

Q-Commerce Food Marketplace Pitch Deck

1. Introduction

- **Company Name:** Optimzers Solution
- **Tagline:** "Experience Diverse Tastes, Delivered Fast!"
- **Mission Statement:** Bringing food lovers closer to their favorite cuisines with fast, fresh, and high-quality meals delivered in real-time.
- **Vision:** To revolutionize the food delivery industry by making diverse and authentic cuisines accessible within minutes.

2. Problem Statement

- Long wait times for food deliveries result in cold, unsatisfying meals.
- Customers lack an easy way to explore and discover new cuisines and restaurants.
- Traditional food delivery services often compromise on freshness and quality.
- Inefficient restaurant-to-customer logistics lead to delays and high costs.

3. Solution

- A **Q-commerce** platform dedicated to food and restaurants, ensuring ultra-fast deliveries within 30 minutes.
- Real-time tracking of food preparation and delivery.
- Curated selection of top-rated restaurants offering a variety of cuisines.
- Personalized food discovery, allowing customers to explore new dishes and chefs.

4. Market Opportunity

- **Global Online Food Delivery Market Size:** Expected to reach \$500 billion by 2028.
- **Q-Commerce Growth:** Expected CAGR of 20%+ due to increased consumer demand for speed and convenience.
- **Target Audience:** Busy professionals, students, families, and food enthusiasts.

5. Business Model

- **Revenue Streams:**
 - Commission-based model (10-30% per order from restaurants).

- Subscription plans for premium users (free delivery, exclusive discounts).
- Advertising & featured listings for restaurants.
- Data analytics services for restaurant partners.

6. Competitive Advantage

- **Speed:** 30-minute delivery powered by AI-driven route optimization.
- **Quality:** Partnerships with top chefs and restaurants to ensure fresh meals.
- **Discovery:** A unique approach to helping customers explore new cuisines.
- **Technology:** AI-based recommendations, real-time tracking, and efficient logistics.

7. Technology Stack

- **Platform:** Next.js, TypeScript, Node, Redux Toolkit, Clerk, Stripe for payments.
- **AI & ML:** Smart recommendations and predictive demand analysis.
- **Logistics:** GPS tracking and optimized delivery routing.

8. Go-to-Market Strategy

- **Phase 1:** Launch in a metro city with high demand for food delivery.
- **Phase 2:** Expand to other urban areas with strong restaurant partnerships.
- **Marketing Tactics:**
 - Influencer partnerships and social media campaigns.
 - Referral programs and discounts for early adopters.
 - SEO & targeted ads to attract food lovers.

9. Financial Projections

- **Year 1:** Target 50,000 monthly orders, \$1M revenue.
- **Year 2:** Expand to multiple cities, reach 500,000+ users.
- **Year 3:** Scale internationally, grow revenue to \$20M+.

10. Team & Leadership

- **Founder & CEO:** Umair Ali Khan – Passionate food lover and entrepreneur.
- **CTO:** Umair Ali Khan – Expert in AI-driven logistics and e-commerce.

- **Head of Operations:** Position Open – Experienced in restaurant partnerships and supply chain.
- **Marketing Head:** Position Open – Specialized in digital marketing and brand growth.

11. Funding Ask

- **Seeking:** \$1 million to scale platform, expand delivery network, and enhance technology.
- **Use of Funds:**
 - 40% Technology & Platform Development
 - 30% Marketing & Customer Acquisition
 - 20% Logistics & Restaurant Partnerships
 - 10% Operational Expenses

12. Call to Action

- **Join us in revolutionizing the food industry!**
- **Invest in a future where fresh, diverse, and high-quality meals reach customers in minutes.**
- **Contact us:** theuamirkhan44@gmail.com | [FoodTuck Parlor](#)