

# DoorDash

Pitch a Product Vision

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# Background

## Why Are We Here?

- Why Doordash
- Quick robotic delivery
- Enhanced delivery solution
- Innovative delivery solution attracting more customer

**Let robot deliver your meal !!**

# Business Case

# Initial Focus

## Where are we starting?

- Delivery Robots Market Projected to Reach Valuation of USD 971.3 Million by 2030
- Global robot delivery was valued \$3.53 in 2020, projected \$30.5 billion by 2030, calculating a CAGR of 24.5% from 2021 to 2030.
- Reduce operation cost
- Introduce innovative business solution that stands out from the competitors
- Reduce operation costs

**Source:**

<https://www.globenewswire.com/en/news-release/2022/05/19/2446711/0/en/Delivery-Robots-Market-Projected-to-Reach-Valuation-of-USD-971-3-Million-by-2030-Growing-at-a-31-3-CAGR-Report-by-Market-Research-Future-MRFR.html>

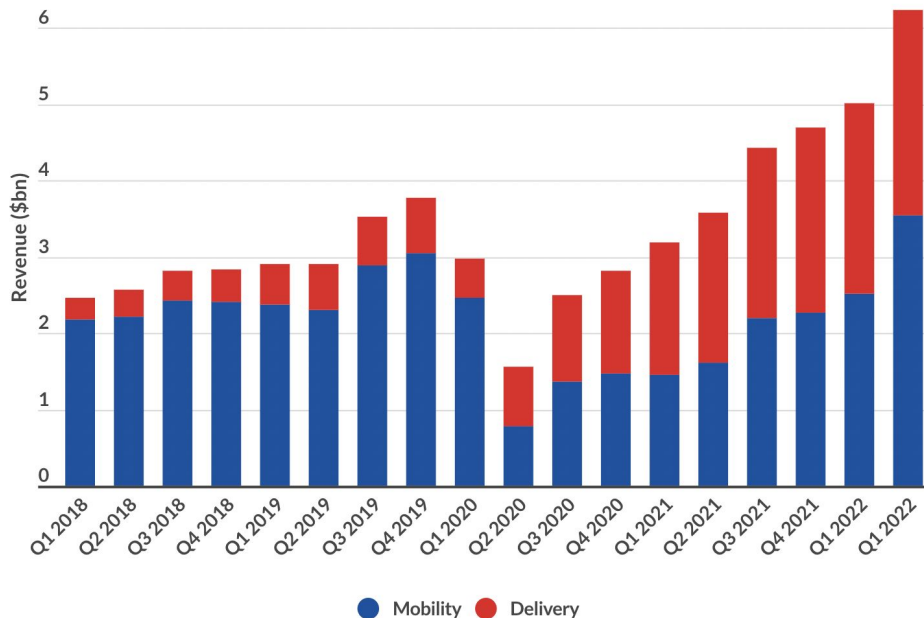
**Source:** <https://www.alliedmarketresearch.com/delivery-robot-market-A11721>

# Opportunity

## What's the problem?

- COVID-19 arised robot food delivery.
- UberEats Revenue 2022
- TAM =  $0.35 * 150M(\text{target audience}) * \$7 \text{ USD per user} = 409M$

Uber mobility and delivery segment revenue 2018 to 2022 (\$bn)

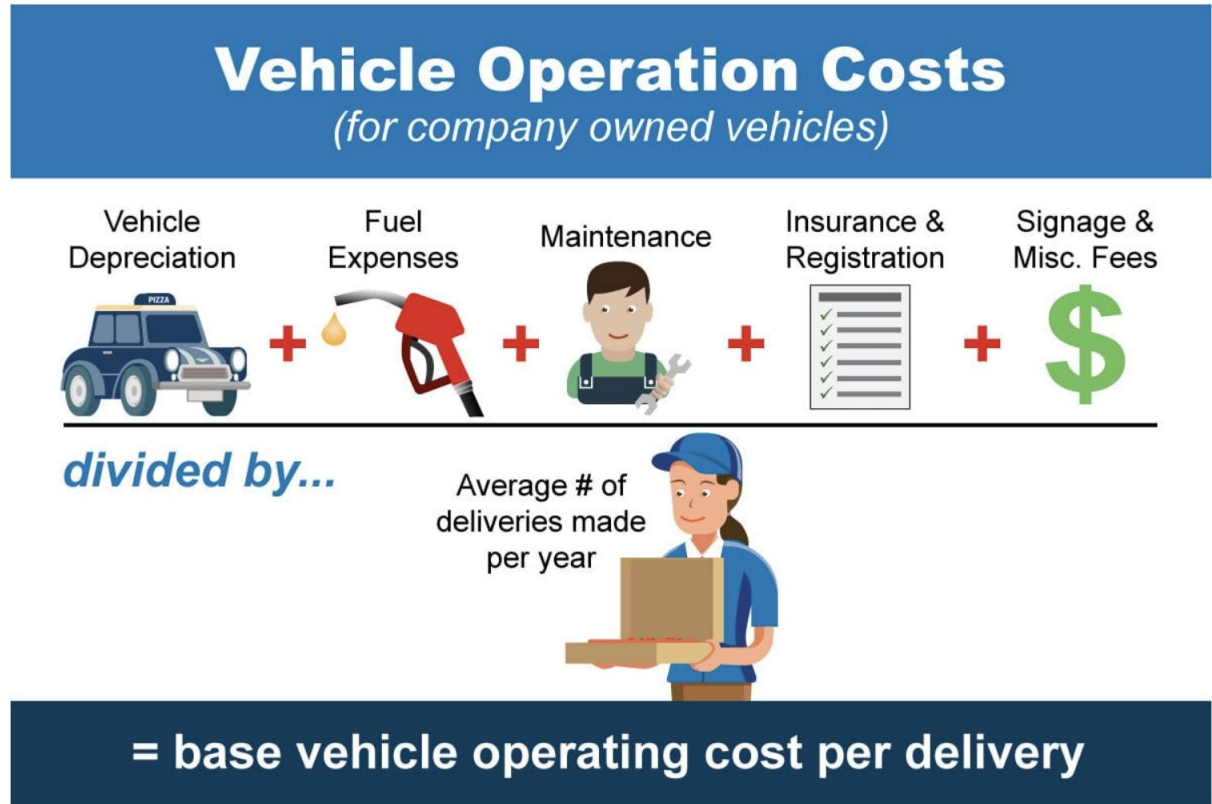


Source: <https://xtalks.com/how-covid-19-gave-rise-to-food-delivery-robots-2903/>

# Opportunity

## What's the problem?

- High vehicle operational cost of food delivery service
- More funding for robotics project
- Every household is a potential customer



Source: <https://www.speedlinesolutions.com/blog/costs-of-delivery>

# Opportunity

## What's the problem?

- Food Delivery in unconditional weather
- Job risk for delivery workers during extreme Rain
- Accidental risk for delivery works during extreme rain



Source: <https://www.speedlinesolutions.com/blog/costs-of-delivery>

# Proposal

## What's Our Solution?

- Replacing humans with robots
- Robotic delivery for nearby locations
- Real-time location visibility for the restaurant management team
- Reporting mechanism for deliveries





# Return On Investment

What can we do?

## **Costs:**

- Robot Development
- Development and maintenance of hardware and software for robots in house
- Development and maintenance of the tracking app
- Development of map data with side walks details
- Maintenance + Support
- Marketing

# Return On Investment

What can we do?

## Costs:

- Manufacturing cost of per Bot = \$5,000
- Maintenance per bot every 6 months = \$1,000
- Application Development Cost = \$20,000
- Marketing Cost per month = \$5,000
- Total Cost = \$490,000

## ROI

- 50 robots \* 8 deliveries per hour \* 8 hours a day \* \$5 per delivery \* 365 days
- First Year Revenue \$5,840,000 (58.4M)
- ROI - Amount Gained / Amount Spent x 100%
- ROI =  $5,840,000 / 490,000 \times 100\% = 12\%$

# Return On Investment

What can we do?

## Infrastructure cost in USD

Drone Development	\$ 8 Million
Software Development	\$ 3 Million
Maintenance + Support	\$ 2 Million
Training Tutorial/User Manuals	\$ 1 Million

# Return On Investment

What can we do?

## Human Resource & Marketing cost in USD

Training the staff	\$ 2 Million
New hiring	\$ 5 Million
Promotions	\$ 2 Million
Campaign	\$ 1 Million
Social Media Marketing/Campaigns	\$ 1 Million

# Measurement

How will we know if we're successful?

- Average cost per delivery
- Average cost of maintenance
- Average delivery time
- Increase in ROI by 20%
- Increase in delivery orders by 20%

# Competitors

# Uber Eats

- Uber Eats is an online ordering and food delivery present in more than 30 countries around the world.
- Drone deliveries are yet to be matured enough for safe delivery of goods and products



Source: <https://www.hubrise.com/apps/uber-eats/>

Source: <https://techcrunch.com/2019/10/28/heres-what-the-uber-eats-delivery-drone-looks-like/>

# Postmates

- Postmates is an on-demand food and goods delivery platform that provides delivery and pickup services.
- Postmates serve navigating sidewalks to deliver your favorite anything, on-demand.



Source: <https://techcrunch.com/2019/06/12/zomato-and-zee-dronezzz/>



# Our Advantages

Why are we better?

- On-time deliveries
- Reduced pricing then the competitors
- Nationwide delivery in all areas of USA

# Roadmap and Vision

# Roadmap Pillars

Where do we go from here?

	Q1	Q2	Q3	Q4
<b>Software Development</b>	Map Development/ Real Time location visibility	Optimized route calculations	SMS service for restaurant & customers	Object detection/ UI improvements/ bug fixes
<b>Hardware Development</b>	Bot development	Sensor & camera development	Integration with mobile app	End to end integration testing and test drivers
<b>Healthy relationship between humans &amp; bots</b>	Comparison Reporting	Performance Reporting	Voice messaging Bots & Humans	UI improvements/ bug fixes

# Software Development

- App development (integration maps and real time location visibility)
- Navigation software update – routing and rerouting calculations for bot movement
- SMS service integration for customers & restaurant managers
- Object Detection (Sensor and camera fetching development)
- Security software for robots – alarms, theft etc.

# Hardware Development

- Bot Development
- Sensor & camera development
- Integration bot with app developed
- End to end integration testing
  - Simulation of theft scenarios

# Relationship development human & bots

- Advanced analytics (Comparison, Performance Reporting)
- Voice Messaging between human & bots

# Where do we go from here?

## Widening the scope

- Rebuild delivery management system
- Automated delivery system by adapting new technology