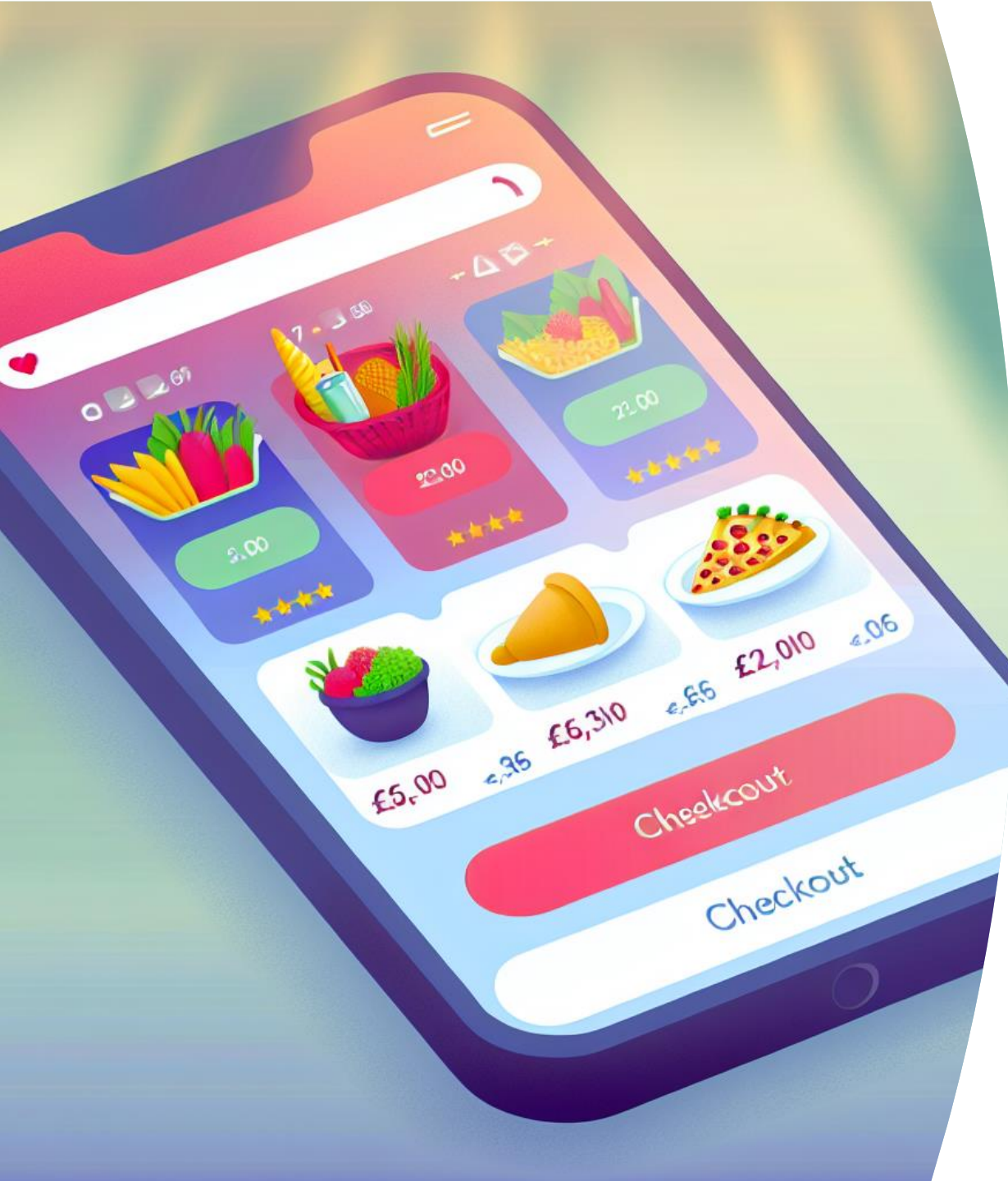


product  
**CATALYST 3.0**

**QuickByte**



December' 25



# QuickByte

## Company Overview

QuickByte is a London-based foodtech startup founded in early 2025 by a team of entrepreneurs with backgrounds in logistics, AI, and hospitality. The company was born out of a shared frustration with long delivery times, inconsistent food quality, and lack of transparency in the UK's food delivery ecosystem. QuickByte aims to disrupt the market by building a platform that prioritizes **speed, sustainability, and local community empowerment**.

QuickByte is currently in pre-launch phase, with pilot operations underway in select London boroughs. The company has secured seed funding from a mix of angel investors and early-stage VCs focused on ethical consumer tech. Its go-to-market strategy includes partnerships with independent restaurants, pop-up kitchens, and eco-conscious delivery riders.

### Key strategic pillars:

**Tech-first logistics:** Proprietary routing algorithms optimize delivery paths based on traffic, weather, and kitchen readiness.

**Local-first sourcing:** Emphasis on onboarding small and mid-sized food businesses, including underrepresented cuisines and minority-owned vendors.

**Sustainability by design:** Use of electric bikes, compostable packaging, and carbon-offsetting for every delivery.

QuickByte is positioning itself not just as a food delivery app, but as a **platform for culinary discovery and ethical convenience**, with plans to expand to other UK cities by late 2026.

# Guiding Principles & Footprint

## Mission

QuickByte's mission is to deliver fresh, diverse, and affordable meals within 30 minutes while empowering local food businesses through ethical technology and fair partnerships. The company is committed to creating a seamless, transparent, and personalized food delivery experience that respects both the customer's time and the vendor's craft.

## Vision

QuickByte envisions becoming the UK's most trusted and community-driven food delivery platform, known for its speed, sustainability, and support for independent culinary talent. By blending smart logistics with inclusive food discovery, QuickByte aims to reshape how people connect with food- one neighbourhood at a time.

## Digital Footprint Overview

QuickByte appears to be in its pre-launch or MVP phase, with digital assets focused on:

- Design validation through community platforms
- Technical scaffolding via open-source contributions
- Brand visibility among early adopters and collaborators

This footprint reflects a lean startup approach- building in public, iterating fast, and engaging with designers and developers before full market entry.

# Market Share for QuickByte

The UK food delivery market is projected to reach £14.3 billion in 2025

## Top User Segments (Launch Year 2025)

- Urban Young Professionals: 22–35 years, working in London/major UK cities.
- Students & Budget-Seekers: Price-sensitive, order in groups, respond to promotions/referrals

**0.5%**

Estimated market  
share (2025)

**2%**

Estimated market  
share (2026)

**£34M**

Year 1 projected  
revenue

**500**

Restaurants  
onboarded

**150**

Active riders

**45 min**

Average delivery  
time

# Digital Stats

Platform Performance at a Glance



**25,000**

App downloads

**8,000**

Active monthly users  
(MAU)

**48%**

Checkout conversion  
rate

**4.1/5**


ios App store rating

**30%**  
within 3  
months

Repeat order rate

**5.2**  
seconds

Average load time



**QuickByte is embarking on a journey to evolve from a nascent launch into a scalable challenger brand.**

**Our focus covers the entire product lifecycle - from discovery and direction to strategy and execution**



# Discovery to Direction

Market & Opportunity Identification	Research & Trend Analysis	Strategic Framing	Goals & Measurement
<i>Where are the biggest gaps in the UK food delivery market, and how can QuickByte leverage emerging technologies and underserved segments to create a differentiated value proposition?</i>	<i>What macroeconomic, consumer, and digital adoption trends—along with user segmentation insights—will most influence QuickByte’s positioning and business model in the UK?</i>	<i>What north star vision, strategic imperatives, and core capabilities should QuickByte prioritize to deliver sustainable differentiation while navigating external risks and opportunities?</i>	<i>What strategic goals, KPIs, and monetization levers will define QuickByte’s success in capturing its share of the UK food delivery value pool?</i>

# Strategy to Execution

## Planning & Roadmap

How should QuickByte translate its strategic imperatives into a phased product roadmap with clear milestones and risk controls?

## Product Development & Prototyping

Which MVP features should be prioritized, and how can customer journey mapping, epics, and user stories guide prototype creation?

## Execution & Go-to-Market Preparation

How should QuickByte pilot its MVP, onboard vendors, and design acquisition campaigns to ensure operational readiness for GTM?

Design and build a working prototype for 1 feature using any AI tools e.g. lovable, replit etc

## Monitoring & Continuous Improvement

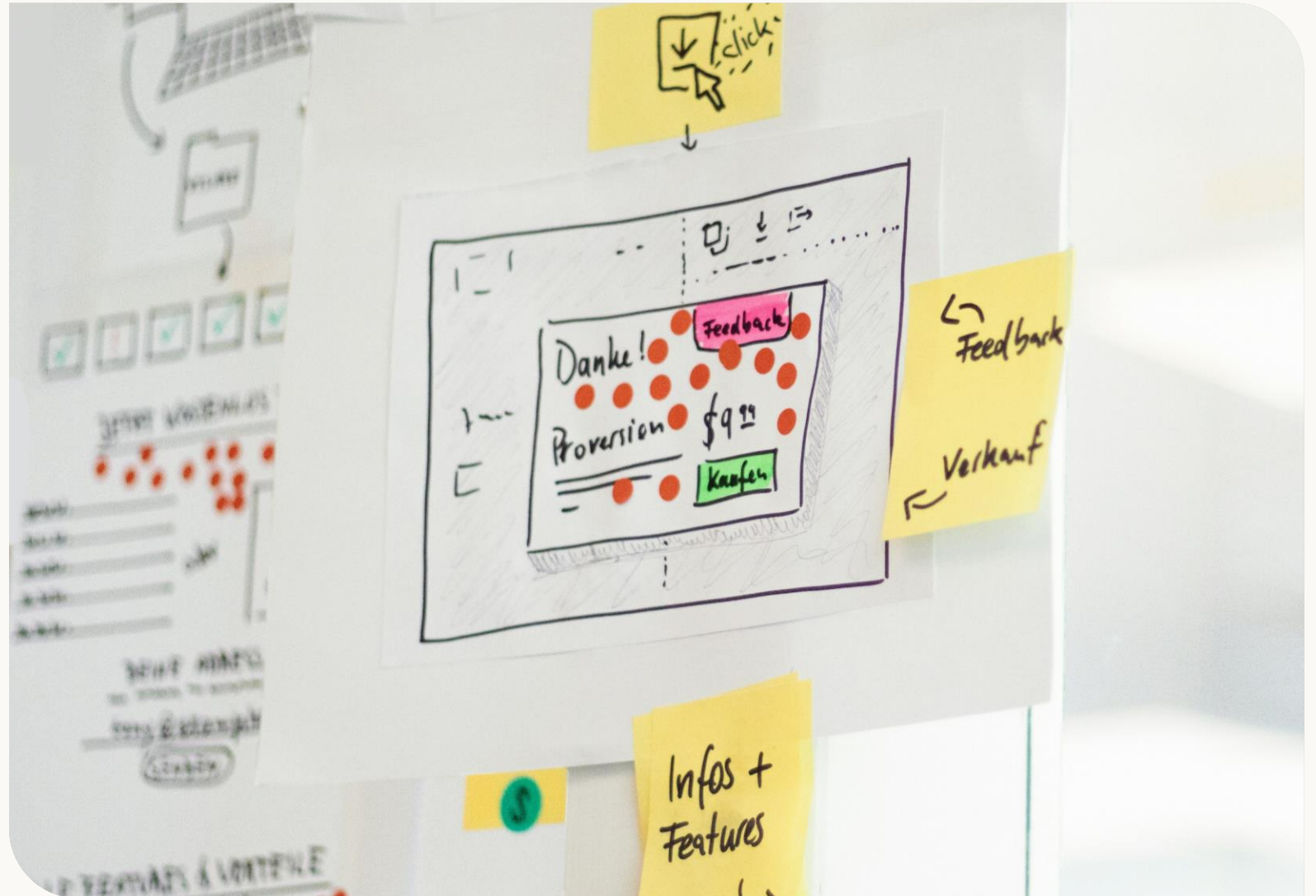
Which KPIs, feedback loops, and sustainability metrics will best measure success and drive ongoing product iteration post-launch?



# Lead the Change

As the Product Lead for QuickByte

Your deliverable is a structured presentation deck that captures Part-1 and Part-2.



# Deck Guidelines (Max 15 Slides)

- Keep it concise → Limit to 15 slides max.
- Follow the 2-part flow → *Part 1: Discovery to Direction* → *Part 2: Strategy to Execution*.
- Be executive-ready → Use data, visuals, and structured storytelling – avoid long text blocks.
- Stay user-centric → Anchor insights in customer pain points, segments, and journeys.
- Show prioritization → Highlight MVP vs. future roadmap, and balance ambition with realistic execution.
- Use PS Template : [PS template Box Link](#)

## Milestones:

- Submission of the deck to Core team : 08 Jan 2026
- Panel Interview date(s) : From 11 Jan 2026 – 19 Jan 2026
- Who all will be invited : 2 Panel members + Mentor + Buddy + Participant
- Time allotted :
- 25 Min ( Deck presentation by Participant ) + 15 min ( Q&A ) + 10 min ( Feedback by Panel )
- The interviews will be recorded and is timeboxed.

**Need help?**

Reach us at: [CatalystLearningProgramCoreTeam@publicisgroupe.net](mailto:CatalystLearningProgramCoreTeam@publicisgroupe.net)

