

Marketing Guide

Background:

- The mainstream food delivery industry is becoming more and more unprofitable, due to stagnant logistics chain and gap in existing automation applications in serving the customers
- Problem Statement: the semi-automated tool for the food delivery robot helps addressing the problems with unstable market prices, food quality standards and logistics, is environmentally friend 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

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

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

