



Zelion Limited

We do it the green way!

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Siliguri

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Overview

The main aim of this project will be to provide eco-friendly two-wheeler solutions in the carrier service sector that make use of petrol powered two-wheelers to serve their end consumers. Moreover, this will also give a boost to India's currently declining electric two-wheeler market by creating more jobs in that sector. Furthermore, it will help in providing more jobs to people. The plan for the same has been explained in detail in this proposal.

Goals

1. Shifting from petrol-based two-wheelers used for intra-city food deliveries to electric two-wheelers.
2. Opening the area for jobs as valets and delivery executives for those who do not have a vehicle to start off in this line of work.
3. Developing a work culture in India similar to that in the first world countries.
4. Complying with and helping in accomplishing various UN SDG(s) and the INDC as under the UNFCCC.
5. Creating more jobs in the Electric Vehicle market in India and increasing the number of jobs in the Service Sector of the country.
6. Promoting the concept of Renting Electric Vehicles instead of buying them (Car Club Concept)
7. Replacing Fossil Fuel/CNG based vehicles used by Taxi, (Passenger/Cargo) inter and intra-city transport with electric four-wheelers in the long run.
8. Promoting the use of renewable sources of energy to produce electricity (Example: Hydel-power projects, Solar energy)
9. Conserving the environment for future generations to come.

About the company

The basic idea of this model, is to replace petrol-powered two-wheelers with electricity-powered two-wheelers primarily in the delivery sector. We plan to implement this plan in various stages starting in tier 3 and tier 2 cities, further expanding into tier 1 cities in the future. What we basically plan to do is provide electric scooters to people who will be working with us to deliver orders. This will make sure that a clean source of energy is used and at the same time costs are also reduced. Moreover, it will mark the beginning of a completely different structure for the market that we plan to target.

The Idea

A company with a sustainable development purpose is the need of the era. Along with Socio-Economic Developments, conservation of the environment is essential as well. With these thoughts, we've come forward with the idea of Zelion.

The name was derived from the names of three Greek Gods, i.e., Zeus, The God of Thunder, Helios, The God of Sun and Poseidon, The God of Water respectively, bringing out the idea of shifting to natural renewable sources of energy, primarily electricity in our day to day lives. The conceptual idea of the company is to provide an opportunity to various Food & Cargo Delivery companies and ride hailing services (in the long run) to shift from Petrol/Diesel/CNG vehicles to Electric vehicles for delivering their products in and around the city.

The working idea is to get into the food and cargo delivery sector wherein we will provide electric vehicles to our delivery executives or drivers during their working hours which would work on a self pickup-drop basis at zero cost to promote the shift from the use of fossil fuels to a renewable source.

This concept would be beneficial to numerous people in many different ways. Along with basic socio-economic developments such as job creation in different aspects, we would also be complying with and helping achieve various Sustainable Development Goals of the United Nations like SDG 7,8,9,11,13, based on climate action and affordable and clean energy while also achieving economic growth.

The services that we provide would be beneficial to both the company and the delivery executives associated with us. We'd be creating more jobs in this sector by providing electric vehicles to those who want to work in this field but do not have a vehicle to do so as well. This would bring in more people to work as delivery executives, and at the same time it will also eliminate the risk and hassle of loaning out money from a bank or a money lender in order to buy a vehicle. Bringing out a new model, we'll also be creating more employment opportunities in the service sector as well. The increase in the number of delivery executives would also increase efficiency, and thus reduce Intra City delivery time as well. The best part is, by making use of electric vehicles we'll be doing all of this while also helping accomplish UN SDGs 7,8,9,11 and 13, and the goals of the INDC under the UNFCCC, thus simultaneously conserving nature while accomplishing a certain economic growth.

We all know that switching to alternative fuels is the need of the hour. Keeping this idea in mind, we have come up with a plan using which we plan to resolve the issue of climate change along with problems like unemployment due to lack of resources, climate change, etc. Our business model is a little different from most of our competitors. Not only do we plan to hire delivery executives on a part-time basis but also as permanent employees.

Which Sustainable Development Goals of the United Nations do we plan to achieve?

By implementing our model, we plan to achieve Sustainable Development Goals (hereinafter referred to as SDGs) 7, 8, 9, 11, 13, etc.

- SDG 7 talks about Affordable and Clean energy
- SDG 8 talks about decent work and economic growth
- SDG 9 talks about Industry, Innovation and Infrastructure
- SDG 11 talks about Sustainable communities
- SDG 13 talks about Climate Action

We plan to design our business model in such a manner that it allows us to efficiently achieve all these SDGs and at the same time make sure that the business remains profitable.

Current food delivery companies/startups in Sikkim

Currently, there are two companies which deliver food and groceries in Sikkim, namely, Mitho and Hungerbay. Mitho is functional in and around Gangtok and Hungerbay is functional in Majitar and the areas near it. We plan to acquire these companies as they already have a customer base which we could use to spread awareness about our company. The main idea behind starting this company is to do things in an eco-friendly manner and what best way to start doing this than making a change in the local community? Moreover, Sikkim is known for its policies which promote the conservation of the environment due to which it has earned the status of Organic State, hence we felt that Sikkim would be just the right place for us to start turning this idea into reality.

We do not plan to acquire these companies at once, instead, we will acquire these companies in different stages and in such a way that it turns out to be profitable for us in the long run.

How do we plan to “Do it the green-way”?

We will realize our idea in a manner by which we will achieve the goals that we've set hence becoming a Sustainable business, or green business. A sustainable business is an enterprise that has a minimal negative impact on the global or local environment, community, society, or economy—a business that strives to meet the triple bottom line. Often, sustainable businesses have progressive environmental and human rights policies. In general, business is described as green if it matches the following four criteria:

- It incorporates principles of sustainability into each of its business decisions.
- It supplies environmentally friendly products or services that replace the demand for non-green products and/or services.
- It is greener than traditional competition.
- It has made an enduring commitment to environmental principles in its business operations.

We also plan to participate in environmentally friendly or green activities to ensure that all processes that we use adequately address current environmental concerns while maintaining a profit. In other words, we plan to make it a business that “meets the needs of the present world without compromising the ability of future generations to meet their own needs.” It will be a process of assessing how to design services and methods that will take advantage of the current environmental situation and how well they perform with renewable resources. Sustainability is a three-legged stool of people, planet, and profit. Sustainable businesses with the supply chain try to balance all three through the triple-bottom-line concept—using sustainable development and sustainable distribution to affect the environment, business growth, and society.

Everyone affects the sustainability of the marketplace and the planet in some way. Sustainable development within our business can and will create value for customers, investors, and the environment. We will work in such a way that our idea will meet customer needs while, at the same time, treating the environment well. To succeed in such an approach, where stakeholder balancing and joint solutions are key, we will require a structural approach. One philosophy, that includes many different tools and methods, will be the concept of our Sustainable Enterprise’s Excellence.

Working Model and Implementation

Our daily active hours will be from 7 am to 9 pm, however, this is subject to change according to, but not limited to, the location, the government regulations and the weather. This 14 hours time slot will be divided into two shifts, each of 7 hours. Every shift will have a different set of employees working in order to maintain health and safety standards.

Let us suppose that Raj works with us as a delivery executive. Each day Raj will come to our warehouse/parking lot and he will take a two-wheeler. He will then go out and start delivering the orders. He has to work for 7hrs a day, 7 days a week for which he will have to sign an MoU stating that he is okay with working 49 hours a week. Moving on, he has to come back to our warehouse/parking lot at the end of his shift and leave the vehicle behind for charging, maintenance and cleaning. He also has to be present for the various health checks that we will be performing very frequently in order to maintain the highest levels of health and hygiene.

We plan to use electric bikes with advanced GPS and high end app management technologies along with a good range and enough torque to tackle the higher than the normal gradient of the roads of Sikkim. Moreover, we plan to equip our warehouses/parking lots with solar power generators which will enable us to harness as much energy as possible. For the days when the sun’s rays aren’t enough to meet our requirement of electricity, we will use hydroelectricity. These plans will ensure that all the sources of energy that we use is clean. Moving on, the allotment of two-wheelers will be random and we will use an application for the same.

The warehouse will be the parking facility where we will keep all the two-wheelers. We plan to make it a state of the art facility which will be equipped with charging, servicing and disinfecting stations, all of which will be functional at all times in order to ensure the safety of everyone and to make sure that all the scooters are in the best of shape, ensuring optimum output.

Furthermore, the warehouses will have an eco-friendly design in order to make it work in sync with the environment. All scooters will have a QR code which will help in facilitating the process of assigning a scooter to a delivery executive at the start of his/her shift.

Through this idea, what we basically plan to suggest is that the existing paradigm ought to be more flexible, particularly if the sustainable mobility agenda is to become a reality. Now, the main challenge will arise due to the transition from petrol-powered vehicles to electricity-powered vehicles. We have a few government policies which support our cause but the general public lacks awareness about this particular issue and we are highly intent on bringing the change.

Electric two-wheelers can play an important role in sustainable urban mobility systems and addressing climate change. However, two-wheelers, including electric, suffer from a bad reputation and a lack of attention from policymakers in many countries because e-bikes and electric scooters are still in an early stage of development.

Yet, there is a large potential: electric two-wheelers can, on the one hand, address negative impacts of fossil-fuelled motorcycles and cars on air quality, climate and noise while on the other hand extend the distance range of bicycles, by reducing the physical effort needed, which is especially attractive in hilly and tropical environments. In general, compared to other modes, electric two-wheelers score high on key criteria for sustainable mobility in terms of accessibility (flexibility, reliability, and speed), road space use, equity and environmental externalities, although road safety remains a concern.

We also intend to propose a range of policy measures—regulatory, planning, economic and communicative instruments—that can be used to promote the purchase and use of electric two-wheelers. These include for example implementing low-emission zones, phasing out of conventional motorcycles, urban planning to increase attractive and safety of two-wheelers and conducting behaviour change programmes that cover both incentives and information for individual users or motorcycle taxi fleets.

Compared to conventional motorcycles, electric two-wheelers emit substantially less CO₂ emissions per km (on a life cycle basis), even when powered by coal-based electricity. Indeed, over 80% of the 29 million tonnes of CO₂ savings in 2017 by all types of electric vehicles globally are due to e-bikes. E-bikes are identified as the option with the second-largest CO₂ abatement potential in the transport sector. Deploying a fleet of 13.6 million electric motorcycles to replace an equivalent fleet of conventional petrol-powered motorcycles between 2015 and 2030 could reduce two-wheeler life cycle CO₂-eq emissions by approximately 42–46%. Globally, it is estimated that in 2050, 22% of urban passenger travel can be by electric bikes, compared to 6% in the base case. **This results in 300 Metric tonnes CO₂ reductions in 2050 and USD 1 trillion in savings from vehicle purchase and operation and construction and maintenance of infrastructure.**

Please note that this model is highly suggestive and will be subject to change in order to make sure that all the services function smoothly.

Estimated Time Needed and Cost Involved

Since this is a very huge project and it involves a lot of time and effort and resources, we estimate a requirement of at least 12 to 18 months of time to set up the infrastructure and make sure that we are ready to go. But before that we will also need time to pitch our ideas to venture capital firms and potential investors in order to raise the adequate amount of funds so that we obtain enough runway to get us through the “setting up the infrastructure phase.” After doing a rough estimation of the cost involved in starting our services in different cities and towns, we have come up with the following:

Cost involved in starting our services in a Tier 1 city: Rupees 15 million

Cost involved in starting our services in a Tier 2 city: Rupees 1 million

The mentioned cost includes our major expenses, i.e., taking a property on lease which will act as our parking lot and setting up that property in a manner in which it will act as a charging station for our electronic vehicles and also as a parking parking lot and a maintenance center. These calculations have been done by roughly assuming our requirements and then taking the costs involved in fulfilling those requirements by taking the current market value of the different items and services. Thus, the amounts stated above are subject to change as per the market value of each requirement and service at the time when we use the same. Moreover, there might be some extra costs involved but we plan to take as many effective cost cutting policies as we can without hampering our final product.

Value Proposition

“Why would people come to you, when there are already big players in the market?” and “What makes you unique or different for that matter?” are just some of the questions which any investor/authority would ask while listening to the pitch of the idea. These questions are quite valid because any person coming up with a thought of a new company has to keep in mind that the company, from the very launch, would be in direct competition with the others already present in the market. So we’ve decided to add some value propositions to show exactly what we will be providing to the customers so that it’s beneficial to choose us over the others.

1. There would be no minimum order value while buying anything from our application. The customer would be able to order anything from any restaurant within the delivery range without having to worry about putting up an order amount in the cart to proceed with the order.
2. Keeping in mind the delivery radius, the valet allocation would be done in such a way that the food is delivered to the customer within 30 minutes of the restaurant receiving the order.

3. The bikes would be sanitised at regular intervals during the day so as to promote food safety and hygiene. Moreover, to prevent the spread of contagious diseases, the valet would also undergo medical tests from time to time to ensure his good health as well as for the benefit of the customers.
4. **USP:** We'd achieve all this on electric vehicles, while also obtaining electricity from renewable sources of energy, thus promoting sustainable and green development.
5. We'll provide and maintain the electric bikes that the valets will use, unlike other companies present in the market, this opens up an employment option to those who don't have a vehicle as well.

Valet Payment Model

Incentive-based Valet Pay structure

The incentive-based pay structure would be classified and broken down into different structures which would take into consideration the city the valet is working in, the distance between the way-points, the time duration the valet's logged in and online, and the number of deliveries successfully completed by the valet.

The explanation according to Tier One cities

Minimum Distance Pay (1): There are two way-points the valet has to cover in one delivery, namely the restaurant and the customer's place. In any case, even if the restaurant location and the delivery location are in the same building, the valet would be given a minimum incentive of Rs 22 (Rs 11/way-point) for completing the order. It defines that in any case Rs 22 is the minimum amount of money that shall be given per delivery to the valet.

Distance Pay (2): The pay above would be for a total distance of 5.5kms (the distance from the starting point to the restaurant and then to the delivery point), post which if the valet has to cover a larger distance to either pick up the food from the restaurant or deliver the food to the customer, there would be additional incentives for the valet which would vary depending upon the distance covered post the 5kms covered.

Distance (After 5km)	Incentive Add-on (INR)
5.5-7	15
7-8	25
8-9	35

The minimum assured pay per delivery would be Rs 22 and the maximum pay per delivery would be Rs 57 (for a delivery of 9 km).

Deliveries per day Bonus (3): Other than this the valet would also earn a bonus based on the number of deliveries successfully completed per day, the tabulation of which is given as follows:

Number of Deliveries	Bonus (INR)
10 deliveries	50
20 deliveries	70
25 deliveries	80
30+ deliveries	100

Deliveries per Month Bonus (4): Similar to (3), the valet would also earn a monthly bonus based on the number of deliveries successfully completed with a minimum of 150 logged in hours per month, the tabulation of which is given as follows:

Deliveries per month	Bonus (INR)
200 deliveries	2000
300 deliveries	2700
400 deliveries	3500

The total pay given to the valet would be calculated upon the tabulations shown above (1)+(2)+(3)+(4). This entire pay structure has been designed keeping in mind the fact that the valets are putting in a lot of hours on a daily basis to pick up and deliver food covering a large distance to do the same, and hence, they should be compensated fairly.

Valet Payment Protocols

1. The weekly payment will be given out every Monday.
2. The COD amount would be collected by the Valet from the customer and the change has to be provided by the Valet itself.
3. The COD amount collected by the Valet should be given back to the Executive in the warehouse at the end of their shift while returning the vehicle.
4. The number of orders given to the valet would depend upon the rating the valet has. A valet having a higher restaurant and Customer rating would be preferred.
5. Zelion will be providing insurance to the Valet at a nominal additional cost.

6. The Valet can also earn extra incentives for referring other people to join Zelion as a valet.

Employee Based Valet Pay Structure

Basic Pay: The employee-based payment structure is designed to provide full-time employment opportunities to people. The work hours for a full-time Zelion Valet would then be based on an 8hour shift as selected by the feasibility of the valet in between 7 am and 9 pm. The payment method would then shift from the incentive structure to the salary-based structure, which would comprise of A Basic Salary of Rs 5000 for a valet who is a full-time employee for Zelion. This basic salary would not depend upon the number of deliveries completed by the executive. The only condition for the basic salary would be a minimum login of 50hours a week.

Incentives: The added incentive to the basic salary is again based on the (3) and (4) with certain amendments would be applicable in this salary structure as well.

Number of Deliveries (Daily)	Bonus (INR)
15 deliveries	60
30 deliveries	100
45 deliveries	120
30+ deliveries	150

Deliveries per month	Bonus (INR)
300 deliveries	2500
400 deliveries	3000
500 deliveries	3500

Revenue Model

Delivery Revenue Structure

The delivery revenue structure has been given a lot of thought considering the fact that our operations run in a way which differs a lot from the ones already in the market. From the point that we're providing vehicles to the valets working for the smooth functioning of our delivery system to the point that we're providing people with an option to work as a full-time Zelion

Delivery executive, we needed to think of a way that would bring out ample revenue for us so that we could cover up these costs while not laying out a lot of pressure on the customers to foot delivery bills. Keeping that in mind and going through the delivery charges laid out by the other companies present in the market, we've come up with a structure of our own for the smooth functioning of the Delivery system of the company.

The delivery charges would be based on the distance covered by the valet to pick-up and the food from the restaurant from the location of the valet at the time he receives the order, to the customer's place where he delivers it. In other words, the delivery charges incurred would be based on the total distance the valet has to cover from his location to the customer's location via the restaurant. This rate sheet would be applicable to all orders below Rs 149. The delivery charges would reduce by Rs 5 in every slot if the order value is more than 150.

Distance Covered (km)	Delivery Charges (INR)
0-3	15
3-5	20
5-7	25
7-9	30

Other than this, we would levy other charges which would be added to the delivery charges, the tabulation of which has been given in the table below:

Charge Name	Charge (INR)
Surge Fee	10
Rain	15
Late Night (12-6 am)	15

Surge Fee: It would be levied on the customer at the times when the number of orders to the restaurant is high and about 51% of the Valets are occupied, or when the traffic on the application is high.

Rain charges: It would be levied on the customer at the times when there's been a rainfall which is slight;y more than just a drizzle, this charge has been thought of keeping in mind that the valet has to go through and perform his duties in the rain as well.

Late Night Charges: It would be levied every night on the customer from 12 am - 6 am for the smooth functioning of our delivery system and also so that the valets are compensated adequately.

Tipping the Valet

Other than these charges, the customer would also have an option to pay a tip to the valet as per their will. The default payment options given would be Rs 5, 10, 20, 25 and 30. There will also be an option where the customers can decide the amount that they want to pay as a tip to the valet. The money would come up to us and would be given away to the Valet on the next payment date along with the incentives earned by the valet.

Restaurant Listing

The Restaurant would not be charged upon getting itself listed on our application, the charges would be based on the orders (Dine-in/out) it receives through our application/website. The charges would be called as commissions and would be payable by the restaurant to Zelion. The payment for the entire order would be collected by Zelion and the amount after taking the commission would be transferred to the particular restaurant within three working days after the payment has been received by the company.

After a lot of thought, considering the cities Zelion would be operating in, the types of restaurants and the volume of restaurants present in that particular city and the number of orders received by any particular restaurant in a city, we decided that there wouldn't be a strict tabulation structure for charging a commission to any restaurant that has partnered up with Zelion.

The commission would be charged based on the number of orders received by the said restaurant, the frequency of the orders coming in for that restaurant, and the average order value of the restaurant. A basic structure of the commission charges in percentage that has been thought of is given in the table below:

Restaurant Type	Commission in %
Small Franchise stores (Eg: Baskin Robbins)	18
Large Franchise Stores (Eg: Burger King)	15
Local Small Fast Food Restaurant	18
Local Large Fast Food Restaurant	15
Fine Dining Restaurant (Small)	20
Fine Dining Restaurant (Big)	22

This table only shows what we would be aiming in general from a restaurant in those categories, the actual commission charge percentage would vary depending upon the entire case study of the restaurant that we'll be partnering with. (Take a bigger cut, invest in securities, insurance policies, mutual funds etc.)

Restaurant Advertising

Listing of restaurants wouldn't be directly chargeable, so we came up with a plan which would combat both the problems. With a lot of restaurants listed on our platform, there would be different ways in which the listing order would be decided, for eg: customer ratings, serviceability, Zelion's review of the restaurant and much more. But a silver lining to it, Restaurants and eateries will be able to advertise themselves on our platform without paying anything upfront. The catch here would be, an extra 7-15% on the orders received by the restaurant through Zelion, depending upon the agreement between Zelion and the said restaurant.

When any particular restaurant is advertised, the digital banner of the particular restaurant is displayed at the top of the screen when the application is opened, within the delivery radius of the restaurant or a selected radius as per the agreement between Zelion and the Restaurant for advertisements related to Dine-In.

Other forms of advertising may include partnerships with Zelion, which would involve putting up banners and hoardings in a certain radius of the Restaurant. This form of advertising would be as per the consensus of both Zelion and the participating Restaurant.

Restaurant Consultancy, Cloud Kitchens, & Zelion Kiosks

These are two plans which we intend to add on with all the above in the near future, (probably after we're set up in more than 3 states, (expansion Phase 2)).

1. Restaurant Consultancy: This will be achieved with an aim to provide new uprising entrepreneurs in the restaurant business the correct guide and a roadmap to excel in their venture. The aim is to help the said individual/group with our interfaces like 'table manager' or 'digital menus', provide them with ample real time market research of the area, and then move forward with discussions regarding his plans. This entire work would be contractual and the work would be done by business analysts experts in this particular field. The owner would have a choice of either providing Zelion with a stake in the ownership of the said restaurant or a particular payment, which would completely depend upon the agreement of both the parties.
2. Cloud Kitchens: This will be done in tier 1 and tier 2 cities mostly, cities which have large expansions and huge travelling distances. This would enable restaurants to deliver in areas where a complete set-up for the restaurant isn't affordable or isn't viable. These would also help restaurants who are looking to expand into other areas, enabling them to try it out on a trial basis and if viable and profitable for them, to set up permanent operations in the said area. The revenue structure isn't completely decided for the cloud kitchens, but we're looking forward towards tabulating a structure for generating revenue from the same.

3. Zelion Kiosks: A far fetched idea, which would help in advertisements while generating revenue would be installing kiosks with the entire food delivery interface and payment options on it. The same would be installed first in College/school campuses, malls and other places of public interest on a trial basis and then would be expanded upto more public places wherever viable.

Please note that this revenue model is completely suggestive and is subject to change depending on the condition of the market. Moreover, these values are highly suggestive and will be changed once we completely understand the market trends of the sector that we plan to work in. Furthermore, we haven't been able to develop the complete revenue model which will be inclusive of all the expenses and revenue, and we will be needing guidance and help with the same.

Basic idea of the Application/Website

The application will have features which will be similar to those that the other food delivering companies have. The most important feature will be the food ordering feature. Apart from that, we will have an option that will allow users to check out the restaurants near them. There will be a lot of filters which will help the users to refine their searches. There will also be a feature that will allow users to order takeaway from a restaurant. Moreover, we also plan to have features which will allow the users to write blogs and reviews about a particular restaurant or a dish that they had. The users will also be given an option to rate the restaurant, the food, the service of the restaurant and the service of the delivery guy. There will also be a feature that will allow our users to make table reservations at restaurants. And there will also be a certain set of rules, terms and conditions which will govern all these features and options in order to prevent its misuse.

The application will be designed in such a way that it will show the details of the restaurant, like the cuisine that they serve, the address of the location and most importantly the menu of the restaurant. Once an order is placed, the application will also show the estimated delivery time and the details of the person who is going to deliver the food. The application will also show the basic breakdown of the total amount that the customer has to pay/has paid.

Roadmap

We plan to start implementing our model in Sikkim since we will be a startup which will be based out of Sikkim. We plan to start our services in places like Gangtok, Namchi, Rangpo, Majitar and Singtam. If our model functions properly in these places, then we will expand to Kolkata, Siliguri and Darjeeling. Once this model starts working properly in Sikkim and West Bengal, we plan to expand to Assam, Meghalaya, Tripura, Nagaland, Manipur and Arunachal Pradesh.

Consequently we plan to expand to the NCR region and tier one cities like Mumbai, Bengaluru, Hyderabad, Chennai, Pune and Ahmedabad. Once we start functioning in full flow in the aforementioned cities, we will start expanding to tier two cities.

We plan to start the implementation of our idea in different phases so that we can carry out the expansions smoothly and in the manner that will be the best suited for this venture. We also plan to take different initiatives in order to spread awareness about all the benefits of using sustainable forms of energy and following an eco friendly lifestyle.

History (Pivot Point)

Initially, when we came up with this idea and started to work on it, we had planned to start making our services available by acting as a third party for giants like Zomato, Swiggy, Rapido, etc. but after some researching we got to know that during its initial days, Zomato had used a third party service to hire delivery executives but with the passage of time, it developed its own model using which it started hiring delivery executives on its own. Consequently, the third party service went out of business because of lack of demand. Every business, gradually, aims to stop outsourcing in order to maximize their profits in the long run. Hence, we decided that if we want to become a successful business, we need to compete with these giants directly. Thus, we came up with the idea of implementing our model in the food delivery sector. However, if this model is successful, we will expand to other sectors as well.

The Team

The team consists of three people, namely, Varun Gupta, Yash Prasad and Nilay Gupta, who have worked on quite a few successful projects together. They're undergrad students who aspire to become very successful in their lives. Their willingness to achieve the goal within the deadline is what makes this duo so strong. They have pretty good communication and management skills. Moreover, they almost always manage to resolve conflicts calmly and practically. They also look forward to constructive criticism. Yash and Varun come from the same city and they're first cousins by relation, whereas Nilay and Varun are college roommates, hence the bond that they share is pretty amazing. The co-ordination that they show is commendable as well.

Varun and Nilay are pursuing their B.Tech.(CSE) from Sikkim Manipal Institute of Technology. They're currently in their 2nd year. Yash, on the other hand, is a 3rd-year student in Bhavan's College (under Mumbai University) and he is pursuing Bachelor's in Mass Media (Journalism). They are very passionate about everything that they do because they are very ambitious and achieving success is their primary goal in life. Also, their ambitious nature provides them with a steady source of motivation that keeps driving them to always give in their best no matter what the circumstances are. They thrive on challenges and constantly set goals for themselves, so they have something to work towards. They are not comfortable with settling down without having achieved their goal, and they always keep trying to do things in a better manner. This project is what they have been working on for quite some time now. It started with a very simple idea and now it has been refined into something that holds a lot of potential.

