



DOORDASH

**We Enable Every
Restaurant To Deliver**





MONEY MAGNET'S



MEET OUR TEAM



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Doordash Product Roadmap

	Major Events	Features	Revenue
2013-14	Started food delivery in Palo Alto, California,	At the outset, the platform concentrated on delivering restaurant food services.	Revenue not public
2015-16	No acquisition The company focused on broadening its presence in additional cities across the U.S., while also bolstering its network of restaurant partners.	DoorDash introduced its inaugural food delivery service in the San Francisco Bay Area, alongside the rollout of mobile applications for both iOS and Android platforms. Furthermore, the company implemented improvements to the user interface and streamlined the ordering process.	The estimated yearly earnings for DoorDash during the fiscal year 2013-2014 fell within the bracket of \$100 million to \$200 million.
2015-16	Enhancing collaborations with both national and local restaurant chains, DoorDash achieved a milestone of 1 million deliveries. Additionally, it commenced partnerships with prominent chains such as Wendy's and Taco Bell.	DoorDash introduced "DoorDash Drive," enabling businesses to utilize the DoorDash platform for their own deliveries. This implementation was accompanied by enhancements to user experience and order tracking features.	In 2018, DoorDash's estimated annual revenue exceeded \$1 billion.



	Major Events	Features	Revenue
<div>2019-20</div>	<ul style="list-style-type: none"> • August 2019: DoorDash acquires Caviar for \$410 million • Expansion into new markets and international territories • December 9th, 2019: DoorDash goes public, trading on the NYSE 	<ul style="list-style-type: none"> • DoorDash expands into grocery delivery and offers convenience store items. • Introduction of enhanced delivery tracking and contactless delivery options. • DoorDash introduces "DashMart" for a wide variety of goods and alcohol delivery services. 	<p>DoorDash's revenue rose from \$2.4 billion in 2019 to \$3.5 billion in 2020 amid increased COVID-19 demand.</p>
<div>2021-22</div>	<p>DoorDash acquires</p> <ul style="list-style-type: none"> • Wolt, a Finnish-based food delivery technology company, for \$8.1 billion • Chowbotics, the creator of the robot vending machine "Sally" <ul style="list-style-type: none"> • Bbot, a food tech startup specializing in contactless ordering and payment platforms 	<ul style="list-style-type: none"> • DoorDash diversifies into pet supplies and health/wellness products. • Introduces subscription services and loyalty programs. • Implements advanced AI and data analytics for optimized delivery routes. 	<ul style="list-style-type: none"> • DoorDash secures \$250 million in funding, reinforcing its status as a leading food delivery startup. • The company achieves estimated annual revenue exceeding \$5 billion in 2021, showcasing remarkable growth and success in the market.
<div>2023-Beyond</div>	<ul style="list-style-type: none"> • Chowbotics, the innovator behind the robot vending machine "Sally," is acquired by DoorDash. • DoorDash acquires Bbot, a startup in food technology that specializes in contactless ordering and payment platforms. 	<ul style="list-style-type: none"> • Launches app updates with features like Universal search, Browse tab, Grocery tab, Retail tab, and Multiple carts. • Develops AI-powered voice ordering technology for streamlined orders. 	<p>Revenue projections for 2023 and beyond depend on market conditions, competition, and DoorDash's strategic initiatives.</p>



INNOVATION

DIGITAL DISRUPTIONS

Ordering and delivery streamlined through digitalization for improved efficiency.

MARKET PLACE MODEL

Online marketplace that links customers with restaurants.

REAL-TIME TRACKING

Real Time Order Tracking for transparency

DATA DRIVEN LOGISTICS

Optimized routes and delivery management

SUBSCRIPTION SERVICES

Dashpass for customer loyalty

VOICE ORDERING SOLUTION

DoorDash introduced AI and agent-powered voice ordering capabilities

DRONE DELIVERY

DoorDash and Wing have developed the capability to make drone delivery available via the DoorDash app in Australia



Disruptive Innovation

Market Transformation :

DoorDash disrupted the food delivery industry by bridging the gap between restaurants and customers.

Expansion and Partnerships:

DoorDash's acquisitions (e.g. Caviar) and partnerships (e.g. Sam's Club, Walgreens) demonstrate its commitment to expanding its services

Alcohol Delivery:

DoorDash provides unparalleled convenience for customers who wish to enjoy alcoholic beverages without leaving their homes.



Reshaping Consumer Behavior:

DoorDash's innovative platform has reshaped consumer behavior by providing a seamless and user-friendly experience for ordering food from a wide range of restaurants.



Golf Galaxy Integration:

DoorDash broadens its market reach, capturing the attention of both avid golfers and casual players seeking quick access to equipment



VALUE CREATION

CUSTOMERS



- Convenience
- Wide Selection
- Scheduled Delivery
- Real-Time Tracking
- Personalized Recommendation

PARTNERS



- Extended Customer Base
- Advertising
- Delivery Support
- Customer Feedback
- Data and Analytics

EMPLOYEES



- Flexible Work Schedule
- Earnings and Incentives
- Learning Resources
- Growing Career
- Healthcare Benefits

INVESTORS



- IPO Launch
- Future Acquisitions
- Market Leadership
- Financial Performance
- Technology Innovation



STICKINESS

DashPass

Competitive
Pricing

Rewards

User
Interface

DoubleDash

Customer
Service

Group Order



MARKET TYPE

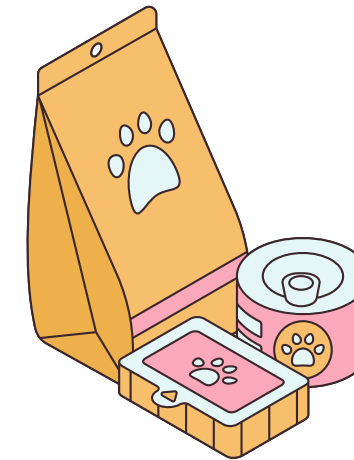
EXISTING MARKET

- Food Delivery
- Restaurant Partnerships
- Local Delivery Services
- Adapting to various culture preferences



EXPONENTIAL MARKET

- Grocery Delivery
- Alcohol Delivery
- Innovation and Logistic Network



ADJACENT MARKET

- Pharmacy
- Pet Supplies
- Fitness and sports
- Beauty and Personal care
- Home and Garden Delivery





MARKET STRATEGY



- **Marketing and Branding**
- **Pricing and Promotions**
- **Restaurant Partnerships**
- **Adaptability**
- **Strategic Acquisitions**
- **Driver Incentives**
- **Expansion and Diversification**
- **Grocery Partnerships**



ADVERTISING STRATEGY

Customer Segmentation



ADVERTISING STRATEGY



Referral Programs



Refer a friend, earn rewards!

You will **each earn a \$50 bonus** when they complete their 10th delivery in Adak by 5/3/23.

Terms apply.



ADVERTISING STRATEGY

Targeted Advertising

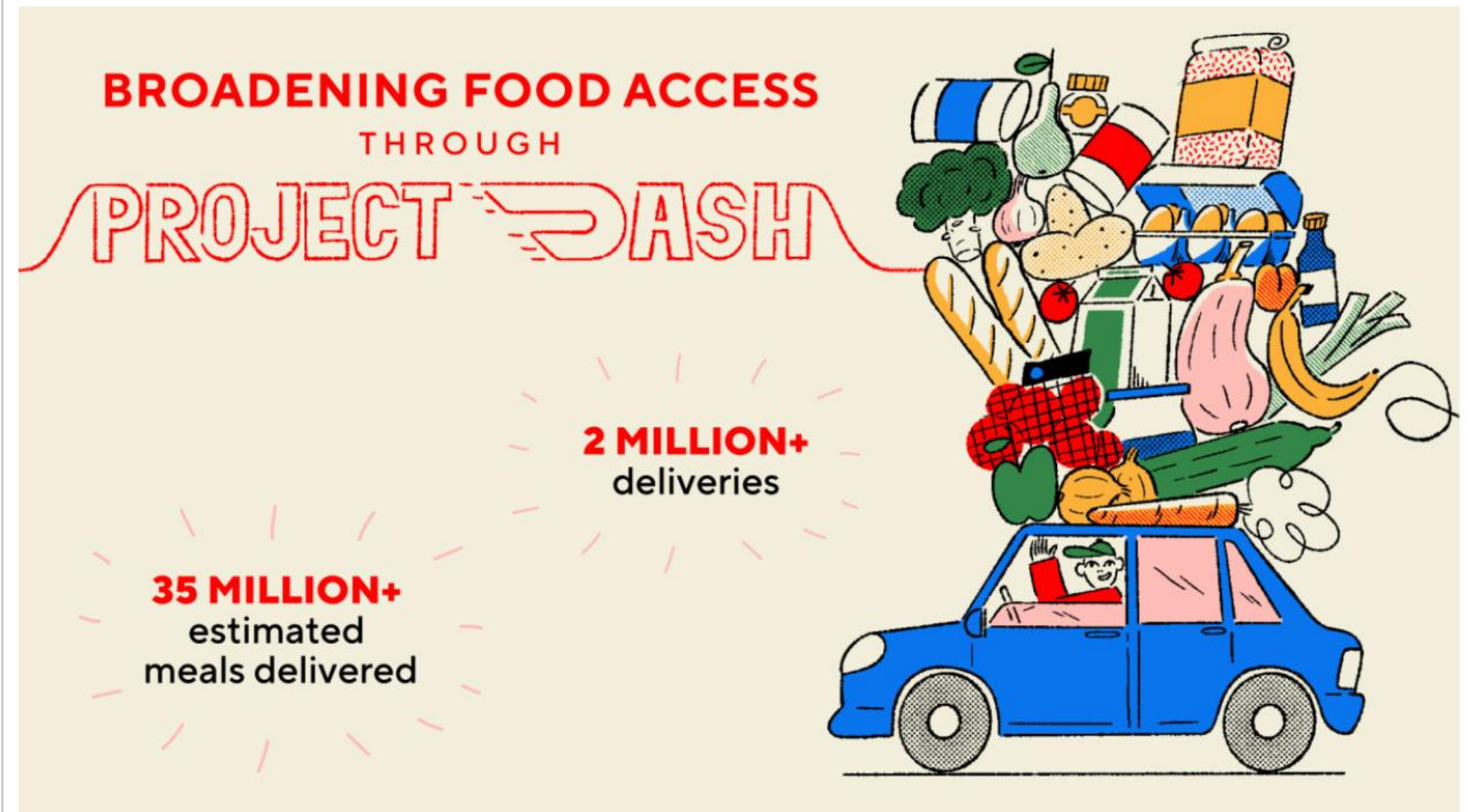


Every Flavor Welcome, DoorDash Campaign



ADVERTISING STRATEGY

Sustainability Initiatives



Impact of Project DASH



FINANCIALS

Revenue
\$8.150B

Growth
31.17%

EBITDA
Profit
\$363
million

Employees
16,800

BY DECEMBER 2023



REVENUE

Revenue (ttm)

\$8.64B

Revenue Growth

+31.17%

P/S Ratio

5.35

Revenue / Employee

\$513,988

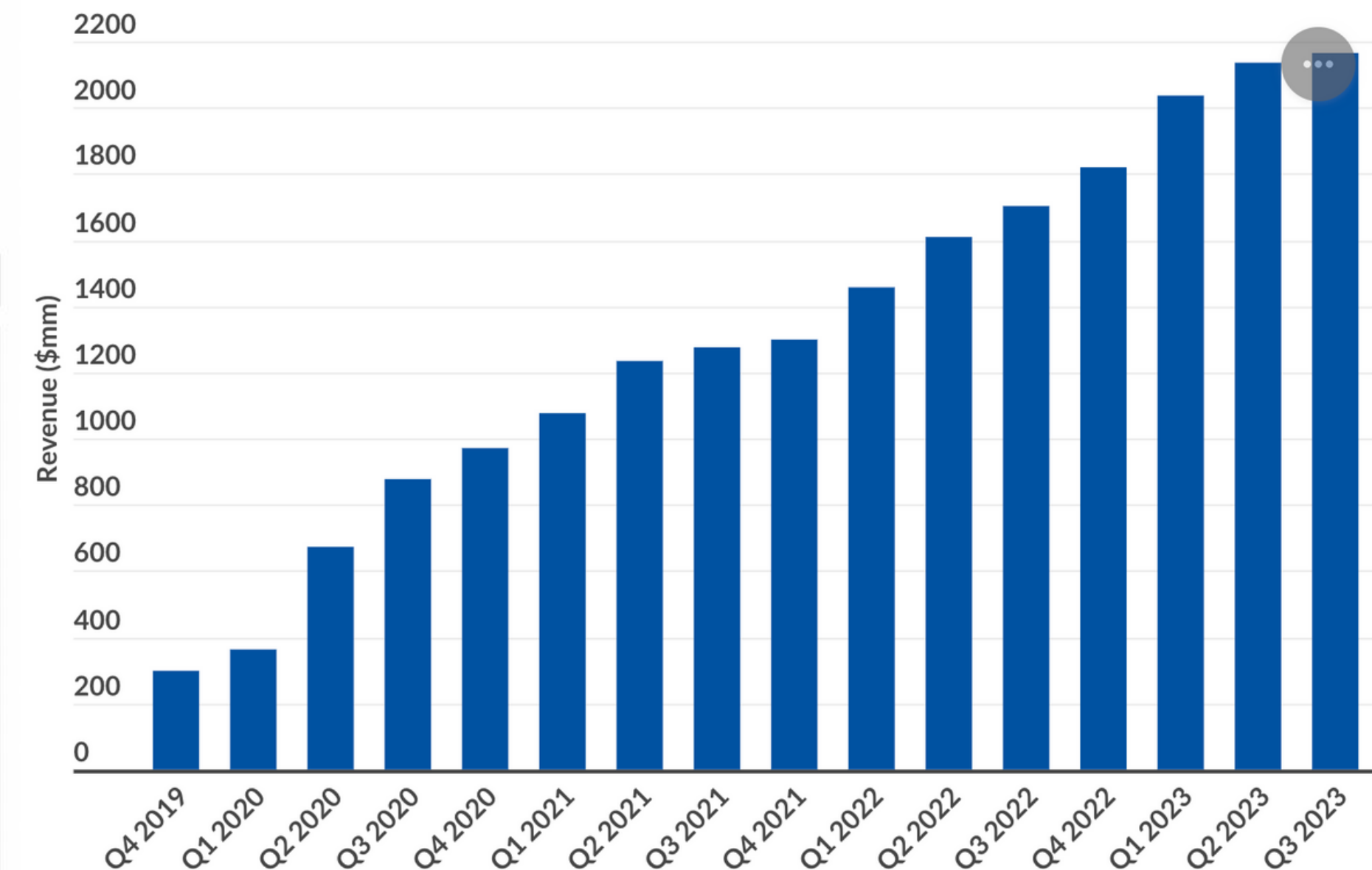
Employees

16,800

Market Cap

46.20B USD

DoorDash quarterly revenue 2019 to 2022 (\$mm)



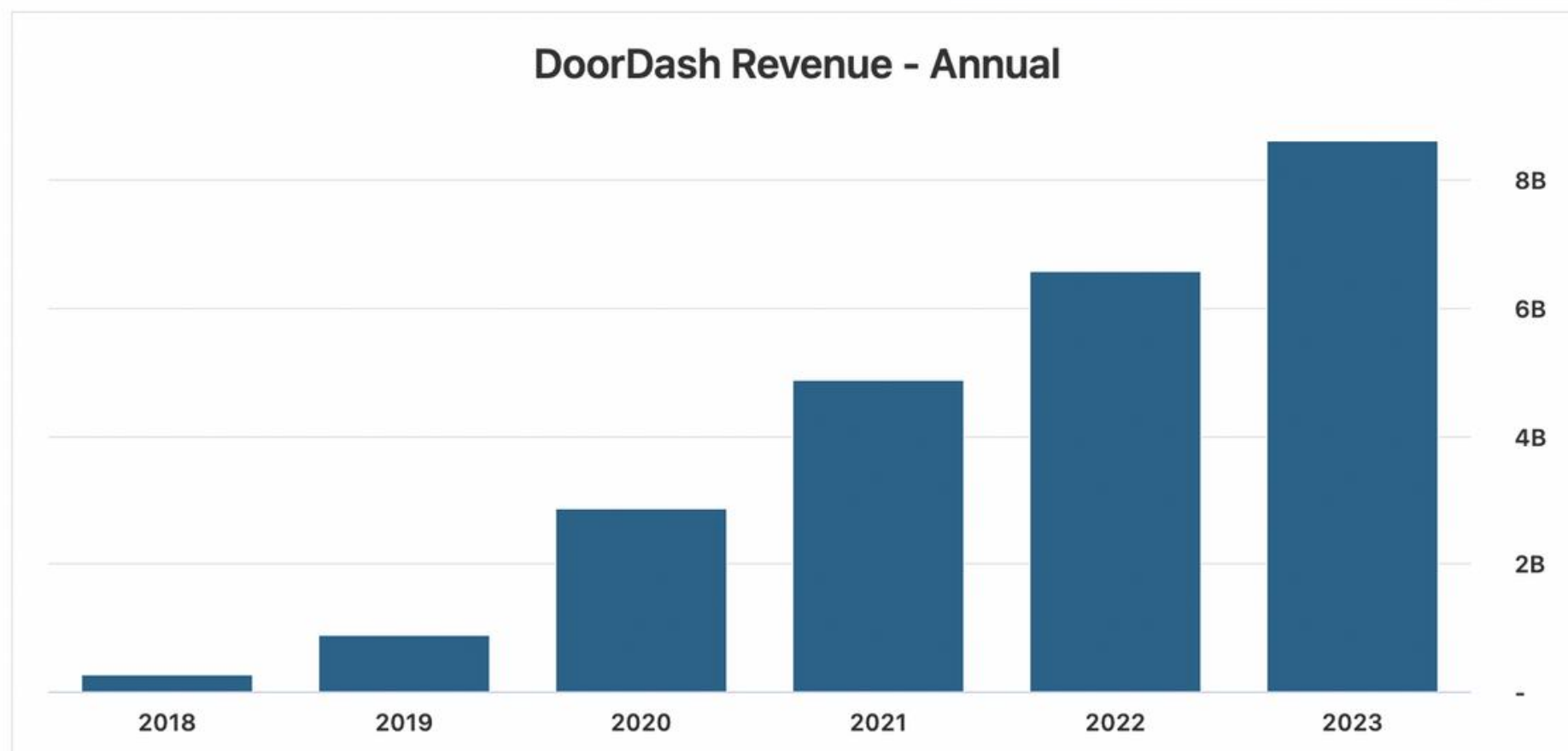
Source: Company data

[DOWNLOAD CHART](#)

Revenue Chart

Annual Quarterly Trailing

DoorDash Revenue - Annual





2015-Present

BUSINESS

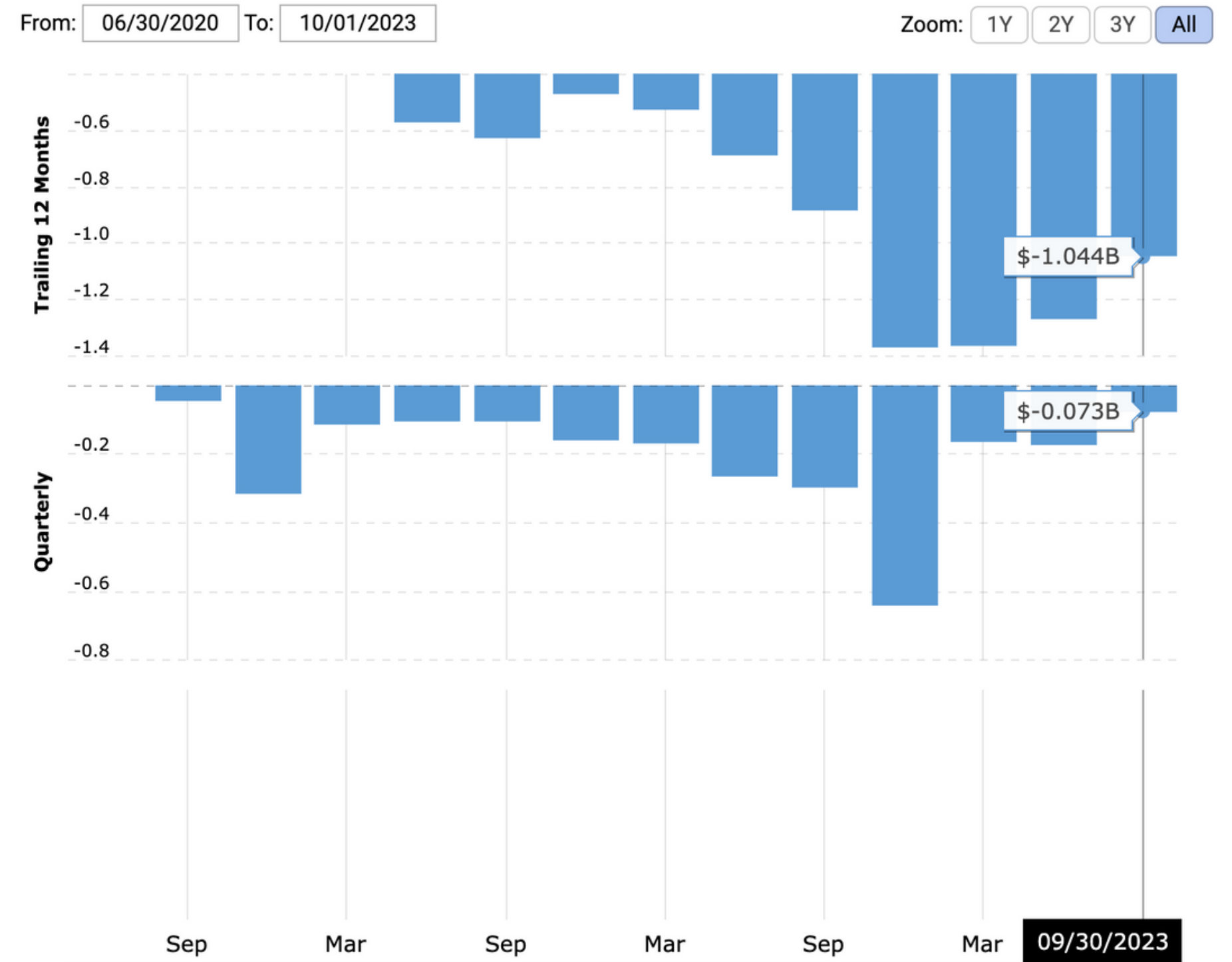
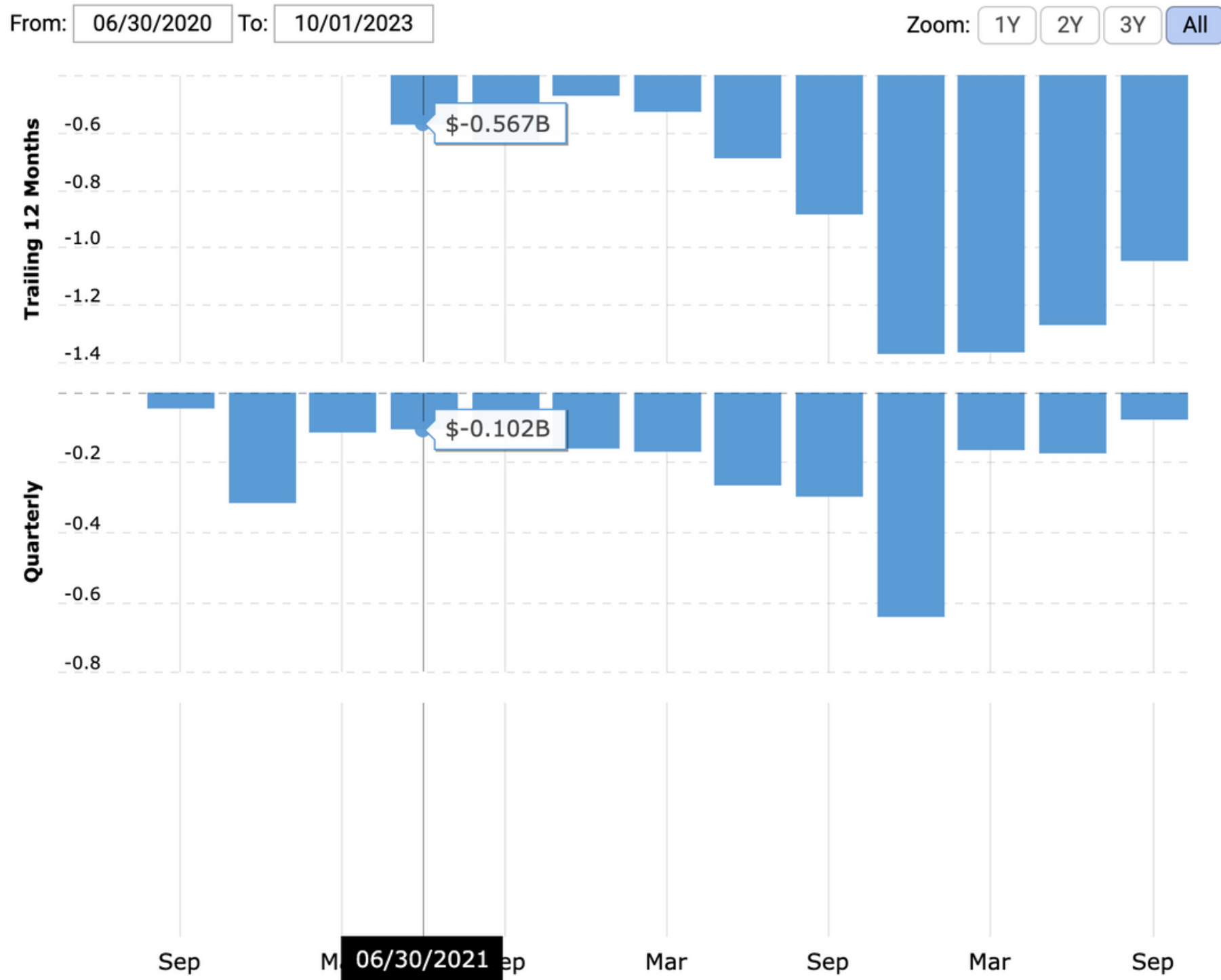
DoorDash hit with \$1B lawsuit for allegedly charging iPhone users more than Android users

By [Shannon Thaler](#)

May 24, 2023 | 11:42am

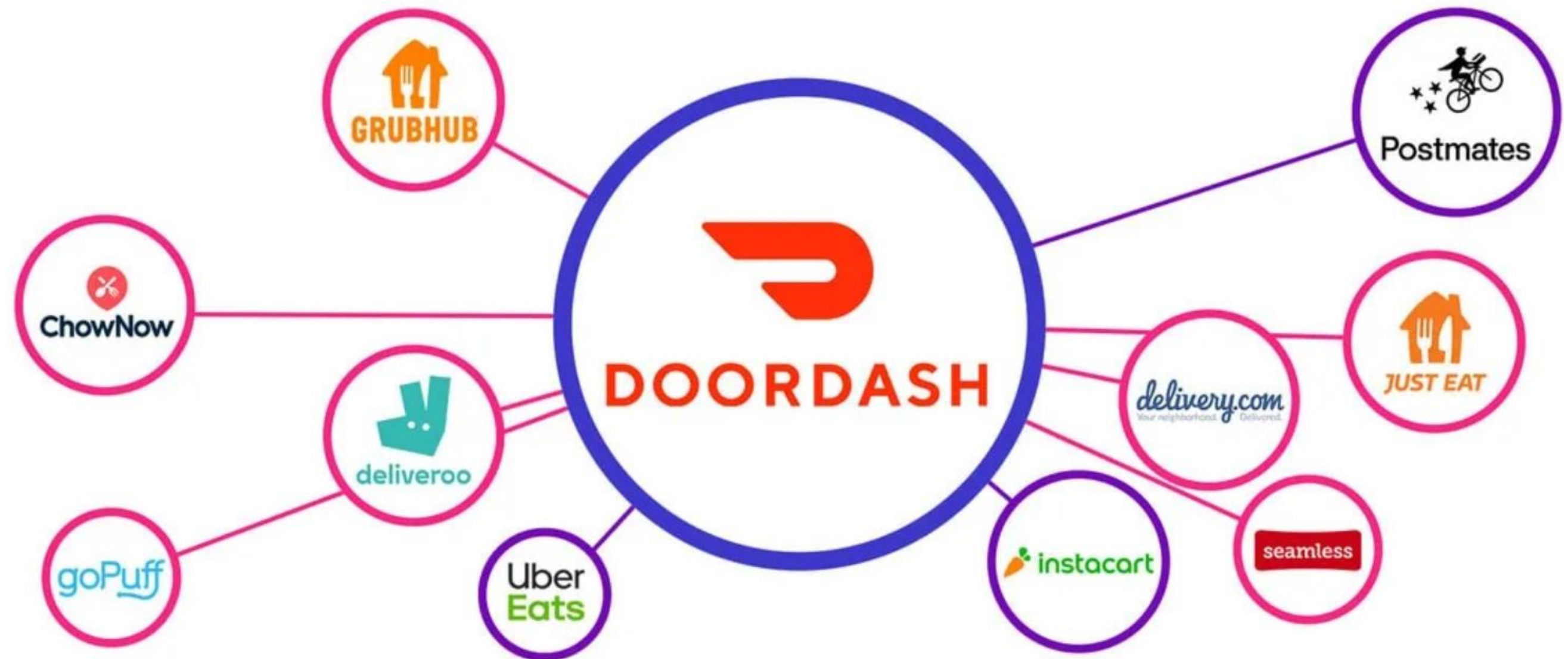


NET INCOME

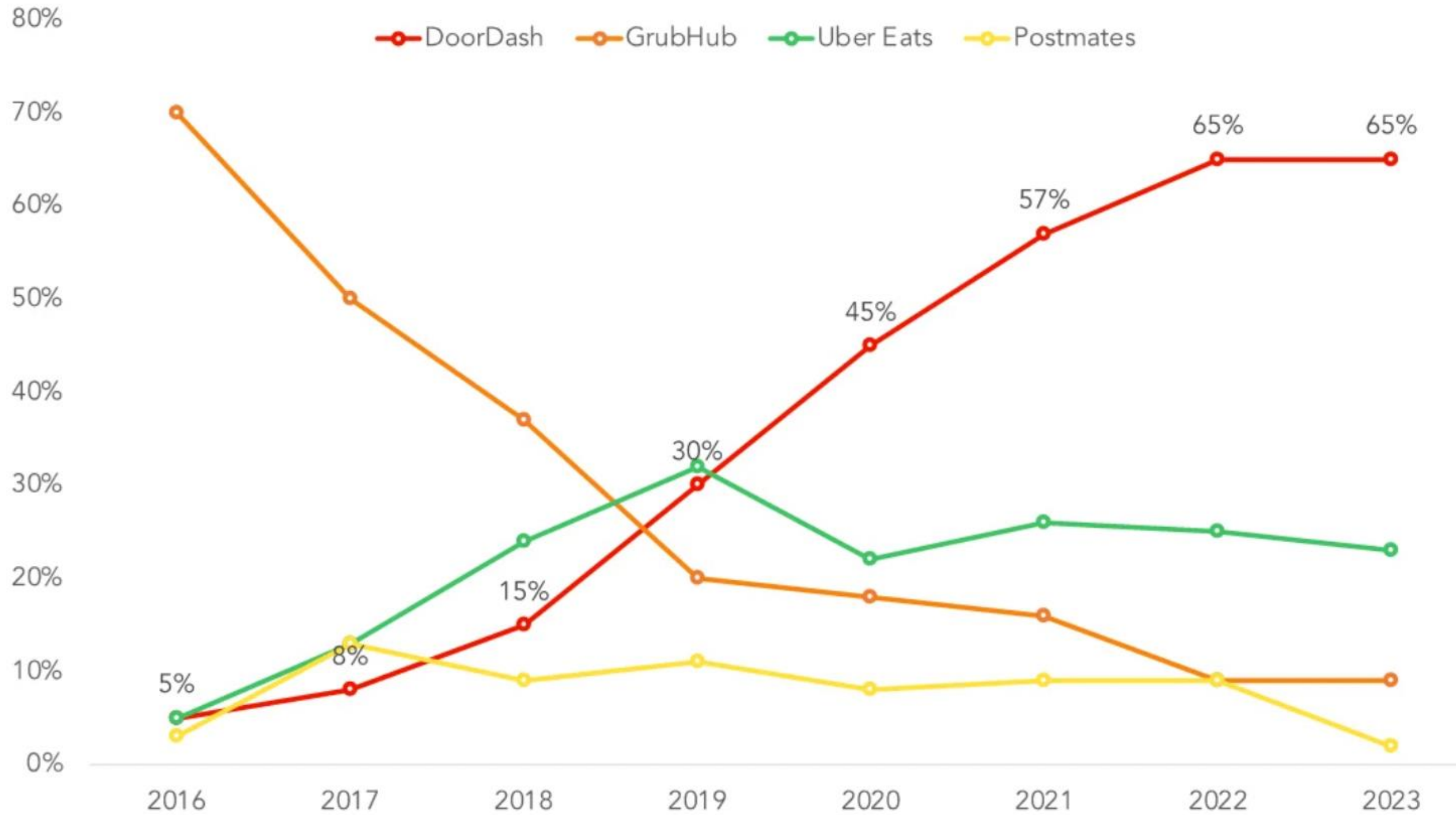


Source: Macrotrends

COMPETITORS



Market Share of Online Food Delivery Service Providers in the U.S., 2016 to March 2023, percentages



Source: [Business of Apps](#) and [Bloomberg Second Measure](#)





A SWOT analysis diagram for DoorDash. It features a dark blue header bar with four white circles containing the letters S, W, O, and T. Below each circle is a white box with a blue border. The 'S' box lists strengths, the 'W' box lists weaknesses, the 'O' box lists opportunities, and the 'T' box lists threats. The entire diagram is set against a light blue background.

S

Strengths

- Market leader with 59% US market share.
- Large customer base (over 20 million).
- User-friendly platform.
- Extensive network of drivers and strong restaurant partnerships.
- Membership program (DashPass) enhances customer loyalty.

W

Weaknesses

- Continued losses despite market dominance.
- Limited global expansion.
- Increasing delivery costs may deter customers.
- DoorDash has faced legal challenges which highlight potential vulnerabilities.
- Intense competition and risk of customer churn.

O

Opportunities

- Expansion into new business segments like DashMarts.
- Monitoring customer reviews and complaints.
- Mergers and acquisitions to reduce competition.
- Monetization opportunities through premium services.
- Expand aggressively into emerging international markets.

T

Threats

- Rising costs, including fuel prices.
- Complex regulatory environment.
- Intense competition and price wars in the industry.
- Keep pace with technological disruptions from competitors.
- Mitigate risks of supply chain disruptions.

Critical Appreciation

FUTURE ASPECTS

NEW PARTNERSHIPS

- **Ahold Delhaize USA - Leading omnichannel grocery retail group.**
- **Camping World - the world's largest retailer of RVs and related products and services.**
- **JD Sports and Finish Line - the leading global sports fashion retailer.**
- **The Vitamin Shoppe - the leading destination for health and wellness solutions.**



Thank you



doordash.com

