

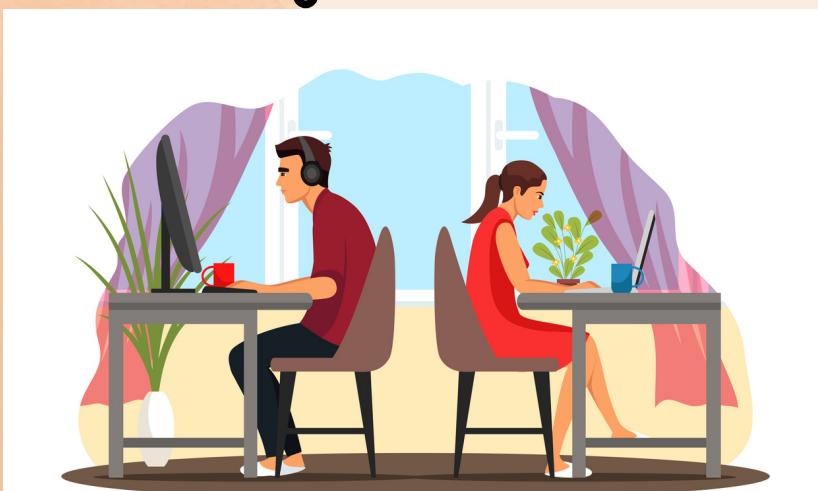


C A S E R A



CUSTOMER SEGMENTS AND THEIR UNMET NEEDS

BUYERS



VERY COSTLY!!!!

MAN I AM BAD AT
COOKING!!!!



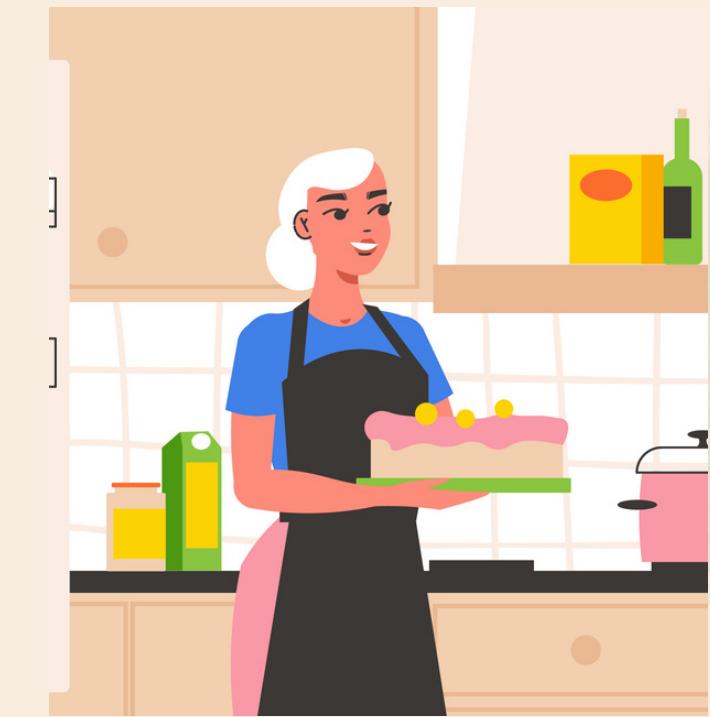
STUDENTS

WORKING PROFESSIONALS



ELDERLY

SELLERS



HOMEMAKER

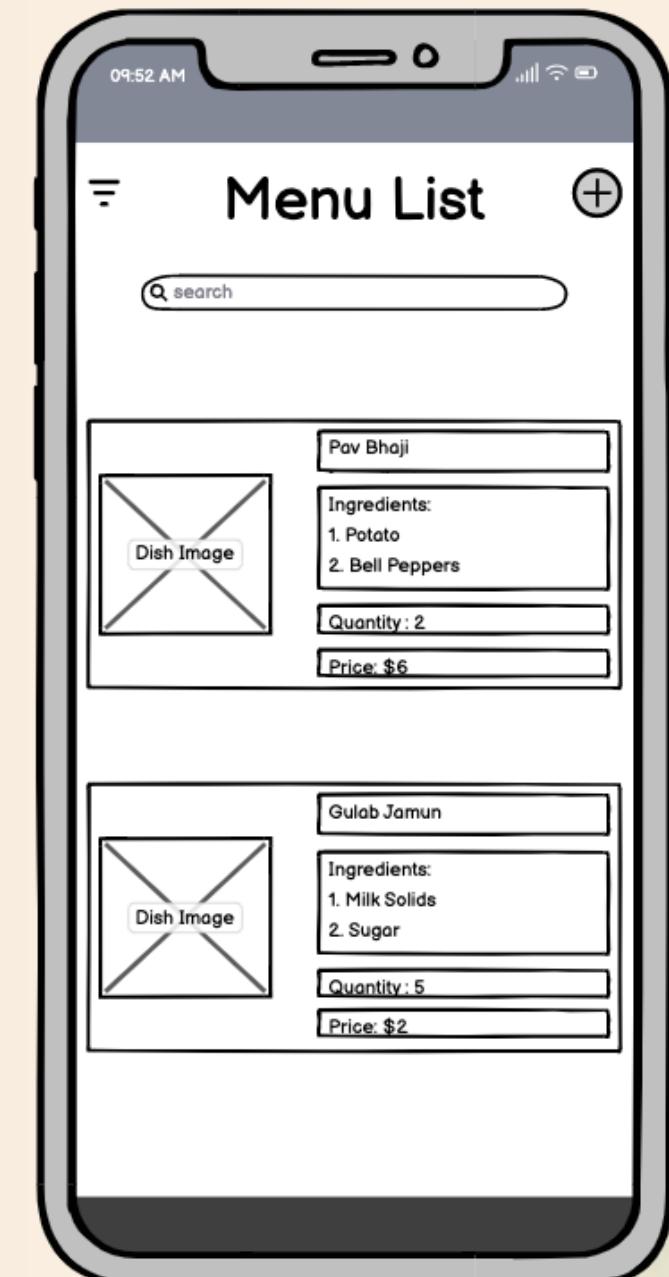
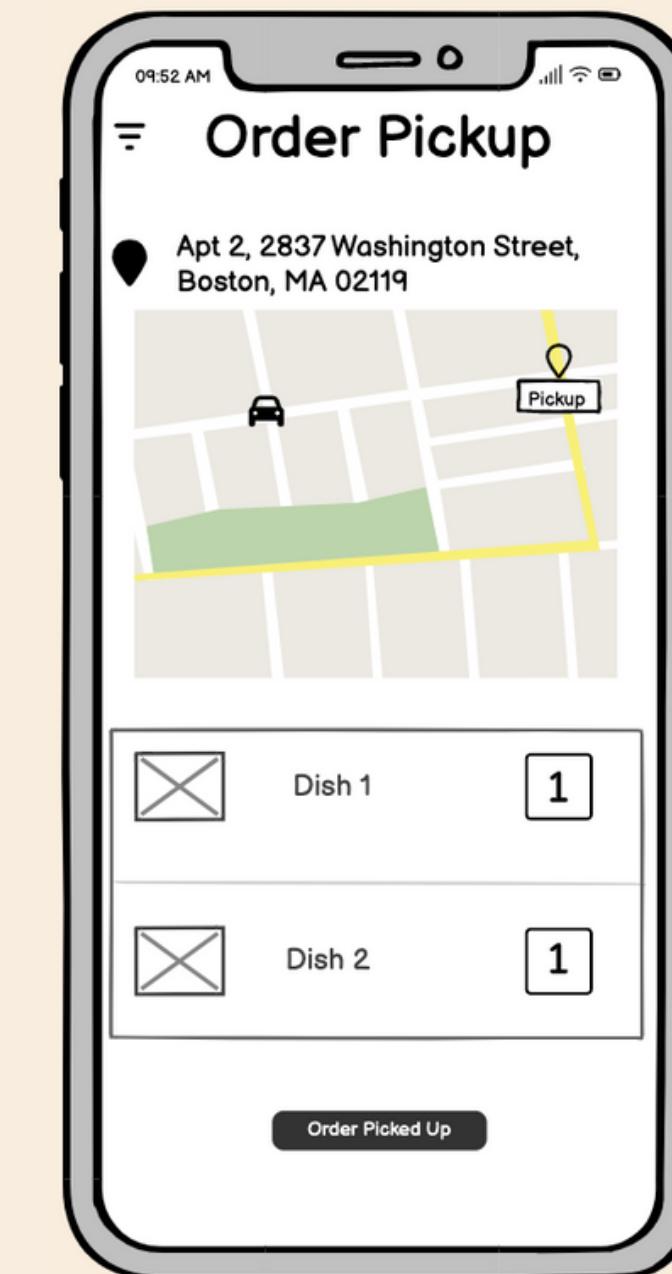
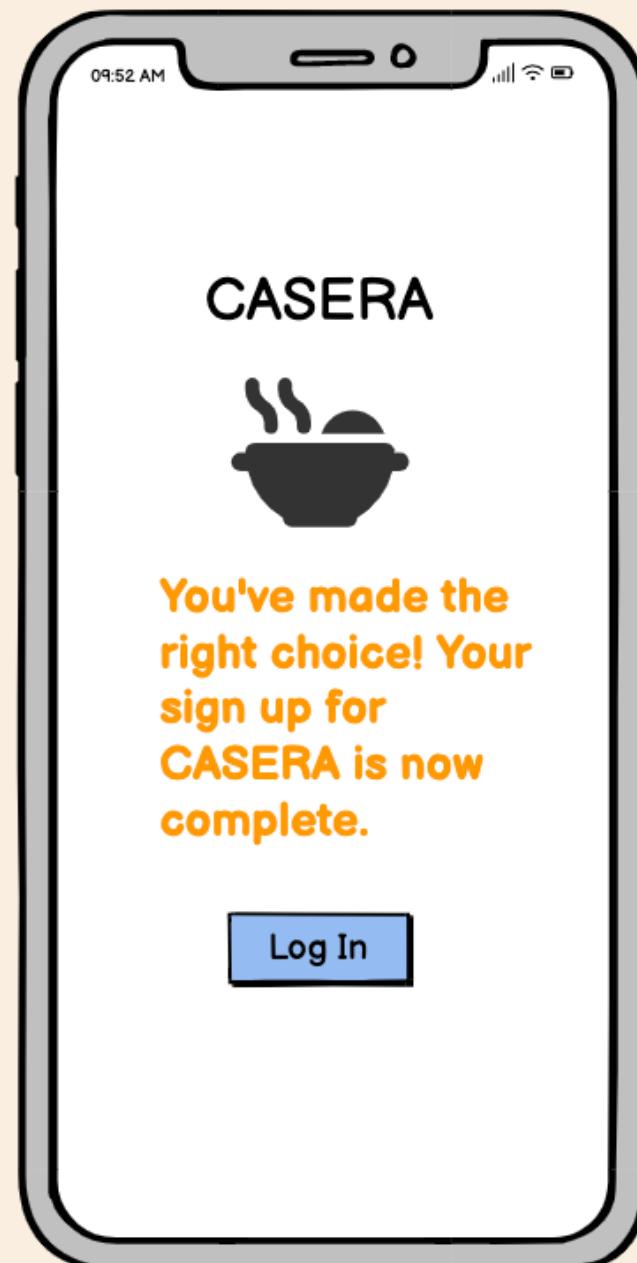
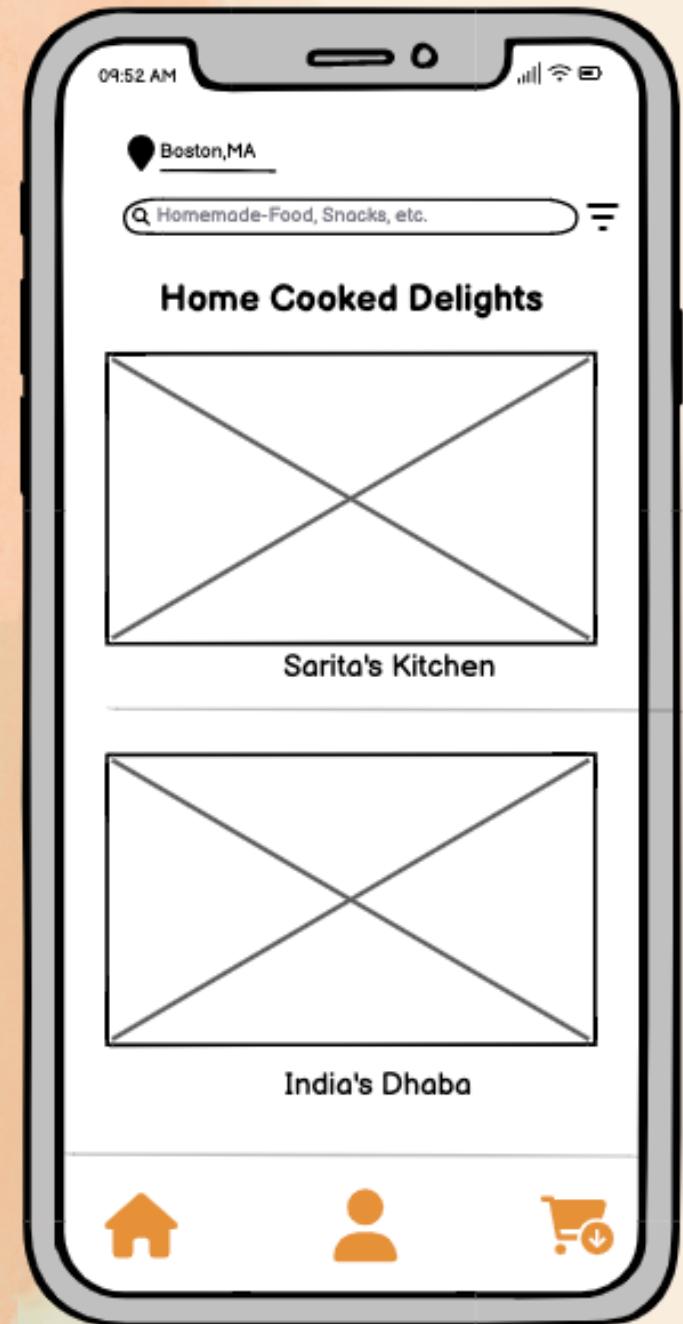
HARD TO FIND!!!!

LOTS OF
LEFTOVERS!

PROPOSED SOLUTION

BUYERS

SELLERS



USE CASE - SELLER



"MOM, DAVID AND I WON'T
BE HAVING DINNER AT
HOME TONIGHT."



"WHAT SHOULD I DO WITH
ALL THE LEFTOVERS?"



"HOW ABOUT POSTING IT ON
CASERA. IT WOULD BE NICE TO
HAVE SOME EXTRA MONEY."

USE CASE - BUYER



**"SHOOT, THERE'S
NOTHING IN MY FRIDGE ."**

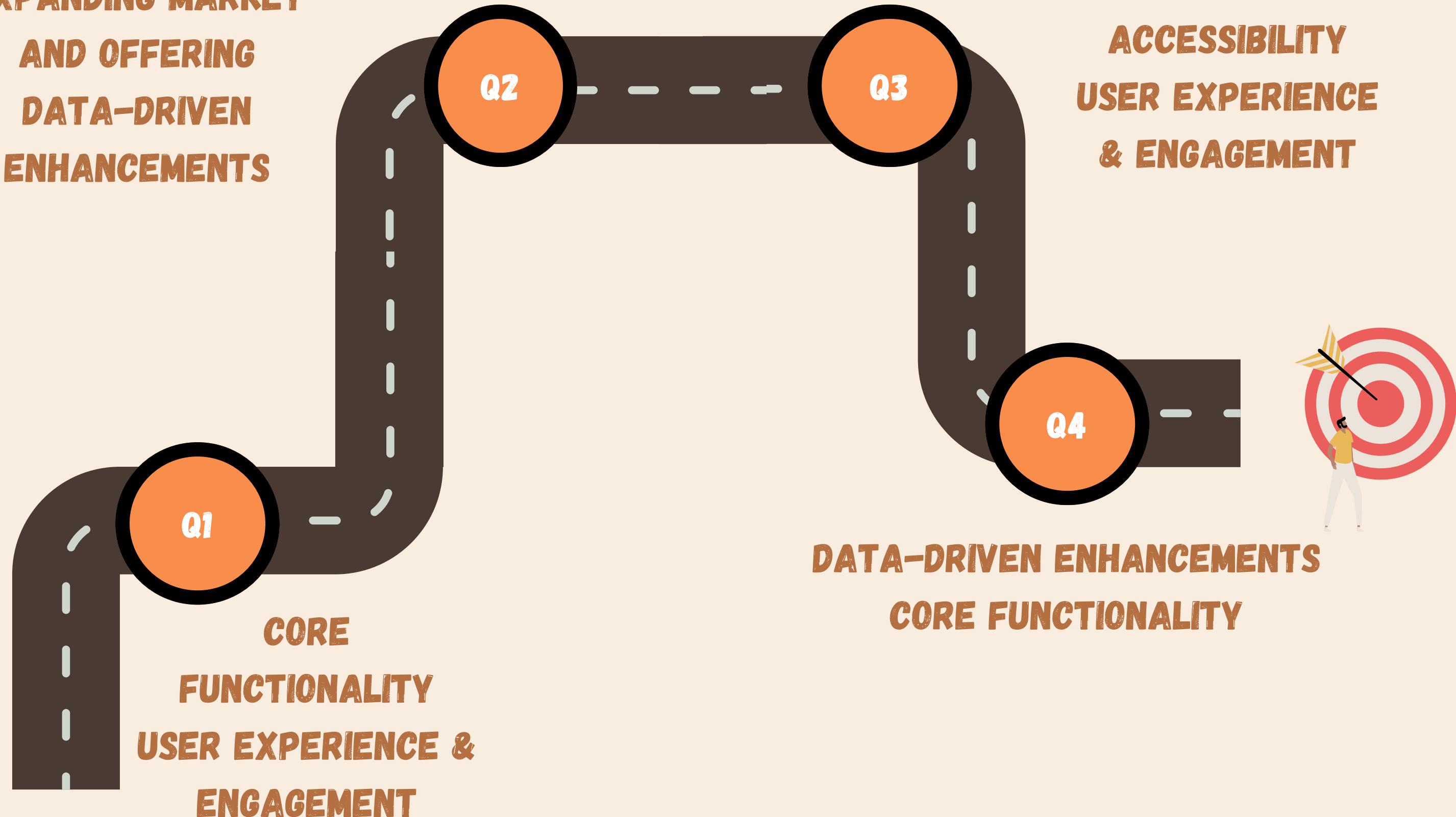


**"LET ME TRY CASERA
TONIGHT, I'VE HEARD
GREAT THINGS ABOUT IT."**



PRODUCT ROADMAP

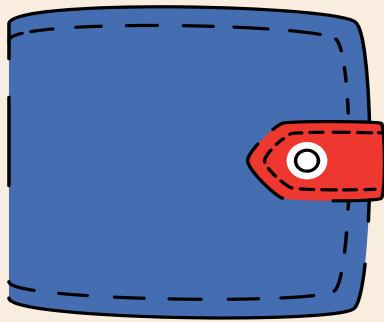
EXPANDING MARKET
AND OFFERING
DATA-DRIVEN
ENHANCEMENTS



PRODUCT FEATURES



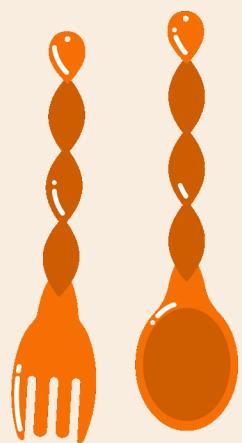
SMART COOK & CUSTOMER MATCHING



FLEXIBLE IN-APP PAYMENTS



LIVE TRACKING



ORDER CUSTOMIZATION



ENGAGING USER FEEDBACK

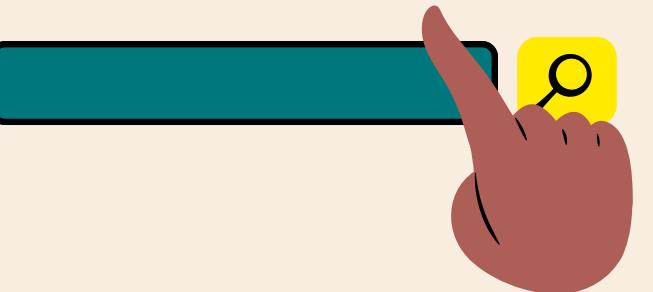


LOYALTY PROGRAM

FEATURES OF MVP FOR LAUNCH



USER PROFILES



SEARCH AND DISCOVERY



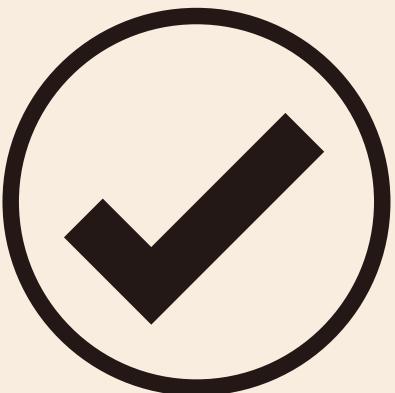
MENU BROWSING



ADD ITEMS TO CART



CHECKOUT



ORDER CONFIRMATION



ORDER TRACKING



REVIEWS & RATINGS

AANCHAL MANI

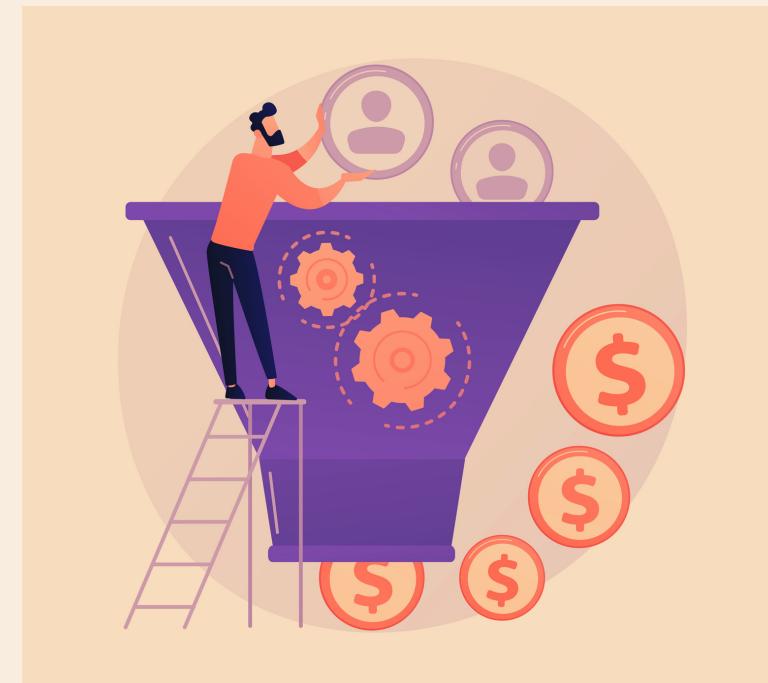
KEY METRICS



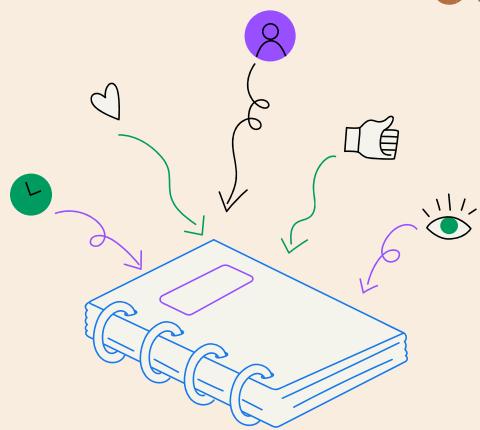
AVERAGE ORDER VALUE (AOV)



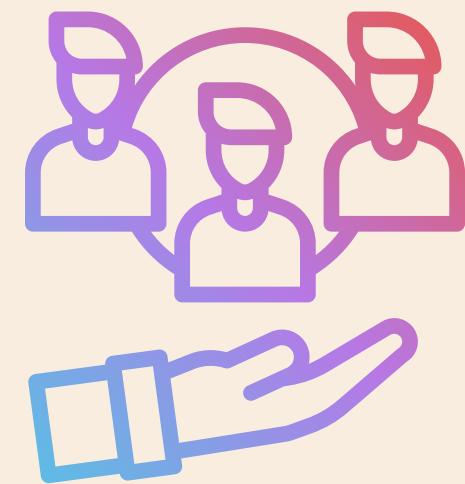
MEAL VARIETY INDEX



CONVERSION RATE (NORTHSTAR METRIC)



USER ENGAGEMENT



CUSTOMER RETENTION RATE

OPERATIONAL NEEDS



CERTIFICATION BODIES



MARKETING SPECIALISTS



CUSTOMER SUPPORT REPRESENTATIVES

PROJECTED COSTS

ENGINEERS



\$48000 PER MONTH

\$240000



REACHING MVP IN 4 MONTHS

INFRASTRUCTURE



\$8400 PER MONTH



\$14000 ONE TIME

ADDRESSING RISKS

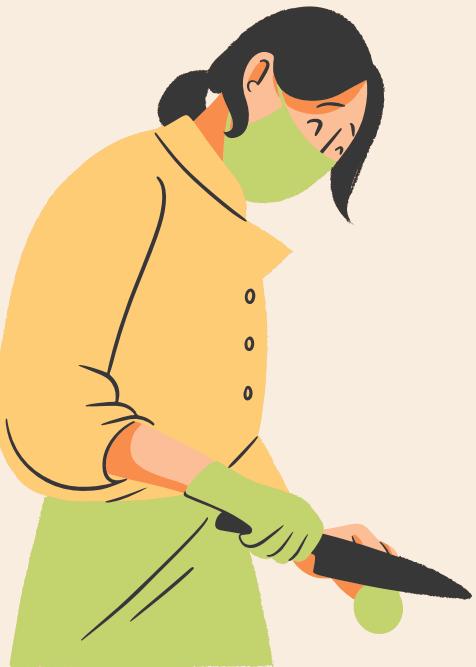
QUALITY CONTROL



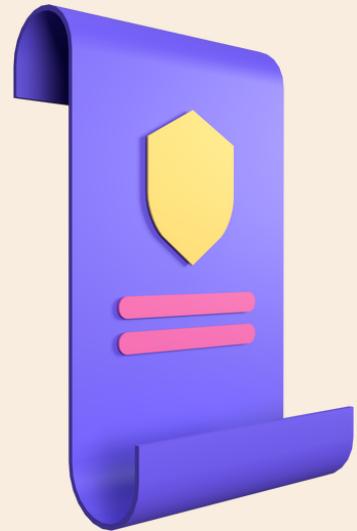
ALLERGENS



FOOD SAFETY



REGULATORY COMPLIANCE



LACK OF TRANSPARENCY





THANK YOU!

