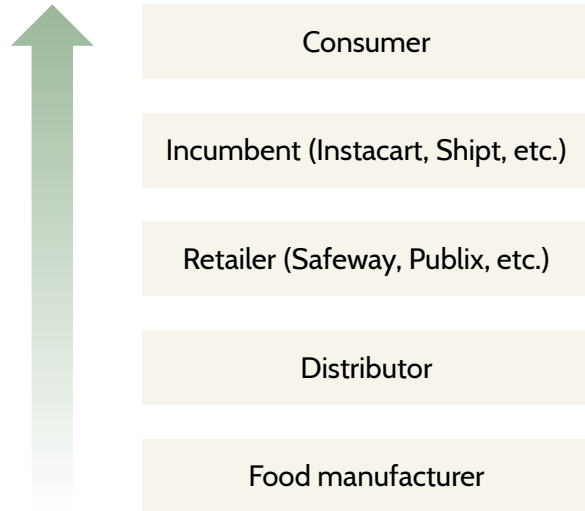good

Trust us to do the cherry-picking

A grocery delivery service that gets you everything you want, handpicked with careful precision by your personal shopper — at no extra cost.

Place your order, and get it delivered in as soon as an hour, so you can spend more time doing what matters most.

Grocery delivery is expensive and unreliable

Incumbent models layer on top of existing retailers — leading to markups, delivery fees, and inconsistent quality

Consumer

Incumbent (Instacart, Shipt, etc.)

Retailer (Safeway, Publix, etc.)

Distributor

Food manufacturer

- Market leaders like Instacart have built their platforms on-top of existing brick-and-mortar grocery retailers leading to inaccurate inventory (customers not receiving 100% of what they order) and high delivery costs (~15-20% uncharge + delivery/membership fee)
- Platforms built on gig-economy workers and multi-year contracts with existing retailers prevent incumbents from gaining outsized efficiencies to reduce costs
- Amazon/Whole Foods expansion is focused on higher income segment and still has not bridged the gap between physical/digital commerce

Good solves these problems by *being* the grocer

Vertical integration allows customers to get their groceries delivered at no extra cost through efficiencies in the model

Dark supermarket + gig-economy

By warehousing inventory, we have an accurate read on item availability allowing us to guarantee the delivery of items our customers purchase. Efficiencies can be gained by building warehouse automation, and leveraging existing technologies. Additionally, by using a gig-economy to focus on the delivery aspect, we can ensure on-time deliveries at scale.

Vertical integration

A key aspect of Good is vertical integration. Incumbents have built their products on top of existing retailers, which necessitates them upcharging their consumers by 20%+ and continually negotiating contracts as retailers shop to find the best deal.

Leaving the door open

By becoming a trusted brand by consumers, Good can sell generic products under its own label (Good Milk). Also, by warehousing inventory, Good becomes a next-hour fulfillment method for DTC brands that face problems of bulk deliveries and shipping costs/time.

How we think about scaling

We need to build momentum and consumer trust to get to vertical integration

WHAT

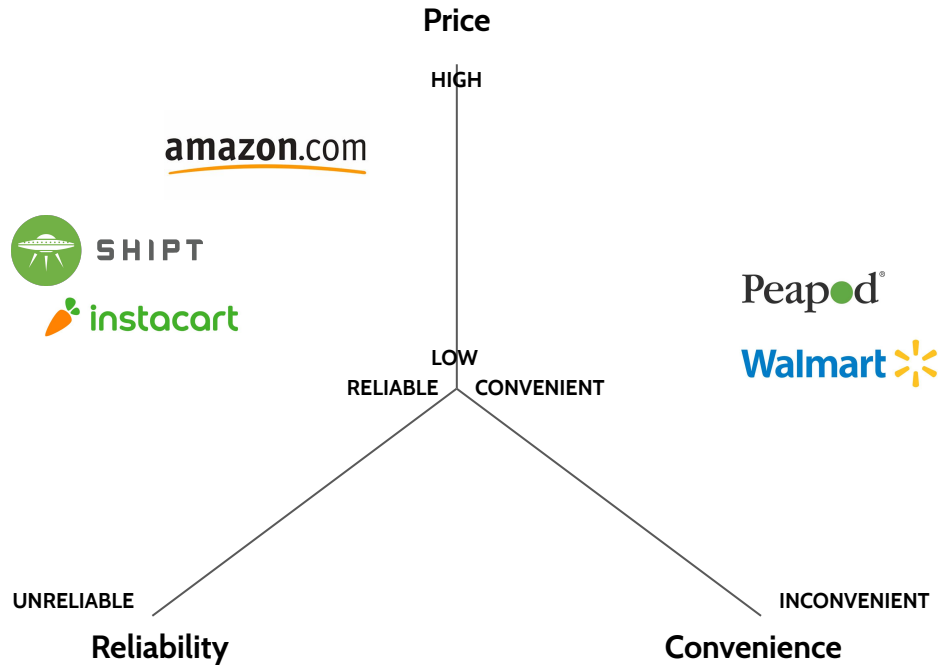| Stage 1	Stage 2	Stage 3
Deliveries from stores you trust. We go to as many stores as needed to find 100% of the items requested.	Deliveries from "Good" (still going to stores to find the majority of items, but begin warehousing non-perishables).	Deliveries from Good and warehousing of full inventory. Good branded products and warehouse automation.

DIFFERENTIATORS

Stage 1
- Get 100% of the items you requested
- No membership fee
- No multi-year contracts with retailers

Stage 2
- Customers begin aligning with "Good" over brick-and-mortars
- Savings passed on to customers

Stage 3
- Customers choose "Good"
- Delivery costs the same as going to the store yourself

Looking at the competition

Key players are either too expensive, unreliable, or inconvenient

Price

HIGH

amazon.com

SHIPT

instacart

Peapod

Walmart

LOW

RELIABLE   CONVENIENT

UNRELIABLE   INCONVENIENT

Reliability   **Convenience**

Competitor	Price	Reliability	Convenience
Instacart	Expensive	Unreliable	Convenient
Shipt	Expensive	Unreliable	Convenient
Amazon/WF	Expensive	Unreliable	Convenient
Walmart	Inexpensive	Reliable	Inconvenient
Peapod	Inexpensive	Reliable	Inconvenient

The market size is huge with low penetration of delivery

Grocery delivery is not mainstream in the United States, but is projected to grow to $100 Billion by 2025

$632 Billion
Market size of grocery

$28 Billion
Market size of grocery delivery