

Help on the way

A peer-to-peer shopping/delivery solution

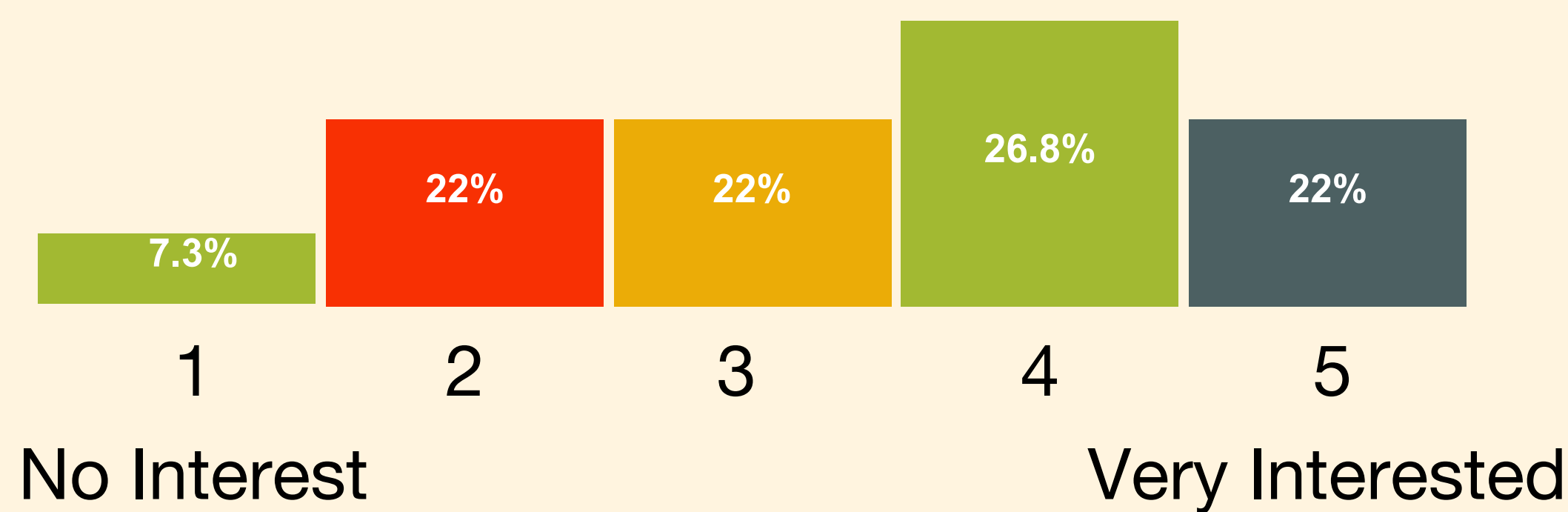
Help on the way is a peer-to-peer marketplace which connects people who have low cost, low quantity shopping lists with others in their network who are actively shopping

Our mission is to connect users with friends who are actively shopping to:

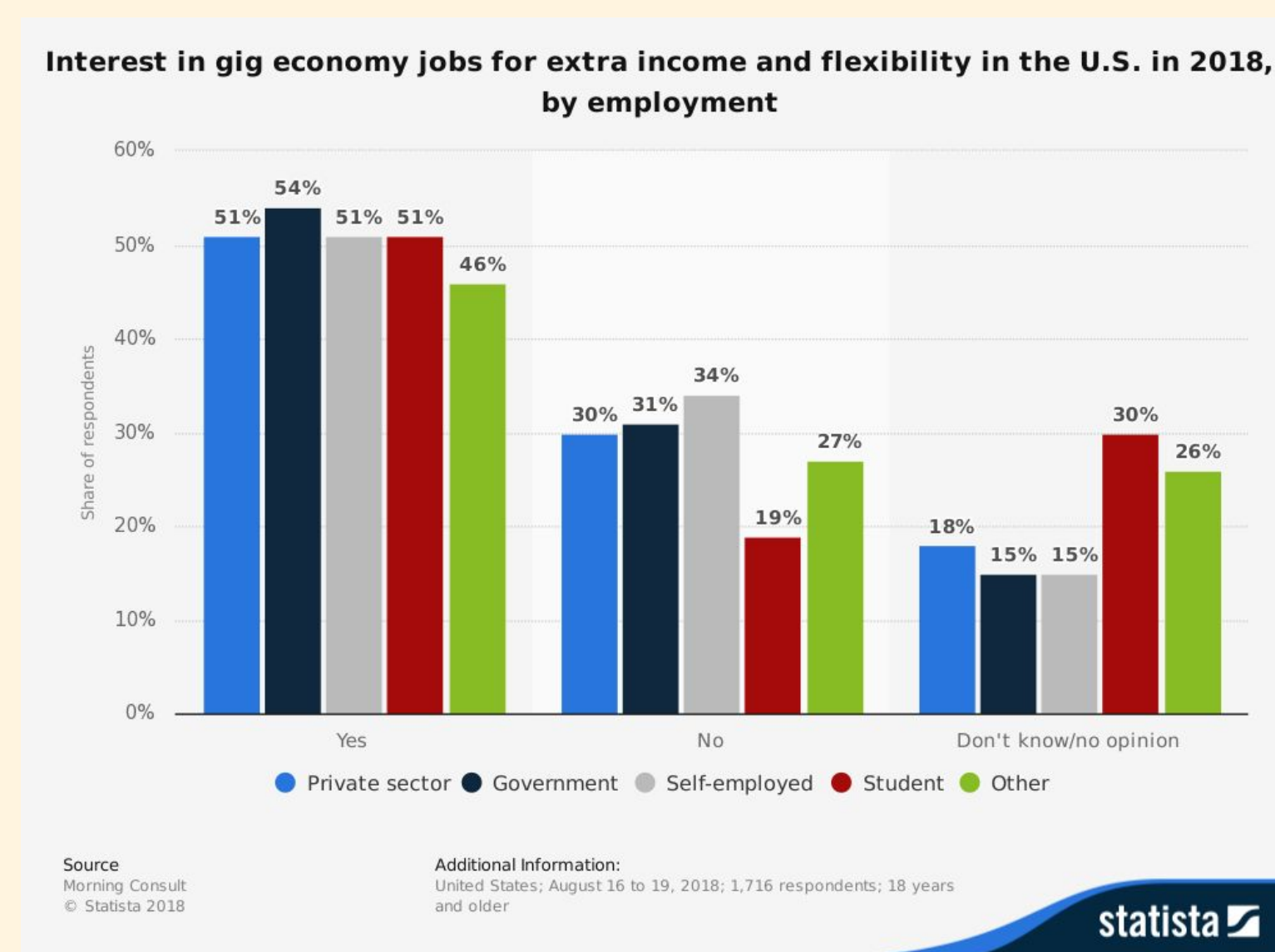
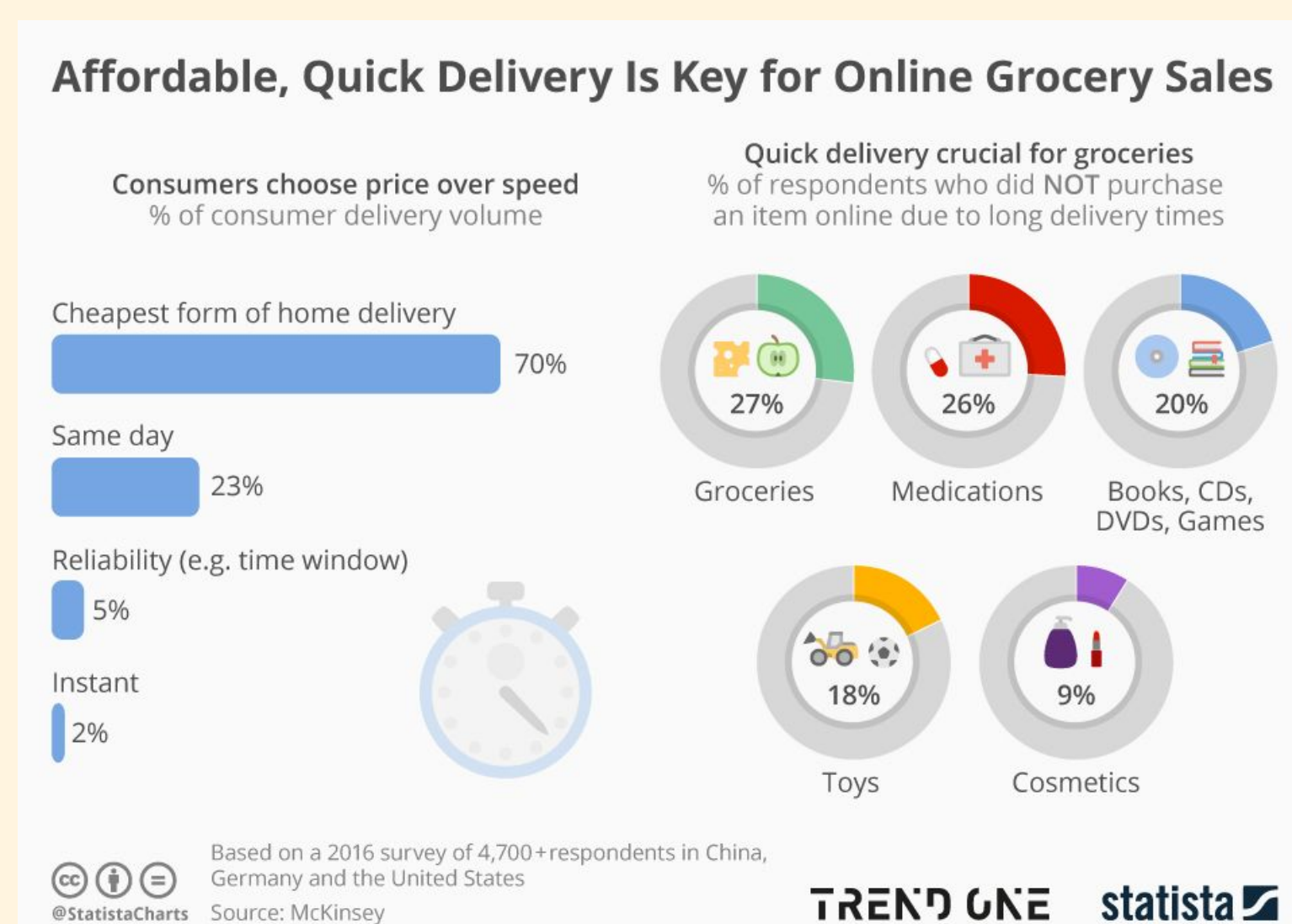
- Speed up delivery
- Have a trustworthy person pick the food
- Reduce shipping costs

Motivation

- **Gig Economy:** Many people are interested in gig economy jobs
- **Speed:** Consumers demand faster online order delivery
- **Cost:** Price point is a barrier to online shopping/delivery
- **Control:** Many do not trust random people to pick their groceries



Survey results: how interested are you in buying groceries for others with compensation?



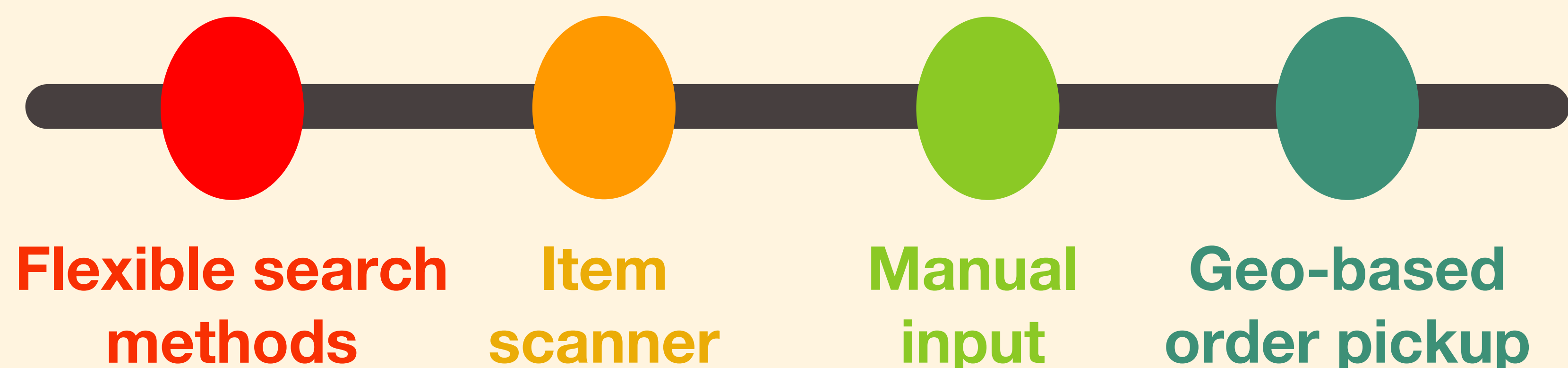
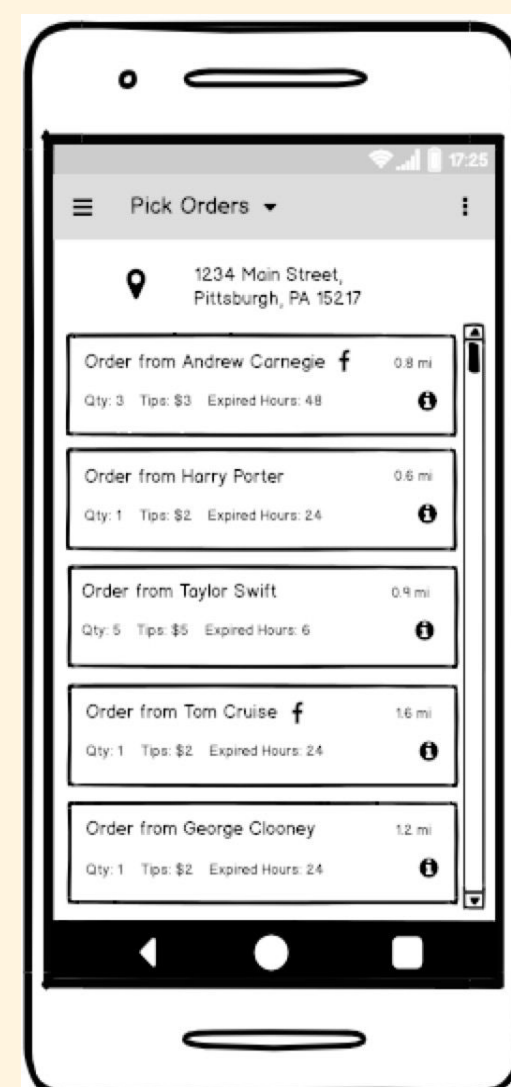
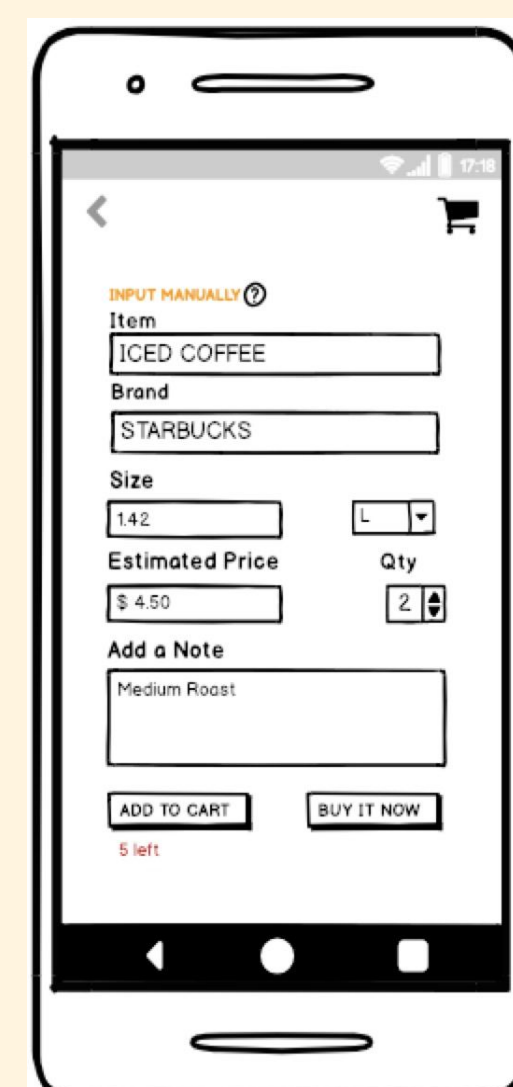
Primary Features

Buyer Side

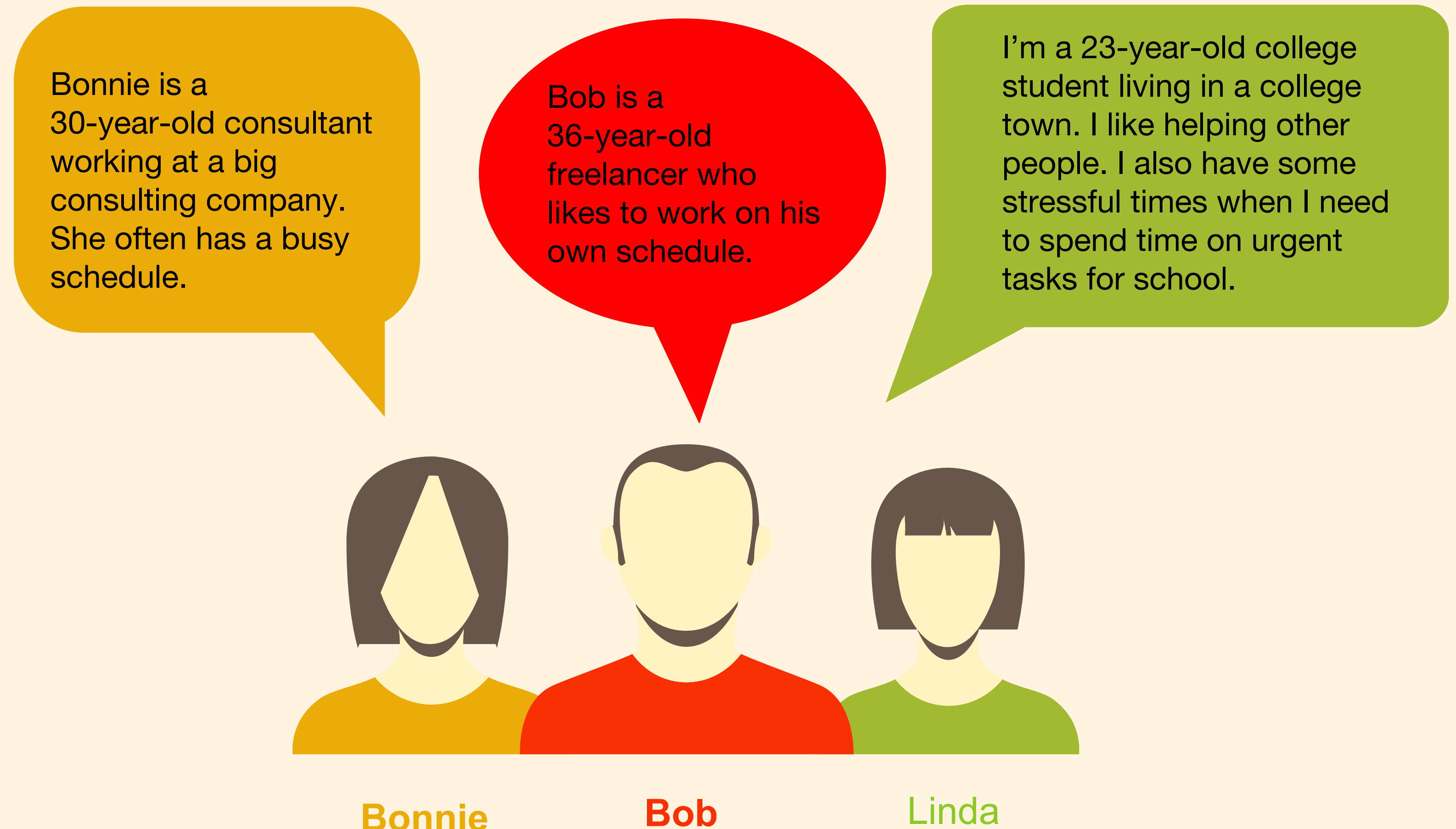
1. Input items
2. Create/edit/post orders
3. Receive responses
4. Confirm deliveries
5. Pay the deliverers (+tips)

Deliverer Side

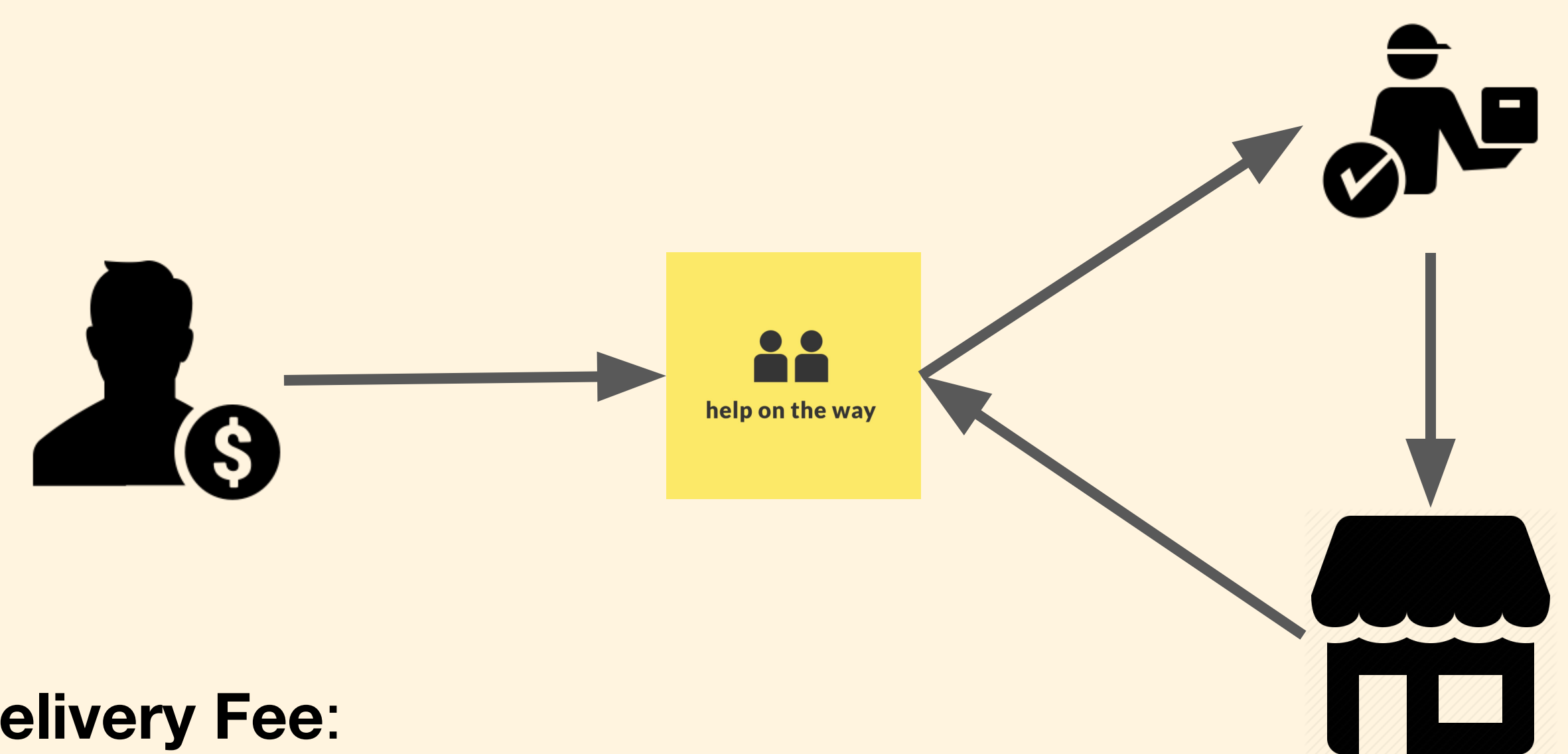
1. Browse/accept orders
2. Confirm deliveries



Customer Personas



Revenue Model



Delivery Fee:

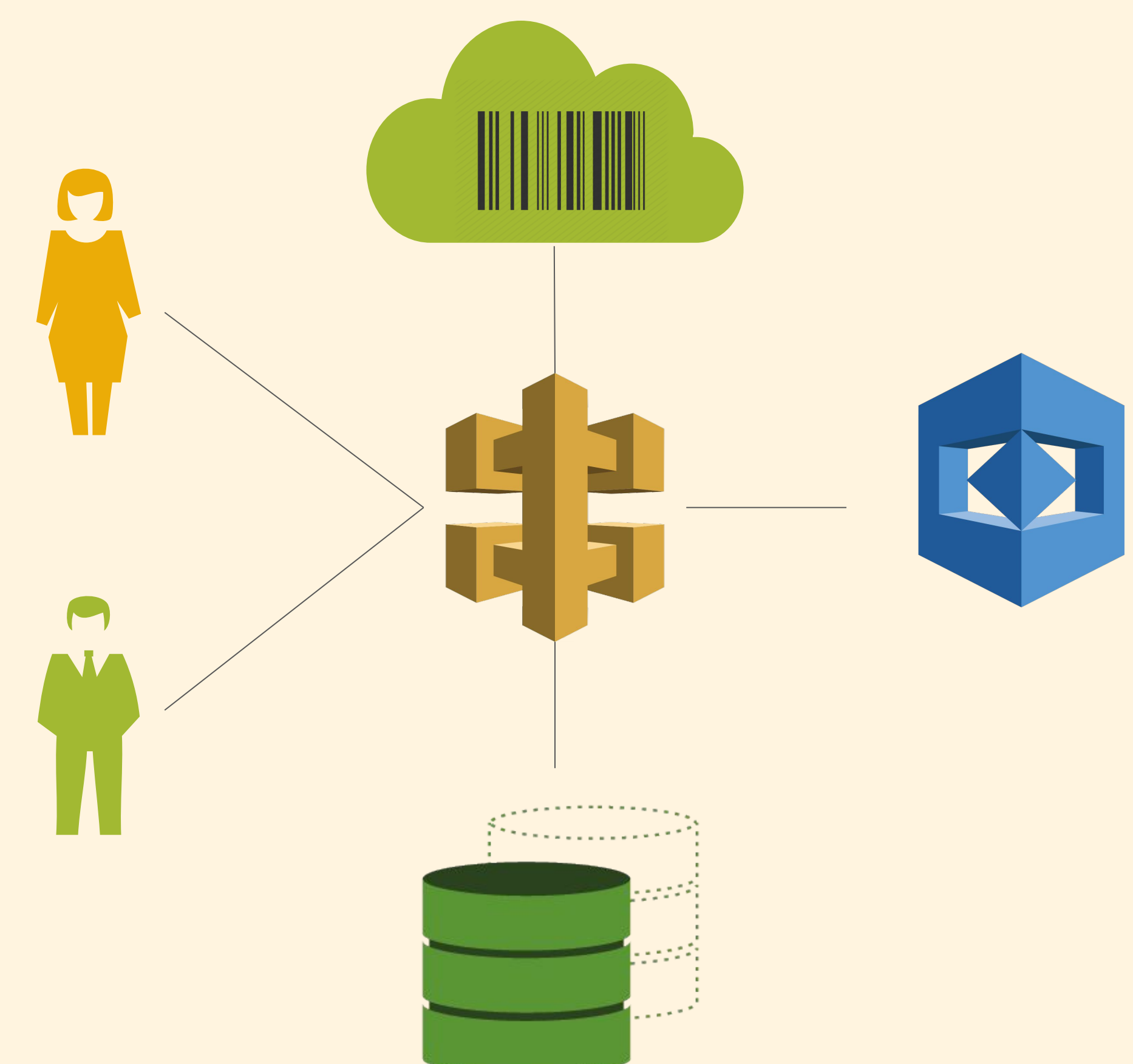
- Buyer pays small delivery fee
- Help on the way: 20%
- Deliverer: 80%

Payment: Buyer > Help on the way > Deliverer > Merchant

Merchant Program: Fee for promotion and partnership

Freemium: Subscription for premium features

Architecture



Platform: Android

Database: MongoDB + MySQL

Backend: Amazon Web Services

API: Android Barcode Library
CV Search Engine