Sales and Support Guide

Background:

- the semi-automated tool for the food delivery robot helps addressing the problems with unstable market prices, food quality standards and logistics, is environmentally friendly and time-saving

- Benefits for users and customers: the aim is to help the dashers in their everyday work and improve the customers experience throughout the DoorDash community with fast delivery for reasonable prices

For the Sales Team

Market background:

- There are immediate and intermediate target customers. The immediate are the restaurants whose job in receiving, preparing and dispatching orders should be enhanced, faster and cost-effective. The intermediate customers are the end customers, i.e. the ones who order food

- Target market are third-party food delivery platforms, in this case DoorDash

- Our competitors are Uber Eats and Grubhub, employing last-mile autonomous delivery, meaning delivering directly to the customer instead to a hub, like DoorDash

Product Background and Positioning:

- Product value proposition: consistent food quality, elimination of delays, punctuality, attractive novelty in line with the newest technical developments, improved economics for both restaurants and public

Size of Total Addressable Market

According to Statista, until March 2022 DoorDash had a 59% share on the platform food delivery market in the US, or a total of 390.000 partner restaurants. One restaurant needs at least 5 delivery vehicles, and these 5 vehicles are potential market for the integration of the tool. This makes up 1.950.000 potential users of the tool.

TAM = $80 x 390.000 users = $31.200.000

Pricing Strategy

The revenue goal is estimated to $15.600.000 by the end of the first year after launch.

If outsourced in Eastern Europe, the building costs are estimated to $70.200. This divided with the planned licences (195.000) gives a building cost of $1 per licence. If we add the maintenance costs to this price and the ROI we reach a final end price of $80 per licence.

Acquisition channels

Social media advertising - reaching our intermediate customers – those that make the orders, and although they are not our first-line target customers, getting a sense of their opinions through various interactions.

Post and e-mail marketing - advertising per post and e-mail directly to our business customers – the restaurants

Tech- and gastronomy fairs - representation at such fairs is a great opportunity for live presentation of the delivery robot and therefore for acquisition of customers.

Key Features:

- List of incoming orders in the app for the restaurants, where the restaurant crew is able to navigate through the orders and forward them for preparation

- List of completed orders, with an option to assign them to a dasher for transport to the hub

- Option to see the status of the order and the time remaining for its completion

For the Customer Support Team

Market background:

- Immediate target customers are the restaurants whose job is receiving, preparing and dispatching orders should be enhanced, faster and cost-effective. Therefore, the customer support will be directly offered to this target and will communicate only with the immediate customers.

Product Background and Positioning:

- Product value proposition: consistent food quality, elimination of delays, punctuality, attractive novelty in line with the newest technical developments, improved economics for both restaurants and public

Onboarding

- Follow the established procedure for processing requests from vendors who want to become new partners

- Customer Service is trained to provide detailed description of the services and is able to answer all the questions that the potential customers may have. If they are not familiar with a procedure, they know where to ask for support.

Key Features:

- List of incoming orders in the app for the restaurants, where the restaurant crew is able to navigate through the orders and forward them for preparation.

  How to use: After signing in the app, the user is able to click on a button representing this feature and will be taken directly to the list of incoming orders.

- List of completed orders, with an option to assign them to a dasher for transport to the hub.

  How to use: The user can access this feature from the List of Incoming Orders screen. In this screen there is a banner with a button in the bottom named 'Completed Orders'. After clicking it, the user is taken to the 'Completed Orders' screen where the status of the orders will be shown. Those orders that are ready are marked with green button which says 'ASSIGN TO DASHER'

- Option to see the status of the order and the time remaining for its completion.

  Hoe to use: The user can access this feature from the List of Incoming Orders screen. In this screen there is a button within each order named 'STATUS'. After clicking it, the user is taken to the 'Order Status' screen where the status of the orders will be shown and in how much time the order will be ready to be assigned to a dasher.

Bugs and Issues:

- Sometimes, due to a lag in update, the automatic update of the list may be lagged. This means that the list may be empty for some amount of time (not

longer than 1 minute) before the orders are again visible. However, this should not cause any serious inconveniences.

- Due to a lag in update and communication between the different interfaces, the automatic update of the list may be lagged. This means that once an order is ready, its update in the app may be take some amount of time (not longer than 1 minute. However, this should not cause any serious inconveniences.

- Due to the different circumstances in the kitchen, the exact amount of time may be wrong, since it is not always easy to predict precisely the amount of time to prepare a dish. However, this is a circumstantial issue and cannot be considered a bug. Therefore, from a software point of view, this issue is not fixable.