

VULCAN BAG

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PROBLEM



MARKET GAP

Food delivery professionals need a reliable solution to maintain the optimal temperature of hot food during transportation but are using conventional, inefficient methods.

DESIGN

Current bags aren't durable and light-weight. Couldn't use for longer time and have no advanced heating features

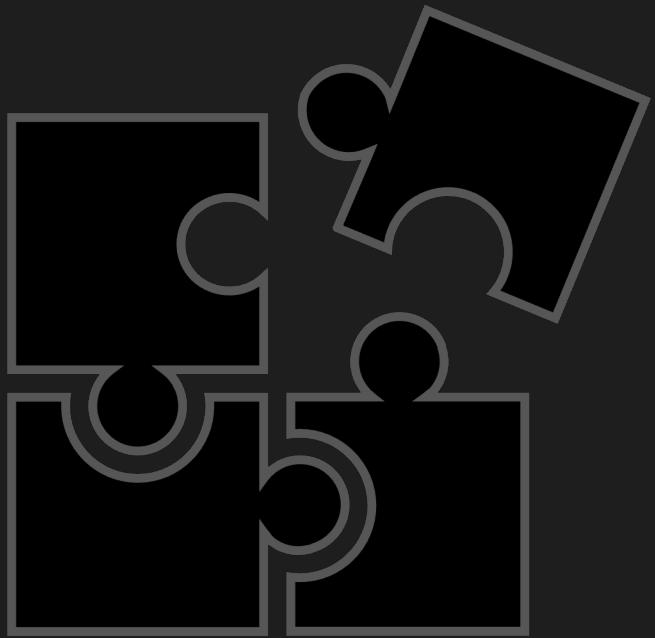
COSTS

Inadequate temperature maintenance can lead to customer complaints and loss of business opportunities for food delivery services.

USABILITY

Delivery professionals want a user-friendly and efficient hot food delivery bag that simplifies their delivery process and ensures food quality.

SOLUTION



CLOSE THE GAP



VULCAN is the best solution for maintaining the optimal temperature of hot food during delivery, offering unique features that no other hot food delivery bag on the market provides.

TARGET AUDIENCE



Delivery Executives, Food Delivery Companies, and Restaurants

CONSUMER SATISFACTION



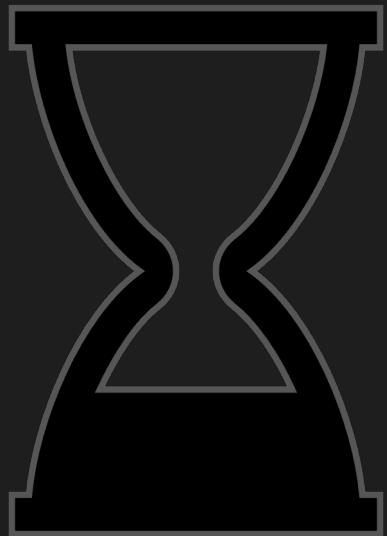
A 15% increase in customer retention and satisfaction for food delivery companies that adopt VULCAN hot food delivery bags.

EASY TO USE



VULCAN's electric heating capacity keeps food warm throughout the delivery process, ensuring ease of use for executives, while its durable yet lightweight structure enhances usability and convenience.

PROGRESS



PRODUCT DEVELOPMENT



- Conducted extensive market research to identify customer pain points and preferences.
- Collaborated with experts , finalized the design and manufacturing process.

PROTOTYPE TESTING



- Gathered user feedback on VULCAN prototype design, including comfort and weight.
- Conducted various trials to ensure consistent temperature maintenance .

CUSTOMER FEEDBACK

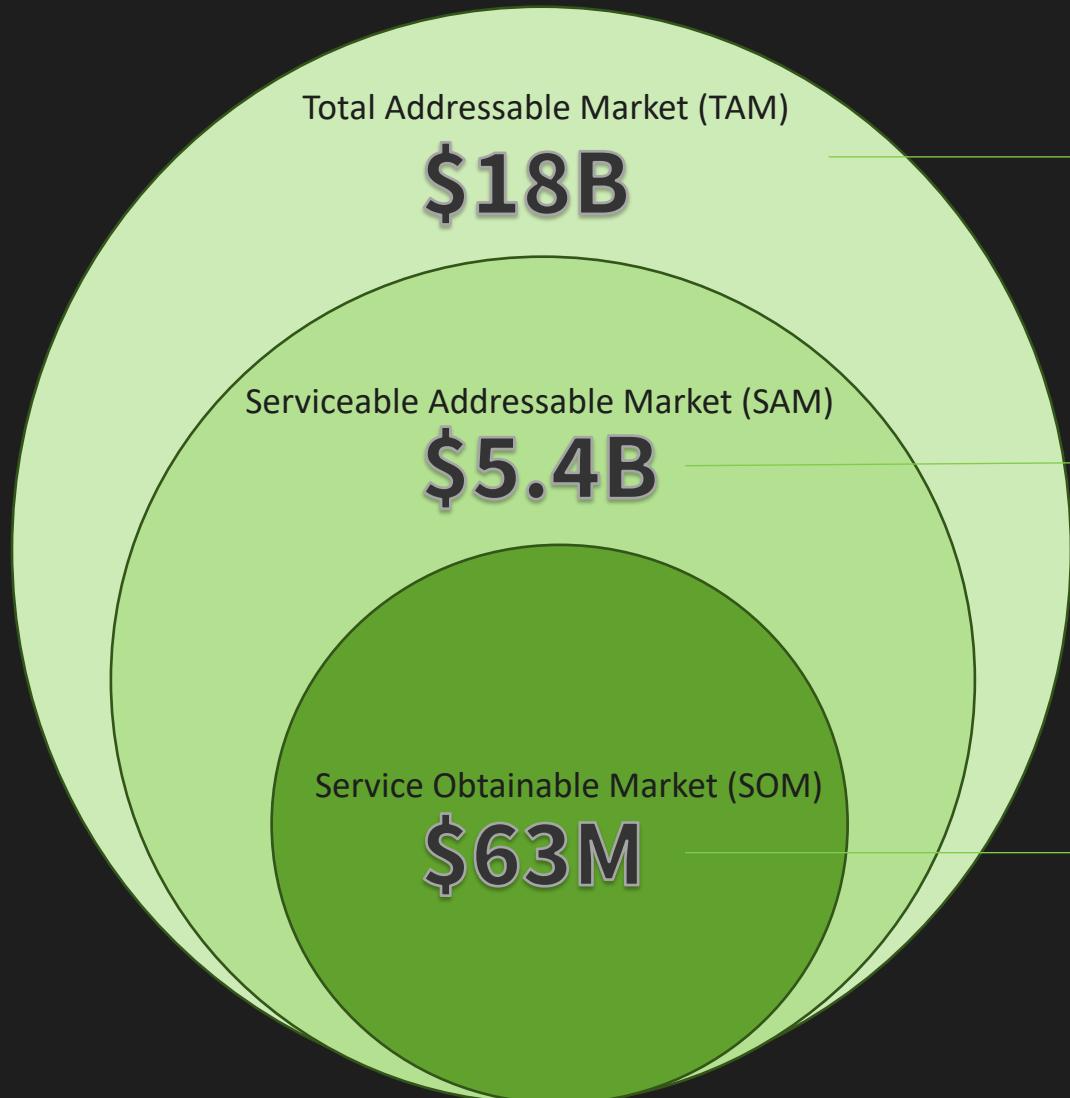


- Conducted surveys and interviews with executives and end-consumers to gather valuable insights.
- Incorporated and improved based on user feedback to make it more comfortable.

THE BUSINESS MODEL CANVAS

<p>Key Partners</p> <ul style="list-style-type: none"> -Suppliers of materials and fabrics -Manufacturers for bag production -Food delivery platforms (Grubhub, Uber Eats, etc.) for potential partnerships 	<p>Key Activities</p> <ul style="list-style-type: none"> -Research and development bag -Designing and prototyping the bag -Sourcing materials/ manufacturing the bags -Marketing and promoting the product to target customers 	<p>Value Propositions</p> <ul style="list-style-type: none"> -High-quality hot food delivery bag that maintains optimal temperature during transportation -Durable and reliable construction for long-lasting use -Convenient and user-friendly design for delivery professionals -Improved customer satisfaction with warm and fresh food deliveries 	<p>Customer Relationships</p> <ul style="list-style-type: none"> -Provide customer support and assistance -Gather feedback and insights from customers to improve the product -Develop long-term relationships with delivery executives and food establishments 	<p>Customer Segments</p> <ul style="list-style-type: none"> -Delivery Platforms and food delivery drivers/ executives (Grub hub , Doordash , Uber eats , Postmates etc) - Delivery-Centric Restaurants (Dominos, Papa john's , dirty dough pizza)
<p>Cost Structure</p> <ul style="list-style-type: none"> -Manufacturing costs (labor costs, machinery expenses, and overhead costs) -Material costs (heating element , thermal insulation materials, waterproof fabric, reinforced straps, and other components) -Distribution and logistics costs 	<p>Key Resources</p> <ul style="list-style-type: none"> -Skilled designers and engineers -Manufacturing facilities and equipment -Intellectual property rights -Distribution channels for reaching target customers 		<p>Channels</p> <ul style="list-style-type: none"> -Direct sales to food delivery platforms and restaurants. -Online platforms and marketplaces for product sales -Social media and digital marketing campaigns 	
		<p>Revenue Streams</p> <ul style="list-style-type: none"> -Direct sales of delivery bags (\$36 wholesale / \$45 Retail) -Partnership agreements with food delivery platforms -Potential licensing fees (11% of wholesale) & franchise royalties (6-8% periodically) 		

MARKET SIZE OF VULCAN



Food delivery bags industry size **worldwide** : 18 Billion USD

The **US market** size for insulated food delivery bags : 5.4 Billion USD

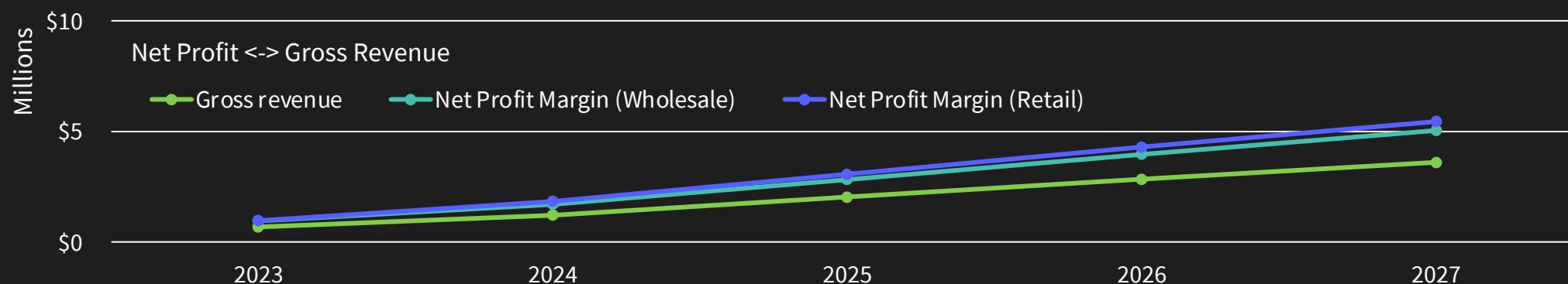
Aims to achieve ~**1% market penetration** : 63 Million USD

FINANCIAL PROJECTION

ESTIMATED KEY-METRICS

**VULCAN BAG RETAIL PRICE = \$45 // WHOLESALE PRICE = \$36

	Orders	Cost of Goods Sold	Gross revenue	Gross Profit	Operating Expenses	Net revenue	Net Profit Margin For Wholesale	Net Profit Margin For Retail
2023	15,000	\$371,250	\$675,000	\$303,750	\$100,000	\$203,750	\$270,000 (40.0%)	\$16,875 (2.5%)
2024	27,000	\$668,250	\$1,215,000	\$546,750	\$150,000	\$396,750	\$486,000 (40.0%)	\$136,687 (11.2%)
2025	45,000	\$1,113,750	\$2,025,000	\$911,250	\$200,000	\$711,250	\$800,000 (44.0%)	\$227,812 (25.0%)
2026	63,000	\$1,559,250	\$2,835,000	\$1,275,750	\$250,000	\$1,025,750	\$1,134,000 (44.0%)	\$318,937 (25.0%)
2027	80,000	\$1,980,000	\$3,600,000	\$1,620,000	\$300,000	\$1,320,000	\$1,440,000 (40.0%)	\$405,000 (30.7%)



COMPETITION ANALYSIS

TRAITS	BODAON DELIVERY BAG	CARLISLE FOOD PAN CARRIER	MATEIN DELIVERY BAG	VULCAN BAG
HEATING CAPACITY		✓	✓	✓
DURABILITY	✓			✓
EASE OF USE		✓		✓
PORTABILITY	✓		✓	✓
ELECTRIC - POWERED		✓		✓
SUSTAINABILITY	✓		✓	✓

MEET THE TEAM



TEJA VAMSI

CEO (Chief Executive Officer)

Overall strategic vision and leadership for the company

AKSHAY

CTO (Chief Technology Officer)

Leading the R&D efforts for the heating elements and temperature control features

NAVNEET

HEAD OF DESIGN

Leading the design team to create an aesthetically appealing and user-friendly product

PRANAV

PRODUCT MANAGER

Managing the product development process from concept to launch

VULCAN PROTOTYPE



SUMMARY

- **VULCAN** makes food delivery *better!* Our hot food delivery bag keeps your food **hot and tasty**, ensuring happy customers every time.
- We're committed to **constant improvement** and **innovation**, so you can trust that you're getting the best.
- Partner with us to **elevate** your food delivery game and make your customers incredibly happy.





THANK YOU