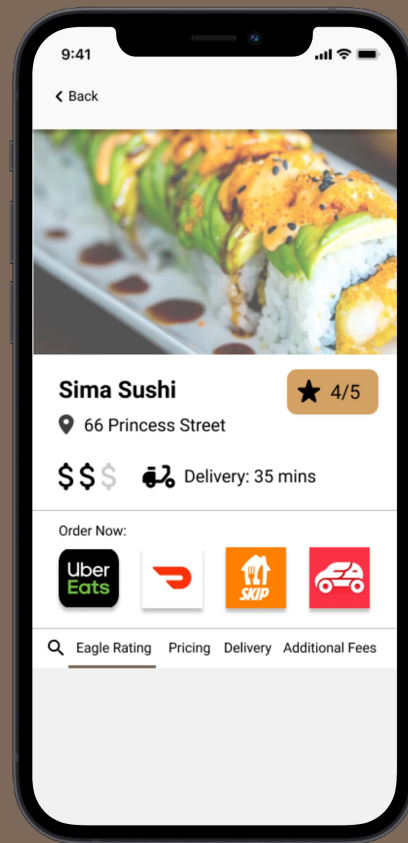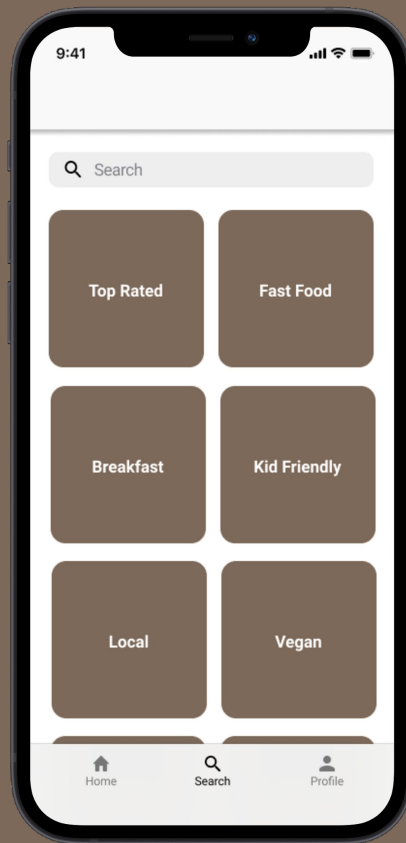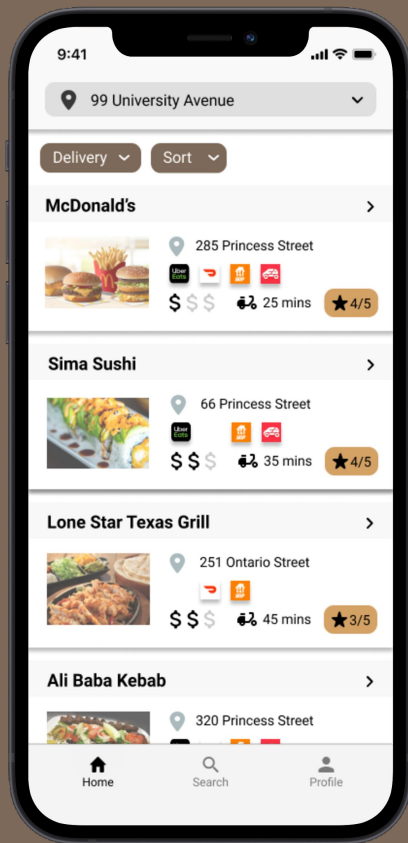
Restaurant Comparison System

Delivery Service Comparison System

Deal Finder (in the works)

66 users currently signed up.

user research.

69.8% of respondents have multiple food delivery apps on their phone

60.5% of respondents manually compare prices between apps

32.6% of respondents spend more than 30 mins deciding what to order

88.4% of respondents would like a service that helps them find the optimal deal

customer profile.

A busy individual on the hunt for the best deal.

- Do not have the time/resources to cook their own meals

- Put a lot of thought into their purchases

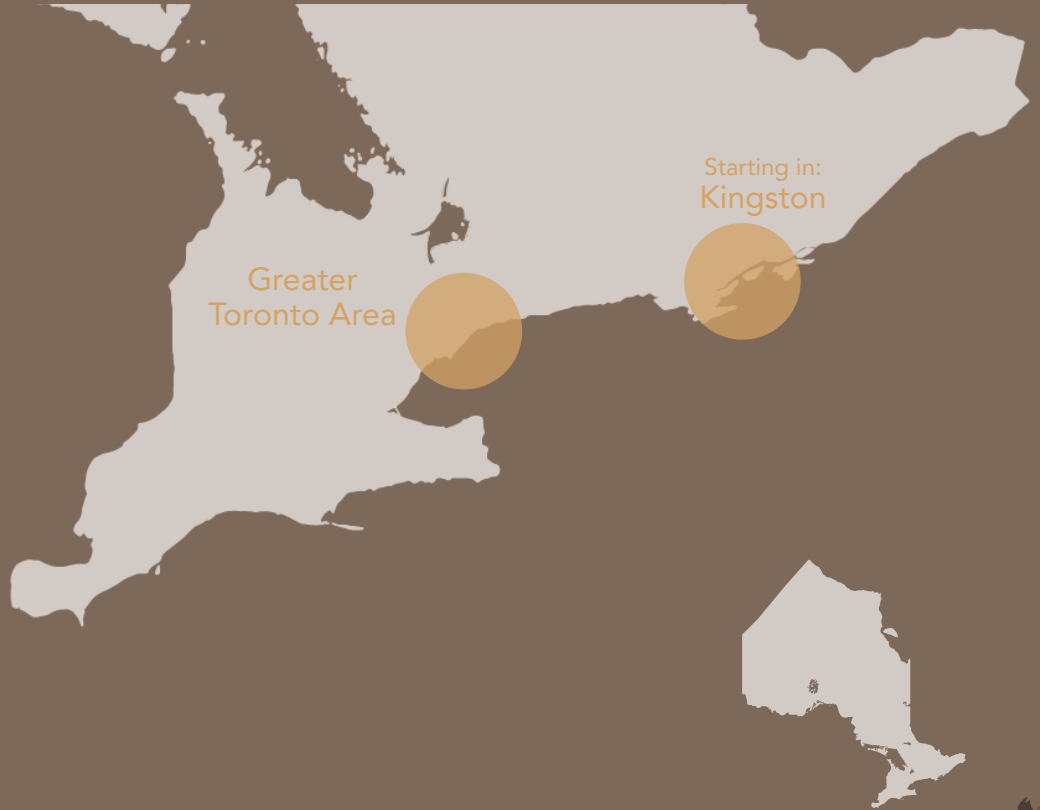- Waste a lot of time trying to make an informed decision

- Price-conscious

customer profile.

Examples of customer groups

- University Students

- Working Professionals
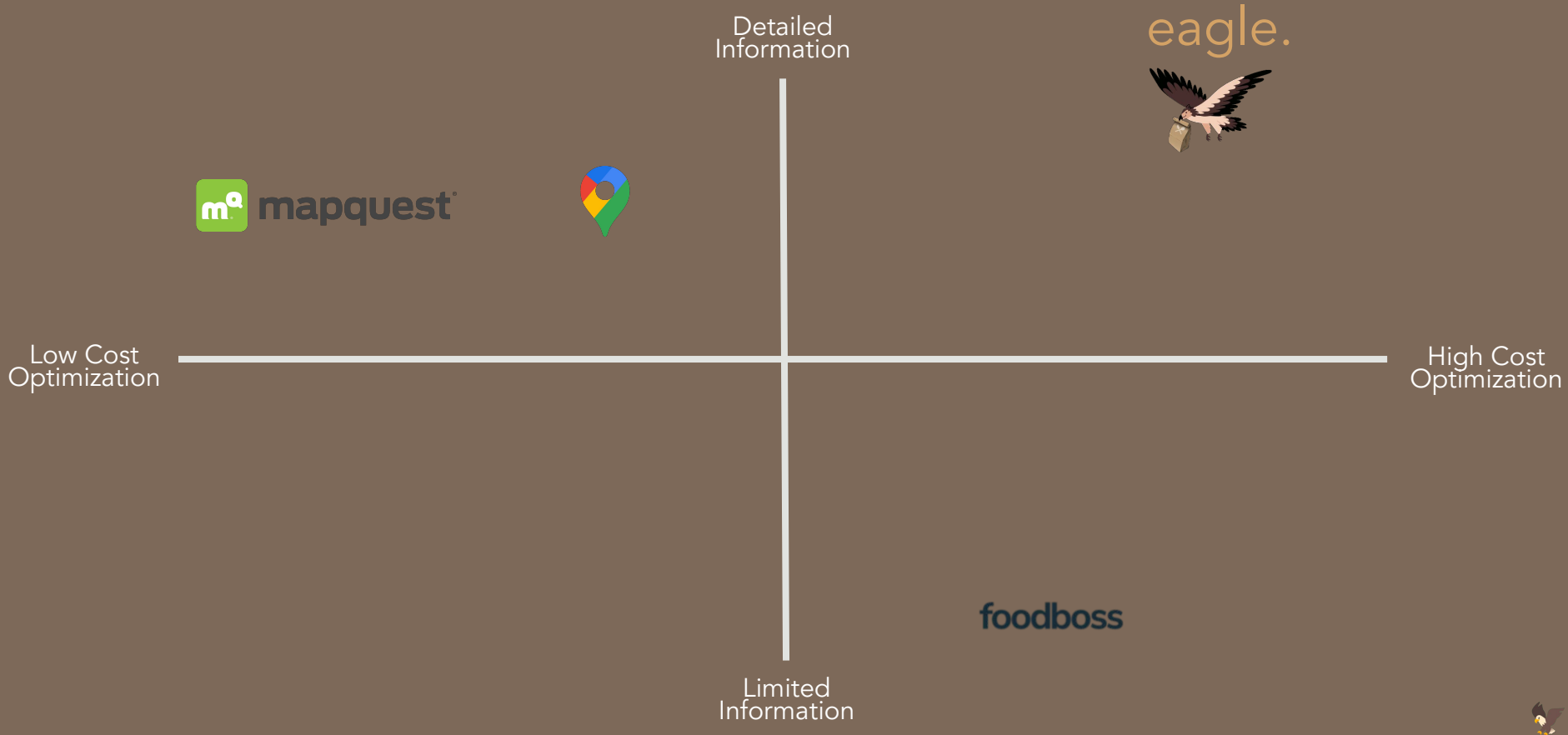
- Newly Grads

- Families

where are they?

Greater Toronto Area

Starting in:
Kingston

food delivery market analysis.

CAGR: 11.5%

Addressable Market 40M Users

Global Market: $111B

Primary Need: Cost Savings

competitor analysis.

Users can save $312 to $520 per year on food delivery

.....

positioning map.

Detailed
Information

eagle.

mapquest

Low Cost
Optimization

High Cost
Optimization

foodboss

Limited
Information

competitor analysis.

	eagle.	mapquest	google maps	foodboss
# of Delivery Services	◯	🚫	◯	🚫
Cost Optimization	◯	🚫	🚫	◯
Review System	◯	◯	◯	🚫
General Information	◯	◯	◯	🚫

competitor analysis.

	eagle.	mapquest	google maps	foodboss
# of Delivery Services	◯	🚫	◯	🚫
Cost Optimization	◯	🚫	🚫	◯
Review System	◯	◯	◯	🚫
General Information	◯	◯	◯	🚫

competitive advantage.

1 Greatest # of delivery services aggregated

2 Most comprehensive review system for deliveries and restaurants

3 Price comparison and discount finders
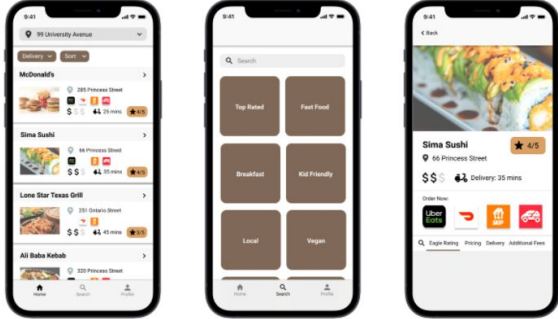
go-to market strategy.

1 Social Media

YouTube

Instagram/Snapchat/Facebook

go-to market strategy.

Public Codes

hot for food ✓
461K subscribers

ohsheglows ✓ | Follow
1,143 posts   648k followers

} Canadian Food Influencers

Babish Culinary Universe
8.67M subscribers

ba Bon Appétit ✓
5.8M subscribers

} Global Food Influencers

Private Codes

First-time Use

Loyal Customer Award

Summer Delivery

KPIs 2021

150K Registered Users

10 Partnerships

80% Retention Rate

go-to market strategy.

Customer Incentives

Referral Program: x % off next order for referring 5 friends who create an account

Membership Program: Collect x amount of points every time Eagle can not locate a coupon, cash in a certain amount of points for x % your next order

*Eagle will cover the discounts on orders for the referral and membership program

Data

Based on a survey reported by Forbes:

84% of People Choose Stores based on Discounts
86% of People Tried a Product because a Coupon was offered
69% of People would Switch Products based on Coupons

go-to market strategy: monetization

trivago ✖ **2**

Double Cost-Per Click Model

Charge Each Restaurant

If Patrick decides to order from Harvey's, we will charge a small fee to the restaurant for bringing them Patrick's business.

Charge Each Delivery Service

If Patrick chooses to use UberEats as his delivery service, then we will also charge the service a small fee.

year two projections.

Profit	Paying Restaurants	Users

$811K

Restaurant

Delivery Service

75%

15% Local

60% Franchise

660K

Satisfied

Customers

eagle

A Delivery Service Comparison System

Restaurant
Comparison System

Service Comparison

Discount Finder

Profitable After 1 Year

Over 60 Sign Ups for the Beta

Unique Value Proposition

Thank you for listening!

Appendix

financial projections

Revenue

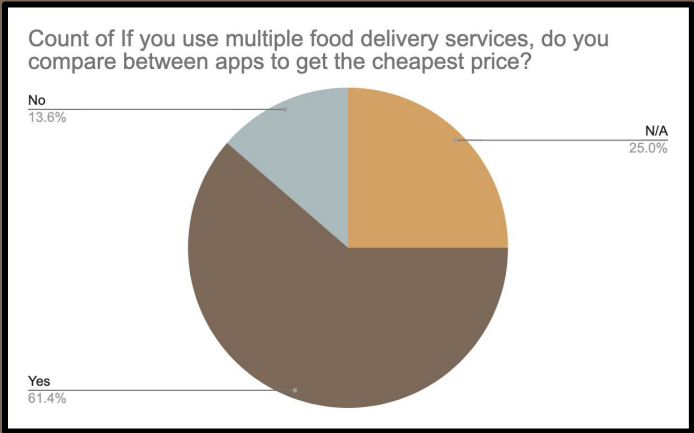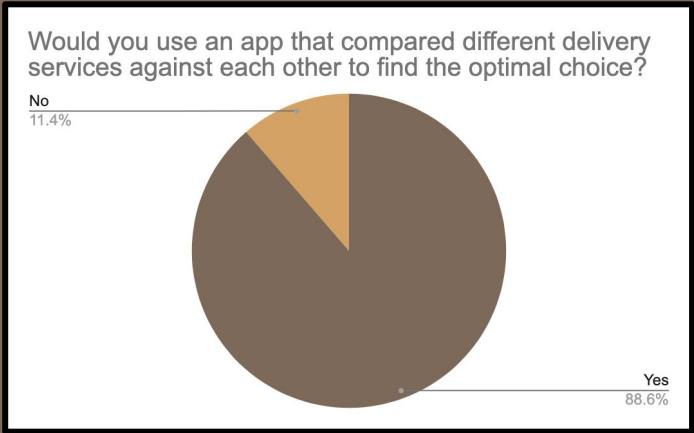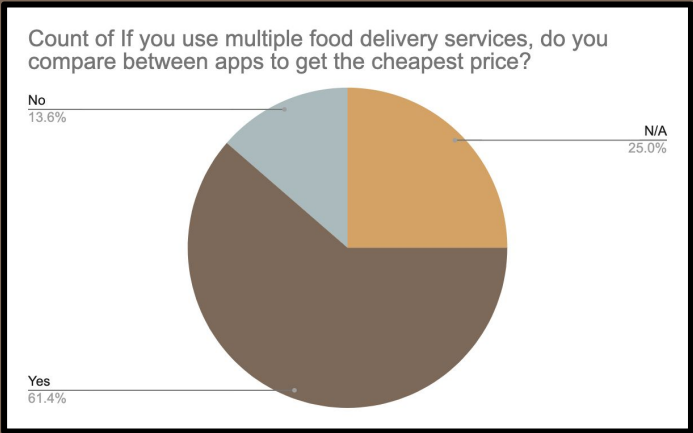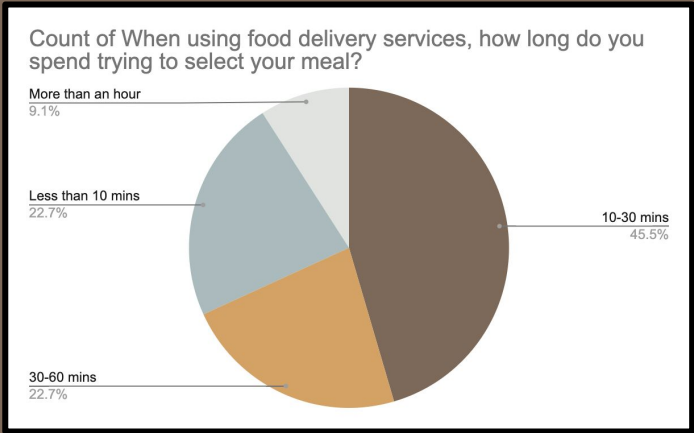|	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Total number of users	1000	20000	80000	150000	300000	450000	550000	660000
% of retaurants being charged	15%	15%	15%	15%	40%	50%	60%	75%
% of delivery apps being charged	0%	0%	0%	0%	10%	30%	50%	60%
Average # of weekly orders per MAU	1	1	1	1	1	1	1	1
# of first click monetized orders	150	3000	12000	22500	120000	225000	330000	495000
# of second click monetized orders	0	0	0	0	30000	135000	275000	396000
Revenue from first click	$ 90.00	$ 1,800.00	$ 7,200.00	$ 13,500.00	$ 72,000.00	$ 135,000.00	$ 198,000.00	$ 297,000.00
Revenue from second click	$ -	$ -	$ -	$ -	$ 18,000.00	$ 81,000.00	$ 165,000.00	$ 237,600.00
Total Revenue	$ 90.00	$ 1,800.00	$ 7,200.00	$ 13,500.00	$ 90,000.00	$ 216,000.00	$ 363,000.00	$ 534,600.00

Expenses

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Total number of users	1000	20000	80000	150000	300000	450000	550000	660000
Marketing spend per user								
Social media advertising	$ 0.25	$ 0.25	$ 0.25	$ 0.25	$ 0.10	$ 0.10	$ 0.10	$ 0.10
Referrals and bonuses	$ 0.25	$ 0.25	$ 0.25	$ 0.25	$ 0.10	$ 0.10	$ 0.10	$ 0.10
Total marketing spend per user	$ 0.50	$ 0.50	$ 0.50	$ 0.50	$ 0.20	$ 0.20	$ 0.20	$ 0.20
Total Expenses	$ 500.00	$ 10,000.00	$ 40,000.00	$ 75,000.00	$ 60,000.00	$ 90,000.00	$ 110,000.00	$ 132,000.00
Profit	-$ 410.00	-$ 8,200.00	-$ 32,800.00	-$ 61,500.00	$ 30,000.00	$ 126,000.00	$ 253,000.00	$ 402,600.00

User Research

Would you use an app that compared different delivery services against each other to find the optimal choice?

No
11.4%

Yes
88.6%

Count of If you use multiple food delivery services, do you compare between apps to get the cheapest price?

No
13.6%

N/A
25.0%

Yes
61.4%

User Research

Count of When using food delivery services, how long do you spend trying to select your meal?

- More than an hour — 9.1%
- Less than 10 mins — 22.7%
- 30-60 mins — 22.7%
- 10-30 mins — 45.5%

Count of If you use multiple food delivery services, do you compare between apps to get the cheapest price?

- No — 13.6%
- N/A — 25.0%
- Yes — 61.4%

User Research

How many food delivery services do you use?

44 responses

- None
- 1
- 2
- 3
- 4 or more

20.5%

43.2%

27.3%
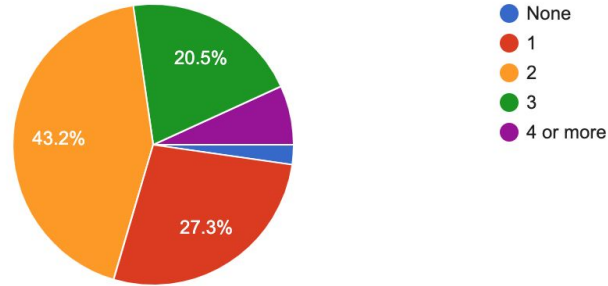
What are the most important factors you consider when choosing what to get on food delivery services?

44 responses

Factor	Responses
Type of Cuisine	22 (50%)
Price	34 (77.3%)
Delivery Times	27 (61.4%)
Customer Reviews	14 (31.8%)
Restaurant	16 (36.4%)