

Social Food Ordering App

Business Idea

Employees use one of these methods to have lunch:

- Use the workplace's in-house catering service.
- Bring the food from home and eat inside.
- Go out and eat at dine-in restaurants.
- Go out get their food and come back to the workplace and eat.

We want to focus on the last one and see how we can start a business around it

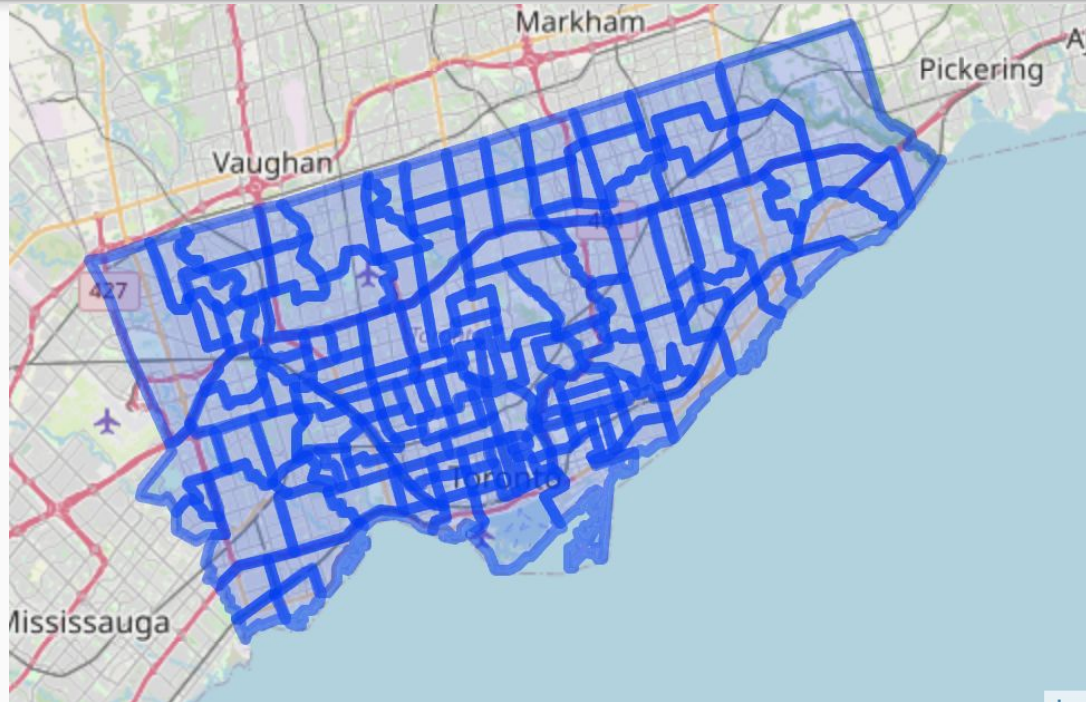
Skip the Line

- We want to create an app that helps the employees place an order with a nearby restaurant, pay online, and go pick up the food when it is ready while avoiding staying in the line.
- Other benefits:
 - Saves time for employees
 - Grows revenue for merchants

Toronto Launch

- We are using Toronto for our first place to launch the app
- Toronto is big and we need to come up with a way to understand which restaurants are the best target for initial launch
- 30 salespeople are projected to be needed
 - Only 5 is available at launch
 - The rest will come if the business starts growing

Toronto Neighbourhoods



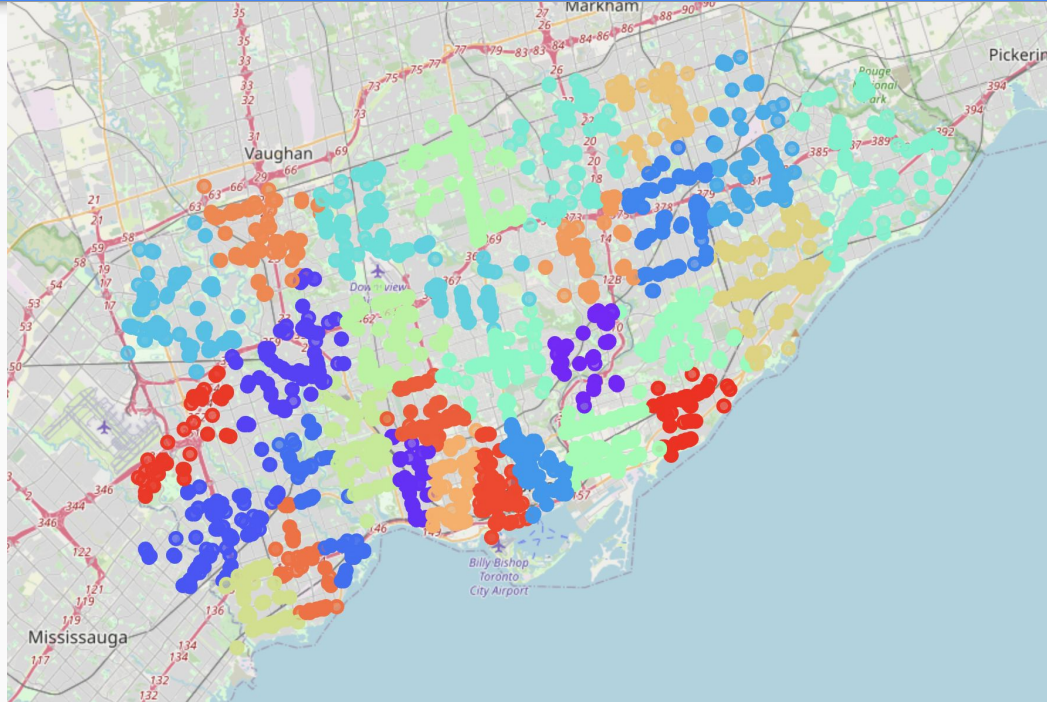
Foursquare

- We use Foursquare Places API to analyze the restaurants in Toronto
- We split Toronto into its neighbourhoods and get restaurants there
 - Foursquare has limitation and only returns 50 restaurants per query
- Results will aggregated and will be analyzed

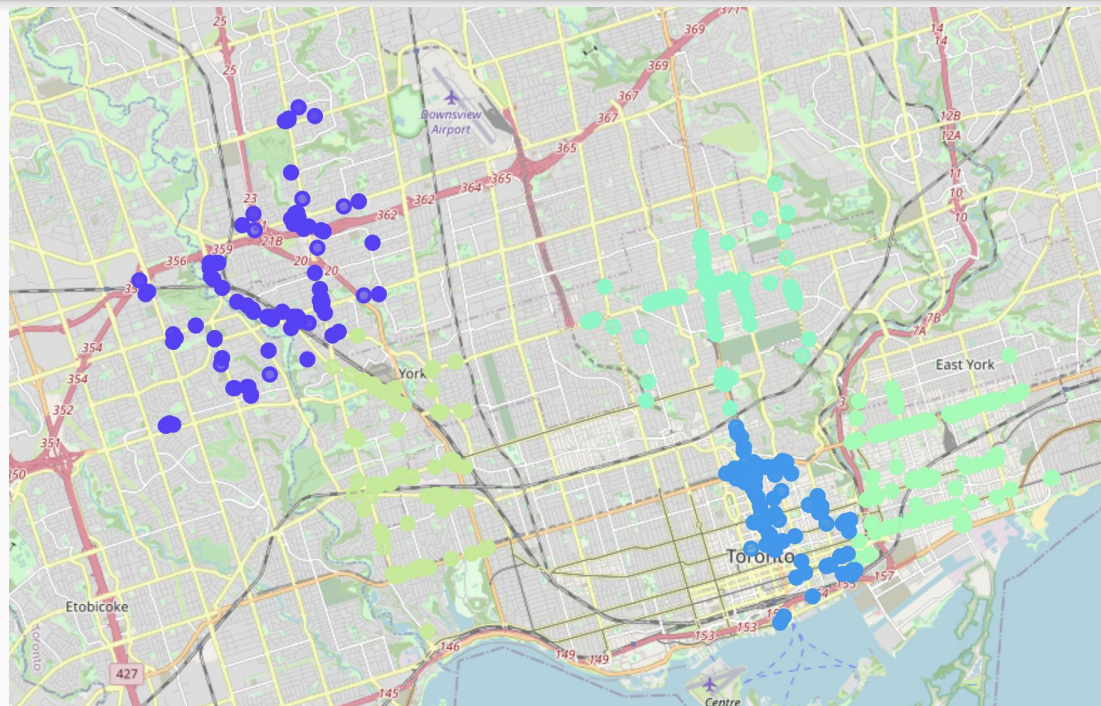
Clustering

- We don't have much information about the restaurants other than their name and their coordinates
- We can simply use machine learning algorithm such as K-Means to cluster the restaurants
- Closer restaurants will be clustered together and we can allocate one salesperson to each cluster

30 Clusters



Top 5



Conclusion

- We picked top 5 clusters to start with
- 5 budgeted salespeople will start in these 5 clusters
- After having more revenue we'll target more clusters
- Goal here is to minimize the time salespeople are spending in commute