BusDine
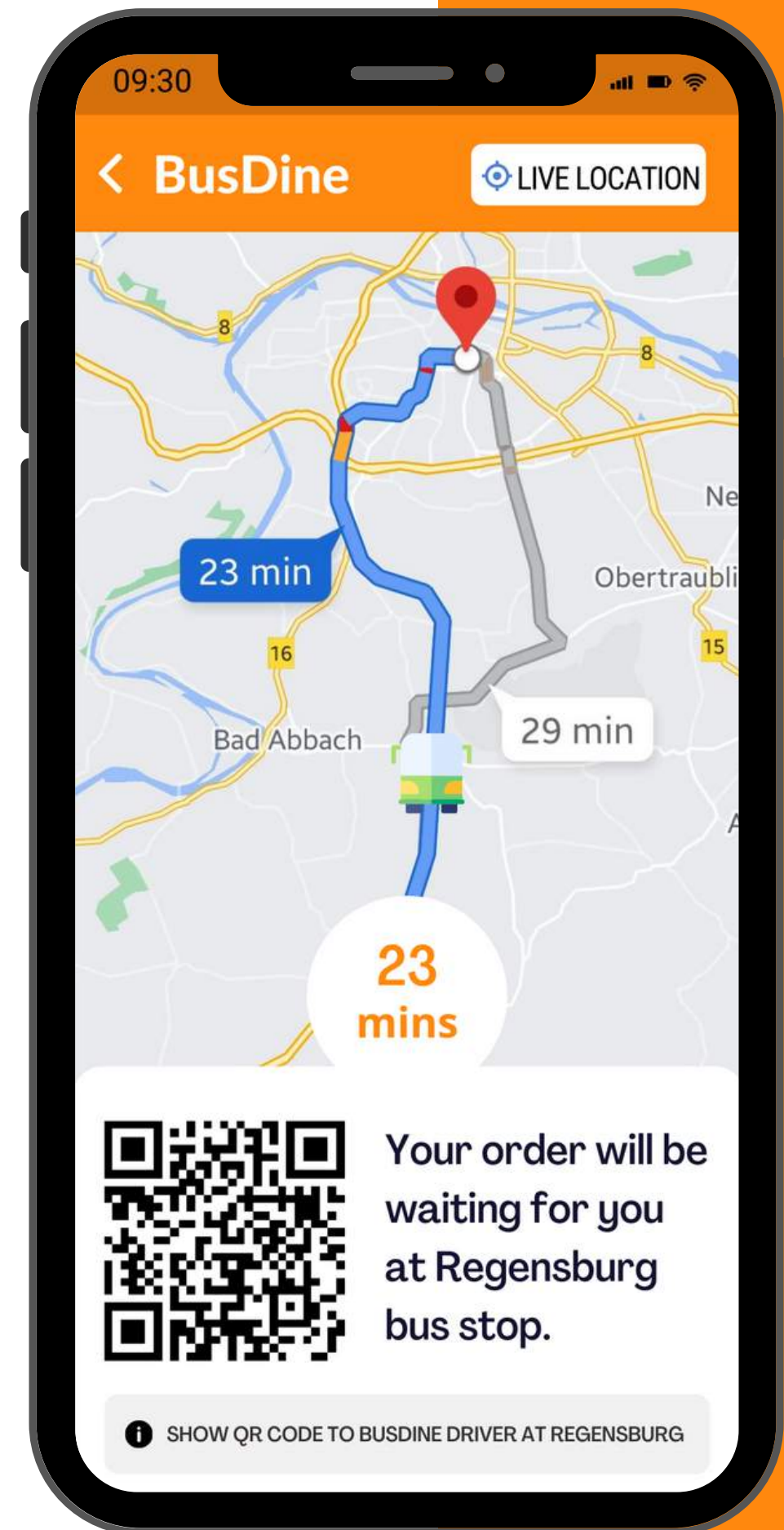
Order and enjoy a tasty meal on the bus.

www.busdine.de

PASSENGER PROBLEM

Unlike train and flight, bus passengers don't have the luxury to have a tasty meal during the journey.

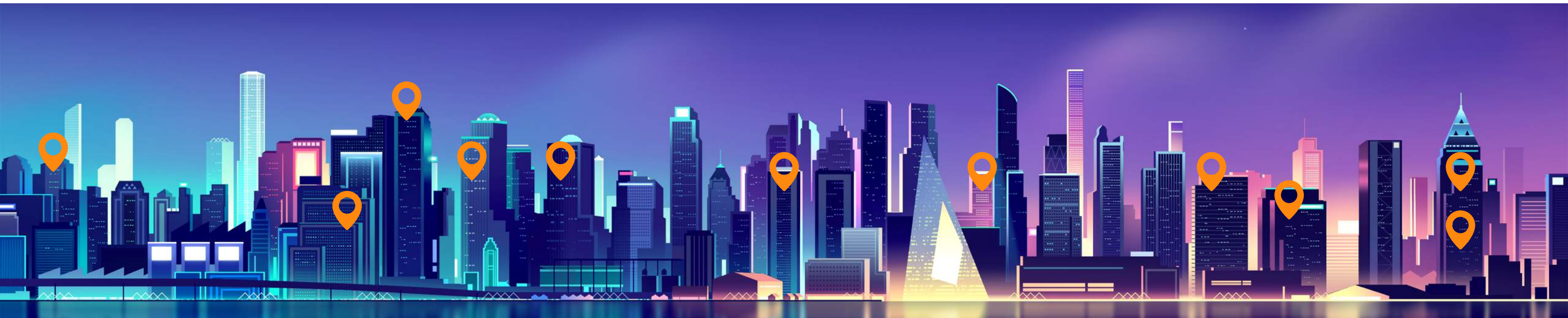Limited places to grab a meal at bus stops.

Many passengers remain hungry on a 5+ hour journey.
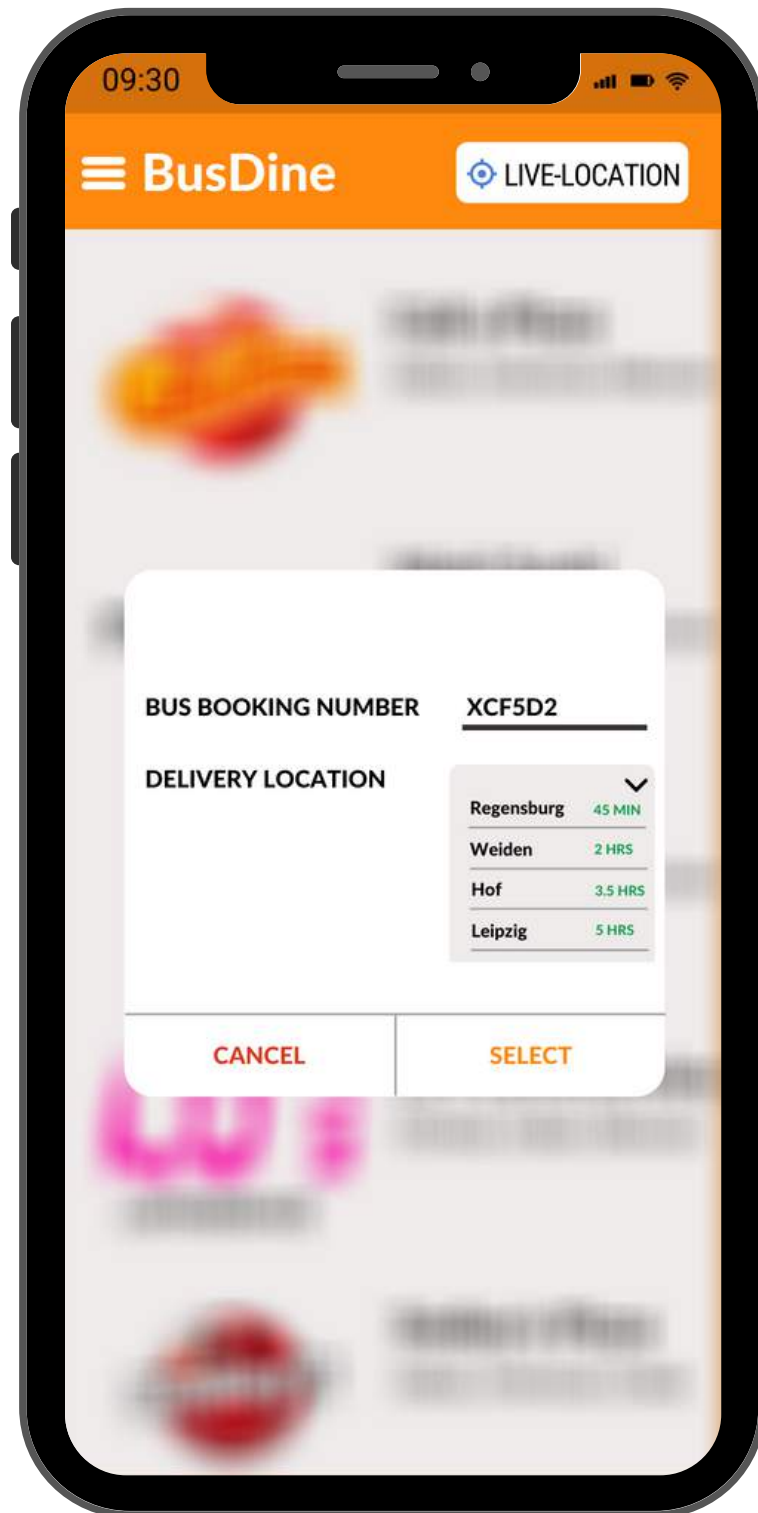
DELIVERY RESTAURANT PROBLEM

The demand for food delivery keeps changing with high demand during weekends and low during the week.

Delivering to multiple locations in the city is often inefficient and not profitable for restaurants with their own drivers.
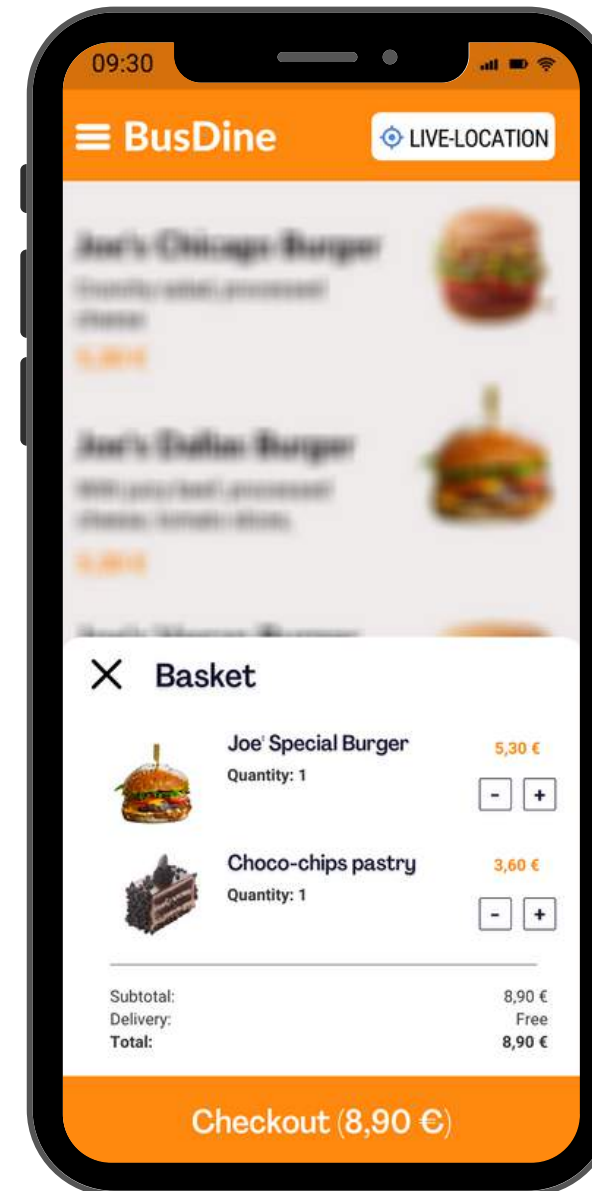
SOLUTION

BusDine is a mobile app by which bus passengers can order a tasty meal during their journey.

Add bus booking number

Choose and order

Your meal delivered to you at your next bus stop.

PASSENGER BENEFITS

A passenger can enjoy tasty meal while riding the bus just in 3 steps.

Helps to pass journey time.

Choose the tasty meal.   **Wait for the tasty meal.**   **Enjoy the tasty meal.**

RESTAURANT BENEFITS

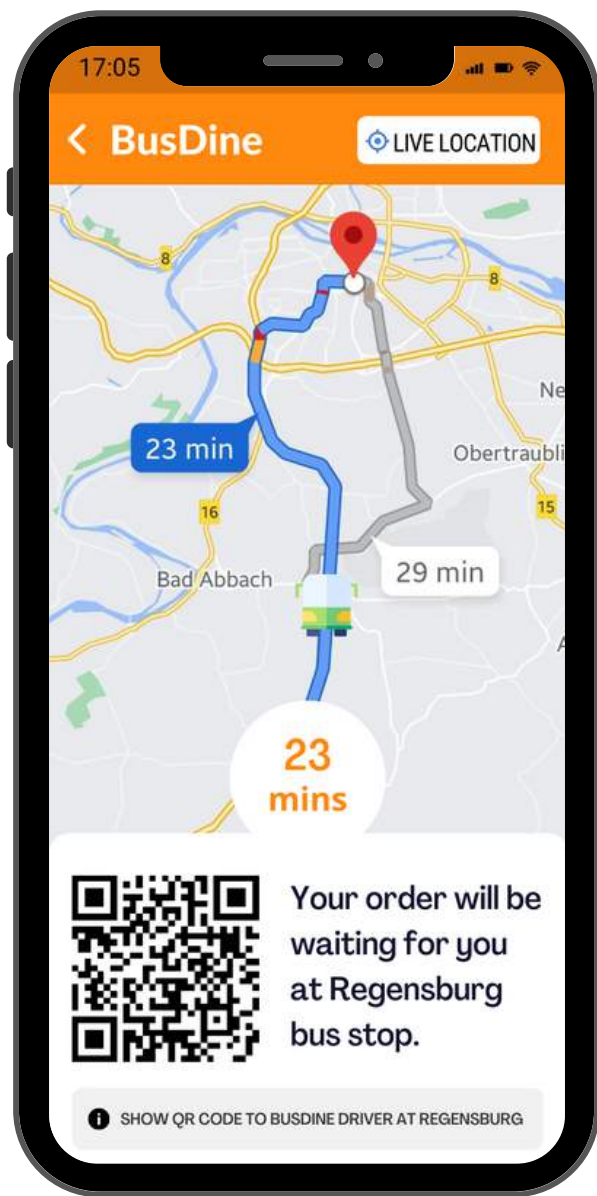Consistent amount of food orders every hour throughout the week.

Delivering multiple orders at **1** location is extremely efficient.

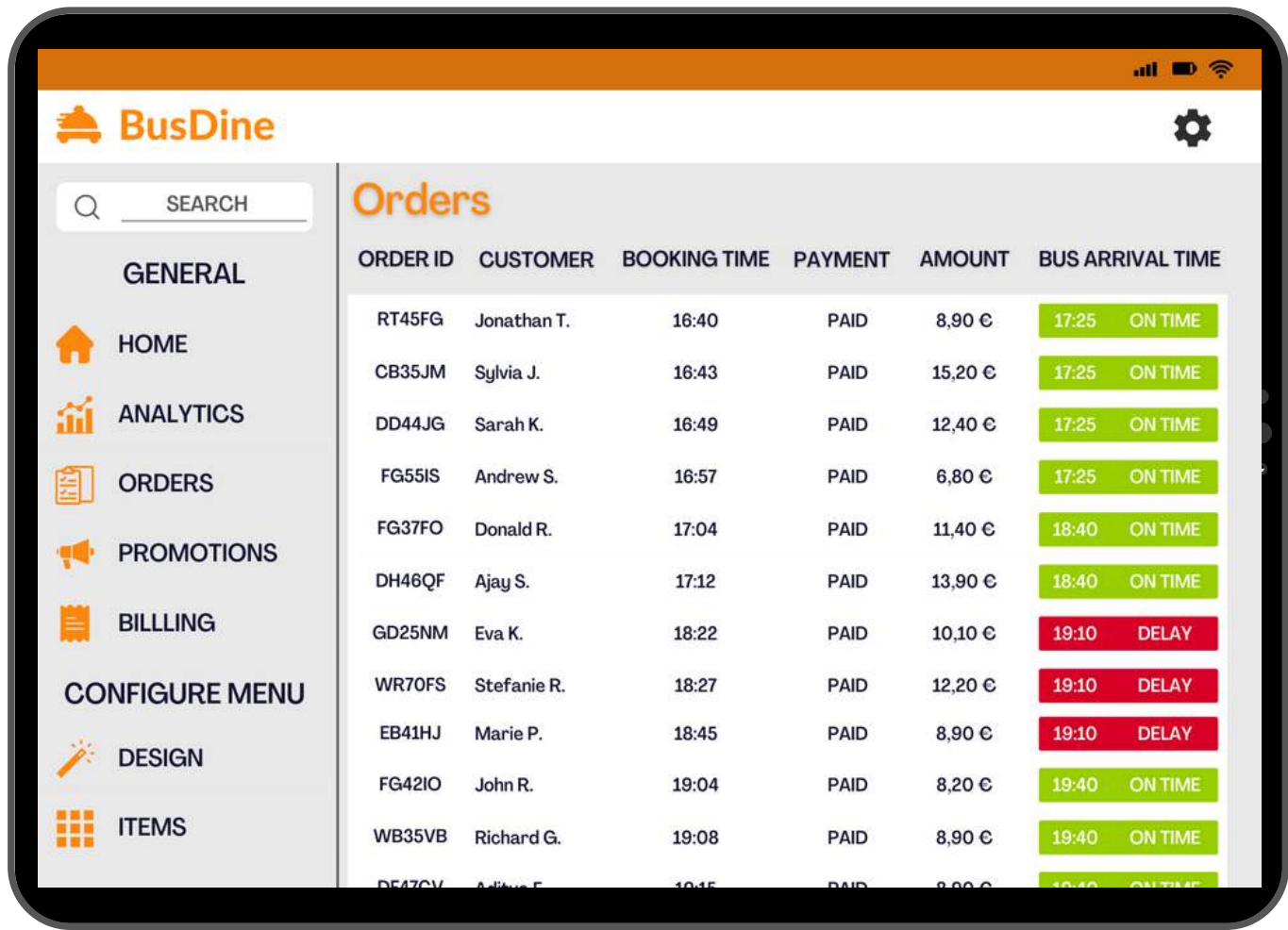Restaurant can prepare more orders for same location.

Potential to earn more than delivering food to multiple locations within the city.

TECHNICAL DETAILS

Phone 1 (Map / Live Location)

17:05

< BusDine · ⊕ LIVE LOCATION

23 min
29 min

Obertraubli
Bad Abbach

23 mins

Your order will be waiting for you at Regensburg bus stop.

ⓘ SHOW QR CODE TO BUSDINE DRIVER AT REGENSBURG

Tablet (Orders)

🚌 BusDine · ⚙

| Q | SEARCH |

Orders

GENERAL

🏠 HOME
📊 ANALYTICS
📋 ORDERS
📢 PROMOTIONS
📋 BILLLING

CONFIGURE MENU

🪄 DESIGN
▦ ITEMS

ORDER ID	CUSTOMER	BOOKING TIME	PAYMENT	AMOUNT	BUS ARRIVAL TIME	
RT45FG	Jonathan T.	16:40	PAID	8,90 €	17:25	ON TIME
CB35JM	Sylvia J.	16:43	PAID	15,20 €	17:25	ON TIME
DD44JG	Sarah K.	16:49	PAID	12,40 €	17:25	ON TIME
FG55IS	Andrew S.	16:57	PAID	6,80 €	17:25	ON TIME
FG37FO	Donald R.	17:04	PAID	11,40 €	18:40	ON TIME
DH46QF	Ajay S.	17:12	PAID	13,90 €	18:40	ON TIME
GD25NM	Eva K.	18:22	PAID	10,10 €	19:10	DELAY
WR70FS	Stefanie R.	18:27	PAID	12,20 €	19:10	DELAY
EB41HJ	Marie P.	18:45	PAID	8,90 €	19:10	DELAY
FG42IO	John R.	19:04	PAID	8,20 €	19:40	ON TIME
WB35VB	Richard G.	19:08	PAID	8,90 €	19:40	ON TIME
DE47CV	Aditya F.	19:15	PAID	8,90 €	19:40	ON TIME

Phone 2 (BusDine Delivery)

17:05

☰ BusDine Delivery

BUS ID	ARRIVAL	STATUS	ORDERS
XC32J	17:25	ON TIME	18
HC53E	17:50	ON TIME	15
MA45T	18:05	ON TIME	16
TM74S	18:40	ON TIME	12
SA53J	19:10 +10	DELAY	8
TM28N	19:35	ON TIME	0
HF93K	19:55	ON TIME	0
YD57P	20:10 +30	DELAY	0
XC32J	20:55	CANCEL	0
MA53K	21:35	ON TIME	0
SA92P	22:15	ON TIME	0
IC62P	22:45	ON TIME	

17:05

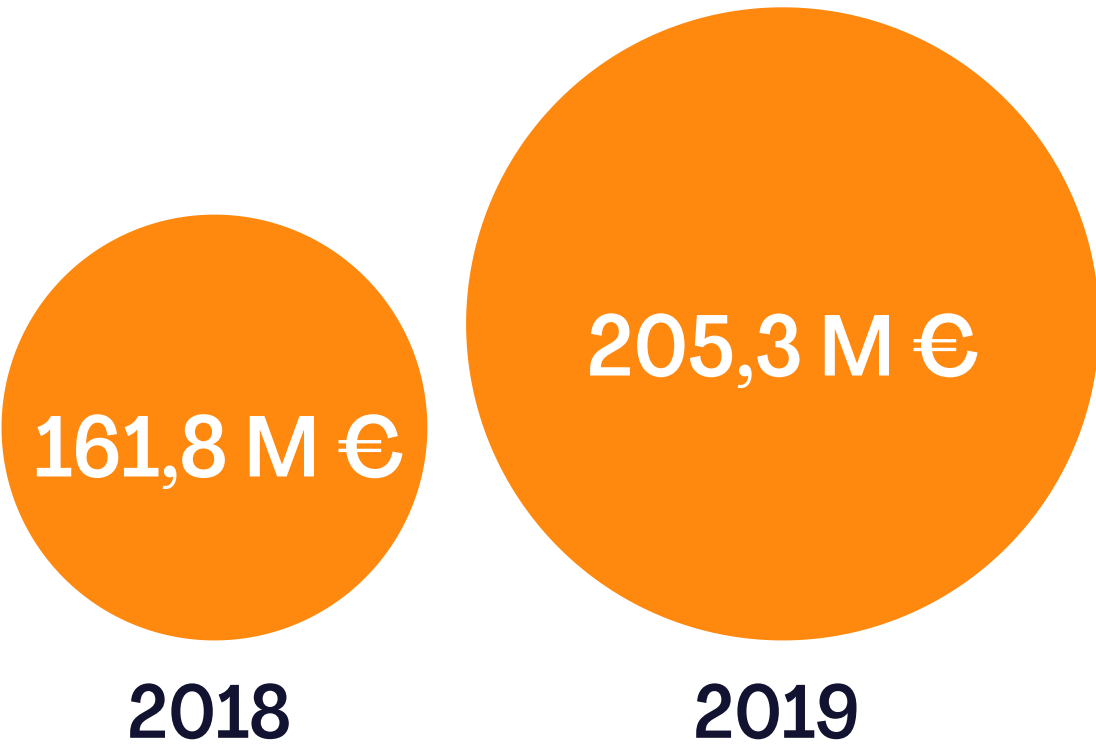**Passenger shares bus booking number and orders a meal.**

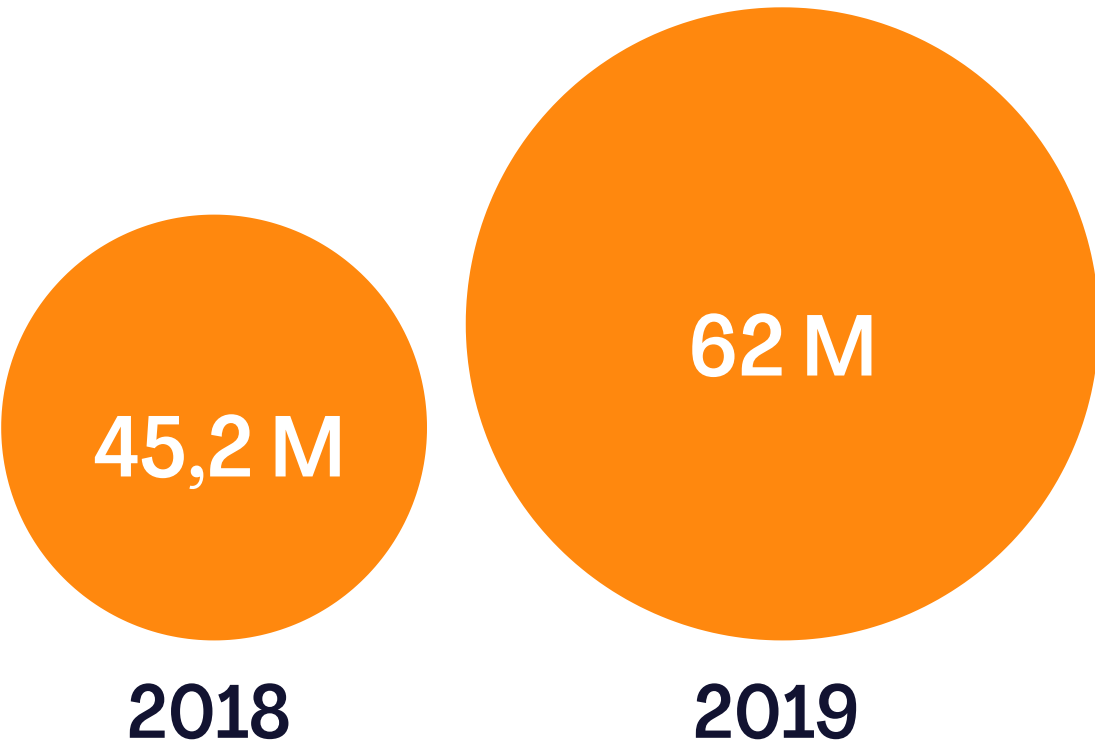**Restaurant receives the food order along with the passenger's live location.**
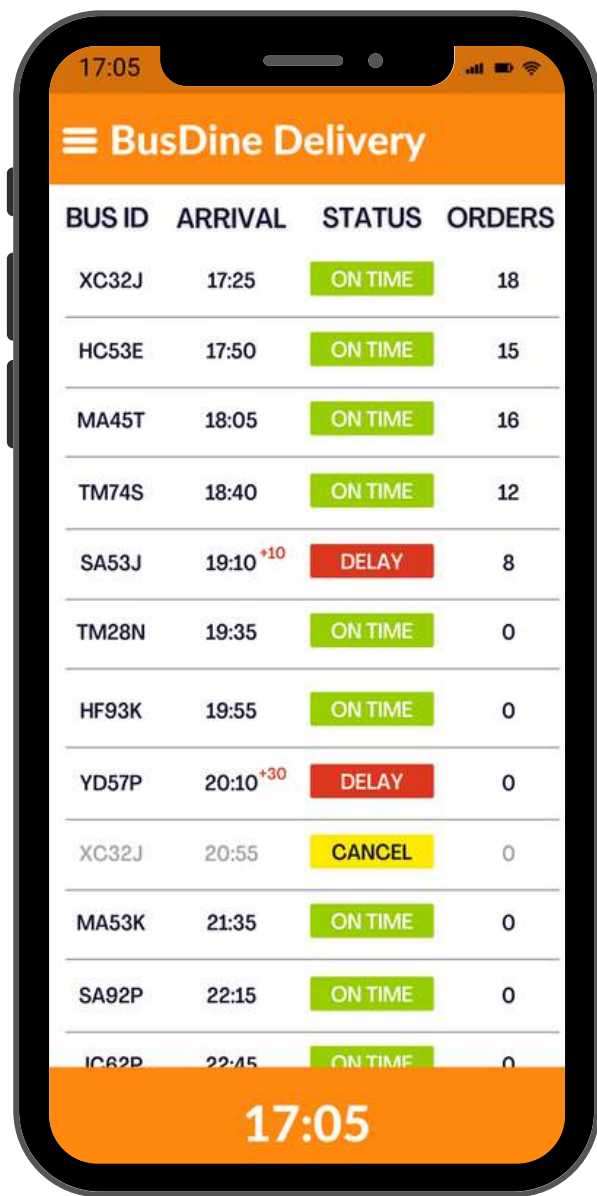
Passenger live location notifies restaurant of bus location so delivery driver can leave.

MARKET

161,8 M €

205,3 M €

2018

2019

Platform to consumer food delivery revenue

45,2 M

62 M

2018

2019

Flixbus travellers

18.6+ M*

Share of market

* 30% of 62M

COMPETITION
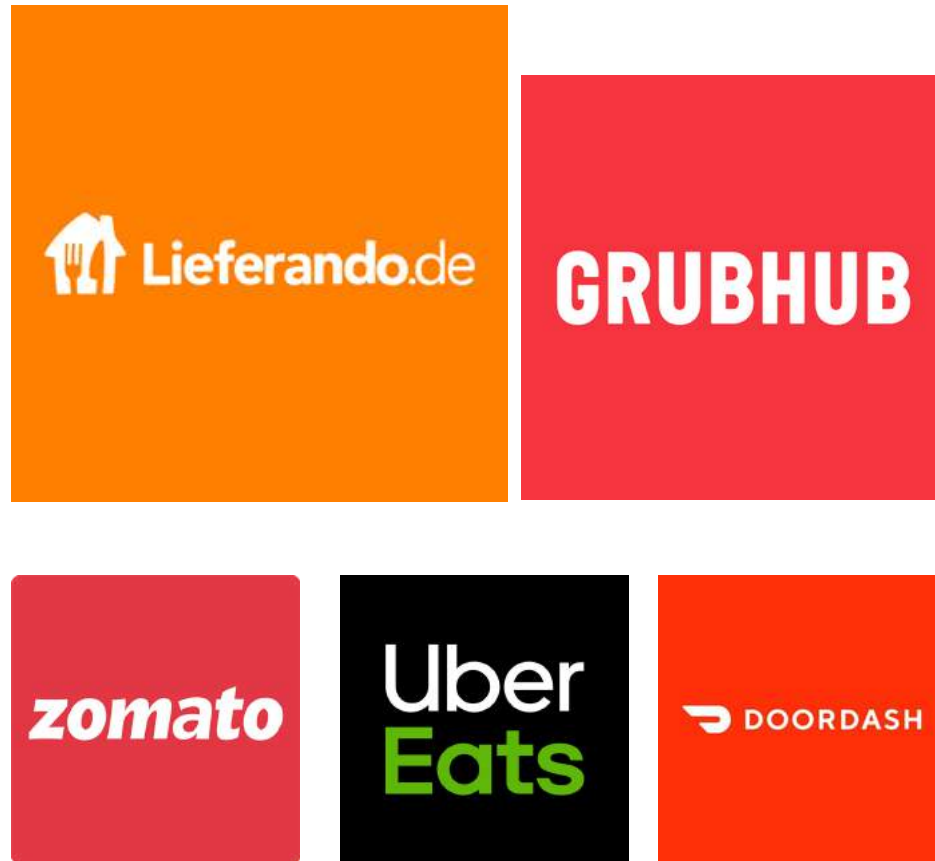
Food delivery market is supersaturated.

Food delivery market

Bus travellers

BusDine food delivery
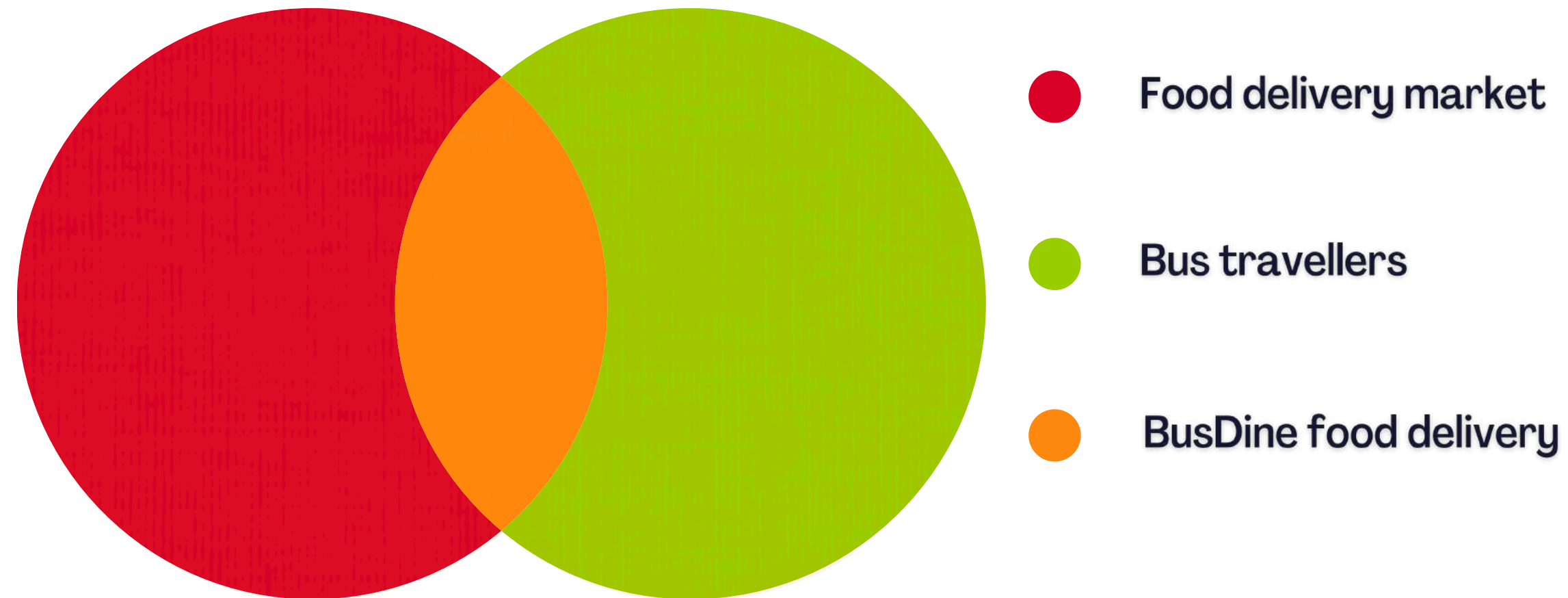
But, BusDine is the first platform offering food delivery to a completed untapped market sector.

BUSINESS MODEL

COMMISSION

- BusDine charges 25% commission per order.

Share of market: 18.6 M
Average order cost: 12 €
Commission: 25%

Revenue: 55.8 M €

SUBSCRIPTION

- Priority advertising for restaurants.
- Meal pre-ordering for optimised orders.

Potential restaurant partners: 255*
Premium subscription partners: 51**
Monthly charge: 250 €

Revenue: 153k €

*15 restaurant partners in 17 cities.
**3 premium partners in each city.

MARKET ENTRY STRATEGY

Delivering food to 17 bus stops

Bremen	Essen	Regensburg	Darmstadt	Hof
Osnabrück	Bochum	Nuremburg	Heilbronn	
Hannover	Hagen	Augsburg	Kornwestheim	
Münster	Leverkusen	Leipzig	Stuttgart	

6 Flixbus bus routes
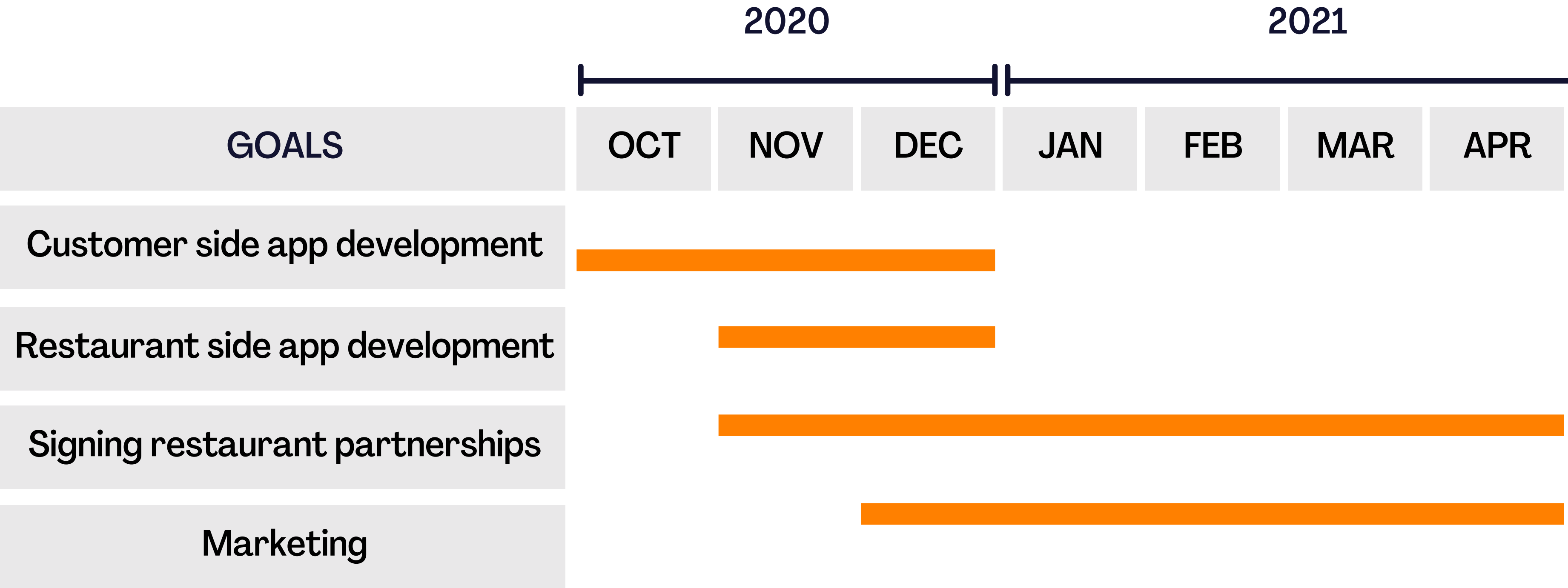
Hamburg-Munich	Berlin Cologne
Hamburg-Stuttgart	Berlin-Munich
Hamburg-Düsseldorf	Berlin-Düsseldorf
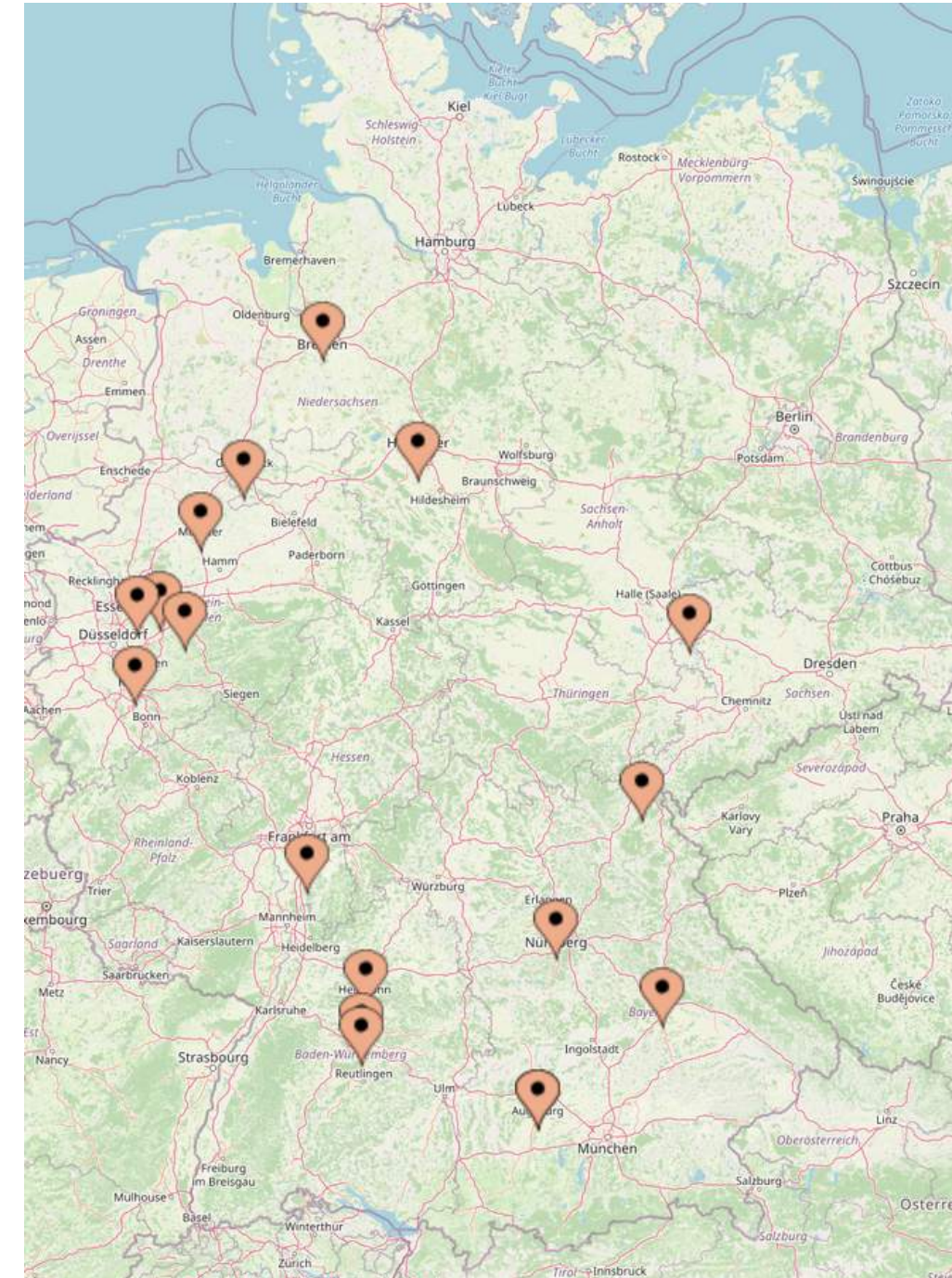
Partnering with 15 restaurants in 2 km radius of 17 bus stops on 6 Flixbus routes.

ROADMAP

	2020			2021			
GOALS	OCT	NOV	DEC	JAN	FEB	MAR	APR
Customer side app development							
Restaurant side app development							
Signing restaurant partnerships							
Marketing							

Android MVP app launch: November 20, 2020　　　**iOS MVP app launch: November 30, 2020**

TEAM

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