Marketing Guide

Background:

During this pandemic of COVID-19, the team at DoorDash has come to a solution which might just be the future of food delivery services. Today, there are 2 major problems that arise on a daily basis, one of them being that customers hate waiting for their food and the second being the fact that our Dashers definitely don't like delivering orders within 2km radius as they don't gain any income from that and they feel like it's a waste of gas money for them. To fix this, the company has been researching into the concept of having self-driving robots delivering the meals to our customers within the 2km range. This idea will solve the two biggest problems in this industry, and we look forward to solving these challenges. Keep in mind though that this concept will also have a few problems associated with it as no idea comes without any problems. Some of these problems might be as follows:

- Connectivity problems in rural areas between the robot and our Operations Team
- Delivery might sometimes be arriving later in unusual circumstances
- Accuracy in the tracking of the order

Description of the product (DoorBot):

We have built an application for our Operations team from which they will be able to track, navigate, manually control and assist the support team through the help button to ensure deliveries are made successfully within the timeframe to ensure upmost customer satisfaction.

The product DoorBot will ensure that we can always assist our customers at any point of time. The delivery through our robots might cause our customers to be hesitant at first to use our services, but through DoorBot we will ensure our customers that they will get constant updates upon their order whenever needed.

Some of our high-level features include:

- Manually controlling the robots
- In-built voice control system to help our customers in case of any concerns
- Surveillance within the food cart to ensure the safety of the customer's order

Market background:

To play it safe and in order to understand our product's market better, we will begin to operate in the top 10 cities where the company has a well-established rapport. These top 10 cities should contain our maximum sales units. The source below highlights the top 10 cities where our company has landed its maximum sales units.
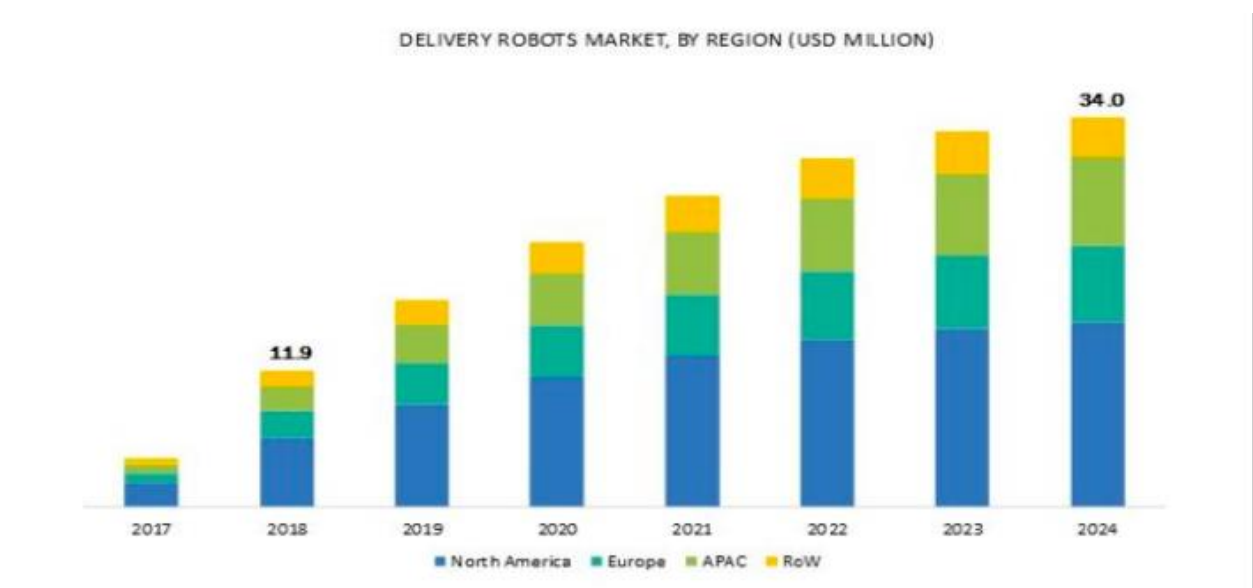
Source: https://www.statista.com/statistics/916783/cities-where-doordash-is-the-most-used-food-delivery-service-us/

Target Market:

As you know our primary target audience will be College students who are busy with their work/study life and don't have the time to cook meals for themselves. This target audience also ensures the fact that our majority deliveries will be in the 2km range since most students prefer to reside the College campus area. Another important factor also includes the fact that people in their University years are more open to using different types of products and this is where DoorBot will perfectly fit in. Our target market also shows us that:

- DoorDash has the largest share of the delivery market, according to statistics it beats it competitors such as UberEats by having gained 35% of the market
- As of 2019, the total number of DoorDash users are 4.9 million
- Average amount spent on orders when a user orders for delivery is $15
- To get the TAM, we calculate it as TAM = 0.35*150M(target audience)*$7/user = 409M
- According to Second Measure, the self-driving delivery market is expected to grow from $11.9 million in 2018 to $34 million in 2024

Source: https://www.restaurantdive.com/news/robot-delivery-market-to-triple-by-2024/547162/

DELIVERY ROBOTS MARKET, BY REGION (USD MILLION)

Our Competitors

1. **PostMates: (PostMates Serve)**
- Serve is Postmates' new autonomous stroller that it hopes can cut costs and speed deliveries
- The rover uses cameras and Lidar to navigate sidewalks, but always has a human pilot remotely monitoring a fleet of Serves who can take control if there's any problem
- Serve delivers to customers that unlock its cargo hatch with their phone or a passcode
- Currently active in San Francisco
- Funding of $40M USD

Source: https://www6.royalbank.com/en/di/hubs/tech-and-culture/article/paving-the-way-for-sidewalk-delivery/k11cl27q

2. **Nuro:**
- Nuro is a fully autonomous, on-road vehicle designed to transport goods and services quickly, safely and affordably
- The front-end of the product is designed to protect pedestrians as it will collapse inwards in the event of a collision
- Nuro also has temperature control to help keep food fresh
- Currently active in Arizona and Houston
- Funding of $1B USD

Source: https://www.crunchbase.com/organization/nuro-2

Product Background and Positioning:

Our Value Proposition

The value proposition that we offer to our customers through this product will be loved by our customers. The value we give them is that of a unique, modern and futuristic experience through our product DoorBot. This is because the concept of robotic delivery makes the experience for our customers unique and an engaging one. One of the main values that we offer is the fact that we are offering our customers with faster delivery times if the restaurant is within the 2km radius from the customer's residence. We realize that customers can get frustrated with short distance deliveries and so our product aims to solve that problem by offering faster deliveries through our robots.

Our Three Key Features:

- **Ability to navigate the robots:** The most vital feature of our product will be to give our Operations team the ability to navigate our robots from the restaurant to the delivery destination (**F1)**

- **Manual Control:** The operations team will require this feature in any situation where the robot does not respond to the commands. Through the feature of manual control, our operations team will be able to take manual control and guide our robot to its destination **(F2)**
- **Emergency Response:** The Emergency response feature will help the Operations team take a decision if there is any conflict that arises with our robot. This may be the fact that the Operations team member might need to call a Dasher, the cops or may just call the restaurant to ensure the order was correct **(F3)**
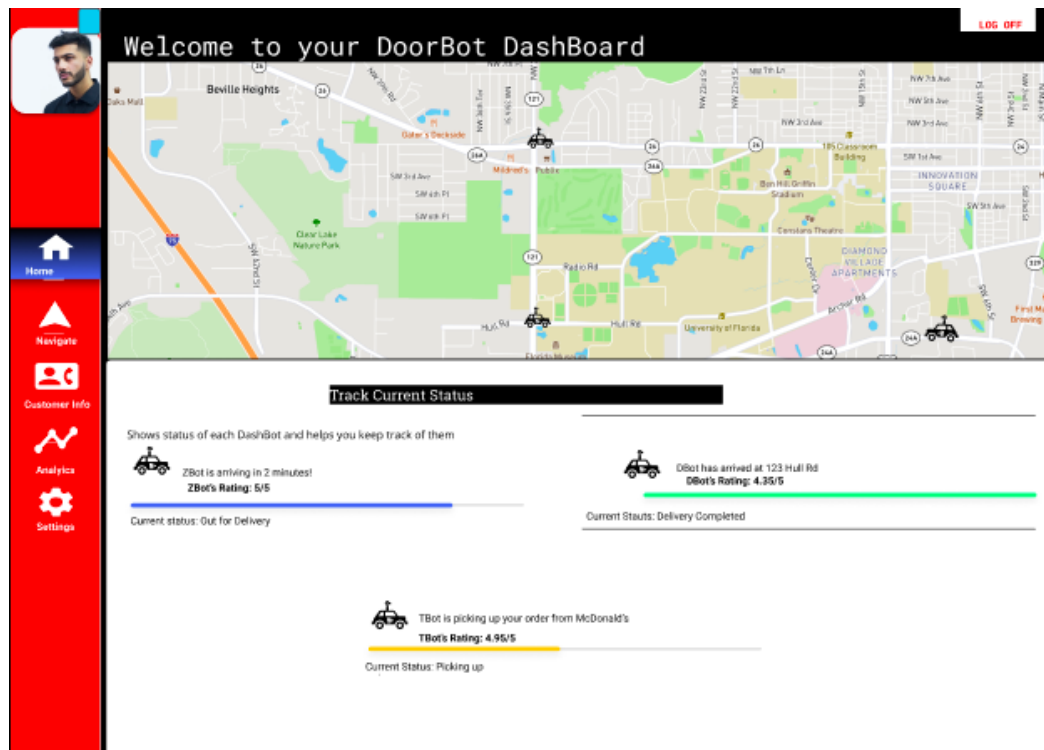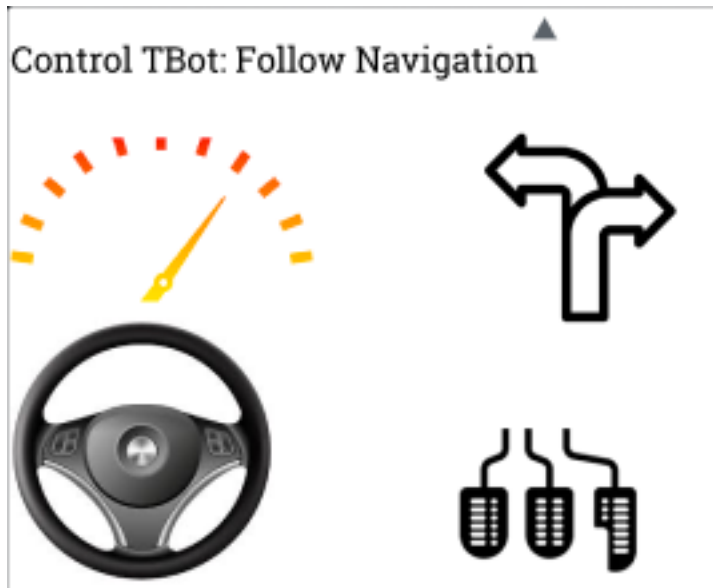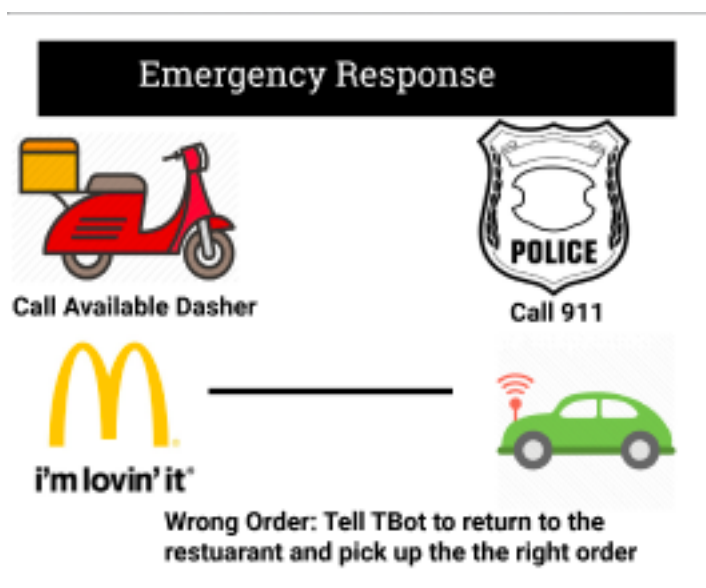
Mocks:

Figure 1: Mock of our home page which shows the current status of every delivery and includes the ability to navigate through different robots

Figure 2: This card shows the process of Manual Control where the member of the Operations team can easily drive the robot around controlling its speed and various other functionalities

Figure 3 This card showcases the Emergency Response card where an Operations team member can call a Dasher, the cops as well as the restaurant to make sure the order was correct in case of any conflict

Benefits:

F1: The benefit of this feature is the fact that both our Operations team as well as our customers can track the robot while it's being operated. The Operations team has the ability to navigate and track the robot whereas our customers can only track the delivery but cannot navigate it to the delivery point. The customer can get regular updates though just as our Operations team

will and each customer can set the kind of updates, they would like to receive whether it's for every check point or it might be only when the food is delivered and is at their place.

F2: This feature is mostly to be used by the Operations team when there are some incurring issues with the robot. Issues might include failure to response from one or all of the sensors on the robot. Although our customers might not be able to use this feature, they can definitely control the in-built voice system by changing their language preference according to their needs from the front-end of the robot. The robot will have a tablet like screen attached to it and from there our customers can change the language preference to better suit their needs. This feature for our customer will come in extremely handy when we plan to expand into different countries.

F3: The emergency response feature is one of the most vital features needed for our product. On one hand, it helps our Operations team whenever there might be an issue when the situation might be out of their reach. Through this feature, they can easily get any help they would like from the Operations side. On the other hand, our customers will get a simple "Help" button displayed on the robot and they can hit this button at any time if there are any issues with the order that needs to be addressed.

How to use DoorBot:

For Customers:

1. Download the application from either IOS App Store, Google Play Store, or download it via Desktop
2. Enter your address
3. Browse through the available restaurants within your 2km radius range
4. Select a restaurant and browse its food menu
5. Select items and add it to your cart
6. Input your card details and wait for your order to process
7. Congrats!! The restaurant is preparing your order
8. Set up the kind of notification updates you would like to get
9. Check the live location of the robot
10. Enter the CVC number on your credit card to unlock the food carton
11. Please leave a review

For our Operations Team:

1. Enter your login credentials on DoorBot's landing page
2. Select "GMU" to get the most urgent support request
3. Click yes to take manual control of the robot
4. Select which robot you would like to take manual control of
5. Use the controlling functions to manually drive the robot
6. Use manual controlling to deliver the food
7. Pick up a new request

Product Availability:

For customers, the application will be available on various platforms such as IOS app store, google play store and etc. For our Operations team, the application will be pre-installed in their work laptops/desktops to save their time with the installment process.

Acquisition Channels:

1. **Social Media Marketing:**

   Social Media is a vital platform to showcase our product by having certain deals/promotions for our users to create awareness of our product. Through social media, we can have various promotions for example: if you post and tag a friend on Instagram, you might have a chance to win $50.00 worth of DoorBot credit.

2. **Restaurants:**

   This product requires the restaurants to come on-board in order for our customers to order any food items through our platform. In order to do this, we will have to market our robots at these restaurants for more engagement with both the restaurant owners as well as the regular/loyal customers of the restaurant.

3. **College Campus:**

   Since our target audience is College students, we can have events or workshops through DoorBot to showcase our product and get students to come up with innovative ideas to further enhance our product. Through college events, the word will get out there in between students of our product and we will soon see many students using DoorBot.

Pricing Strategy:

Currently, the cost for each last-mile delivery is $1.60 via human dashers which can be easily scaled down to $0.60 through robotic dashers. For our pricing strategy, if the order amount exceeds over $25 then the delivery charge will be waived but if the order amount is less than $25, our customers will have to pay delivery charges of $3.50 on their orders.

Partnerships:

- We should look into partnering with SpaceX to use their upmost engineering technology to better equip our robots
- Key partnerships with restaurants will be highly favorable for our company as well as the restaurants
- Offering sponsorship money to various student organization on campuses to raise awareness within the student community would help us significantly

ROI:

Cost:

Assuming we launch 43 robotic dashers:

- 20,000 (Manufacturing + Delivery) + 3,000 ($ maintenance per robot every 6 months)
- Application Development Cost = ($20,000) *4 months = $80,000
- Marketing Cost = 15,000 (Marketing expenses) per month
- Total Cost = $ 880,000

Impact

- 43 robotic dashers*4 deliveries per hour*8 hours a day* $3.50 per delivery*365 days
- First Year Revenue $1,506,720 (1.5M)
- ROI for first year is 71%