Lean Canvas

PROBLEM

- Fragmented and ineffective food ordering and delivery systems create delays, mistakes, and frustration for customers, restaurants and couriers.
- No live tracking leaves both customers and restaurants in the dark about delivery progress.
- Couriers face inconsistent work load and low earnings due to poorly optimised order assignments.

SOLUTION

A unified client-server platform that bridges customers, restaurants and couriers for smooth, streamlined food ordering and delivery.

- Customers enjoy easy menu browsing, hassle-free ordering, and live delivery tracking.
- Restaurants effortlessly update menus, track sales and manage orders in one place.

KEY METRICS

- Order Volume: Daily & weekly order counts.
- Delivery Efficiency: Average time per order (from placement to delivery).
- Order Success Rate: Ratio of completed vs. canceled orders.
- User Satisfaction: Customer ratings, reviews and feedback.

VALUE PROPOSITIONS

Real-time tracking of delivery status, revenue tracking, and bonuses for active couriers provide a transparent and rewarding experience therefore improving trust, speed, efficiency and satisfaction for all users.

Optimised and fair order distribution among couriers to ensure faster deliveries and maximising courier productivity.

A centralized platform that streamlines operations for restaurants, reducing manual work and improving order accuracy - freeing restaurants to focus on growth.

UNFAIR ADVANTAGE

- Proprietary order distribution algorithm ensuring fast and fair deliveries.
- Advanced data analytics help restaurants optimise their menus, pricing and revenue streams.

CHANNELS

- Website and mobile application.
- Social media (Facebook, Instagram, Twitter, TikTok).
- Partnerships with restaurants and delivery service providers.

CUSTOMER SEGMENTS

1. Hungry and Time-Strapped Customers
   - Enjoy fast, hassle-free delivery with real-time tracking and reliable service
2. Growth-Focused Restaurants
   - Streamline operations, boost sales and reach more customers - all from one dashboard.
3. Ambitious Couriers
   - Flexible earning opportunities with fair pay, smart order assignments, and performance rewards.

COST STRUCTURE

Software development and maintenance.

Server hosting and cloud infrastructure costs.

Marketing and advertising campaigns.

Customer support and operational costs.

REVENUE STREAM

Commission on each order placed through the platform.

Subscription plans for restaurants offering premium features (e.g., analytics, priority listing).

Delivery fees from customers.