



# Business Plan

**WARPSPEEDTAXI.COM**

RIDEHAILING AND DELIVERY SERVICE



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# EXECUTIVE SUMMARY

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## INTRODUCTION

WarpSpeedTaxi offers ride-hailing passenger transportation service that will launch in India and provide customers the opportunity of not only hiring a ride through a smartphone-based app, but also being able to use the extra feature of delivery.

A ride-hailing service (also known as app-taxi, e-taxi, or a mobility service provider) is a service that, via websites and mobile apps, matches passengers with drivers of vehicles for hire that, unlike taxicabs, cannot legally be hailed from the street. Ride-hailing services are the same as hiring a taxi, the difference being, in ride-hailing, a vehicle is hired through a smartphone-based app. A ride-hailing service is the next generation of taxi services. It provides travelers with convenient door-to-door transport, leveraging smart mobility platforms to connect drivers with passengers, and letting drivers use their personal vehicles. In ride-hailing, like in a traditional taxi service, drivers provide a ride for a fee. However, ride-hailing offers additional capabilities, such as efficient pricing tools, matching platforms, and rating systems.

In less than a decade, ride hailing has established itself as a major industry, and one which operators have used to as a framework for other transportation opportunities, such as food delivery, freight shipping and self-driving. In this respect, it should be mentioned that over the past few years the trend of online food ordering has been increasing. Online food delivery is a process of ordering and delivering food items to the customers at their doorsteps who have ordered their food through various food delivery websites and applications by using their computers or smartphones. A customer will search for a favourite restaurant, choose from available items, select the payment method and confirm the order. Online food delivery is gaining popularity among both consumers and food service providers as it is benefiting both. Consumers are adopting online food delivery because of its ease, speed, and precision, while food service providers see the potential for increased revenue, reduced labor expenses and reduced errors.

WarpSpeedTaxi is a ride-hailing and online delivery application for individuals and corporate customers, and after the launch in India, it will then expand globally to other markets, including to other Asian countries, Africa, Europe, Americas, Australia and Oceania, and Caribbean region.

## MARKET OPPORTUNITY

*Ride-Hailing and Taxi Market:* Increase in traffic congestion, lack of proper public transportation mode, longer time required for public transportation services, and faster service offered by the ride-

hailing service are attracting passengers and travelers toward on-demand services. Moreover, increased number of on-road vehicles have raised global pollution levels drastically, which has led to increase in global temperature and hampered the health of humans and nature. Therefore, governing bodies of several nations are primarily focused on the elimination of major sources of pollution, which in turn is expected to result in implementation of stringent emission norms and incentives for alternative fuel and transportation services. Ride-hailing services have proven to be effective in reducing the number of vehicle ownership, which in turn is expected to lead to significant decline in pollution levels. Increased fuel prices, rise in vehicle maintenance, and implementation of more stringent emission norms effectively makes ride-hailing less expensive as compared to the cost of owning a vehicle.

According to Statista (2022), the Global Ride Hailing and Taxi market was valued USD 1,487.2 million in 2021, with a total of 1,487.2 million users and is projected to reach USD 386,274 million in 2026 registering a total of 1,665.3 million users, with an expected annual growth of 5.3% from 2022-2026. User penetration is 19.7% in 2021 and is expected to hit 21.1% by 2026. The average revenue per user (ARPU) will increase from USD 151.85 in 2021 to amount to USD 231.95 in 2026.

*Online Food Delivery Market:* Over the past few years the trend of online food ordering has been increasing. Rising penetration of smartphones and internet connections provides the opportunity to get the food delivered very conveniently and quickly. Online food delivery offers consumers with a wide range of food items available on their smartphones and the convenience of getting it delivered at their doorsteps. Moreover, online food delivery provides numerous benefits to food service providers as well. One of the biggest advantages of online food delivery are savings in labor since the staff is not tied up on the phone or at the counter. Along with labor savings, other major benefits of online food delivery for food service providers include enhanced accuracy of online orders, increased convenience for the guest, simpler order processing, etc. Additionally, online food ordering can also provide food service providers with key customer information that can be useful for making promotional strategies, such as targeted promotions designed to create off-peak demand, specials targeted at particular customer segments, and couponing strategies.

According to Statista (2022), Global Food Delivery Market registered 1,656.4 million users with a revenue equal to USD 293,638 million in 2021, where Platform-to-Consumer segment generated USD 187,985 million and Restaurant-to-Consumer generated USD 105, 654 million revenue. Revenue in the Online Food Delivery segment is projected to reach USD 339,257 million in 2022 and is expected to show an annual growth rate (CAGR 2022-2026) of 8.29%, resulting in a projected market volume of USD 466,472 million and 2,655.9 million users by 2026. The market's largest segment is Platform-

to-Consumer Delivery with a projected market volume of USD 215,955 million in 2022. User penetration in the Online Food Delivery segment is at 25.3% in 2022 and is projected to reach 33.7% by 2026.

### **UNIQUE BUSINESS MODEL**

WarpSpeed Taxi is a new 2-in-1 Ride Hailing and Delivery platform set for global expansion. It offers ride-hailing passenger transportation and delivery service through a smartphone-based app. WarpSpeed Taxi's 2-in-1 Application will be available on all major app store platforms.

With the WarpSpeedTaxi app, drivers will be able to provide Taxi services to passengers and delivery services to restaurants, grocery stores, and other personal or business courier services.

Among ride-hailing services, WarpSpeedTaxi offers city taxi services that allow passengers to hire a car via a smartphone-based app based on preferred plan, to book a round-trip or one-way trip and pay for the travelled distance, and to rent a chauffeur-driven cars at the best fares allowing passengers to book cars by hour and km. WarpSpeedTaxi will also offer premium packages for corporate users as a simple and easy way to manage company employee travel and track expenses.

Among delivery services, WarpSpeedTaxi provides the opportunity to get the food delivered very conveniently and quickly. It offers consumers with a wide range of food items available on their smartphones and the convenience of getting it delivered at their doorsteps. For corporate customers WarpSpeedTaxi will give discounts to restaurant owners, grocery stores, couriers etc. to affordably provide deliveries, especially considering the COVID pandemic lockdown consequences.

WarpSpeedTaxi's unique business model will further reduce Ride and Delivery costs for Consumers. Business won't have to sacrifice fair margins to offer delivery services. And drivers will receive a larger overall cut by providing multiple types of services.

The WarpSpeed model is unlike any the other Taxi or Delivery model currently on the market.

WarpSpeedTaxi's platform has been designed from the ground up to be exceptionally modular, allowing it to be cloned and customized to target local markets throughout the world. This allows setting up joint ventures with third-party operators – individuals or companies – anywhere on the planet.

Local venture partners will be asked to fund these joint ventures through an initial six-month period. In return, they gain 50% ownership of a locally branded Ride Hailing and Delivery company. This

model will allow WarpSpeedTaxi to launch rapidly and cost-effectively in multiple new markets around the world.

WarpSpeed Taxi will retain 50% ownership of each local venture in each new country and will receive 2.5% of all gross revenues as an effective licensing fee for use of the WarpSpeed software platform. The company will also receive an additional monthly backend management fee, which will be either \$5,000 or 2.5% of sales, whichever is greater.

This will position WarpSpeedTaxi with low overhead and the potential for exponential profit growth as the platform expands to new markets around the world. And it will free up its joint venture partners in local markets to focus solely on customer service and daily operations, with no need to worry about technology development, software maintenance, or backend data management.

In short, WarpSpeedTaxi is a state-of-the-art, feature-rich white label ride hailing and delivery software platform that can be easily customized for local branding in every country in the world, allowing marketing strategies to be tailored to individual local markets for competitive advantage.

For example, in India, WarpSpeedTaxi platform is branded “Tezi Taxi”, which means “Fast Taxi” in the local language. That makes it marketable and easy to remember for local customers. The market research suggests local branding is a critical factor in consumer choice, particularly in the developing world, where large Western brands are often intimidating and perceived as unaffordable. WarpSpeedTaxi’s service taps into this preference for local branding and offers an affordable consumer option.

The model also allows WarpSpeedTaxi’s partners to affordably own half of a national ride hailing and delivery company in the market they know best. That local knowledge will help drive smooth launches as the platform expands to new markets. Local venture partners won’t need millions of dollars in upfront cash to get involved. With WarpSpeedTaxi’s expertise, its partners will walk into a turn-key opportunity and be operational overnight.

Once the Beta testing phase in Ahmedabad, India, is complete, WarpSpeedTaxi’s will immediately launch in the rest of India, seeking to serve its large population of more than 1.3 billion people. The Indian operation will then be handed off to an operational team, and WarpSpeedTaxi’s beta testing team will launch the service in another country, with developers and designers on hand to tailor the branding of the WarpSpeed platform to match local needs.

Both the Operational and Beta Testing Teams will easily be able to expand and launch in multiple countries at the same time with WarpSpeedTaxi’s customizable software and self-funding model.

WarpSpeed Taxi is a publicly traded company that trades on the US OTC market under the stock symbol “WRPT”. WRPT shares just started trading, and we are very excited to tell you about the company because it provides investors with a ground floor opportunity in an exciting venture in one of the fastest growing markets on the planet.

## COMPETITION

There is intense competition between traditional taxi companies and ride-hailing services since there is a wave of new companies entering the market worldwide. Companies providing ride-hailing services are moving from providing traditional taxi services to services that can be booked via apps (e.g. ride pooling), which makes the process more transparent for customers than ever before. Massive investments of automotive manufacturers in ride-hailing services further fuel the growth of the segment.

To maintain competitiveness in the market, ride-hailing companies are differentiating themselves by offering new and additional features, such as delivery, which is another fragmented market. Online food delivery has become a billion-dollar business. Aggregator platforms like Takeaway.com or Delivery Hero have expanded all over the world through the sale of reliable infrastructure solutions and attractive commission rates for restaurants. Platform-to-Consumer Delivery companies like Deliveroo or Uber Eats operate a more cost intensive business model, but are taking care of the whole delivery logistics. Those companies have also gained track over the last years, especially in densely populated regions. Both models will likely converge with stronger competition between in-house and third-party solutions.

Considering the high competitiveness of the market, WarpSpeedTaxi will differentiate itself by offering a friendlier application for its ride-hailing services, as well as a cost effective solution for delivery service for its corporate customers, such as restaurant owners, grocery stores, couriers etc.

WarpSpeedTaxi will maintain a high level of focus on customer service and deliver better and friendlier approach based on its customers feedback. Loyalty programs and benefits will be offered to WarpSpeedTaxi customers to retain trust and attract new users. Different plans and tariffs offered by the WarpSpeedTaxi will be another advantage for the customers to choose the best option for them. In addition, WarpSpeedTaxi will continuously develop its technology and business model to stay competitive and meet the demands of the market.

**FINANCIAL PROJECTIONS (1-5 YEARS)**

Table below shows WarpSpeedTaxi's Profit and Loss Projections for the first 5 years:

<i>Pro Forma Profit and Loss</i>	<i>All figures in USD</i>				
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Revenues	448,425	2,949,472	7,212,887	20,981,313	77,605,753
Direct Cost of Sales	103,138	678,379	1,658,964	4,825,702	17,849,323
Gross Margin	345,287	2,271,094	5,553,923	16,155,611	59,756,430
Gross Margin %	77%	77%	77%	77%	77%
Total Operating Expenses	89,685	589,894	1,442,577	4,196,263	15,521,151
Profit Before Interest and Taxes	255,602	1,681,199	4,111,346	11,959,349	44,235,279
EBIT	255,602	1,681,199	4,111,346	11,959,349	44,235,279
Taxes Incurred	98,654	648,884	1,586,835	4,615,889	17,073,266
Net Profit	156,949	1,032,315	2,524,511	7,343,460	27,162,013
<b>Net Profit/Sales</b>	35.00%	35.00%	35.00%	35.00%	35.00%



# MARKET OPPORTUNITY

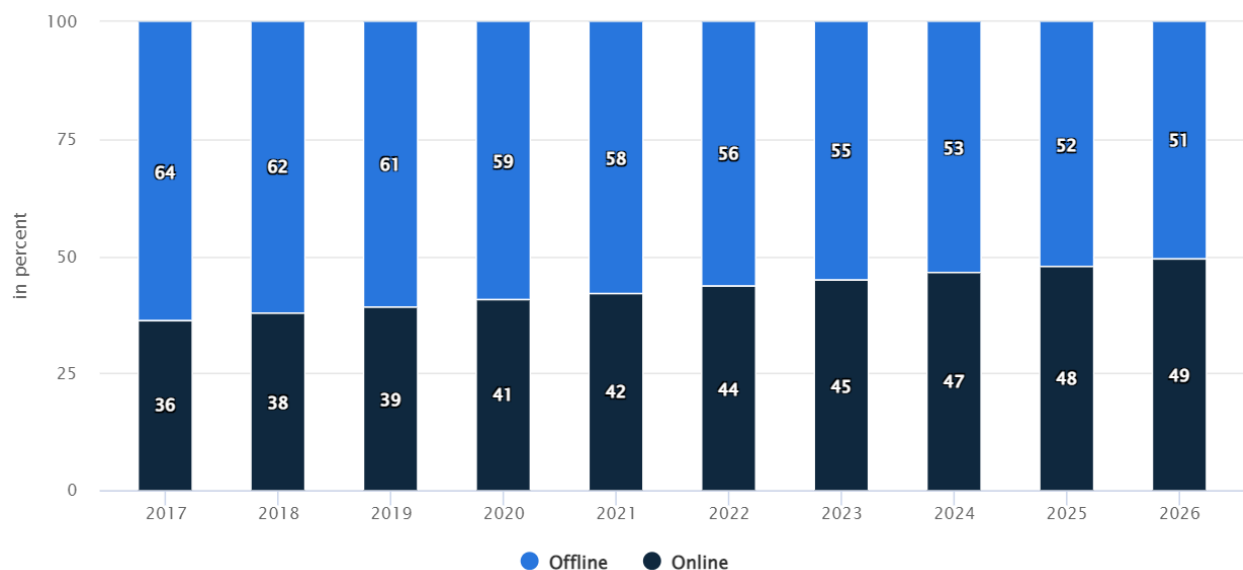
## RIDE HAILING AND TAXI MARKET

### *Global Ride Hailing and Taxi Market*

The Ride-hailing and Taxi market segment includes all online and offline booking channels that connect passengers and drivers. This includes traditional taxi services that can be booked by phone, Transportation Network Companies (TNCs) that offer rides in private vehicles, as well as Ride Pooling services. The passenger requests a ride and will then be matched with a driver. Examples for TNCs are Uber and Lyft that match passengers with drivers and charge a commission for this service, or services such as Moia and Via that offer Ride Pooling by combining the routes of passengers. In addition, taxi companies that offer trips via an app (e.g. Free Now) are also considered in this segment.

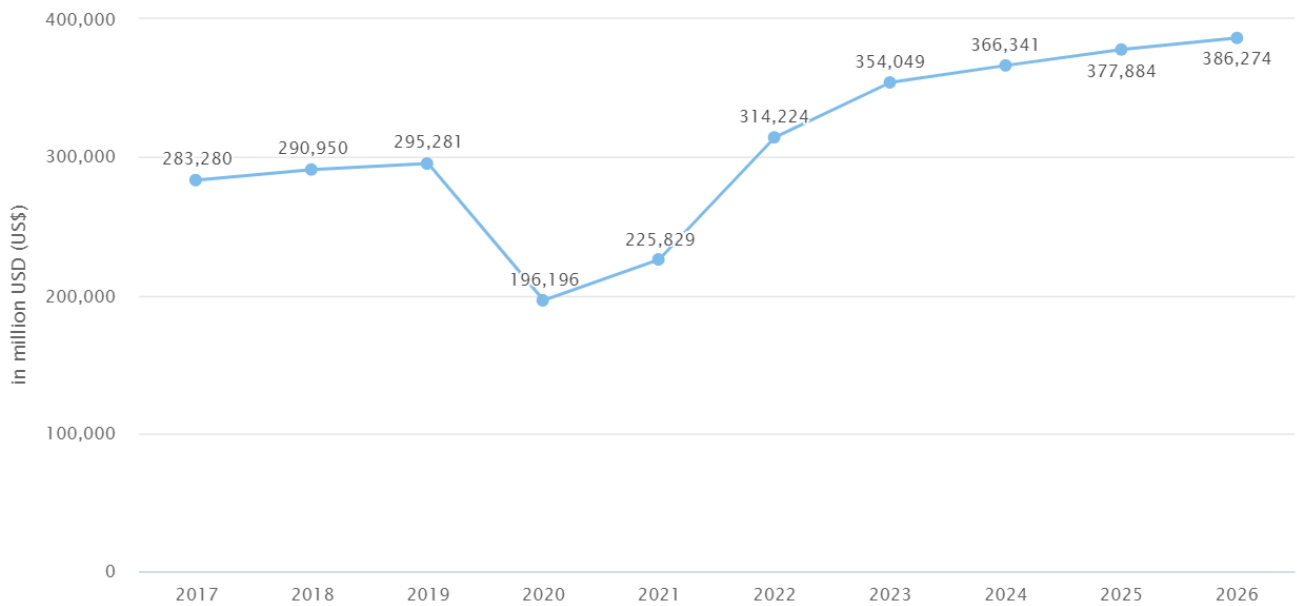
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### Global Ride-Hailing and Taxi Market Sales Channels



Source: Statista 2022

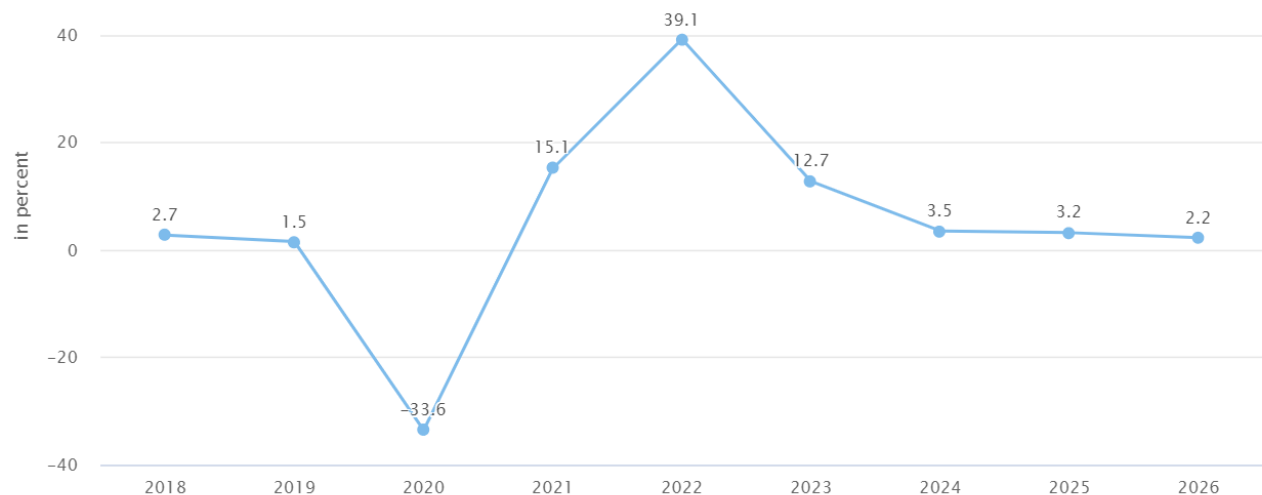
## Global Ride-Hailing and Taxi Market Revenue



Source: Statista 2022

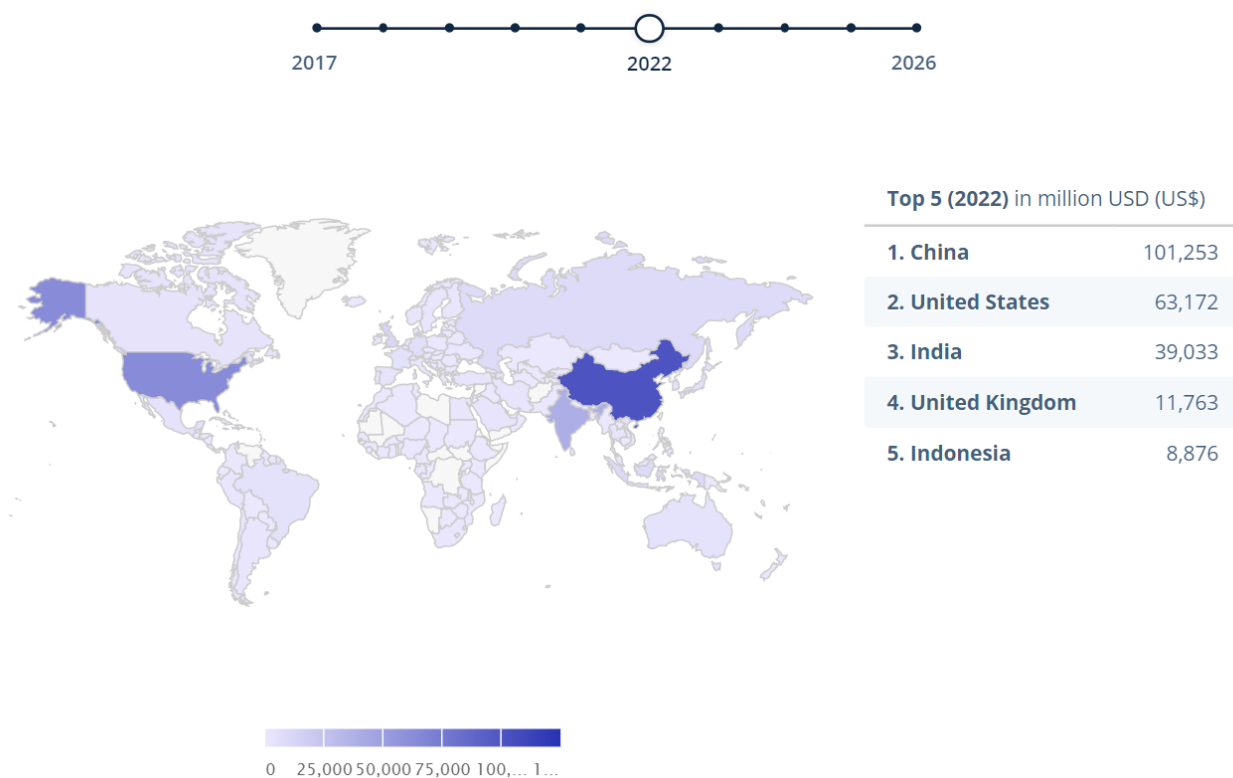
While there has been a market decline in 2019 mainly due to COVID-19 outbreak, extending lockdown across countries and the measures to contain it, the market is recovering as the need for taxis plummeted across the world. Uber, Didi, Grab and Go-Jek have all attempted to recoup losses through food delivery and other services.

## Global Ride-Hailing and Taxi Market Revenue Growth



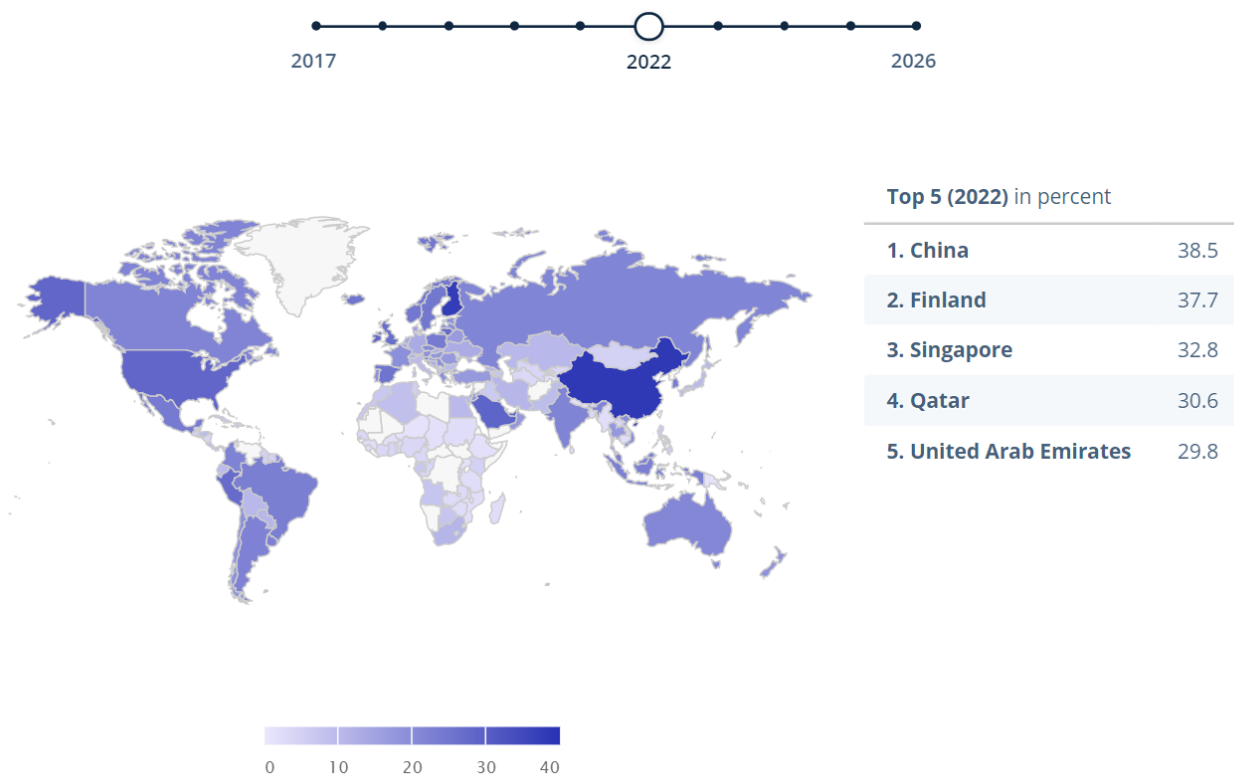
Source: Statista 2022

## Global Ride-Hailing and Taxi Market Global Comparison by Revenue



Source: Statista 2022

## Global Ride-Hailing and Taxi Market Global Comparison by User Penetration

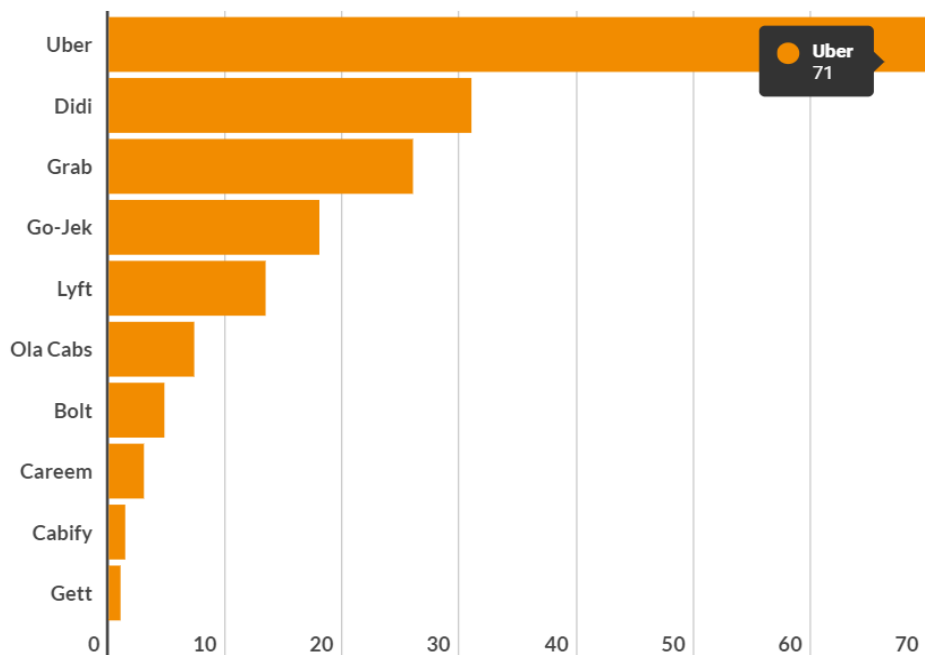


Source: Statista 2022

The ride-hailing industry comprises establishments primarily engaged in providing passenger transportation by automobile or van, not operated over regular routes and on regular schedules. Establishments of taxicab owners/operators, taxicab fleet operators, or taxicab organizations are included in this industry.

Ride-hailing service providers need to follow several state and central laws for uninterrupted services. For instance, in U.S, driver-related regulations include requirements for background checks, driver's licenses, vehicle registrations, special licenses such as business licenses, and external vehicle displays. While, the company-related regulations include requirements for the number of ride-hailing vehicles operating in a metropolitan area, providing a list of drivers to the city, and sharing trip data with the city. In some countries, fingerprint-based background checks are mandatory.

#### Global Taxi App Valuations (in Billion USD).



Source: *Business of Apps*, 2022

There are two powerhouses in the ride hailing market – Uber and Didi. Uber leads in several key markets, while Didi is responsible for 95 percent of ride hailing in China. From the graph above, it would seem like a two horse race for the globe, however, Ola has shown strong resistance in India and Bolt / Free Now are both competitive in several European countries.

Grab and Go-Jek are both competing in South-east Asia, and their high valuations may be due to expansive network of services both provide, which include food delivery. Western operators, such as Lyft, Cabify and Gett, have not broadened their operations in the same way.

## MARKET SEGMENTATION

The ride hailing market is segmented by:

- **vehicle type** into two wheeler, three wheeler, four wheeler, and others,
- **commuting distance** into intra-city, long distance, and corporate.
- **autonomy level** into manually operated and autonomous vehicles,
- **end-user** into commercial and personal categories,
- **service type** into e-hailing, car sharing, station based mobility, car rental, and other.
- E-hailing was the largest segment, with a market share of more than 50% in 2018. The growth is attributed to user-friendliness and convenience these services offer. These services have made travelling around in new cities easier by offering them trained drivers using reliable maps for navigation.

## MARKET GROWTH DRIVERS

A number of factors contribute to driving the growth of the ride-hailing market.

- *Increasing Smartphone and Internet Penetration*

As ride sharing is an internet-enabled service, internet connectivity is the basic requirement for availing ride sharing services in any part of the world. The users are required to download an app on their smartphone and use data services to access the app and other navigation and information services related to it. Internet connectivity is also needed for navigation, telematics, and V2V communication. According to the International Telecommunication Union, approximately 81% of the population in developed countries uses the internet. On the other hand, 40% of individuals in developing countries have access to the internet, and these numbers are increasing rapidly.

- *On-demand transportation services*

On-demand transportation services is characterized by flexible routing and ad-hoc scheduling of private vehicles offering personal transport experience to the general public by picking or dropping at locations of passenger's choice. On-demand ride-hailing services ensure that customers can accurately locate the vehicles, track their journey, and offer safety to the occupants, and this factor is expected to significantly drive the market growth.

- *Increase in Cost of Vehicle Ownership*

The cost of owning a personal vehicle has increased with rising fuel prices and an increase in finance, insurance, and vehicle registration costs. Maintenance costs, which include the repair of parts and

accessories and labor charges, have also increased and added to the overall cost of vehicle ownership. Also, with the introduction of strict emission norms, vehicles need better, advanced, and costly aftertreatment devices. These factors have increased the cost of vehicle ownership, which in turn has increased the popularity of ride sharing services.

- *Lower rate of car ownership among millennials*

Lower rate of car ownership among millennials due to the high maintenance cost of personal cars is resulting in the rise in demand for ride-hailing services. The millennials are choosing practical, smartphone accessible transport options that are simple, flexible and inexpensive over car ownership. Also, buying a new car and maintaining it is costlier than renting a vehicle every year. Thus, gradual penetration of such car ownership (car rentals) is estimated to fuel its demand across the globe in the coming years.

- *Additional options for passenger travelling experience*

Ride hailing service providers come up with additional options such as e-transaction, driver reviews, location tracking and sharing as well as other value-based rides such as micro mobility and car rental facilities. These techniques and services have revolutionized the passenger travelling experience, thereby surging the demand in the global ride hailing market.

In addition to the above mentioned factors, ride hailing successfully reduces the use of a lot of vehicles for travelling, minimizes traffic crowding, reduces emissions, decreases the total number of trips made by a vehicle, and is also cost-effective.

## MARKET TRENDS AND INNOVATIONS

- *Electrification of Ride Hailing Vehicles:*

The huge benefits that the ride hailing business offers is attracting a lot of companies to enter into this field. Companies are taking green initiatives to lower vehicular emission by increasingly adopting electric vehicles. According to the International Council on Clean Transportation (ICCT), DiDi is leading the cutting age revolution of eco-friendly measures acquiring around 260,000 electric vehicles in 2017 which equals 1.3% of its total convoy of vehicles. This list is followed by Ola with 0.6% electric vehicle share and Grab, Lyft, and Uber with less than 0.2% electric vehicles of the entire fleet. This increase in demand for electric vehicles is anticipated to hike in the near future.

- *Safety Ride Apps For Women And Children:*

Ridesharing services have been advancing considerably in the past few years by delivering a dozens of innovative facilities to the riders all across the world. A major initiative is promoted by Safr, which permits the female passengers to select the gender of the driver, offers a comprehensive detailing about the driver's training, and also provides an SOS option service app. Furthermore, HopSkipDrive is another ride hailing app that gives safe and smarter transportation solutions to children by employing professional caredrivers who have a minimum of 5-year experience in caregiving.

- *Collaboration With Other Sectors:*

Ride hailing service providers have entered the mainstream business in the recent times and the companies are foraying into various industrial sectors such as food delivery, healthcare, freight business, and many more. In compliance with the Health Insurance Portability and Accountability Act (HIPPA), Uber is contributing to the healthcare industry by offering safe and secure scheduled rides to the patients and caregivers. Also, another instance of healthcare and ridesharing collaboration is the partnership of Blue Cross and Blue Shield and Lyft to offer rides in remote communities, thereby mitigating missing health checkups due to lack of effective transportation.

- *Growing M&A Activity:*

The growing M&A activity and rise in strategic alliances is identified as one of the primary ride hailing services market trends that will add traction to the market growth over the forecast period. M&A activities in the global ride hailing market are helping companies gain market share and improve service quality. The market has also witnessed significant growth in the number of strategic alliances and partnerships among rival companies operating in different geographic locations. This will help companies in expanding their geographic presence and enhancing their operations.

## ONLINE FOOD DELIVERY MARKET

## *Global Online Food Delivery Market*

The eServices market segment Online Food Delivery comprises services which deliver prepared meals and food that was ordered online for direct consumption and contains the user and revenue development of two different delivery service solutions for prepared meals:

### (1) Restaurant-to-Consumer Delivery

- a. The Restaurant-to-Consumer Delivery segment includes the delivery of meals carried out directly by the restaurants.
- b. The order may be made via platforms (e.g. Delivery Hero, Just Eat) or directly through a restaurant website (e.g. Domino's).

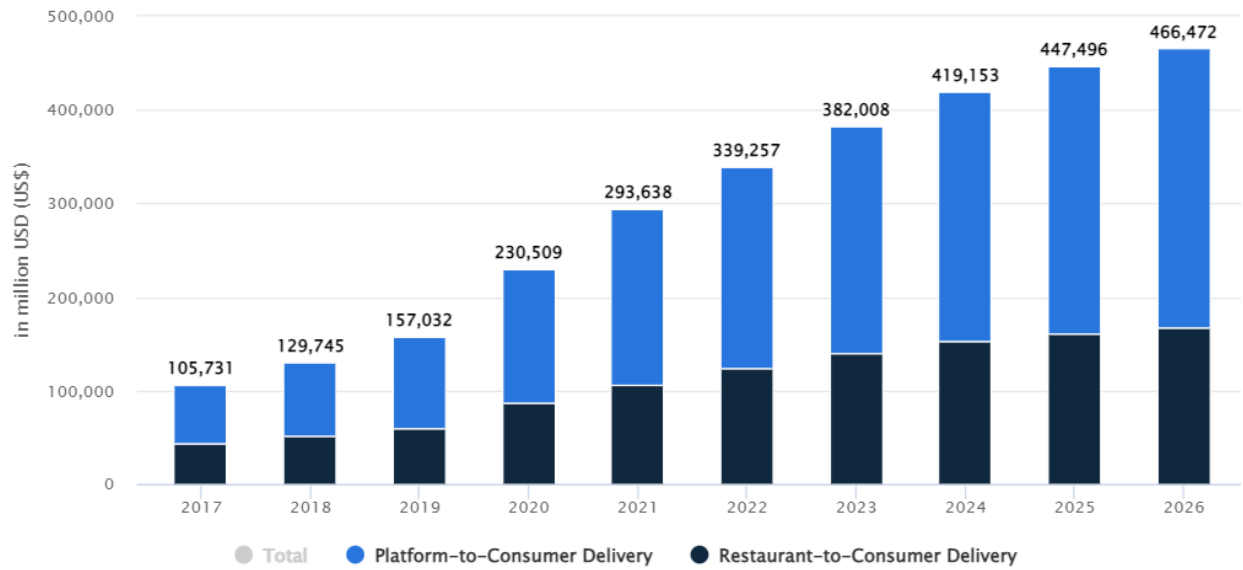
### (2) Platform-to-Consumer Delivery

- a. The Platform-to-Consumer Delivery market segment focuses on online delivery services that provide customers with meals from partner restaurants that do not necessarily have to offer food delivery themselves.
- b. In this case, the platform (e.g. Deliveroo) handles the delivery process.

According to Statista (2022), Global Food Delivery Market registered 1,656.4 million users with a revenue equal to USD 293,638 million in 2021, where Platform-to-Consumer segment generated USD 187,985 million and Restaurant-to-Consumer generated USD 105, 654 million revenue. Revenue in the Online Food Delivery segment is projected to reach USD 339,257 million in 2022 and is expected to show an annual growth rate (CAGR 2022-2026) of 8.29%, resulting in a projected market volume of USD 466,472 million and 2,655.9 million users by 2026. The market's largest segment is Platform-to-Consumer Delivery with a projected market volume of USD 215,955 million in 2022. User penetration in the Online Food Delivery segment is at 25.3% in 2022 and is projected to reach 33.7% by 2026.

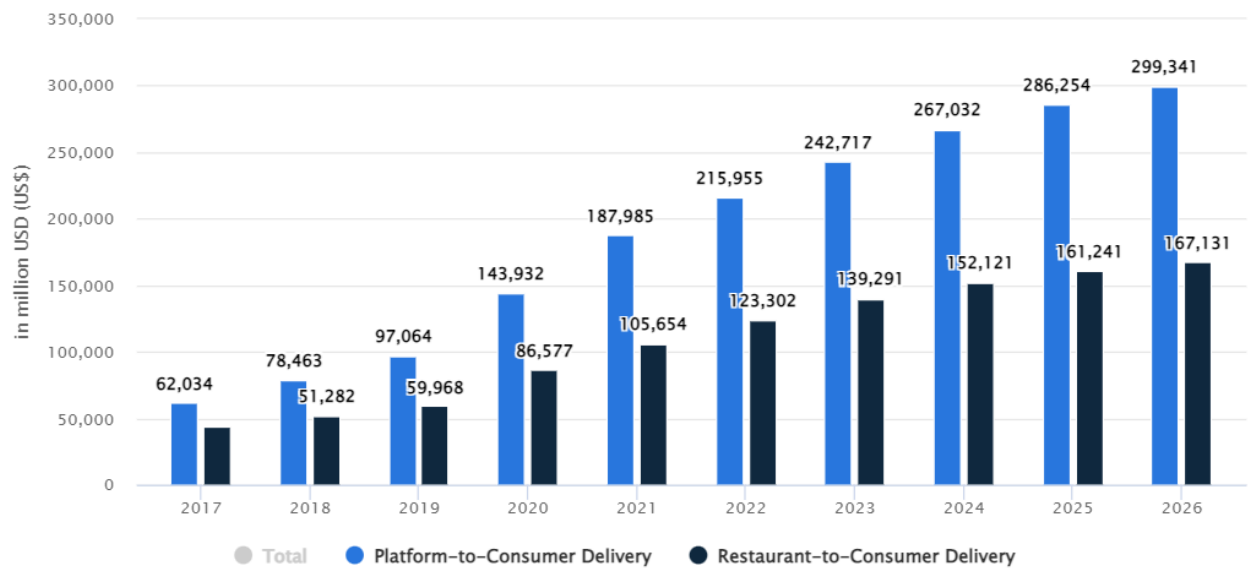


## Global Online Food Delivery Market Total Revenue



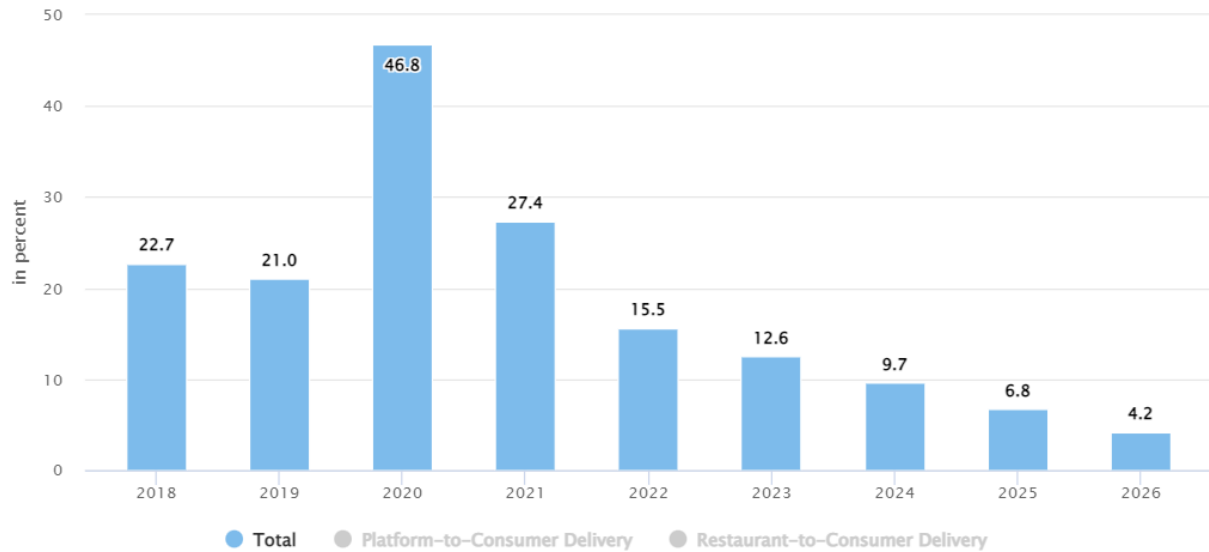
Source: Statista 2022

## Global Online Food Delivery Market Revenue by Segment



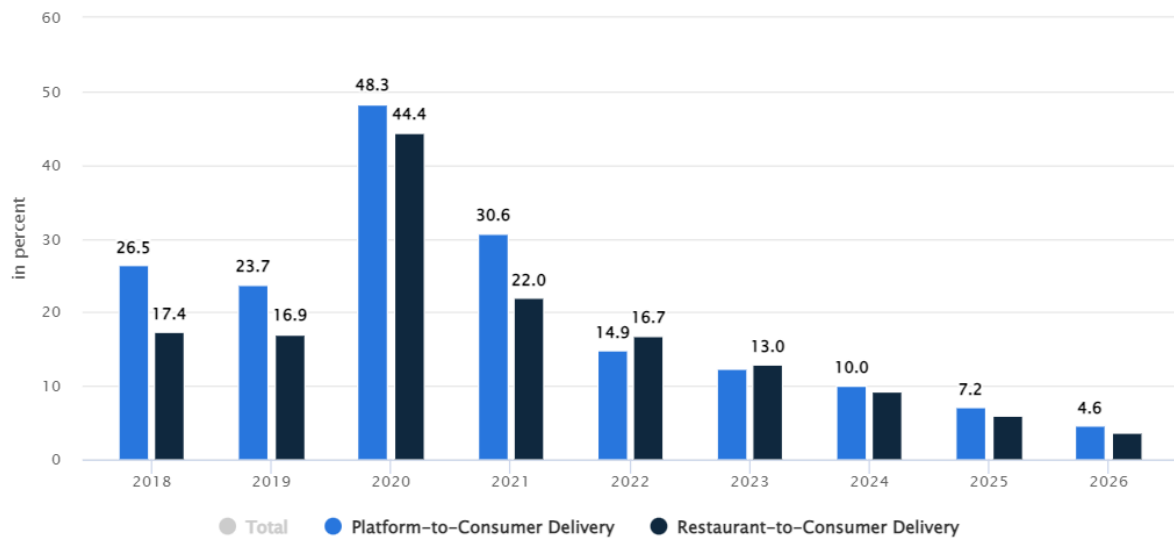
Source: Statista 2022

## Global Online Food Delivery Market Total Revenue Change



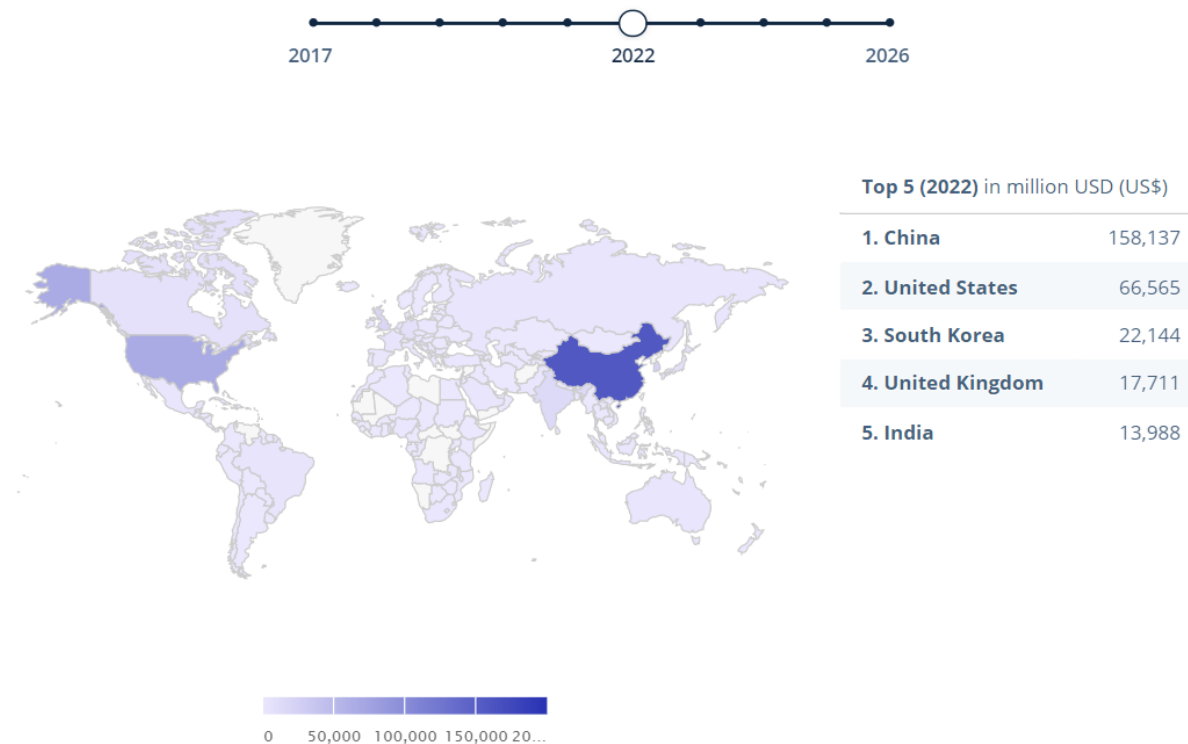
Source: Statista 2022

## Global Online Food Delivery Market Revenue Change by Segment



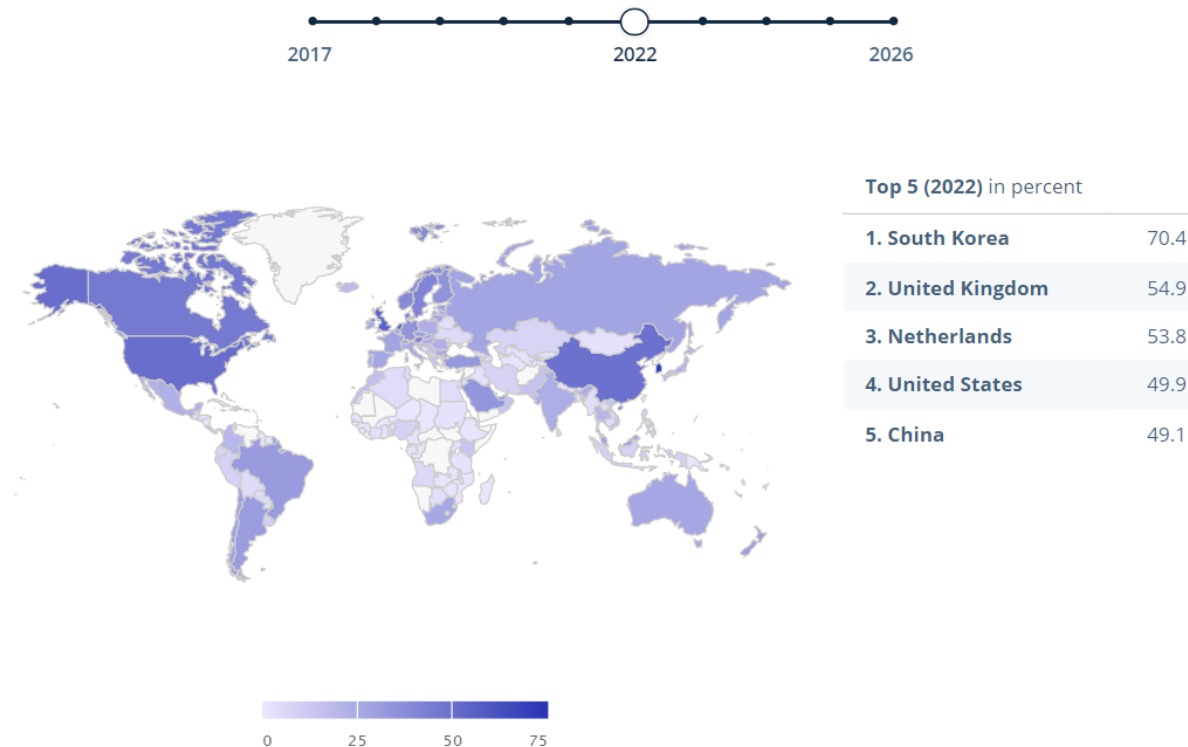
Source: Statista 2022

## Global Online Food Delivery Market Global Comparison by Revenue



Source: Statista 2022

## Global Online Food Delivery Market Global Comparison by User Penetration



Source: Statista 2022

## FOOD DELIVERY INDUSTRY TRENDS

### · *Third-Party Delivery:*

Third-party delivery continues to grow as its usage increases across the restaurant and grocery industries. Restaurant chains are increasingly partnering with multiple third party fleets in order to expand their delivery footprint across all their stores and at all times of day. While this tactic expands the chains's geographic reach and pool of potential customers, it also means that a significant chunk of their delivery operations are not under their control anymore. Some food companies are mitigating this by using owned online sites for ordering, but then using delivery as a service (DaaS) providers to perform the actual delivery. Food delivery management software provides them with much-needed visibility and control over their delivery operations and KPIs, even for data that originated with third parties.

### · *In-House Restaurant Delivery Fleets*

Some companies are taking a completely different approach and are building in-house delivery fleets. Today companies are exploring in-house delivery and the great benefits it offers such as full visibility and control over customer data and branding. To smoothly manage these operations in-house, restaurants need delivery dispatch software, which uses automation to assign drivers to each order. When delivery happens at scale, with tens of thousands of orders each day (or more), the logistics behind it become increasingly complex, which is why chains managing delivery across multiple restaurants get the most value out of using delivery management software systems.

### · *Tracking Delivery Data*

Food providers are turning to data collection and analysis to better understand their delivery operations. For example, in April 2019, McDonalds spent \$300 million to acquire a big data startup. The multi-billion-dollar conglomerate understood that the best way to stay ahead of the competition is to measure, analyze, and improve your performance. Having these into the delivery operations is invaluable and the benefits stretch across everything from relations with external fleets and aggregators, to providing flawless deliveries, to enabling other arms of the business, like customer care, marketing and branding.

### · *Tech giants moving in on food delivery*

Back in 2017, Amazon acquired Whole Foods in an attempt to take on the grocery market. Then Uber Eats came in with a platform for grocery and restaurant delivery. Google began to enable food ordering and delivery directly from Search and Maps. Partner restaurants have orders integrated into the search

and map functions, enabling people to order directly from the search results page. Now that a great percent of revenue for food businesses is invested in online sales and off-premise fulfillment like delivery, curbside pickup and drive-thru, it is expected that this trend will only grow as tech giants step in with investments, marketplaces, and new services.

- *Rapid online grocery growth*

Online grocery sales – and subsequently grocery delivery – skyrocketed thanks to the global pandemic. Online grocery delivery is inevitable: customers are demanding more convenience and control over how and when they order groceries, and grocers are bound to want the business growth that on-demand grocery delivery can provide.

- *A rise in food delivery subscriptions*

The trend of delivery subscriptions has found a perfect match in both specialized online food delivery and the millennial generation. Pre-prepared fresh meals, menu kits with raw ingredients, and other home food kits that save customers time are top draws for the 55% of millennials that prioritize convenience over even taste, according to the Food Information Council. These subscription boxes also cater to consumers interested in trying new or different cuisines, something that the booming food market has enabled. Furthermore the rising number of consumers looking for vegan, organic, no-gluten, paleo or ethically-sourced food shapes the market trend.

- *Delivery by Drone*

Online Food delivery by drones is one of the coolest trends that have been tested by many firms around the world. Since 2012, many firms have taken the initiative to deliver meals to their customers via a drone. For example, Domino delivered pizzas to its customers in 2016 in New Zealand via a drone. Zomato, a food distribution firm, delivered meals via its drone in 10 minutes. It carried a payload of 5 kg across 5 km at 80kmph. Zomato acquired drone startup TechEagle for undertaking this task. Moreover, many other USA firms like Google, Amazon, and Uber are also working to adapt these Food delivery trends.

- *Delivery by Robots*

The meal delivery industry is not just limited to drones. It has moved beyond that, and one of the innovative online food delivery trends of 2020 also involves robots. With the rise of AI in the current and future tech applications, firms have allowed technology to handle a part of their business. For example, Doordash, an American food delivery firm, harnessed the power of one of the trends in food

delivery to offer delivery through robots in 2019. Starship technologies started their service in Milton Keynes. Before that, they used their 6-wheeled robots for testing these food delivery trends in London and also deployed them on the campuses of various offices in California, USA. An American meal distribution firm, Eat24 tied up with Marble(a tech startup) and Yelp in 2017 to launch a food delivery robot.

- *Contactless Delivery*

This is one of the most prominent trends in food delivery these days. After the widespread COVID-19 pandemic, everyone is maintaining social distancing. And this has led many firms to adapt to one of the safest food delivery trends 2020. By incorporating contactless meal distribution in the process, firms are assuring the complete security of meals. For example, after ordering their meals on the Grubhub, users get a choice to get contactless delivery. In this, the agent just leaves the meal package at the doorsteps. Many other firms all around the world are implementing contactless distribution.

- *Virtual Kitchens*

Virtual kitchens are also known as cloud kitchens that only produce delivery-only meals. Keatz is a European startup that produces delivery-only meals for its customers. Users only need to order the meals on the Ubereats or Deliveroo app. So, far it has raised €19.4 million by leveraging these trends in the food delivery industry. Kitchen United is yet another virtual kitchen that only offers meals for distribution. They have their distribution-only services in 4 states across the USA. It has raised \$50 million so far by implementing one of these trends of food delivery in the USA.

- *Crowdsourcing*

The process of recruiting drivers and retaining them can be a bit tough for distribution firms. Moreover, traffic can be another problem to manage. To overcome these issues, distribution firms choose to crowdsource. Companies can leverage the local drivers of the distribution area. Crowdsourcing speeds up the meal distribution process. DoorDash is a firm that has adapted this concept among other food delivery trends USA for a long time now. It has been the fastest meal delivery startups in growth. It serves all the 50 states of the US. Last year, DoorDash raised around \$500 million in a venture funding round. Grubhub is also a US-based startup working on the concept of crowdsourcing. In 2018, it raised around 200 million from a Post-IPO Equity funding round. It has been acquired by Takeaway.com.

## Regional Market Analysis

### Asia

**Countries:** Bahrain, Bangladesh, Bhutan, Brunei Darussalam, Cambodia, China, India, Indonesia, Iran, Iraq, Israel, Japan, Jordan, Kazakhstan, Kuwait, Kyrgyzstan, Laos, Lebanon, Malaysia, Mongolia, Myanmar, Nepal, Oman, Pakistan, Philippines, Qatar, Saudi Arabia, Singapore, South Korea, Sri Lanka, Taiwan, Tajikistan, Thailand, Timor-Leste, Turkmenistan, United Arab Emirates, Uzbekistan, Vietnam.

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$177,414m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 6.02%, resulting in a projected market volume of US\$224,109m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 1,200.5m users by 2026.
- User penetration is 24.1% in 2022 and is expected to hit 26.0% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$164.26.
- 44% of total revenue will be generated through online sales by 2026.

Asia has the largest population in the world, which increases the demand for transportation facilities. Asian countries such as China, India, and Japan are advancing towards digitalization. Moreover, on an average, 52 minutes are spent in commuting by the Beijing citizens according to an assessment made by the World Economic Forum. All these factors effectively propel the ride hailing market growth in Asia region. Asia holds more than 50% of the global ride hailing and taxi market owing to the massive acceptance of ride-hailing services in China. The country alone holds market share of almost 60% in the region. China is the home to the world's largest ride-hailing market. And Beijing Xiaoju Technology Co. Ltd. (Didi Chuxing) being the key player in China, takes nearly 90% of all bookings in the country. India is another key market for ride hailing services in APAC.

On average, Asia Pacific accounts for less than 200 vehicles per 1000 people, which offers numerous opportunities to global ride-hailing service providers. Furthermore, factors such as the increasing urbanization, growing disposable income, rising demand for car sharing services, adoption of smartphones along with expanding Internet connectivity, flourishing tourism, and the presence of global and local vendors will significantly drive ride hailing services market growth in this region in the upcoming years.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$211,047m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 7.21%, resulting in a projected market volume of US\$278,829m by 2026.
- The market's largest segment is Platform-to-Consumer Delivery with a projected market volume of US\$161,157m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$164.69 in 2022.
- The number of users is expected to amount to 1,728.8m users by 2026.
- User penetration in the Online Food Delivery segment will be at 28.5% in 2022.

The online food delivery business in Asia has mushroomed in recent years with a growth that has accelerated by as much as 10 years due to the COVID-19 pandemic. Since the beginning of the pandemic, various lockdowns and restriction measures implemented by countries have spurred a surge in demand in food delivery services in Asia. Food delivery services are not new, but apps and smartphones are expanding the reach of delivery services.

The largest and most popular business model involves service providers managing ordering websites and mobile apps on behalf of restaurants, and charging fees from them. The second is recruiting and managing a pool of independent contractors as delivery couriers, and charging consumers a premium for delivery. Another model gaining traction is delivering straight from kitchens to someone's front door, without going through a store front. Companies like Uber and Grab have definitely made food delivery easier, by providing the platforms, but there are also local startups packaging, frozen food, or even motorbike deliveries. Asia holds more than 60% of global online food delivery market.

China currently represents the world's biggest online food delivery market. China's strong economic growth, changing lifestyles and increasing penetration of internet and smartphones are some of the key drivers of the market. Moreover, China's large young population, who constitutes the majority of the consumer base has further facilitated this growth. Urban dwellers, who lead a hectic lifestyle, tend to order food online more frequently than others.

Some of the major online food-delivery companies in China include Ele.me, Meituan Dianping, ENJOY, Daojia, Home-cook, etc. The market however is mainly dominated by two players Meituan Dianping, supported by the internet giant Tencent, and Ele.me, backed by Alibaba. Key players in the country are now focusing on expanding their operations into smaller cities, which have a strong growth potential.



## Eastern Asia

**Countries:** China, Japan, Mongolia, South Korea, Taiwan

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$112,336m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 7.23%, resulting in a projected market volume of US\$148,527m by 2026.
- The number of users is expected to amount to 666.2m users by 2026.
- User penetration is 35.7% in 2022 and is expected to hit 39.9% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$189.57.
- 51% of total revenue will be generated through online sales by 2026.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$187,580m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 6.82%, resulting in a projected market volume of US\$244,261m by 2026.
- The market's largest segment is Platform-to-Consumer Delivery with a projected market volume of US\$153,875m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$238.47 in 2022.
- The number of users is expected to amount to 947.3m users by 2026.
- User penetration in the Online Food Delivery segment will be at 47.4% in 2022.

## Central Asia

**Countries:** *Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan*

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$294m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 8.05%, resulting in a projected market volume of US\$401m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 4.7m users by 2026.
- User penetration is 5.1% in 2022 and is expected to hit 5.8% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$74.98.
- 21% of total revenue will be generated through online sales by 2026.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$47m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 9.39%, resulting in a projected market volume of US\$68m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$27m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$17.80 in 2022.
- The number of users is expected to amount to 3.7m users by 2026.
- User penetration in the Online Food Delivery segment will be at 3.5% in 2022.

## Southeast Asia

**Countries:** Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste, Vietnam

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$18,386m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 5.70%, resulting in a projected market volume of US\$22,949m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 122.0m users by 2026.
- User penetration is 16.8% in 2022 and is expected to hit 17.3% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$160.91.
- 33% of total revenue will be generated through online sales by 2026.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$3,358m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 9.29%, resulting in a projected market volume of US\$4,792m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$2,160m in 2022.
- In global comparison, most revenue will be generated in China (US\$158,137m in 2022).
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$41.23 in 2022.
- In the Online Food Delivery segment, the number of users is expected to amount to 113.5m users by 2026.
- User penetration in the Online Food Delivery segment will be at 12.0% in 2022.

## Southern Asia

**Countries:** *Bangladesh, Bhutan, India, Nepal, Pakistan, Sri Lanka*

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$39,968m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 2.53%, resulting in a projected market volume of US\$44,166m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 371.6m users by 2026.
- User penetration is 18.1% in 2022 and is expected to hit 19.2% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$118.87.
- 27% of total revenue will be generated through online sales by 2026.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$14,703m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 12.07%, resulting in a projected market volume of US\$23,190m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$10,182m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$38.66 in 2022.
- In the Online Food Delivery segment, the number of users is expected to amount to 625.5m users by 2026.
- User penetration in the Online Food Delivery segment will be at 20.5% in 2022.

## Western Asia

**Countries:** Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, United Arab Emirates

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$6,430m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 5.83%, resulting in a projected market volume of US\$8,066m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 36.0m users by 2026.
- User penetration is 15.4% in 2022 and is expected to hit 16.0% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$194.28.
- 32% of total revenue will be generated through online sales by 2026.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$5,358m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 5.02%, resulting in a projected market volume of US\$6,518m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$3,815m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$175.96 in 2022.
- In the Online Food Delivery segment, the number of users is expected to amount to 38.8m users by 2026.
- User penetration in the Online Food Delivery segment will be at 14.2% in 2022.

## North America

**Countries:** *Canada, Mexico, United States*

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing and Taxi segment is projected to reach US\$69,242m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 4.26%, resulting in a projected market volume of US\$81,810m by 2026.
- In the Ride-hailing and Taxi segment, the number of users is expected to amount to 139.1m users by 2026.
- User penetration is 26.8% in 2022 and is expected to hit 26.8% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$512.81.
- 70% of total revenue will be generated through online sales by 2026.

Due to a large number of market vendors based in US, North America is one of the major innovators and investors in the market. The region is one of the early adopters of the business model, which provides the upper hand and more variety of services. These factors have also motivated the entry of many local and new players from the region in the global market.

North America accounts for a market share of approximately 22% in terms of revenue. This is attributed to the fact that most companies operating in the industry were incorporated in U.S. High demand for public transportation in cities like New York, Chicago, San Francisco, Seattle, Utah, Burlington, Dallas, Boulder, and Portland among others is prompting the market growth. The fast-paced life and growing population have created a need for quick, easy, all-time accessible modes of transport.

The overall size of the ride hailing / ride sharing market in North America is growing. According to Accenture, nearly two-thirds (63%) of the US car owners who use ride-hailing services say that they would consider giving up their vehicles over the next decade in favor of ride-hailing. Based on a survey of more than 1,000 US consumers, Accenture found that consumer satisfaction with ride-hailing companies is extreme, at 92%, and that the vast majority (93%) of the respondents expect to maintain or increase their spending on ride-hailing services this year. Ride-hailing usage has increased across most demographic groups, but adoption figures continue to vary by age, educational attainment, and income level. For example, roughly half of Americans ages 18 to 29 (51%) say they have used a ride-hailing service, compared with 24% of those ages 50 and older. Those whose annual household income is USD 75,000 or more are roughly twice as likely as those earning less than USD30,000 to have used these services.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$74,971m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 9.83%, resulting in a projected market volume of US\$109,076m by 2026.
- The market's largest segment is Platform-to-Consumer Delivery with a projected market volume of US\$37,830m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$349.14 in 2022.
- The number of users is expected to amount to 281.9m users by 2026.
- User penetration in the Online Food Delivery segment will be at 42.5% in 2022.

North America online food delivery market is currently being driven by several factors. Significant urban population, their busy lifestyles and lack of domestic help have driven the online food delivery market growth in the region.

Various online food delivery service providers are experimenting with innovative food delivery methods, via self-driving cars, drones and robots, thereby, positively influencing the market growth. In addition to this, high living standards of individuals is continuing to spur the demand for online food delivery services in the region. Furthermore, the industry in North America is driven by the ability of different platforms to register and uphold accounts to make the frequent ordering of food more convenient. Due to the reduced errors, labour expenses, waiting time, and long queues, the usage for online food delivery systems are increasing within the region.

United States is the second largest market in the world for online food delivery market after China, registering almost 20% of global market and approximately 89% of North America market at USD 66,565 million in revenue and 167.2 million users in 2022. Some of the major players in the US market include Doordash (40% market share), Uber Eats (20% market share), Grubhub (15% market share), Yum! Brands (5% market share), Dominos (5% market share). The majority of users (26.8%) are between 25 to 34 years old, followed by 35 to 44 year old users (24.1%).

## Central America

**Countries:** *Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama*

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$285m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 6.04%, resulting in a projected market volume of US\$360m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 3.7m users by 2026.
- User penetration is 6.7% in 2022 and is expected to hit 6.7% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$81.81.
- 19% of total revenue will be generated through online sales by 2026.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$88m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 11.03%, resulting in a projected market volume of US\$133m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$67m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$29.27 in 2022.
- In the Online Food Delivery segment, the number of users is expected to amount to 4.3m users by 2026.
- User penetration in the Online Food Delivery segment will be at 5.7% in 2022.



## South America

**Countries:** Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Guyana, Paraguay, Peru, Suriname, Uruguay

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$8,430m in 2022 with a CAGR of 8.08%, resulting in a projected market volume of US\$11,502m by 2026.
- The number of users is expected to amount to 91.6m users by 2026.
- User penetration is 21.7% in 2022 and is expected to hit 21.9% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$95.02.
- 54% of total revenue will be generated through online sales by 2026.

In recent years, South America market has witnessed a rapid growth owing to the need to develop a mobility solution to combat the environmental concern and to ensure customer-friendly solution. E.g. Brazil is a densely populated country and is characterized by high rate of urbanization. These factors have contributed significantly toward the rise in traffic congestion in the country, favoring the growth of the market. Some of the major regional players are Uber Technologies Inc., Lyft Inc., Didi Chuxing, BMW AG, Aptiv PLC, Robert Bosch GmbH, IBM Corporation, Gett Inc., ANI Technologies Private Limited, and TomTom International, among others.

### Online Food Delivery Market

- Revenue is projected to reach US\$4,448m in 2022 with CAGR of 8.77%, resulting in a projected market volume of US\$6,225m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$3,505m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$42.99 in 2022.
- The number of users is expected to amount to 147.0m users by 2026.
- User penetration in the Online Food Delivery segment will be at 25.4% in 2022.

In South America, the food service business has always enjoyed great dynamism, but the online delivery boom spawn by the COVID-19 pandemic intensified consumer demand. In 2019 and 2020 alone, the online food delivery market in the region grew by more than 30 percent, nearing 6.8 billion U.S. dollars. Some of the major regional players include Rappi, Uber Eats, and iFood.

## Europe

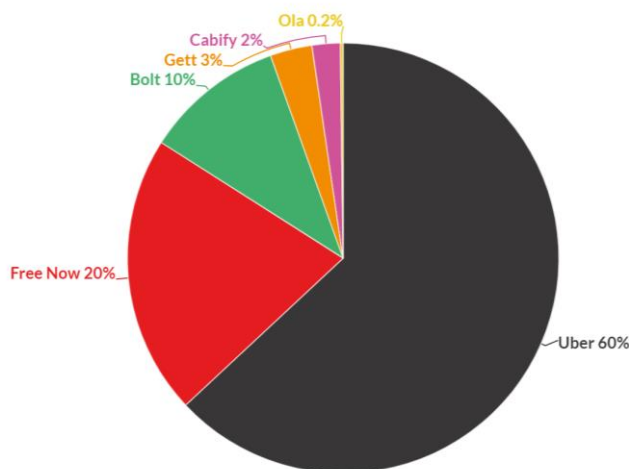
**Countries:** Albania, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Moldova, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$50,891m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 3.85%, resulting in a projected market volume of US\$59,183m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 161.1m users by 2026.
- User penetration is 18.5% in 2022 and is expected to hit 19.0% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$323.31.
- 46% of total revenue will be generated through online sales by 2026.

Compared to North America, Europe has seen its ride hailing ecosystem grow more rapidly in the past few years, Rising preference amongst the people for car-sharing services which would reduce traffic congestion, increasing awareness regarding environmental protection, technological innovation and encouraging government policies are the factors escalating the Europe ride hailing service market. Moreover, the service providers are introducing various plans and offers such as rides at discounted rates, adding meal delivery options, etc. to attract more users to ride hailing services.

### **Europe Taxi App Market Share.**



Source: Business of Apps (2022)

### Online Food Delivery Market

Local regulations and taxi unions have prevented Uber from total European market share control. This has allowed European alternatives to grow, like Estonia's Bolt, Germany's Free Now and Spain's Cabify.

While Uber is banned or does not operate in some European countries – Bulgaria, Denmark, Germany, Hungary – it still holds a commanding lead in Europe.

- Revenue in the Online Food Delivery segment is projected to reach US\$43,440m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 9.88%, resulting in a projected market volume of US\$63,314m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$29,218m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$176.00 in 2022.
- The number of users is expected to amount to 335.9m users by 2026.
- User penetration in the Online Food Delivery segment will be at 29.1% in 2022.

Europe is home to some food delivery giants: Just Eat, Takeaway.com, Delivery Hero, Deliveroo, Glovo and Wolt have all slipped into the everyday lives of millions of customers across the continent — and are bringing in sizeable revenues as a result. Many of these companies have been around for less than a decade — London-based Deliveroo started in 2013, Barcelona-based Glovo started in 2015 and US giant Uber Eats only arrived in Europe in 2016 — and the sector is still young.

#### European Startups in the On-demand Food Sector.



Just three on-demand food delivery platforms account for the majority of that funding in 2019: Deliveroo (€523m), Glovo (€319m) and Helsinki-based Wolt (€118m). There are several other “hot” sectors emerging at earlier stages — delivery-only food brands such as Berlin-based Keatz (€12m) and London-based Taster (€7m) — and online grocery players, including Stockholm-based Mathem (€38m), Moscow-based Instamart.ru (€6.9m) and Amsterdam-based Crisp (€5m).

## Eastern Europe

**Countries:** Armenia, Azerbaijan, Belarus, Bulgaria, Georgia, Moldova, Romania, Russia, Ukraine

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$9,598m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 1.02%, resulting in a projected market volume of US\$9,996m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 45.8m users by 2026.
- User penetration is 18.1% in 2022 and is expected to hit 18.9% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$215.84.
- 79% of total revenue will be generated through online sales by 2026.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$3,054m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 7.84%, resulting in a projected market volume of US\$4,131m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$1,857m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$61.27 in 2022.
- In the Online Food Delivery segment, the number of users is expected to amount to 68.1m users by 2026.
- User penetration in the Online Food Delivery segment will be at 20.3% in 2022.

## Central and Western Europe

**Countries:** Austria, Belgium, Czechia, France, Germany, Hungary, Ireland, Luxembourg, Netherlands, Poland, Slovakia, Switzerland, United Kingdom

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$28,746m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 4.19%, resulting in a projected market volume of US\$33,870m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 65.1m users by 2026.
- User penetration is 19.2% in 2022 and is expected to hit 19.4% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$447.61.
- 42% of total revenue will be generated through online sales by 2026.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$34,516m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 10.11%, resulting in a projected market volume of US\$50,743m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$23,268m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$284.80 in 2022.
- In the Online Food Delivery segment, the number of users is expected to amount to 162.3m users by 2026.
- User penetration in the Online Food Delivery segment will be at 36.3% in 2022.

## Northern Europe

**Countries:** Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway, Sweden

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$5,200m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 3.78%, resulting in a projected market volume of US\$6,031m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 8.5m users by 2026.
- User penetration is 25.0% in 2022 and is expected to hit 25.4% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$625.49.
- 32% of total revenue will be generated through online sales by 2026.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$1,729m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 11.56%, resulting in a projected market volume of US\$2,679m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$1,397m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$139.83 in 2022.
- In the Online Food Delivery segment, the number of users is expected to amount to 16.8m users by 2026.
- User penetration in the Online Food Delivery segment will be at 37.1% in 2022.

## Southern Europe

**Countries:** Albania, Bosnia and Herzegovina, Croatia, Cyprus, Greece, Italy, Malta, Montenegro, North Macedonia, Portugal, Serbia, Slovenia, Spain, Turkey

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$7,346m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 6.03%, resulting in a projected market volume of US\$9,286m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 41.6m users by 2026.
- User penetration is 17.1% in 2022 and is expected to hit 17.6% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$181.82.
- 33% of total revenue will be generated through online sales by 2026.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$4,140m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 8.62%, resulting in a projected market volume of US\$5,762m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$2,696m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$65.29 in 2022.
- In the Online Food Delivery segment, the number of users is expected to amount to 88.6m users by 2026.
- User penetration in the Online Food Delivery segment will be at 26.8% in 2022.

## Africa

**Countries:** *Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Chad, Egypt, Equatorial, Guinea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Ivory Coast, Kenya, Lesotho, Madagascar, Malawi,, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Republic of the Congo, Rwanda, Senegal, Seychelles, Sierra Leone, South Africa, Sudan, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe*

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$3,819m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 5.23%, resulting in a projected market volume of US\$4,683m by 2026.
- The number of users is expected to amount to 60.3m users by 2026.
- User penetration is 4.3% in 2022 and is expected to hit 4.5% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$72.98.
- 28% of total revenue will be generated through online sales by 2026.

Transportation industry has quickly boomed in numerous countries of the African continent due to ride hailing app development and Uber's entry into the continent. Although the concept of ride-sharing is not entirely new to Africa as it has been present in the form of traditional modes of transportation such as minibuses, bush taxis and shared cars, it is Uber's unique model, transportation married with technology, that has sparked imagination and inspired innovative initiatives in Africa.

Unintentionally, Uber triggered the spread of mobile and mapping technology for collecting geospatial data from a mobile vehicle. And the result is that Africa's local tech companies are creating their own apps that provide different types of services to aid transportation. Furthermore, it has observed the development of local startups of taxi business that have run in this region with the help of a taxi dispatch solution successfully.

Growing internet penetration across the region, a large fleet of passenger cars, backed by its rapidly developing infrastructure foster the development of ride-hailing market in Africa. Uber Technologies, Lyft, and Didi Chuxing are among the key players operating in the ride hailing market. Owing to the region's huge potential, several major players are investing heavily to develop their ride hailing services network across the region, which is expected to have a positive impact on the region's ride hailing market over the course of the upcoming years. While Uber may be leading the charge in Africa, indigenous tech-based transportation companies with better understanding of local socioeconomic situations could still hold on to their niche in the highly competitive transportation sector in the region.

### Online Food Delivery Market



- Revenue in the Online Food Delivery segment is projected to reach US\$2,523m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 18.91%, resulting in a projected market volume of US\$5,044m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$1,631m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$36.57 in 2022.
- The number of users is expected to amount to 143.1m users by 2026.
- User penetration in the Online Food Delivery segment will be at 5.6% in 2022.

Food delivery is not a new business in Africa, some ventures were operational as of 2010. From OrderIn in South Africa to Otlob in Egypt, Food Court in Rwanda to Easy Appetite in Nigeria, the sector has been well alive for a decade or two. However, it is only until recently that the industry sparked interest in the region, especially Sub-Saharan Africa. The African chapter of food delivery business started to unfold with UberEats entering the South African market in 2020.

The need for social distancing in 2020, forced a consumer demand for e-commerce that resulted in grocery delivery apps grow more than 100- 200% within a period of weeks. This was further confirmed by survey undertaken by Mastercard in 2020, which showed that found that 68% of respondents were shopping more online since the onset of the pandemic and online grocery shopping had increased by 54%. This occurrence prompted grocery food retailers to launch their own grocery food delivery applications, and the Shoprite group the largest retailer in Africa launched its own food delivery application called Checkers Sixty which was a sector first. They were followed by PicknPay who initially partnered with on demand alcohol only application Bottles and then eventually acquired. And then Woolworths also commenced the development in their own application, named Woolies Dash. At the time of writing the application is only available in certain areas.

Furthermore, internet penetration, mobile money adoption and smartphone use in Africa has shown impressive numbers and foster the development of online food delivery market in the region.

## Eastern Africa

**Countries:** *Burundi, Ethiopia, Kenya, Madagascar, Malawi, Mozambique, Rwanda, Seychelles, Tanzania, Uganda, Zambia, Zimbabwe*

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$421m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 7.11%, resulting in a projected market volume of US\$554m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 10.4m users by 2026.
- User penetration is 2.2% in 2022 and is expected to hit 2.2% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$45.20.
- 23% of total revenue will be generated through online sales by 2026.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$212m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 28.59%, resulting in a projected market volume of US\$581m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$128m in 2022.
- In global comparison, most revenue will be generated in China (US\$158,137m in 2022).
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$16.38 in 2022.
- In the Online Food Delivery segment, the number of users is expected to amount to 33.8m users by 2026.
- User penetration in the Online Food Delivery segment will be at 3.0% in 2022.

## Central Africa

**Countries:** Angola, Cameroon, Chad, Equatorial Guinea, Gabon, Republic of the Congo

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$199m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 9.90%, resulting in a projected market volume of US\$291m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 4.9m users by 2026.
- User penetration is 4.9% in 2022 and is expected to hit 4.9% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$45.54.
- 13% of total revenue will be generated through online sales by 2026.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$38m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 16.53%, resulting in a projected market volume of US\$70m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$26m in 2022.
- In global comparison, most revenue will be generated in China (US\$158,137m in 2022).
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$12.81 in 2022.
- In the Online Food Delivery segment, the number of users is expected to amount to 4.9m users by 2026.
- User penetration in the Online Food Delivery segment will be at 3.3% in 2022.

## Northern Africa

**Countries:** *Algeria, Egypt, Morocco, Sudan, Tunisia*

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$1,725m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 4.12%, resulting in a projected market volume of US\$2,027m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 23.7m users by 2026.
- User penetration is 7.6% in 2022 and is expected to hit 9.0% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$91.37.
- 24% of total revenue will be generated through online sales by 2026.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$493m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 12.36%, resulting in a projected market volume of US\$786m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$378m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$34.17 in 2022.
- In the Online Food Delivery segment, the number of users is expected to amount to 21.6m users by 2026.
- User penetration in the Online Food Delivery segment will be at 5.8% in 2022.

## Southern Africa

**Countries:** Botswana, Lesotho, Mauritius, Namibia, South Africa

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$778m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 3.98%, resulting in a projected market volume of US\$909m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 7.5m users by 2026.
- User penetration is 10.4% in 2022 and is expected to hit 10.4% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$107.91.
- 43% of total revenue will be generated through online sales by 2026.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$877m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 8.33%, resulting in a projected market volume of US\$1,208m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$597m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$53.74 in 2022.
- In the Online Food Delivery segment, the number of users is expected to amount to 23.0m users by 2026.
- User penetration in the Online Food Delivery segment will be at 23.6% in 2022.

## Western Africa

**Countries:** Benin, Burkina Faso, Gambia, Ghana, Guinea, Ivory Coast, Niger, Nigeria, Senegal, Sierra Leone, Togo

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$697m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 6.68%, resulting in a projected market volume of US\$902m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 13.8m users by 2026.
- User penetration is 3.2% in 2022 and is expected to hit 3.2% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$55.47.
- 26% of total revenue will be generated through online sales by 2026.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$902m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 27.70%, resulting in a projected market volume of US\$2,399m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$502m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$40.44 in 2022.
- In the Online Food Delivery segment, the number of users is expected to amount to 59.8m users by 2026.
- User penetration in the Online Food Delivery segment will be at 5.7% in 2022.

## Australia and Oceania

**Countries:** Australia, Fiji, New Zealand, Papua New Guinea

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$3,960m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 2.62%, resulting in a projected market volume of US\$4,392m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 6.9m users by 2026.
- User penetration is 16.0% in 2022 and is expected to hit 15.9% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$599.81.
- 61% of total revenue will be generated through online sales by 2026.

Taxis play a significant role in the transportation network in the region. The demand for ride-hailing services is on an all-time high as riders want to leverage its several benefits such as convenient booking, multiple modes of payment, GPS-enabled vehicles, 24×7 customer support, and electronic fare meters. Apart from the above-mentioned benefits, the other major reason for the rise of ride-hailing services is its cost-efficient services. Major factors behind the growth of the ride-hailing market in Australia and Oceania include the rise of ride-sharing, an increase in the demand and usage of taxi booking applications, and the emergence of new ride-sharing players in the region. For example, the ride-hailing industry in Australia looks in a good shape as it is well regulated and consolidated. The on-demand ride-hailing business model has disrupted the traditional taxi industry in the country. There are few factors which can be termed as deciding factors in the industry. These factors include regulatory restrictions like significant license plate costs, fixed fare rates, and high insurance costs due to the classification of vehicles. The ride-hailing competition in the region is becoming stiff as new competitors are emerging to challenge the Uber's domination in the market, which entered Australia market in October 2012. According to research, the majority of people in Australia uses Uber as more than nine out of ten rides are booked with Uber. However, companies like Didi (since 2019) and Ola (since 2018) have emerged as an alternative option by gaining significant amount of market shares.

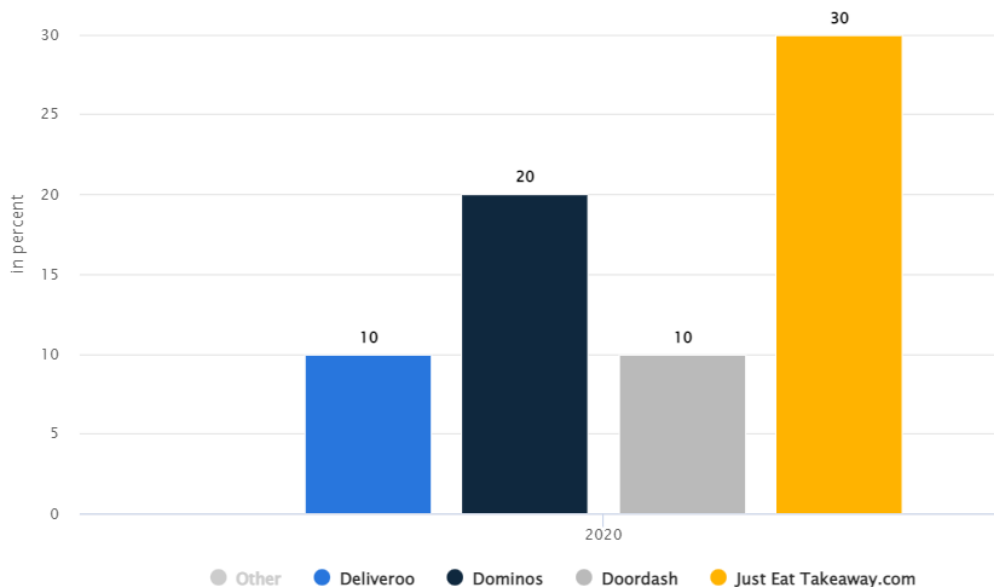
Increasing penetration of mobile phones and the internet has resulted in app-based taxi services to have the highest market share. The country is also expected to witness the emergence of new ride-sharing players over the years that will further drive the internet segment of the market.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$2,630m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 8.88%, resulting in a projected market volume of US\$3,695m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$1,787m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$306.14 in 2022.
- In the Online Food Delivery segment, the number of users is expected to amount to 11.8m users by 2026.
- User penetration in the Online Food Delivery segment will be at 20.9% in 2022.

Rising technology proliferation and increasing demand for convenient food options is expected to contribute to strong demand for industry services. Additionally, an anticipated recovery of the Australian economy following the economic effects of the COVID-19 pandemic is likely to contribute to a decline in the national rate of unemployment and boost real household discretionary incomes. These trends are expected to improve the ability of consumers to make discretionary purchases, such as takeaway food, and contribute to growth in demand for industry services.

### Australia Online Food Delivery Major Players



Source: Statista 2022.



## Caribbean

**Countries:** Cuba, Dominican Republic, Haiti, Jamaica, Puerto Rico

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$183m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 6.49%, resulting in a projected market volume of US\$236m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 2.3m users by 2026.
- User penetration is 5.7% in 2022 and is expected to hit 5.7% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$81.16.
- 18% of total revenue will be generated through online sales by 2026.

### Online Food Delivery Market

- Revenue in the Online Food Delivery segment is projected to reach US\$111m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 8.71%, resulting in a projected market volume of US\$155m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$63m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$43.29 in 2022.
- In the Online Food Delivery segment, the number of users is expected to amount to 3.0m users by 2026.
- User penetration in the Online Food Delivery segment will be at 6.4% in 2022.

# CUSTOMERS

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## *Customer segments*

WarpSpeedTaxi targets both individual and corporate segments of customers offering different products for each category.

***Among ride-hailing services***, for individuals WarpSpeedTaxi offers city taxi services that allow passengers to hire a car via a smartphone-based app based on preferred plan, to book a round-trip or one-way trip and pay for the travelled distance, and to rent a chauffeur-driven cars at the best fares allowing passengers to book cars by hour and km.

For ride-hailing corporate users WarpSpeedTaxi will offer premium packages as a simple and easy way to manage company employee travel and track expenses.

***Among delivery services***, WarpSpeedTaxi targets both individuals and corporate customer segments. In the latter case, this feature will give discounts to restaurant owners, grocery stores, couriers etc. to affordably provide deliveries, especially considering the COVID pandemic lockdown consequences.

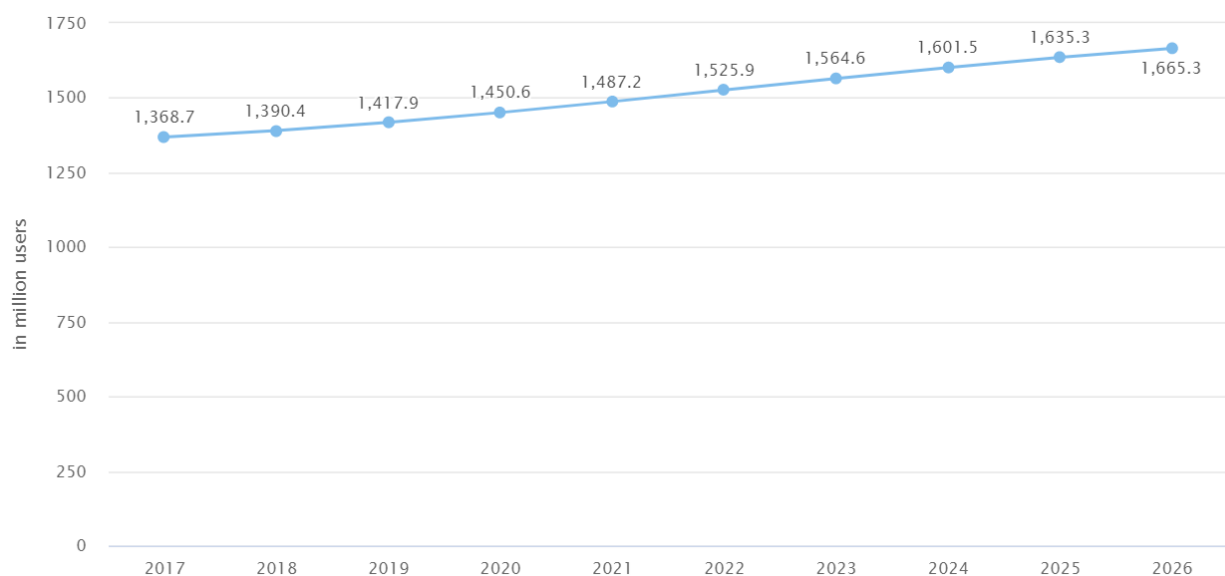
For individual customers, WarpSpeedTaxi provides the opportunity to get the food delivered very conveniently and quickly. It offers consumers with a wide range of food items available on their smartphones and the convenience of getting it delivered at their doorsteps.

Currently corporate segment, mainly Restaurants, have to give away big margins for deliveries to Apps like UberEats, Zomato, Skip the dishes etc. Restaurants have to currently give 25% to 30% for this service. With WarpSpeedTaxi that will get a corporate discount along with the actual cost of such a ride and usually end up costing 10% to 15% of the order. This will enable restaurants to give free delivery to their customers so it will be a win win situation for Restaurants, Customers, Drivers (with more business) and WarpSpeedTaxi (with a bigger target market than just customer pick and drop off).

## User Statistics Summary

**Global Ride Hailing and Taxi User Statistics:** According to Statista (2022) data, there were 1,417.9 million users, with USD 208.26 average revenue per user (ARPU) for Global Ride Hailing and Taxi services in 2019. Due to COVID-19 pandemic, the figures fell in 2020. However, the market started to recover from 2021 registering 1487.2 million users with USD 151.85 average revenue per user (ARPU), an increase from 1450.6 million users and USD 135.25 average revenue per user (ARPU) in 2020. Ride-Hailing and Taxi Market User Penetration Rate is projected to increase from 19.4% to 21.1% from 2020 till 2026.

### Global Ride-Hailing and Taxi Market Number of Users



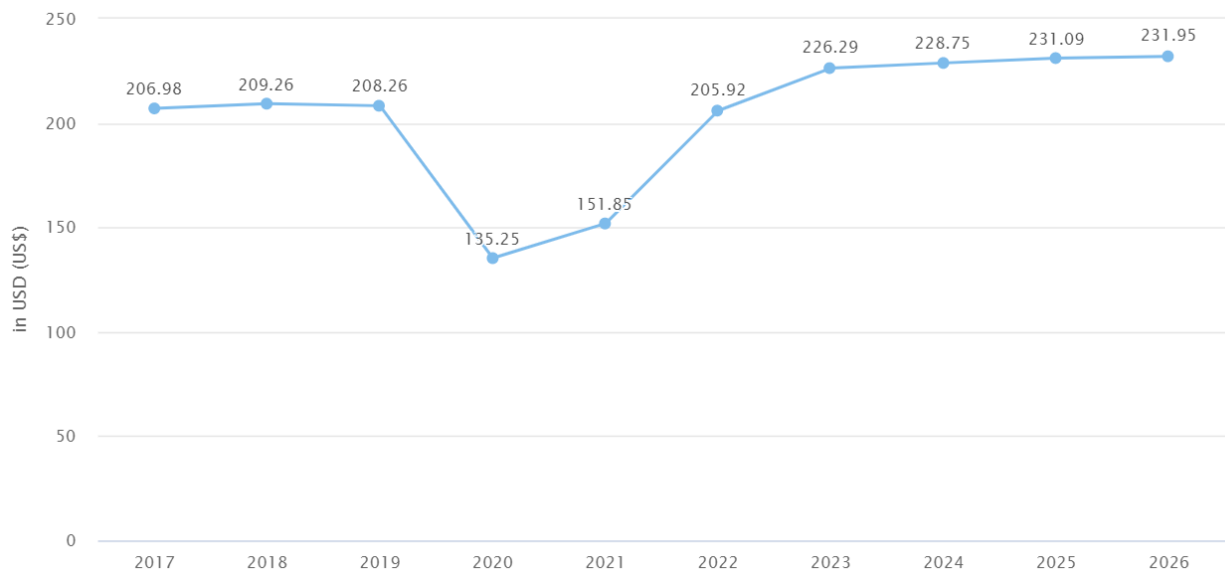
Source: Statista 2022

### Global Ride-Hailing and Taxi Market User Penetration Rate

in percent										
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
<b>Total</b>	18.9	19.0	19.2	19.4	19.7	20.0	20.4	20.7	20.9	21.1

Source: Statista 2022

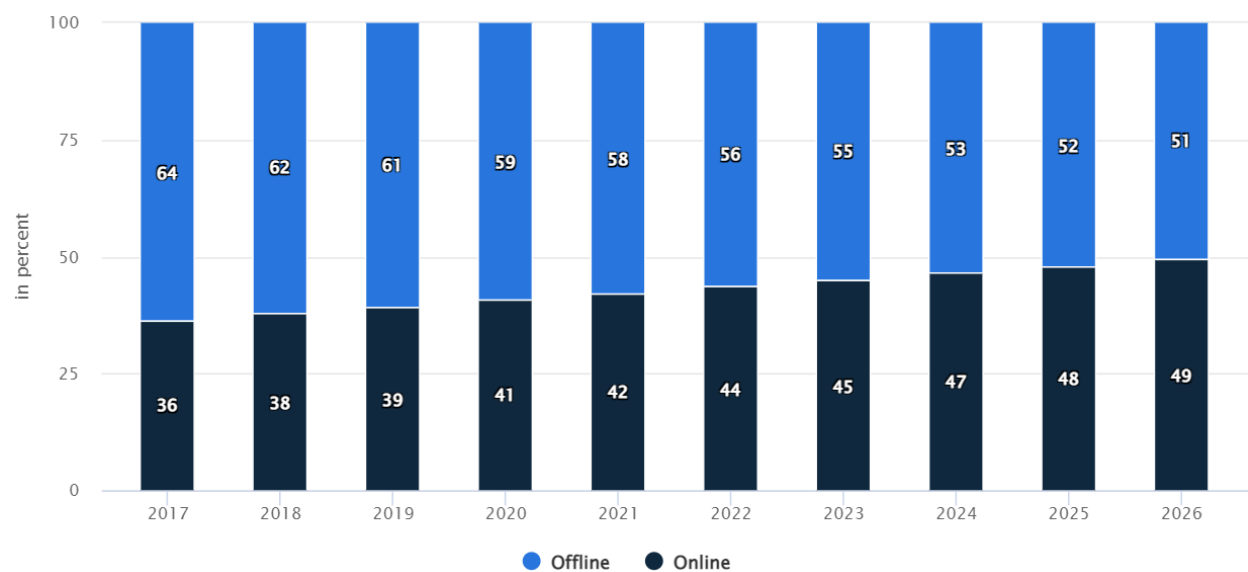
## Global Ride-Hailing and Taxi Market Average Revenue per User (ARPU)



Source: Statista 2022

In terms of Global Ride-Hailing and Taxi Market Sales Channels offline sales are relatively higher than online sales, at the same time online sales are projected to rise year by year from 41% in 2020 to 49% in 2026.

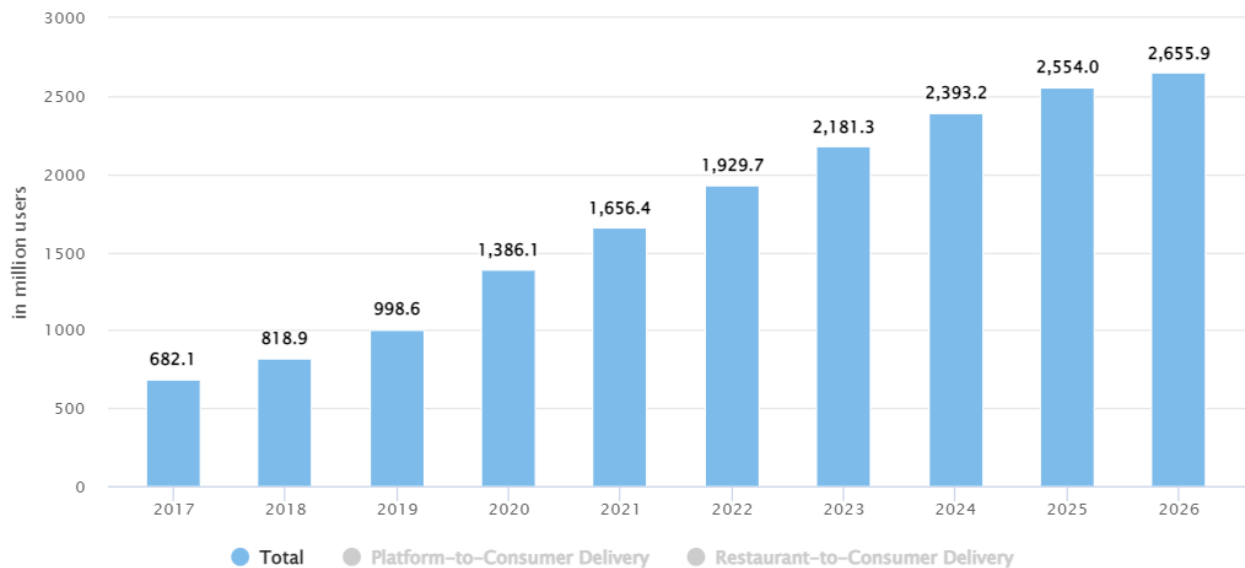
## Global Ride-Hailing and Taxi Market Sales Channels



Source: Statista 2022

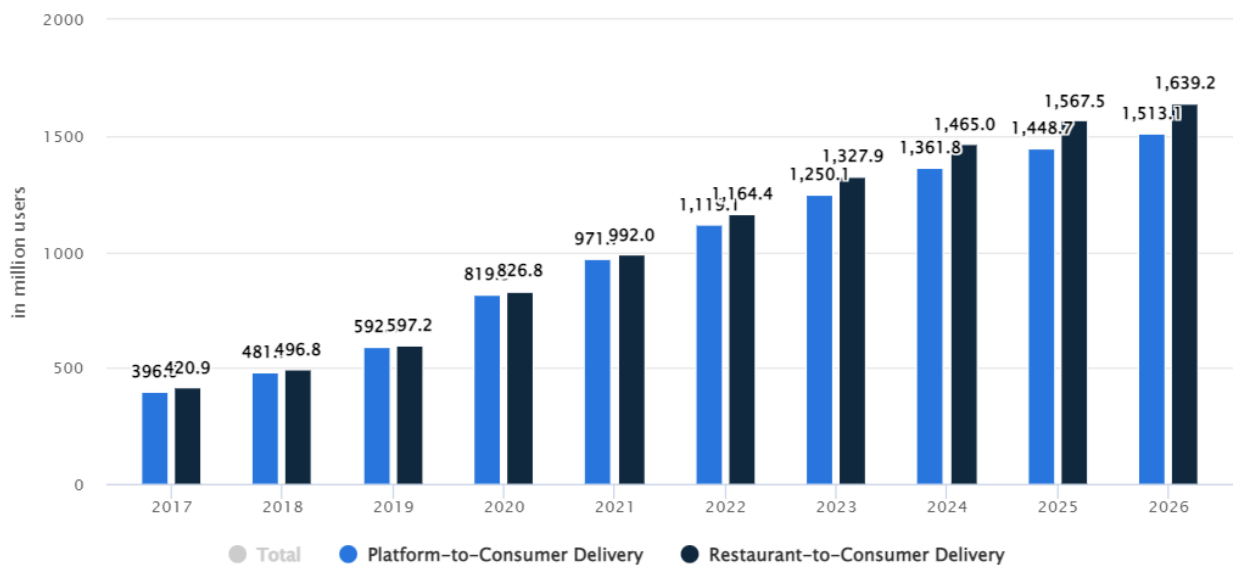
**Global Food Delivery User Statistics:** According to Statista (2022) data, there were 998.6 million users, with USD 157.25 average revenue per user (ARPU) for Global Online Food Delivery services in 2019. Due to COVID-19 pandemic, the figures fell in 2020. However, the market started to recover from 2021 registering 1656.4 million users with USD 177.27 average revenue per user (ARPU), an increase from 1386.1 million users and USD 166.30 average revenue per user (ARPU) in 2020.

### Global Online Food Delivery Market Number of Total Users



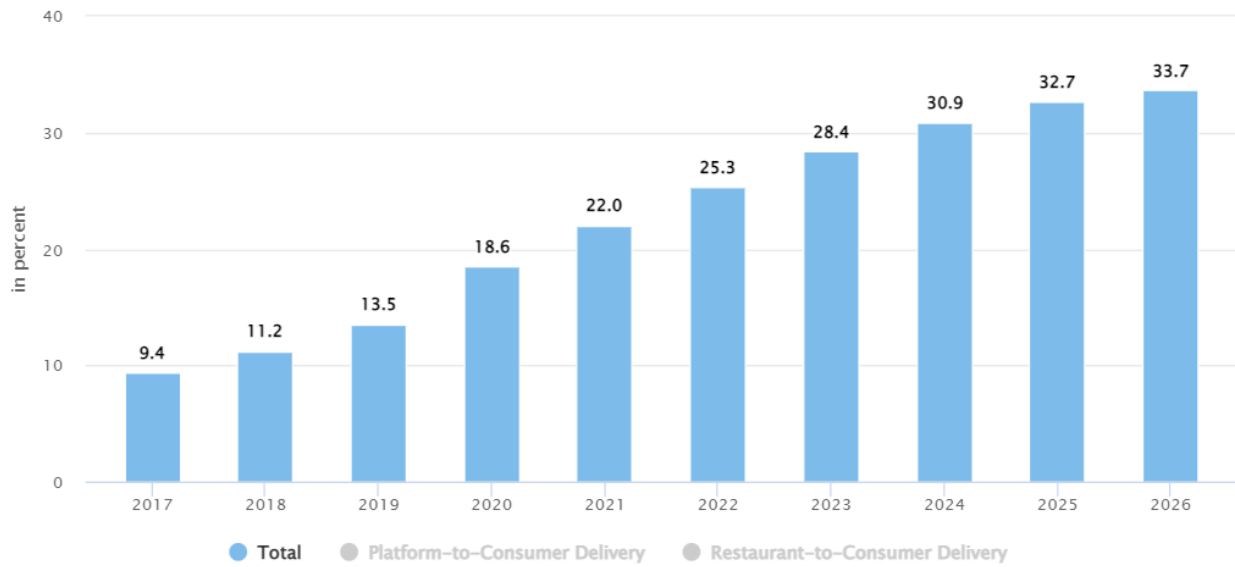
Source: Statista 2022

### Global Online Food Delivery Market Number of Users by Segment



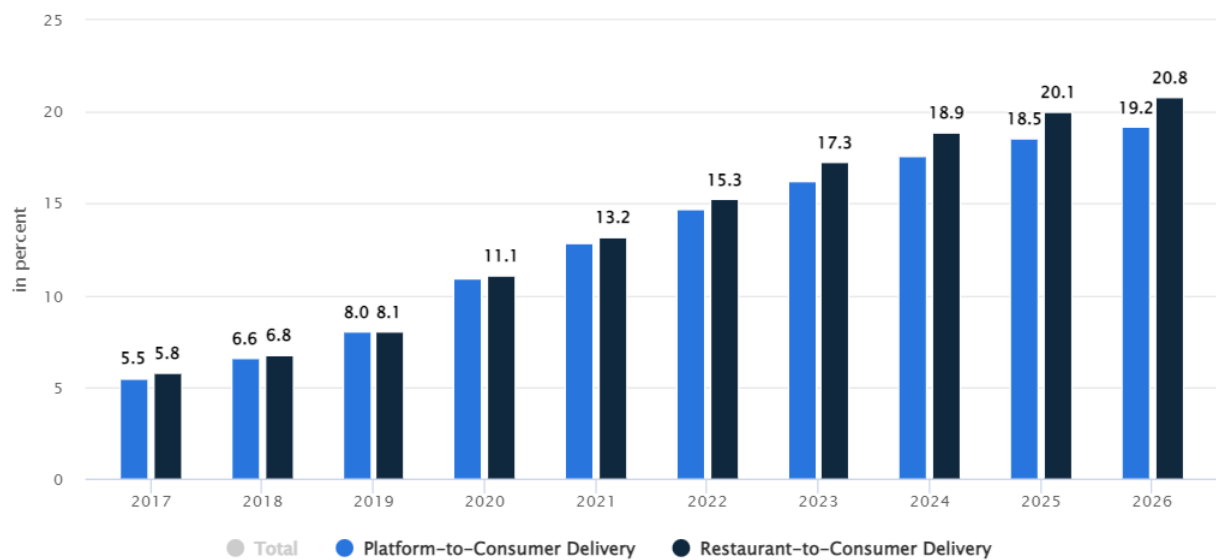
Source: Statista 2022

## Global Online Food Delivery Market User Penetration Rate



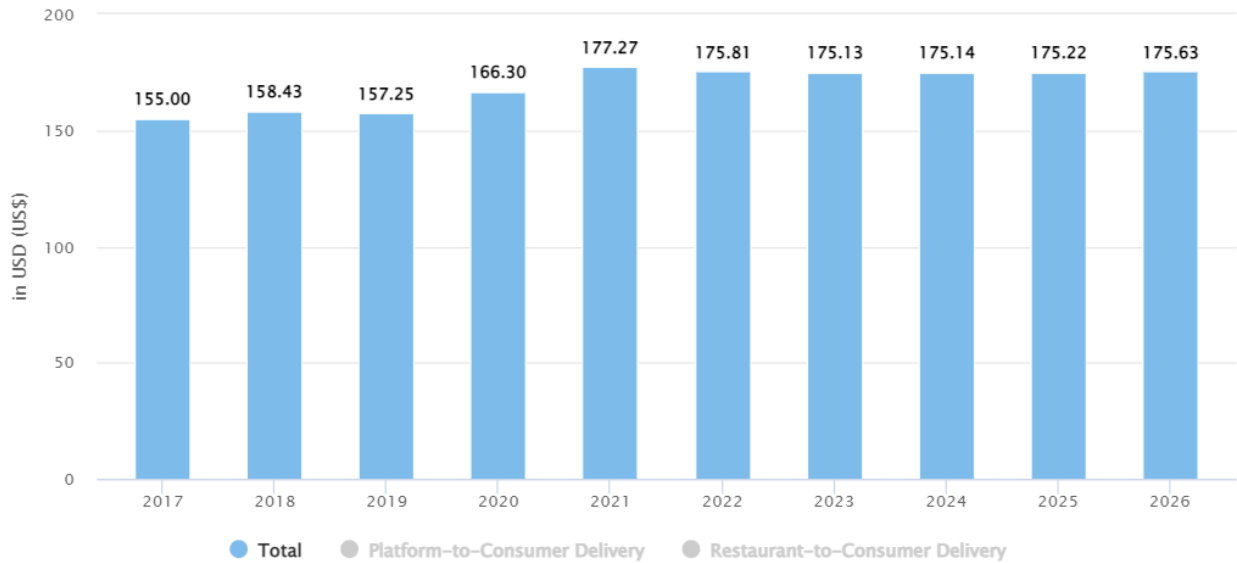
Source: Statista 2022

## Global Online Food Delivery Market User Penetration Rate by Segment



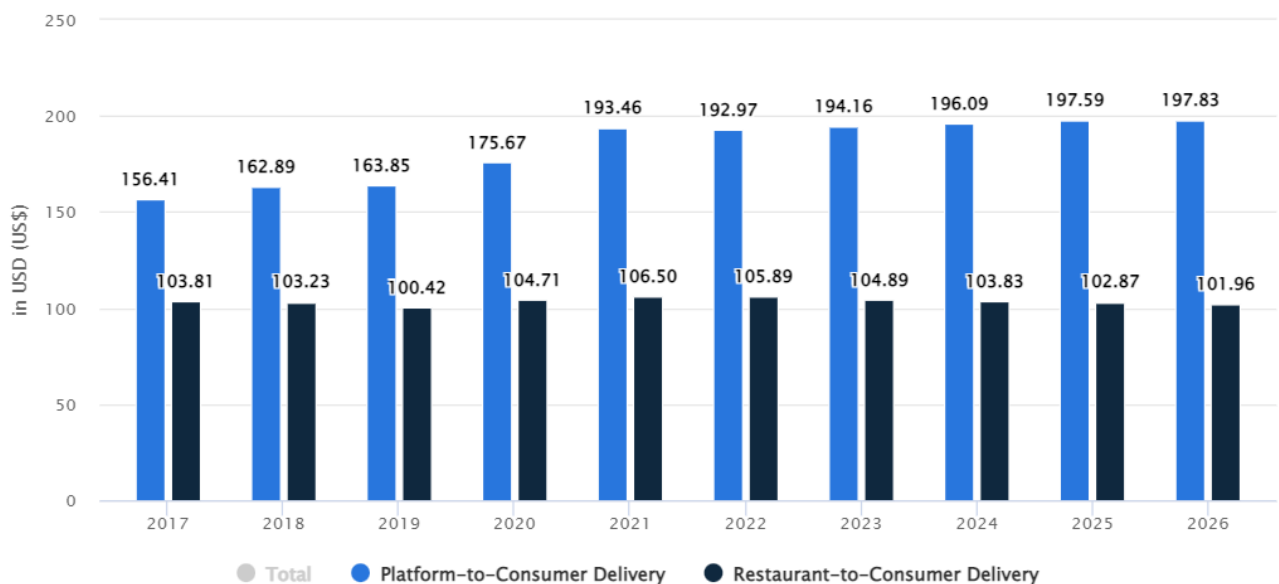
Source: Statista 2022

### Global Online Food Delivery Market Average Revenue per User (ARPU)



Source: Statista 2022

### Global Online Food Delivery Market Average Revenue per User (ARPU) by Segment



Source: Statista 2022

WarpSpeedTaxi is a global application and after launching in India, it plans to expand to worldwide markets including to other Asian countries, Africa, Europe, Americas, Australia and Oceania, and Caribbean region.

Table below outlines market opportunities for worldwide countries and includes statistical information for each country, such as population, average revenue per user (ARPU), number of users, revenues for both ride-hailing and taxi market and online food delivery market for each country.

### Global Market Opportunities.

	Countries  (in alphabetical order)	Population	Ride-Hailing and Taxi Market					Online Food Delivery Market					
			Avg. Revenue per User in USD (2022 est)	Number of users in million (2022 est.)	Revenue in million USD (2022 est.)	Revenue % from online sales (2026 est.)	Projected Revenue in million USD (2026 est.)	Average Revenue per User in USD (2022 est)	Number of users in million (2022 est.)	Revenue in million USD (2022 est.)	Platform-to-Consumer Revenue (2022 est.)	Restaurant-to-Consumer Revenue (2022 est.)	Projected Revenue in million USD (2026 est.)
1	Albania	2,872,933	126.06	0.33	42	31%	56	31.68	0.22	7	2	5	11
2	Algeria	44,616,624	79.26	3.90	309	21%	329	23.60	2.03	48	14	34	96
3	Angola	33,933,610	24.21	2.64	64	11%	107	5.19	1.93	10	4	6	17
4	Argentina	45,605,826	104.30	10.22	1,066	40%	1,487	13.60	14.34	195	104	91	137
5	Armenia	2,968,127	79.08	0.19	15	25%	21	27.48	0.22	6	2	4	7
6	Australia	25,788,215	640.88	5.51	3,534	62%	3,916	326.96	6.97	2,280	777	1,503	3,228
7	Austria	9,043,070	333.01	1.73	575	30%	670	204.10	3.80	775	75	700	1,263
8	Azerbaijan	10,223,342	64.69	0.74	48	22%	67	27.70	0.47	13	7	6	18
9	Bahrain	1,748,296	267.07	0.40	106	21%	118	141.60	0.44	63	21	42	79
10	Bangladesh	166,303,498	44.78	4.78	214	11%	240	16.21	7.28	118	33	85	151
11	Belarus	9,442,862	39.16	1.58	62	25%	70	19.70	0.36	7	3	4	9
12	Belgium	11,632,326	377.48	1.55	585	35%	661	168.96	3.56	602	205	397	913
13	Belize	404,914	100.05	0.02	2	13%	2	16.15	0.00	0	0	0	0
14	Benin	12,451,040	27.30	0.37	10	15%	12	19.33	0.12	2	0	2	4
15	Bhutan	779,898	55.16	0.02	1	15%	2	19.83	0.05	1	1	0	1
16	Bolivia	11,832,940	51.67	1.24	64	23%	85	30.37	0.63	19	8	11	28
17	Bosnia And Herzegovina	3,263,466	93.99	0.40	38	29%	45	25.63	0.12	3	1	2	4
18	Botswana	2,397,241	103.50	0.18	19	12%	24	18.83	0.11	2	1	1	3
19	Brazil	213,993,437	89.29	49.68	4,436	64%	6,135	50.31	67.80	3,411	689	2,722	4,889
20	Brunei	441,532	207.53	0.10	20	11%	24	32.92	0.06	2	0	2	3
21	Bulgaria	6,896,663	88.37	0.67	59	34%	66	47.72	1.70	81	14	67	121
22	Burkina Faso	21,497,096	66.59	0.39	26	14%	38	15.47	0.19	3	2	1	6
23	Burundi	12,255,433	37.84	0.11	4	15%	6	14.42	0.08	1	0	1	2
24	Cambodia	16,946,438	63.67	0.35	22	16%	28	29.34	0.82	24	4	20	35
25	Cameroon	27,224,265	74.03	1.00	74	13%	104	33.33	0.69	23	5	18	46
26	Canada	38,067,903	324.49	8.37	2,716	53%	3,412	370.36	17.41	6,449	2,784	3,665	9,949
27	Chad	16,914,985	65.61	0.26	17	16%	24	14.50	0.14	2	1	1	3
28	Chile	19,212,361	129.98	3.64	473	53%	620	50.47	5.55	280	40	240	414
29	China	1,444,216,107	180.65	560.49	101,253	43%	136,151	221.29	714.61	158,137	141,724	16,413	204,230
30	Colombia	51,265,844	82.84	11.36	941	33%	1,329	39.04	10.25	400	68	332	549



31	Costa Rica	5,139,052	<a href="#">101.82</a>	0.47	48	31%	55	<a href="#">41.21</a>	0.83	34	7	27	56
32	Cote d'Ivoire (Ivory Coast)	27,053,629	<a href="#">77.79</a>	0.93	72	14%	98	<a href="#">31.39</a>	0.80	25	11	14	33
33	Croatia	4,081,651	<a href="#">112.90</a>	0.74	83	34%	92	<a href="#">63.61</a>	1.15	73	18	55	134
34	Cuba	11,317,505	<a href="#">56.78</a>	0.86	49	16%	57	<a href="#">20.78</a>	0.14	3	1	2	3
35	Cyprus	1,215,584	<a href="#">174.80</a>	0.20	35	26%	43	<a href="#">72.22</a>	0.15	11	3	8	14
36	Czech Republic	10,724,555	<a href="#">199.08</a>	2.21	439	30%	484	<a href="#">90.73</a>	3.16	287	100	187	445
37	Denmark	5,813,298	<a href="#">830.94</a>	0.92	763	35%	886	<a href="#">220.70</a>	2.57	568	91	477	1019
38	Dominican Republic	10,953,703	<a href="#">99.05</a>	0.62	61	15%	77	<a href="#">39.81</a>	1.66	66	34	32	103
39	DR Congo	92,377,993	<a href="#">67.26</a>	0.22	15	13%	19	<a href="#">15.16</a>	0.07	1	0	1	1
40	Ecuador	17,888,475	<a href="#">68.19</a>	1.76	120	15%	147	<a href="#">26.57</a>	1.39	37	13	24	53
41	Egypt	104,258,327	<a href="#">94.88</a>	10.75	1,020	25%	1,256	<a href="#">19.18</a>	4.80	92	24	68	109
42	El Salvador	6,518,499	<a href="#">59.57</a>	0.39	23	14%	25	<a href="#">19.48</a>	0.26	5	2	3	6
43	Equatorial Guinea	1,449,896	<a href="#">95.68</a>	0.09	9	15%	10	<a href="#">21.93</a>	0.05	1	1	0	2
44	Estonia	1,325,185	<a href="#">234.96</a>	0.25	59	34%	72	<a href="#">67.28</a>	0.39	26	3	23	33
45	Ethiopia	117,876,227	<a href="#">37.41</a>	1.79	67	15%	105	<a href="#">5.73</a>	1.75	10	7	3	16
46	Fiji	902,906	<a href="#">113.08</a>	0.05	6	15%	7	<a href="#">14.85</a>	0.00	0	0	0	1
47	Finland	5,548,360	<a href="#">696.35</a>	2.09	1,457	27%	1,644	<a href="#">155.47</a>	1.91	297	40	257	433
48	France	65,426,179	<a href="#">338.57</a>	12.77	4,324	44%	5,051	<a href="#">150.48</a>	18.42	2,772	949	1,823	3,627
49	Gabon	2,278,825	<a href="#">123.72</a>	0.17	21	14%	27	<a href="#">15.54</a>	0.06	1	0	1	1
50	Gambia	2,486,945	<a href="#">38.01</a>	0.08	3	14%	4	<a href="#">12.17</a>	0.00	0	0	0	0
51	Georgia	3,979,765	<a href="#">75.53</a>	0.46	35	15%	45	<a href="#">20.91</a>	0.19	4	2	2	5
52	Germany	83,900,473	<a href="#">551.11</a>	11.12	6,131	40%	6,928	<a href="#">260.93</a>	28.82	7,521	562	6,959	11,496
53	Ghana	31,732,129	<a href="#">45.71</a>	1.25	57	15%	63	<a href="#">13.16</a>	0.84	11	4	7	12
54	Greece	10,370,744	<a href="#">210.84</a>	1.98	418	29%	508	<a href="#">89.20</a>	1.51	135	40	95	199
55	Guatemala	18,249,860	<a href="#">82.17</a>	0.97	80	16%	103	<a href="#">23.76</a>	1.14	27	6	21	37
56	Guinea	13,497,244	<a href="#">41.78</a>	0.31	13	15%	14	<a href="#">16.56</a>	0.12	2	1	1	2
57	Guyana	790,326	<a href="#">44.20</a>	0.05	2	12%	3	<a href="#">14.76</a>	0.00	0	0	0	0
58	Haiti	11,541,685	<a href="#">98.53</a>	0.41	40	19%	65	<a href="#">6.99</a>	0.14	1	1	0	1
59	Honduras	10,062,991	<a href="#">62.64</a>	0.97	61	14%	87	<a href="#">20.21</a>	0.30	6	2	4	7
60	Hong Kong	7,552,810	<a href="#">328.85</a>	2.10	690	49%	749	<a href="#">278.28</a>	3.17	883	670	213	1,051
61	Hungary	9,634,164	<a href="#">169.75</a>	1.71	291	22%	367	<a href="#">37.37</a>	2.33	87	12	75	114
62	Iceland	343,353	<a href="#">197.73</a>	0.09	17	38%	20	<a href="#">106.10</a>	0.07	7	3	4	8
63	India	1,393,409,038	<a href="#">126.36</a>	308.90	39,033	27%	43,030	<a href="#">41.51</a>	336.98	13,988	4,416	9,572	21,955
64	Indonesia	276,361,783	<a href="#">139.17</a>	63.78	8,876	28%	11,439	<a href="#">45.66</a>	24.88	1,136	523	613	1,623
65	Iran	85,028,759	<a href="#">193.47</a>	9.24	1,788	21%	2,686	<a href="#">17.77</a>	6.98	124	39	85	88
66	Iraq	41,179,350	<a href="#">85.13</a>	2.74	233	14%	309	<a href="#">21.59</a>	0.79	17	11	6	30
67	Ireland	4,982,907	<a href="#">745.70</a>	1.42	1,057	36%	1,255	<a href="#">206.85</a>	1.27	262	59	203	363
68	Israel	8,789,774	<a href="#">435.37</a>	1.87	816	48%	912	<a href="#">97.55</a>	2.22	217	55	162	306
69	Italy	60,367,477	<a href="#">269.74</a>	5.97	1,609	22%	1,806	<a href="#">95.22</a>	15.21	1,448	588	860	2,192
70	Jamaica	2,973,463	<a href="#">102.98</a>	0.17	17	13%	19	<a href="#">14.04</a>	0.07	1	0.5	0.5	1
71	Japan	126,050,804	<a href="#">397.26</a>	12.63	5,018	27%	5,826	<a href="#">234.59</a>	26.51	6,219	4,265	1,954	9,288

72	Jordan	10,269,021	<a href="#">116.27</a>	1.87	217	27%	245	<a href="#">21.44</a>	0.28	6	4	2	9
73	Kazakhstan	18,994,962	<a href="#">105.26</a>	2.00	210	23%	264	<a href="#">24.89</a>	1.45	36	16	20	52
74	Kenya	54,985,698	<a href="#">53.47</a>	2.64	141	26%	172	<a href="#">21.36</a>	7.77	166	56	110	500
75	Korea (South Korea)	51,305,186	<a href="#">361.18</a>	12.19	4,404	49%	4,648	<a href="#">613.03</a>	36.12	22,144	7,515	14,629	29,159
76	Kuwait	4,328,550	<a href="#">241.62</a>	1.12	271	25%	281	<a href="#">509.19</a>	1.59	810	296	514	862
77	Kyrgyzstan	6,628,356	<a href="#">34.60</a>	0.23	8	14%	8	<a href="#">14.16</a>	0.14	2	0	2	3
78	Laos	7,379,358	<a href="#">69.92</a>	0.23	16	28%	19	<a href="#">13.79</a>	0.22	3	1	2	3
79	Latvia	1,866,942	<a href="#">189.72</a>	0.36	68	35%	84	<a href="#">51.52</a>	0.41	21	4	17	28
80	Lebanon	6,769,146	<a href="#">105.44</a>	0.66	70	21%	79	<a href="#">14.61</a>	0.75	11	2	9	13
81	Lesotho	2,159,079	<a href="#">58.69</a>	0.05	3	30%	3	<a href="#">14.14</a>	0.00	0	0	0	1
82	Lithuania	2,689,862	<a href="#">210.96</a>	0.73	154	36%	171	<a href="#">71.2</a>	0.73	52	29	23	81
83	Luxembourg	634,814	<a href="#">458.99</a>	0.16	74	38%	84	<a href="#">180.02</a>	0.12	22	9	13	27
84	Madagascar	28,427,328	<a href="#">48.43</a>	0.64	31	31%	41	<a href="#">9.81</a>	0.31	3	2	1	4
85	Malawi	19,647,684	<a href="#">25.24</a>	0.20	5	17%	5	<a href="#">10.31</a>	0.14	1	1	0	2
86	Malaysia	32,776,194	<a href="#">145.86</a>	7.57	1,104	29%	1,372	<a href="#">36.20</a>	9.28	336	139	197	489
87	Malta	442,784	<a href="#">170.65</a>	0.08	14	35%	20	<a href="#">81.89</a>	0.06	5	1	4	6
88	Mauritius	1,273,433	<a href="#">113.79</a>	0.11	12	24%	14	<a href="#">33.99</a>	0.12	4	1	3	5
89	Mexico	130,262,216	<a href="#">106.24</a>	31.57	3,354	57%	3,935	<a href="#">65.01</a>	30.10	1,957	801	1,156	2,756
90	Moldova	4,024,019	<a href="#">67.59</a>	0.16	11	20%	11	<a href="#">34.55</a>	0.14	5	0	5	6
91	Mongolia	3,329,289	<a href="#">69.83</a>	0.16	11	13%	13	<a href="#">16.23</a>	0.06	1	0	1	2
92	Montenegro	628,053	<a href="#">95.19</a>	0.09	9	24%	10	<a href="#">49.60</a>	0.06	3	1	2	5
93	Morocco	37,344,795	<a href="#">118.20</a>	2.60	307	28%	350	<a href="#">55.23</a>	6.08	336	68	268	561
94	Mozambique	32,163,047	<a href="#">21.86</a>	0.69	15	16%	16	<a href="#">7.64</a>	0.39	3	1	2	4
95	Myanmar	54,806,012	<a href="#">76.08</a>	1.09	83	31%	93	<a href="#">11.85</a>	2.03	24	8	16	31
96	Namibia	2,587,344	<a href="#">80.32</a>	0.14	11	17%	14	<a href="#">19.41</a>	0.10	2	1	1	3
97	Nepal	29,674,920	<a href="#">93.37</a>	0.46	43	20%	48	<a href="#">9.21</a>	0.43	4	2	2	5
98	Netherlands	17,173,099	<a href="#">848.32</a>	2.36	2,003	43%	2,298	<a href="#">368.14</a>	9.25	3,407	619	2,788	4,809
99	New Zealand	4,860,643	<a href="#">450.44</a>	0.93	418	55%	466	<a href="#">233.04</a>	1.50	349	66	283	466
100	Nicaragua	6,702,385	<a href="#">79.57</a>	0.25	20	21%	23	<a href="#">12.29</a>	0.16	2	1	1	2
101	Niger	25,130,817	<a href="#">67.45</a>	0.27	18	27%	26	<a href="#">13.78</a>	0.22	3	1	2	6
102	Nigeria	211,400,708	<a href="#">53.95</a>	7.93	428	31%	554	<a href="#">43.23</a>	19.64	849	380	469	2,324
103	North Macedonia	2,082,658	<a href="#">105.07</a>	0.22	23	19%	27	<a href="#">28.82</a>	0.14	4	2	2	6
104	Norway	5,465,630	<a href="#">741.56</a>	1.36	1,008	37%	1,149	<a href="#">119.73</a>	2.12	254	30	224	323
105	Oman	5,223,375	<a href="#">131.98</a>	0.93	123	25%	138	<a href="#">182.63</a>	0.77	141	60	81	171
106	Pakistan	225,199,937	<a href="#">29.37</a>	21.48	631	28%	793	<a href="#">16.48</a>	34.16	563	63	500	1,043
107	Panama	4,381,579	<a href="#">125.01</a>	0.42	52	21%	65	<a href="#">39.28</a>	0.36	14	4	10	24
108	Papua New Guinea	9,119,010	<a href="#">21.75</a>	0.09	2	29%	2	<a href="#">12.44</a>	0.08	1	0	1	2
109	Paraguay	7,219,638	<a href="#">93.84</a>	0.80	75	22%	111	<a href="#">22.96</a>	0.35	8	5	3	12
110	Peru	33,359,418	<a href="#">124.05</a>	9.16	1,136	61%	1,422	<a href="#">31.66</a>	2.91	92	14	78	134
111	Philippines	111,046,913	<a href="#">145.13</a>	6.79	985	39%	1,100	<a href="#">29.33</a>	12.24	359	89	270	502
112	Poland	37,797,005	<a href="#">55.02</a>	9.07	499	58%	610	<a href="#">73.35</a>	8.83	648	139	509	1,084

113	Portugal	10,167,925	<a href="#">166.77</a>	1.95	326	38%	398	<a href="#">82.94</a>	2.41	200	100	100	281
114	Qatar	2,930,528	<a href="#">235.78</a>	0.91	215	26%	228	<a href="#">249.61</a>	0.95	238	103	135	287
115	Republic of the Congo	5,657,013	<a href="#">67.26</a>	0.22	15	13%	19	<a href="#">15.16</a>	0.07	1	0	1	1
116	Romania	19,127,774	<a href="#">134.65</a>	3.33	449	65%	625	<a href="#">38.18</a>	4.40	168	50	118	216
117	Russia	145,912,025	<a href="#">266.97</a>	31.72	8,468	85%	8,583	<a href="#">67.91</a>	40.27	2,735	1,107	1,628	3,689
118	Rwanda	13,276,513	<a href="#">29.57</a>	0.17	5	18%	6	<a href="#">18.34</a>	0.16	3	1	2	4
119	Saudi Arabia	35,340,683	<a href="#">175.34</a>	10.33	1,812	49%	2,129	<a href="#">197.07</a>	12.09	2,382	555	1,827	3,183
120	Senegal	17,196,301	<a href="#">71.53</a>	0.59	42	22%	58	<a href="#">21.92</a>	0.27	6	1	5	9
121	Serbia	8,697,550	<a href="#">105.04</a>	1.35	142	33%	168	<a href="#">32.52</a>	1.11	36	3	33	50
122	Seychelles	98,908	<a href="#">89.53</a>	0.01	1	18%	2	<a href="#">24.63</a>	0.00	0	0	0	0
123	Sierra Leone	8,141,343	<a href="#">59.76</a>	0.20	12	24%	16	<a href="#">6.76</a>	0.00	0	0	0	0
124	Singapore	5,896,686	<a href="#">682.34</a>	1.95	1,331	65%	1,623	<a href="#">189.47</a>	2.80	531	154	377	766
125	Slovakia	5,460,721	<a href="#">107.10</a>	0.67	72	34%	82	<a href="#">50.11</a>	1.52	76	15	61	98
126	Slovenia	2,078,724	<a href="#">171.39</a>	0.54	93	34%	119	<a href="#">59.87</a>	0.53	32	4	28	41
127	South Africa	60,041,994	<a href="#">108.83</a>	6.74	734	45%	854	<a href="#">54.38</a>	15.98	869	278	591	1,197
128	Spain	46,745,216	<a href="#">233.66</a>	11.88	2,775	33%	3,362	<a href="#">124.35</a>	12.59	1,565	548	1,017	2,099
129	Sri Lanka	21,497,310	<a href="#">79.57</a>	0.58	46	13%	53	<a href="#">19.11</a>	1.52	29	8	21	36
130	Sudan	44,909,353	<a href="#">35.31</a>	1.02	36	13%	44	<a href="#">0.50</a>	0.00	0	0	0	0
131	Suriname	591,800	<a href="#">91.21</a>	0.03	3	24%	4	<a href="#">4.43</a>	0.00	0	0	0	0
132	Sweden	10,160,169	<a href="#">665.19</a>	2.52	1,674	29%	2,004	<a href="#">120.82</a>	4.18	505	133	372	754
133	Switzerland	8,715,494	<a href="#">858.56</a>	1.09	933	45%	1,102	<a href="#">140.39</a>	2.46	345	88	257	455
134	Taiwan (ROC)	23,855,010	<a href="#">231.89</a>	7.12	1,650	58%	1,889	<a href="#">116.39</a>	9.26	1,078	371	707	1,582
135	Tajikistan	9,749,627	<a href="#">31.52</a>	0.19	6	19%	10	<a href="#">11.72</a>	0.09	1	0	1	2
136	Tanzania	61,498,437	<a href="#">59.93</a>	1.38	83	31%	113	<a href="#">11.86</a>	1.18	14	9	5	27
137	Thailand	69,950,850	<a href="#">197.18</a>	12.20	2,406	39%	3,118	<a href="#">33.96</a>	14.31	486	182	304	719
138	Timor Leste	1,343,873	<a href="#">48.25</a>	0.04	2	31%	2	<a href="#">19.13</a>	0.00	0	0	0	0
139	Togo	8,478,250	<a href="#">64.52</a>	0.22	14	15%	18	<a href="#">16.10</a>	0.06	1	0	1	2
140	Tunisia	11,935,766	<a href="#">85.48</a>	0.63	54	18%	48	<a href="#">26.54</a>	0.64	17	9	8	20
141	Turkey	85,042,738	<a href="#">118.56</a>	14.66	1,738	41%	2,632	<a href="#">21.98</a>	28.16	619	134	485	721
142	Turkmenistan	6,117,924	<a href="#">43.89</a>	0.21	9	28%	13	<a href="#">12.62</a>	0.08	1	0	1	2
143	Uganda	47,123,531	<a href="#">57.73</a>	0.78	45	14%	62	<a href="#">12.49</a>	0.72	9	6	3	19
144	Ukraine	43,466,819	<a href="#">80.45</a>	5.61	451	26%	508	<a href="#">17.06</a>	2.11	36	11	25	59
145	United Arab Emirates	9,991,089	<a href="#">258.89</a>	3.01	778	24%	941	<a href="#">372.73</a>	3.62	1,349	395	954	1,490
146	United Kingdom	68,207,116	<a href="#">640.88</a>	18.35	11,763	44%	14,278	<a href="#">470.66</a>	37.63	17,711	8,414	9,297	26,049
147	United States	332,915,073	<a href="#">664.39</a>	95.08	63,172	71%	74,464	<a href="#">398.08</a>	167.22	66,565	34,245	32,320	96,372
148	Uruguay	3,485,151	<a href="#">144.65</a>	0.80	115	23%	160	<a href="#">25.01</a>	0.32	8	4	4	10
149	Uzbekistan	33,935,763	<a href="#">46.87</a>	1.32	62	15%	105	<a href="#">7.44</a>	0.81	6	2	4	10
150	Vietnam	98,168,833	<a href="#">175.5</a>	20.18	3,541	32%	4,129	<a href="#">30.80</a>	14.84	457	99	358	618
151	Zambia	18,920,651	<a href="#">18.56</a>	0.54	10	15%	12	<a href="#">8.41</a>	0.29	2	0	2	4
152	Zimbabwe	15,092,171	<a href="#">37.31</a>	0.38	14	34%	15	<a href="#">0.22</a>	0.00	0	0	0	0

# COMPETITIVE STRATEGY

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## *Competitors*

There is intense competition between traditional taxi companies and ride-hailing services since there is a wave of new companies entering the market worldwide. Companies providing ride-hailing services are moving from providing traditional taxi services to services that can be booked via apps (e.g. ride pooling), which makes the process more transparent for customers than ever before. Massive investments of automotive manufacturers in ride-hailing services further fuel the growth of the segment.

In recent years, several companies launched and expanded their services in the ride-hailing market. For instance, in July 2019, Uber Technologies Inc. launched Uber Comfort, a new ride tier, which would offer customers to access quick ride, control vehicle's air conditioning, and high rated drivers at a premium price. The cost of Uber Comfort would be 20–40% more than UberX ride. The service was launched in 44 cities across three U.S. states, namely, New Jersey, Connecticut, and Rhode Island.

Furthermore, in June 2019, DiDi Mobility Japan Corp., a joint venture by SoftBank Corp. and Beijing Xiaoju Technology Co. Ltd. (Didi Chuxing), announced the launch of its ride-hailing services in Hokkaido, Japan, which includes the capital city of Sapporo. This would follow a further expansion of services to Tokyo, Kyoto, Osaka, and Hyogo, and other areas, by the end of the year. In Hokkaido, the company would provide services in areas, such as Sapporo, Hakodate, and Furano, by collaborating with leading taxi companies.

To maintain competitiveness in the market, ride-hailing companies are differentiating themselves by offering new and additional features, such as delivery, which is another fragmented market. Online food delivery has become a billion-dollar business. Aggregator platforms like Takeaway.com or Delivery Hero have expanded all over the world through the sale of reliable infrastructure solutions and attractive commission rates for restaurants. Platform-to-Consumer Delivery companies like Deliveroo or Uber Eats operate a more cost intensive business model, but are taking care of the whole delivery logistics. Those companies have also gained track over the last years, especially in densely populated regions. Both models will likely converge with stronger competition between in-house and third-party solutions.

## **Ride-hailing Market Competition Overview**

The ride-hailing market is quite fragmented as there is high competition in the market among major players. Since this market is booming more new entrants are emerging in the market creating more competition with their various unique services. On the other hand, the major players are trying to increase their userbase by providing multiple offers where they could utilize the ridesharing apps.

The global ride-hailing market is characterized by the presence of established players listed in the table below:

### Top Ride Hailing Apps

Uber	The undisputed leader in ride hailing, operates in North America, Europe, Asia and Australia
Lyft	Uber's competitor in North America, responsible for about 25 percent of US ride hailing
DiDi	After merging and acquiring all competitors, Didi Chuxing is the lone operator in China
Ola	India's competitor to Uber, responsible for about 50 percent of all rides in the country
Grab	Singaporean transportation giant Grab operates a ride hailing service in Southeast Asia
Bolt	Estonian operator currently active in 35 countries in Europe, Africa, and the Middle East
Free Now	Free Now is the amalgamation of several ride hailing services, owned by Daimler and BMW
Cabify	Lead operator in South America and also active in Spain and Portugal
Gett	Gett pulls from the pool of licensed cab drivers in the UK, Israel and Russia

Summary description of each of the top player listed in the table is provided below:

### Uber



Uber is a leading provider of ride-sharing services. It offers services through the mobile application (app) and websites. It also offers food delivery (Uber Eats), package delivery, couriers, freight transportation, and, through a partnership with Lime, electric bicycle and motorized scooter rental. Uber was founded in 2009 in San Francisco and now has operations in over 900 metropolitan areas worldwide.

Uber is a multinational TNC that offers various ride hailing services in many countries across the globe. Prioritizing the safety for every individuals, Uber provides track technology through its upgraded app and 24/7 support team. Additionally Uber has entered into several other mainstream industries with its other divisions such as Uber Eats, Uber for Business, Uber Health, Uber Freight, and Uber Elevate.

### Key Developments

- In March 2019, Uber acquired Careem for \$3.1 billion amount. This provides an opportunity for both companies to rapidly expand and capitalize on the region's underpenetrated mobility opportunity and the growing digital economy. The transaction would be the largest-ever technology industry transaction in the greater Middle East region. Careem is the internet platform for the greater Middle East region. A pioneer of the region's ride-hailing economy, Careem is expanding services across its platform to include mass transportation, delivery, and payments.
- In 2020, Uber Technologies Inc., announced to launch its new "Real-Time ID check" solution, which will verify if the driver is wearing masks, thereby decreasing the spread of COVID-19.

### Market Coverage

Uber is The undisputed leader in ride hailing, operating in North America, Europe, Asia and Australia.

Uber is a product of the terrible taxicab ecosystem which existed in California before 2010. Uber designed the app to make ordering a taxi far more reliable.

Uber, driven by its then CEO Travis Kalanick, quickly expanded to Europe and Asia. Funded by a collective of venture capitalists eager to see ride hailing become the next big technology sector, Uber gleefully spent billions every year to compete in almost every market.

This reached its peak in 2015, when Uber announced it was spending \$1 billion every year to compete in China. Competition in China was too fierce for Uber, and the company bowed out of the country in 2016, selling its Chinese division to Didi for \$35 billion and 17 percent of Didi Kuaidi, which has

since been diluted to under 15 percent. Even with the loss of China, Uber remained the largest ride hailing platform on the planet.

As competition in China settled, Uber began expanding its network in India, which was considered another key battleground. Ola Cabs, possibly following Didi's example, had acquired rival TaxiForSure for \$200 million in 2015, forming a combined company that could challenge Uber. Instead of folding to the pressure, Uber has continued to grow in India. While Ola is still ahead according to most sources, Uber believes it has reached 50 percent market share in the country in 2019, which could pay dividends in the next few years as millions of drivers and riders shift to mobile applications.

In Europe, Uber has held a respectable lead in most countries, although it has had to fight regulators in France, Germany, Hungary and the UK. New operators, such as Free Now and Bolt, are challenging Uber's supremacy in the region, while Cabify and Didi are competing heavily in the South American market.

It is expected that Europe will be one of the key battlegrounds for Uber in the next five years, as Bolt, Free Now, Gett and Ola compete in the major cities. Uber has reportedly looked into acquiring Free Now, owned by BMW and Daimler, for north of \$1 billion.

Another competitive region to take note of is South-east Asia, in which Uber, Grab and Go-Jek are all active. Grab and Go-Jek are both considered "super apps", as both provide multiple services through their rider network, similar to how Uber utilises its network to deliver food and rent bikes. SoftBank, which owns shares in both Grab and Go-Jek, is pushing for a merger of both operators, to strengthen them through the pandemic.

## **Lyft**

Lyft was founded in 2012 and is headquartered in San Francisco, California, US. Lyft provides on-demand ridesharing services. Lyft is one of the fastest growing rideshare companies in the US and is available in more than 200 cities in the US. In June 2018, Lyft announced a new version of the Lyft app that improves shared rides, integrates directly with cities and transit agencies, and simplifies the passengers' overall experience.

## **Key Developments**



- In 2020, Lyft Inc., launched its new on-demand delivery service to provide essential goods, such as groceries, meals, and medical supplies, to the people in need during the coronavirus crisis.

### Market Coverage

Lyft is Uber's competitor in North America, responsible for about 31 percent of US ride hailing market as of 2020. Lyft is a product of the terrible taxicab ecosystem which existed in California before 2010. Lyft was originally conceived as a long-distance carpooling service.

### DiDi Chuxing

DiDi Chuxing is the world's leading mobile transportation platform. It was founded in 2012 and is headquartered in Beijing, China. Didi offers a full range of app-based transportation options for 550 million users, including Taxi, Express, Premier, Luxe, Bus, Minibus, Designated Driving, Enterprise Solutions, Bike Sharing, E-bike Sharing, Car Sharing, and food delivery. Daily rides have reached 30 million, allowing over 31 million drivers on the DiDi platform to find flexible work and income opportunities. In July 2018, DiDi has added the Safe Driving System (SDS) on its drivers' app to detect dangerous driving behaviors by using GPS, gyroscope, and other built-in sensors in smartphones. This is a big step to ensure road safety on DiDi's platform.

### Market Coverage

In China, Cheng Wei after spending several years working in Alibaba's payments division, recognized the opportunity to build a secure payments system for taxi drivers and he launched Didi Dache. Cheng Wen and Joe Lee would launch a similar service in Hangzhou, called Kuaidi Dache. As the threat of Uber China grew, Didi and Kuaidi, backed by Tencent and Alibaba respectively, merged. At the time, Didi and Kuaidi were incredibly competitive, both reaching about 150 million users. The combined force was too large for Uber to fight, and the company bowed out of the country in 2016.

Didi would scoop up several smaller operators, and is today responsible for over 95 percent of all mobile taxi operations in China.

### Ola



Ola is a provider of on-demand ride-hailing services. The company provides cab rental services and allows customers to book a ride by phone, online, or through a mobile application. Ola was founded in 2011 and is headquartered in Bengaluru, India. It is the largest ride sharing service provider in India.

### Key Developments

- In 2019, the Denso Corporation entered into a partnership with Blackberry to launch the integrated Human Machine Interface (HMI) digital cockpit system known as Harmony.

### Market Coverage

Ola is India's largest mobility platform and one of the world's largest ride-hailing companies, serving 250+ cities across India, Australia, New Zealand, and the UK.

### Grab

Grab was founded in 2012 and is headquartered in Singapore. Grab is more than just the leading ride-hailing and mobile payments platform in Southeast Asia. Grab has extended its product platform to include private car services (GrabCar and GrabShare), motorcycle taxis (GrabBike), social carpooling (GrabHitch), last mile delivery (GrabExpress and GrabFood), bus and shuttle services (GrabCoach and GrabShuttle), cycling services (GrabCycle), an ideas incubator (GrabVentures), as well as a fintech platform (GrabPay, GrabRewards, GrabBenefits, Loans and Lending Services, and Insurance).

### Key Developments:

- In January 2019, Grab announced that it will build a new Singapore headquarters in one-north as it expands its operations. It is expected to be ready in the fourth quarter of 2020. The US\$135M facility will be developed and managed by Ascendas Reit (now under CapitaLand). Grab held its ground-breaking ceremony for its future headquarters on 29 March 2019, during which it announced a new function to plan journeys and pay for public transportation fares. The headquarters will support a total of 3,000 employees, consolidating its office space currently spread around four locations.
- In February 2019, the company launched GrabPet in Singapore. Under the new service, passengers with pets will be allocated to Grab drivers who have received training in pet-handling, and welcome animals in their vehicles.
- In March 2019, Grab announced that they would be implementing a S\$4 penalty charge for users who cancel Singapore bookings 5 minutes after it is made. It would also apply if the

driver waits at the pickup point for longer than 5 minutes. Supposed to be implemented on 11 March 2019, the implementation of this policy was delayed to 25 March 2019. In Malaysia, the cancellation fee ranges from RM3 to RM5.

- In April 2019, Grab launched its first cloud kitchen (called GrabKitchen) in Indonesia under its food delivery service. 50 GrabKitchens were set up in six Southeast Asian countries within a year.[69] Grab also launched their super app in April 2019 to consolidate its online services into one platform, as well as launching Hotels and Tickets.
- In November 2019, Grab announced they had partnered with JapanTaxi and Careem, allowing selected users to book rides using the Grab app in Japan and the Middle East respectively.
- A month later, Grab, co-branded with Mastercard, launched a numberless payment card (being the first in Asia).
- In February 2020, Grab launched GrabCare for healthcare workers in Singapore, starting with 24-hour services to Tan Tock Seng Hospital and National Centre for Infectious Diseases. This came after reports of increased discrimination due to the COVID-19 situation, making it difficult for healthcare workers to get rides. The service will eventually be expanded to other Singapore hospitals. Grab also expanded its GrabMart (daily essentials delivery) and GrabAssistant (on-demand concierge) services to more cities and countries to meet increased demand for online food and grocery deliveries. To support its driver- and merchant-partners during the outbreak, Grab committed US\$40 million to relief initiatives across Southeast Asia.

### Market Coverage

Grab operates in eight countries — Singapore, Cambodia, Indonesia, Malaysia, Myanmar, Thailand, Vietnam and the Philippines — and in more than 500 cities and towns in the region. Beyond ridesharing, the company offers a cashless payment system called GrabPay and a meal delivery service called GrabFood.

### **Bolt**

Bolt offers vehicle for hire, micromobility, and food delivery services.

### Key Developments:

- In September 2018, the company announced expanding into dockless electric scooters and launched them in Paris under the new Bolt brand. The company also said it planned to release

scooters in several other European and Australian cities where the app was already established, but would also launch in new markets where vehicle for hire services face significant regulatory roadblocks, including Germany and Spain.

- In June 2019, Bolt re-launched in London with 20,000 drivers registered on the platform.
- In August 2019, the company rolled out its food delivery service, Bolt Food. Bolt Food launched in Tallinn, with the plans to expand to more cities in Europe and Africa later this year.
- In September 2019, Bolt announced its "Green Plan", an initiative to reduce the ecological footprint of the transportation industry and Bolt as a company. The Green Plan goals include offsetting Bolt's contribution to the CO<sub>2</sub> emissions of the European transportation sector by at least 5 million tonnes by 2025 and adding more green ride-types for passengers to choose from.
- In March 2020, Bolt was ranked third in the FT 1000: Europe's Fastest Growing Companies 2020 published by the Financial Times.

#### Market Coverage

Bolt is headquartered in Tallinn, Estonia and operates in over 150 cities in 35 countries in Europe, Africa, Western Asia and North America.

#### Free Now

FREE NOW is a mobility as a service provider headquartered in Hamburg, Germany. FREE NOW was formed in February 2019 from a joint venture between BMW and Daimler Mobility. The service was founded in 2009 and previously known as Hailo and myTaxi.

#### Market Coverage

FREE NOW is available in more than 100 cities across 10 European countries- - Germany, UK, Ireland, Spain, Italy, Portugal, Poland, Romania, Sweden, Austria.

#### Cabify

Cabify is a Spanish ridesharing company. It provides vehicles for hire via its smartphone mobile app. Vehicles are driven by self-employed service providers.

#### Market Coverage

Operating in Latin America, Spain, and Portugal, the company offers two services, one for businesses and another for individuals. As one of the biggest vehicle for hire companies in the Spanish- and

Portuguese-speaking world, Cabify operates in Mexico, Chile, Colombia, Peru, Brazil, Panama, Ecuador, Portugal, Spain, Argentina, Dominican Republic, and Uruguay.

### **Gett**

Gett, previously known as GetTaxi, is an Israeli on-demand mobility company that connects customers with transportation, goods and services. Customers can order a taxi or courier either through the company's website or the company's GPS-based smartphone app.

### **Market Coverage**

The app was first developed and popularized by Israeli company GetTaxi. Gett currently operates in more than 120 cities across Israel, Russia and United Kingdom.

## Delivery Market Competition Overview

There lies intense competition amongst the players operating in the online food delivery services market. Often the players in order to thrive in the competitive market are indulged in a discount-driven battle. For instance, it costs Zomato, an Indian restaurant search, discovery and delivers company approximately US\$ 20 million as a result of the various discount it offers its customers. However, the same deep discounting approach of the company also helps it to add new members on the platform. The market is also witnessing trends such as robot delivery being trialed by some retailers.

Acquisition and partnerships are the prominent factors that key players in the market rely on to help boost their growth in the market. On the back of its popular elder sibling Uber, Uber Eats was Launched in year 2014 after that the company did astonishingly well across the globe. The company was one of the toughest competitor to the local vendors. Recently it acquired by zomato. Surge in the food & beverage industry and rise in internet penetration coupled with increase in the working population are some of the factors driving the growth of global online food market. The increasing on mobile phone also supports online food delivery market growth. Big food outlets denying to adopt this system along with the potential technical and infrastructural issue is one of the challenge obstructing the growth of this market. Lack of loyal customers and too much competition also act like threats. Along with that the factors driving the growth especially in the emerging nations are Technological breakthroughs and infrastructural improvements.

The global online food delivery market is characterized by the presence of established players listed in the table below:

### Top Online Food Delivery Services

<b>UberEats</b>	Uber Eats is available in over 6,000 cities across 45 countries and is growing. The company began food delivery in August 2014 with the launch of the UberFRESH service in Santa Monica, California. In 2015, the platform was renamed to UberEATS, and the ordering software was released as its own application, separate from the app for Uber rides. Its London operation opened in 2016. During the COVID-19 pandemic, Uber Eats has been criticised for charging struggling fast food restaurants 30% to 35% commission.
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<b>Grubhub</b>	Grubhub Inc. is an American online and mobile prepared food ordering and delivery platform that connects diners with local restaurants. On June 9, 2020,
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Just Eat Takeaway, a European food delivery service, announced an agreement to buy Grubhub for \$7.3 billion in stock

**Domino's** Domino's Pizza, Inc., branded as Domino's, is an American multinational pizza restaurant chain founded in 1961. Domino's operates 17,200 stores in more than 90 countries around the world. Domino's largest markets are the following (by number of stores as of Q3 2020):

U.S. – 6,239	Turkey – 545
India – 1,260	Canada – 534
U.K./Ireland – 1,192	South Korea – 466
Australia/N.Z. – 839	France – 413
Mexico – 785	Spain – 335
Japan – 688	Germany – 334

**Deliveroo** Deliveroo was founded in 2013 in London, England. It operates in over two hundred locations across the United Kingdom, the Netherlands, France, Belgium, Ireland, Spain, Italy, Australia, New Zealand, Singapore, Hong Kong, the United Arab Emirates and Kuwait. Its subsidiary operation, Deliveroo Editions, focuses on growing a network of ghost kitchens—kitchens located off-site from restaurants for the preparation of delivery-only meals.

**Just Eat** Just Eat is an online food order and delivery service. It acts as an intermediary between independent takeaway food outlets and customers. It is headquartered in London, England and operates in 13 countries in Europe, Asia, Oceania, and the Americas.

**DoorDash** DoorDash launched in Palo Alto and, as of May 2019, had expanded to more than 4,000 cities and offers a selection of 340,000 stores across the U.S., Canada and Australia.

**Postmates** Postmates is an American company that offers local delivery of restaurant-prepared meals and other goods. As of February 2019, Postmates operates in 2,940 U.S. cities. On July 6, 2020, Uber announced it would acquire Postmates for \$2.65 billion. On December 1, 2020, Uber announced completion of the deal.

### *Competitive Advantage*

Considering the high competitiveness of the market, WarpSpeedTaxi will differentiate itself by offering a friendlier application for its ride-hailing services, as well as a cost effective solution for delivery service for its corporate customers, such as restaurant owners, grocery stores, couriers etc.

Among ride-hailing services, WarpSpeedTaxi offers city taxi services that allow passengers to hire a car via a smartphone-based app based on preferred plan, to book a round-trip or one-way trip and pay for the travelled distance, and to rent a chauffeur-driven cars at the best fares allowing passengers to book cars by hour and km. WarpSpeedTaxi will also offer premium packages for corporate users as a simple and easy way to manage company employee travel and track expenses.

Among delivery services, WarpSpeedTaxi targets both individuals and corporate customer segments. In the latter case, this feature will give discounts to restaurant owners, grocery stores, couriers etc. to affordably provide deliveries, especially considering the COVID pandemic lockdown consequences. Currently corporate segment, mainly Restaurants, have to give away big margins for deliveries to Apps like UberEats, Zomatoe, Skip the dishes etc. Restaurants have to currently give 25% to 30% for this service. With WarpSpeedTaxi that will get a corporate discount along with the actual cost of such a ride and usually end up costing 10% to 15% of the order. This will enable restaurants to give free delivery to their customers so it will be a win win situation for Restaurants, Customers, Drivers (with more business) and WarpSpeedTaxi (with a bigger target market then just customer pick and drop off).

WarpSpeedTaxi will maintain a high level of focus on customer service and deliver better and friendlier approach based on its customers feedback. Loyalty programs and benefits will be offered to WarpSpeedTaxi customers to retain trust and attract new users. Different plans and tariffs offered by the WarpSpeedTaxi will be another advantage for the customers to choose the best option for them. In addition, WarpSpeedTaxi will continuously develop its technology and business model to stay competitive and meet the demands of the market.

# MARKETING AND SALES PLAN

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## *Branding*

One of the important goals of WarpSpeedTaxi is brand recognition, which will be reached through

- Local Branding
- Marketing Campaigns,
- Partnerships,
- Keeping the platform up to date.

## *Marketing Strategy*

Effective marketing is very important tool for attracting customers and different marketing strategies will be implemented for reaching our target groups. The techniques will be different in different stages of our business.

Traffic generation is vital for the app business and following actions will be considered for generating high traffic to WarpSpeedTaxi:

1. Advertising - Paid search, social media advertising and display advertising are all excellent ways of attracting visitors, target high commercial intent keywords as part of paid search strategies.
2. Social Media - Social media channels will be used to promote content.
3. Varied Content - length and format of the content will be varied to make it as appealing as possible to different kinds of readers. Short, news-based blog posts will be interspersed with long-form content as well as video, infographics and data-driven pieces for maximum impact.
4. Videos as a part of Content Strategy - Data shows that information retention is significantly higher for visual material than it is for text, meaning that video marketing is an excellent way to grab and hold audience's attention, and boost traffic.



## Sales Strategy

WarpSpeedTaxi's unique business model has been designed from the ground up to drive rapid, cost-effective market penetration across very different geographic markets around the world.

This Model is predicated on the establishment of Joint Venture partnerships with local entrepreneurs interested in the Ride Hailing and Delivery space. WarpSpeedTaxi provides its local partners with a market-leading Turnkey software solution and 50% ownership of the JV, and the partners provide the initial funding and a low-overhead revenue stream with massive growth potential.

In each local JV, WarpSpeedTaxi will provide a customized version of its highly adaptable white label WarpSpeed Taxi software platform. WarpSpeedTaxi will retain 50% ownership of each local venture in each new country, and it will also receive 2.5% of all gross revenues as a licensing fee for the use of its software platform as well as an additional monthly backend management fee, which will be either \$5,000 or 2.5% of sales, whichever is greater.

This model allows WarpSpeedTaxi's partners to affordably own half of a national ride hailing and delivery company in the regional marketplace they know best. Local entrepreneurs will be able to break into an exciting growth opportunity without bearing the burden of millions of dollars and months or years spent on platform development. All they need is enough capital to fund the first six months of runway and they can be operational overnight.

By making the Joint Venture fair and affordable, WarpSpeedTaxi hopes to attract highly motivated and talented local entrepreneurs ready to drive success from day one.

WarpSpeedTaxi will also support that success from day one to help ensure optimal outcomes. Once a new JV is established, WarpSpeedTaxi will register the domain and customize the Application for that country, and a WarpSpeedTaxi team will get involved and train the local staff to handle daily operations.

To help illustrate the path ahead, WarpSpeedTaxi has put together a 5-year plan to target 90% of the 205 countries that make up the world.

English is the primary language in 8 of those 205 countries, and it is the secondary language in another 64. The other 133 countries have their own language, where English is neither primary nor secondary.

Over the next 5 years, WarpSpeedTaxi is targeting the establishment of between 185 to 205 Joint Ventures with local entrepreneurs, and ~~the achievement of a global market share in the ride hailing and delivery space of 11.5%.~~ reaching USD 620,846,021 for ride hailing and delivery service by 5 year of operations.



## WarpSpeedTaxi Expansion Categories.

**Category 1:** Countries where Uber is present and English is NOT primary language (64 countries in total)

Target Market per Population		Year 1	Year 2	Year 3	Year 4	Year 5
Uber present (Eng NOT primary)	UNE	0.0015%	0.0023%	0.0045%	0.0135%	0.0540%
Total population	3,659,703,916					

### Countries:

Åland Islands-Swedish	Jordan-Arabia Language
Andorra-Catalan Language	Kenya-Swahili Language
Argentina-Spanish Language	Korea - Korean Language
Austria-German Language	Lebanon-Arabia Language
Bahrain-Arabia Language	Lithuania-Lithuanian Language
Bangladesh-Bengali Language	Macao-Chinese Portuguese Languages
Belgium-French,Dutch,German Languages	Mexico-Spanish Language
Bolivia-Spanish Language	Morocco= Arabia Language
Brazil-Portuguese Language	Netherlands-Dutch Language
Chile-Spanish Language	Norway-Norwegian/Sami Language
Colombia-Spanish Language	Pakistan-Urdu Language
Costa Rica-Spanish Language	Panama- Panamian, Spanish Language
Cote d'Ivoire (Ivory Coast)-French Language	Paraguay-Guruani Language
Croatia-Standard Croatian Language	Peru-Spanish Language
Czech Republic-Czech Language	Poland-Polish Language
Dominican Republic-Spanish Language	Portugal- Portuguese Language
Ecuador-Spanish Language	Qatar-Arabia Language
Egypt-Arabia Language	Romania-Romanian Language
El Salvador-Spanish Language	Saudi Arabia-Arabia Language
Estonia-Estonian Language	Slovakia-Slovak Language
Finland-Finnish Language	South Africa-Zulu Language
France-French Language	Spain- Spanish Language
Germany-German Language	Sri Lanka-Sinhala Language
Ghana-Akan Language	Sweden-Swedish Language
Greece-Greek Language	Switzerland –German Language
Guatemala-Spanish Language	Taiwan (ROC) - Mandarin Language
Honduras-Spanish Language	Tanzania- Swahili Language
Hong Kong - Chinese, English	Turkey- Turkish Language
India-Hindi Language	Uganda - Swahili, English
Israel-Hebrew Language	Ukraine - Ukrainian Language
Italy-Italian Language	United Arab Emirates- Arabia Language
Japan-Japanese Language	Uruguay- Spanish Language

**Category 2:** Countries where Uber is NOT present and they have their own language (133 countries in total)

Target Market per Population		Year 1	Year 2	Year 3	Year 4	Year 5
Uber NOT present	NU	0.0020%	0.0030%	0.0060%	0.0180%	0.0720%
Total population	3,659,703,916					

**Countries:**

Afghanistan	Eritrea	Malta	Senegal
Albania	Eswatini	Marshall Islands	Serbia
Algeria	Ethiopia	Martinique	Seychelles
Angola	Fiji	Mauritania	Sierra Leone
Antigua And Barbuda	French Guiana	Mauritius	Singapore
Armenia	Gabon	Mayotte	Slovenia
Azerbaijan	Gambia	Micronesia	Solomon Islands
Bahamas	Georgia	Moldova	Somalia
Barbados	Greenland	Monaco	South Sudan
Belarus	Grenada	Mongolia	St Vincent And the
Belize	Guadeloupe	Montenegro	Grenadines
Benin	Guinea	Mozambique	Sudan
Bhutan	Guinea Bissau	Myanmar	Suriname
Bosnia And	Guyana	Namibia	Syria
Herzegovina	Haiti	Nauru	Tajikistan
Botswana	Hungary	Nepal	Thailand
Brunei	Iceland	Nicaragua	Timor Leste
Bulgaria	Indonesia	Niger	Togo
Burkina Faso	Iran	North Korea	Tonga
Burundi	Iraq	North Macedonia	Trinidad And Tobago
Cambodia	Kazakhstan	Oman	Tunisia
Cameroon	Kiribati	Palau	Turkmenistan
Cape Verde	Kuwait	Palestine	Tuvalu
Central African	Kyrgyzstan	Papua New Guinea	Uzbekistan
Republic	Laos	Philippines	Vanuatu
Chad	Latvia	Republic of the Congo	Vatican City
China	Lesotho	Reunion	Venezuela
Comoros	Libya	Russia	Vietnam
Cuba	Liechtenstein	Rwanda	Western Sahara
Cyprus	Luxembourg	Saint Kitts And Nevis	Yemen
Denmark	Madagascar	Saint Lucia	Zambia
Djibouti	Malawi	Samoa	Zimbabwe
Dominica	Malaysia	San Marino	
DR Congo	Maldives	Sao Tome And	
Equatorial Guinea	Mali	Principe	

**Category 3:** Countries where Uber is present and English is primary language (8 countries in total)

Target Market per Population		Year 1	Year 2	Year 3	Year 4	Year 5
Uber present (Eng primary)	UE	0.0010%	0.0015%	0.0030%	0.0090%	0.0360%
Total population	689,196,028					

Countries:

Australia	Ireland	New Zealand	United Kingdom
Canada	Jamaica	Nigeria	United States

*Assumptions and Expansion Strategy*

WarpSpeedTaxi's forecasts are driven by a few central assumptions:

First, the analysis suggests WarpSpeedTaxi can achieve a growth rate that accelerates from **0.003% to 0.036%** over our first five years in countries where English is the primary language and Uber is operating as a competitor.

That growth rate progression increases to **0.005% to 0.054%** over five years where English is not the primary language, but where Uber is still operating as a competitor.

This growth potential jumps further to **0.006% to 0.072%** over five years in countries where English is not the primary language and Uber has not established an operating footprint.

**Market Growth Rate Per Population for Each Category.**

	Year 1	Year 2	Year 3	Year 4	Year 5
Uber present (Eng NOT primary)	0.0015%	0.0023%	0.0045%	0.0135%	0.0540%
Uber present (Eng primary)	0.0010%	0.0015%	0.0030%	0.0090%	0.0360%
Uber NOT present	0.0020%	0.0030%	0.0060%	0.0180%	0.0720%

Further, raw data for each country has been gathered for financial projections. For each country the following data has been gathered<sup>1</sup>:

1. Population
2. Average Revenue per User per Year (both for Ride Hailing & Taxi and Online Delivery markets)
3. Market Revenue (both for Ride Hailing & Taxi and Online Delivery markets)
4. Number of Users per Year (both for Ride Hailing & Taxi and Online Delivery markets)
5. Projected revenues for 2026 (both for Ride Hailing & Taxi and Online Delivery markets)
6. Revenue projections for online sales (for Ride Hailing & Taxi market)
7. Platform to Consumer Delivery Revenues (for Online Delivery market)
8. Restaurant to Consumer Delivery Revenues (for Online Delivery market)

For countries that information (other than population) has been missing the lowest market figures have been taken as estimates (for 53 countries out of 205 countries).

After gathering the required data, market entry strategy has been developed by categorizing countries for market entry for the first 5 years.

### Summary of WarpSpeed Taxi Expansion Strategy.

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Uber present (Eng NOT primary)	30	34				64
Uber present (Eng primary)	2	6				8
Uber NOT present			13	70	50	133
Total	32	40	13	70	50	205
90% Goal	29	36	12	63	45	185
<b>Projected Revenues (USD)</b>	<b>3,587,402</b>	<b>23,595,777</b>	<b>57,703,099</b>	<b>167,850,508</b>	<b>620,846,021</b>	
<b>Market Share</b>	<b>0.13%</b>	<b>1.10%</b>	<b>2.81%</b>	<b>6.66%</b>	<b>11.53%</b>	

<sup>1</sup> All figures except for population have been gathered from reliable statistical source Statista.com. 2022 estimates are taken as the base for calculations. Population for each country is gathered from real time world statistics Worldometer.com.

Revenues for each category of countries have been calculated by taking the average of Average Revenue per User per Year for each particular category and multiplying it by the estimated target market population for each year considering the growth rates for each country and for each year. **First year revenue figures have been divided by 2 for each category.**

Based on those assumptions, WarpSpeedTaxi has laid out the following revenue projections for the first five years following full launch: A 5-year Joint Venture Revenue of **USD 65,518,711**. Software Licensing Revenue of **USD 21,839,570** and Backend Maintenance Revenue of USD 21,839,570. Total Revenue of **USD 109,197,851**.

#### WarpSpeedTaxi Gross Revenue Projections.

<u>Gross Revenue</u>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
Joint Venture	<b>269,055</b>	<b>1,769,683</b>	<b>4,327,732</b>	<b>12,588,788</b>	<b>46,563,452</b>	<b>65,518,711</b>
Software Licensing	89,685	589,894	1,442,577	4,196,263	15,521,151	21,839,570
Backend Maintenance	89,685	589,894	1,442,577	4,196,263	15,521,151	21,839,570
<b>Total</b>	<b>448,425</b>	<b>2,949,472</b>	<b>7,212,887</b>	<b>20,981,313</b>	<b>77,605,753</b>	<b>109,197,851</b>

WarpSpeed Taxi's Revenues after Expenses (EBIT) projections are as follows: A 5-year Joint Venture Revenue after Expenses of **USD 62,242,775**. Software Licensing Revenue after Expenses of **USD 20,747,592** and Backend Maintenance Revenue after Expenses of **USD 1,091,979**. Total Net Revenue of **USD 84,082,345**.

#### WarpSpeedTaxi Revenue after Expenses (EBIT) Projections.

<u>Revenue after Expenses</u>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
Joint Venture	255,602	1,681,199	4,111,346	11,959,349	44,235,279	62,242,775
Software Licensing	85,201	560,400	1,370,449	3,986,450	14,745,093	20,747,592
Backend Maintenance	4,484	29,495	72,129	209,813	776,058	1,091,979
<b>Total</b>	<b>345,287</b>	<b>2,271,094</b>	<b>5,553,923</b>	<b>16,155,611</b>	<b>59,756,430</b>	<b>84,082,345</b>

## First Country to Launch: India

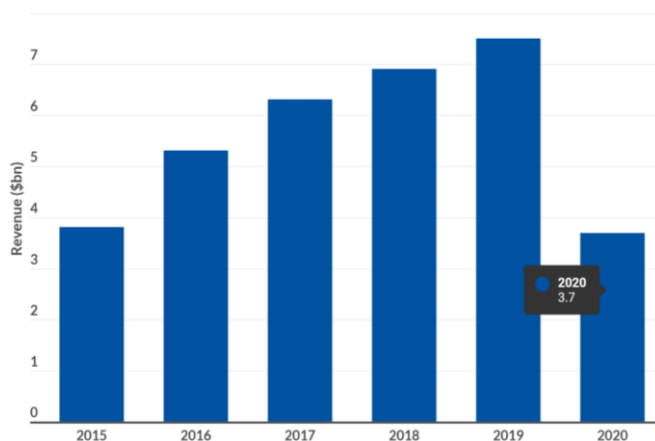
India is the first country where WarpSpeedTaxi has chosen to initiate its operations. Once the Beta testing phase in Ahmedabad, India, is complete, WarpSpeedTaxi's will immediately launch in the rest of India, seeking to serve its large population of more than 1.3 billion people. The Indian operation will then be handed off to an operational team, and WarpSpeedTaxi's beta testing team will launch the service in another country, with developers and designers on hand to tailor the branding of the WarpSpeed platform to match local needs.

Both the Operational and Beta Testing Teams will easily be able to expand and launch in multiple countries at the same time with WarpSpeedTaxi's customizable software and self-funding model.

**India Key Statistics:** India's ride hailing market is in a two horse race, with Uber and Ola Cabs battling it out for market share. In this respect it is worth mentioning that Uber had to implement cash payments to gain marketshare against Ola Cabs. In comparison to China and the US, most of the main cities still primarily use taxis and other non-mobile services.

- Revenue in the Ride-hailing and Taxi segment is projected to reach US\$39,033m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 2.47%, resulting in a projected market volume of US\$43,030m by 2026.
- The number of users is expected to amount to 337.4m users by 2026.
- User penetration is 22.0% in 2022 and is expected to hit 23.2% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$126.36.
- 27% of total revenue will be generated through online sales by 2026.

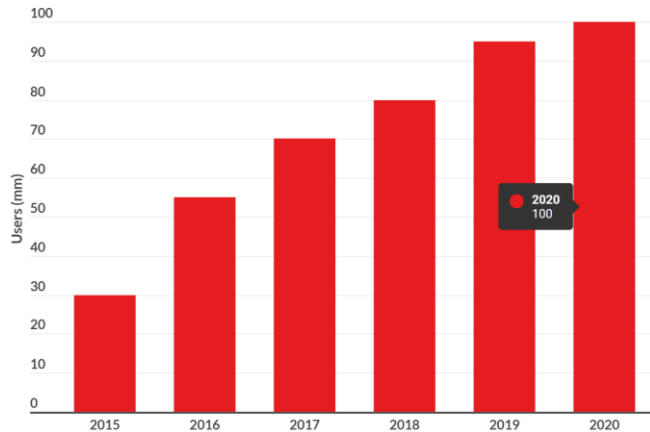
### India Taxi App Revenue (only Ride-Hailing App Service is included).



Source: Business of Apps (2022)

Year	India Taxi App Revenue
2015	\$3.8 billion
2016	\$5.3 billion
2017	\$6.3 billion
2018	\$6.9 billion
2019	\$7.5 billion
2020	\$3.7 billion

### India Taxi App Users (only Ride-Hailing App Service is included).

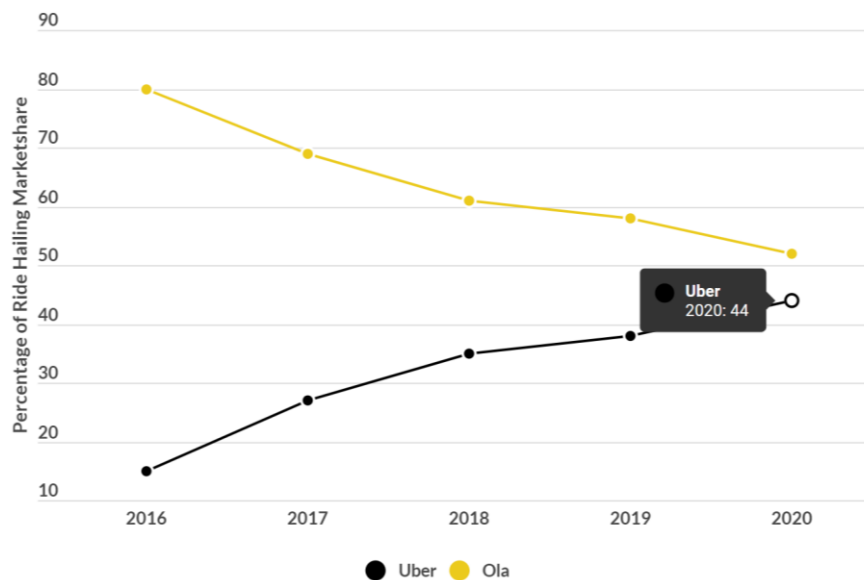


Year	India Taxi App Users
2015	30 million
2016	55 million
2017	70 million
2018	80 million
2019	95 million
2020	100 million

Source: Business of Apps (2022)

While not as large as China, India is rapidly gaining traction, as more of the populace come online. In major cities, Ola and Uber are becoming commonplace, while still unavailable to large parts of the country. At the same time, increasing disposable household income and the changing travelling lifestyle are the principle impetuses for the steady surge in the demand for Ride Hailing Services.

### India Taxi App Market Share (only Ride-Hailing App Service is included).



	Percentage of Ride Hailing Marketshare				
	2016	2017	2018	2019	2020
OLA	80%	69%	61%	58%	52%
UBER	15%	27%	35%	38%	44%

Source: Business of Apps (2022)



**As of February 2022, Uber operates in the following Indian cities:**

Agartala	Coimbatore	Hisar	Lucknow	Rourkela
Ahmedabad	Darjeeling	Hubli	Ludhiana	Salem IN
Ahmednagar	Dehradun	Hyderabad	Madurai	Shillong
Ajmer	Delhi NCR	Indore	Mangalore	Shimla
Alwar	Dhanbad	Jabalpur	Mathura	Solapur
Amritsar	Durgapur	Jaipur	Mumbai	Surat
Asansol	Gangtok	Jamnagar	Muzaffarpur	Thiruvananthapuram
Aurangabad	Gaya	Jamshedpur	Mysore	Tirupati
Bangalore	Goa	Jodhpur	Nagpur	Tiruppur
Bareilly	Gorakhpur	Karnal	Nashik	Udaipur
Bhopal	Gulbarga	Kochi	Puducherry	Vadodara
Bhubaneswar	Guntur	Kolkata	Pune	Vijayawada
Bokaro	Guwahati	Kollam	Raipur	Visakhapatnam
Chandigarh	Gwalior	Kottayam	Rajkot	Warangal
Chennai	Haridwar	Kurnool	Rohtak	

**India Online Food Delivery Market Highlights:**

The online food delivery industry is one of the fastest-growing segments in the Indian e-commerce industry. The rapid rise in the number of smartphone users in the country with the availability of affordable option is expanding the consumer base of the online food delivery industry in India. The rising penetration of internet due to cheaper data rates is also aiding the market. With the major players expanding away from their traditional metro bases to smaller town and cities, the industry is being further propelled forward. The industry is finding impetus for its growth in the tier-2 and 3 cities in the introduction and expansion of delivery-only kitchen in places with limited restaurant and cuisine options. The increase in marketing campaigns by the leading players is also aiding the industry. The industry is being driven by the incentives offered by the platforms like discounts and memberships, which are attracting more consumers to these online delivery platforms. The increased funding received by the industry along with the rise in the self-owned delivery fleet by the major players, is providing further impetus for the industry growth.

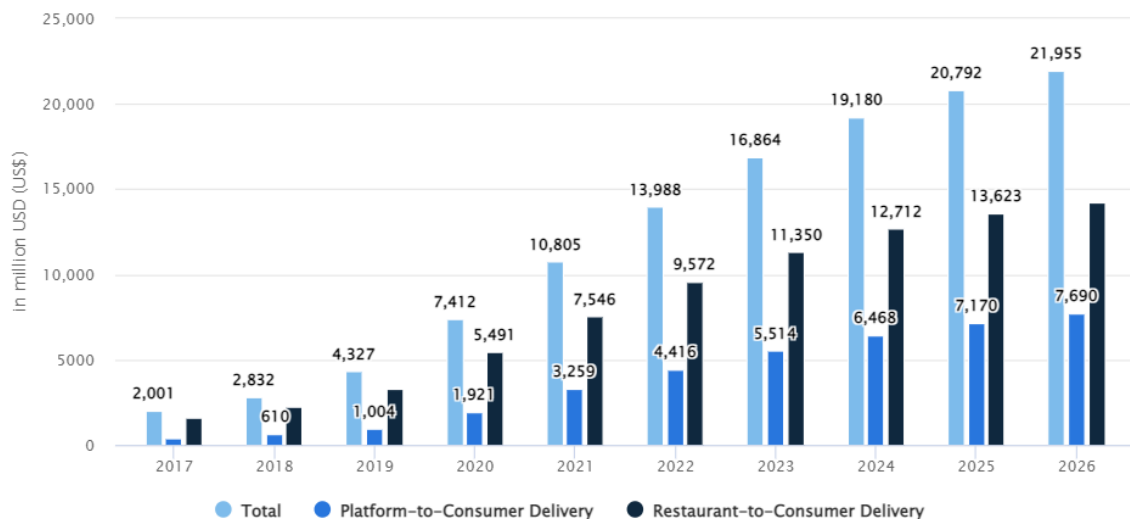
The industry is being driven by the growing number of busy white-collar worker who are increasingly looking for convenient and quick meals. With a growing number of women joining workplaces and increasing prevalence of double-income families who prefer eating-out frequently, the online food market in India is being further propelled forward. The growth in the economy, along with an increase in the household income is likely to drive the market in the coming years with consumers spending

most on food, household, transport, and communication segments. The rise in the population of the younger population with higher disposable incomes will provide further impetus to the industry growth as they define the food consumption patterns.

The industry is dominated by Swiggy and Zomato. Online prepaid and cash on delivery are the two payment options generally available on the platforms.

- Revenue in the Online Food Delivery segment is projected to reach US\$13,988m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 11.93%, resulting in a projected market volume of US\$21,955m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$9,572m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$41.51 in 2022.
- The number of users is expected to amount to 529.2m users by 2026.
- User penetration in the Online Food Delivery segment will be at 24.0% in 2022.

### India Online Food Delivery Market Revenue

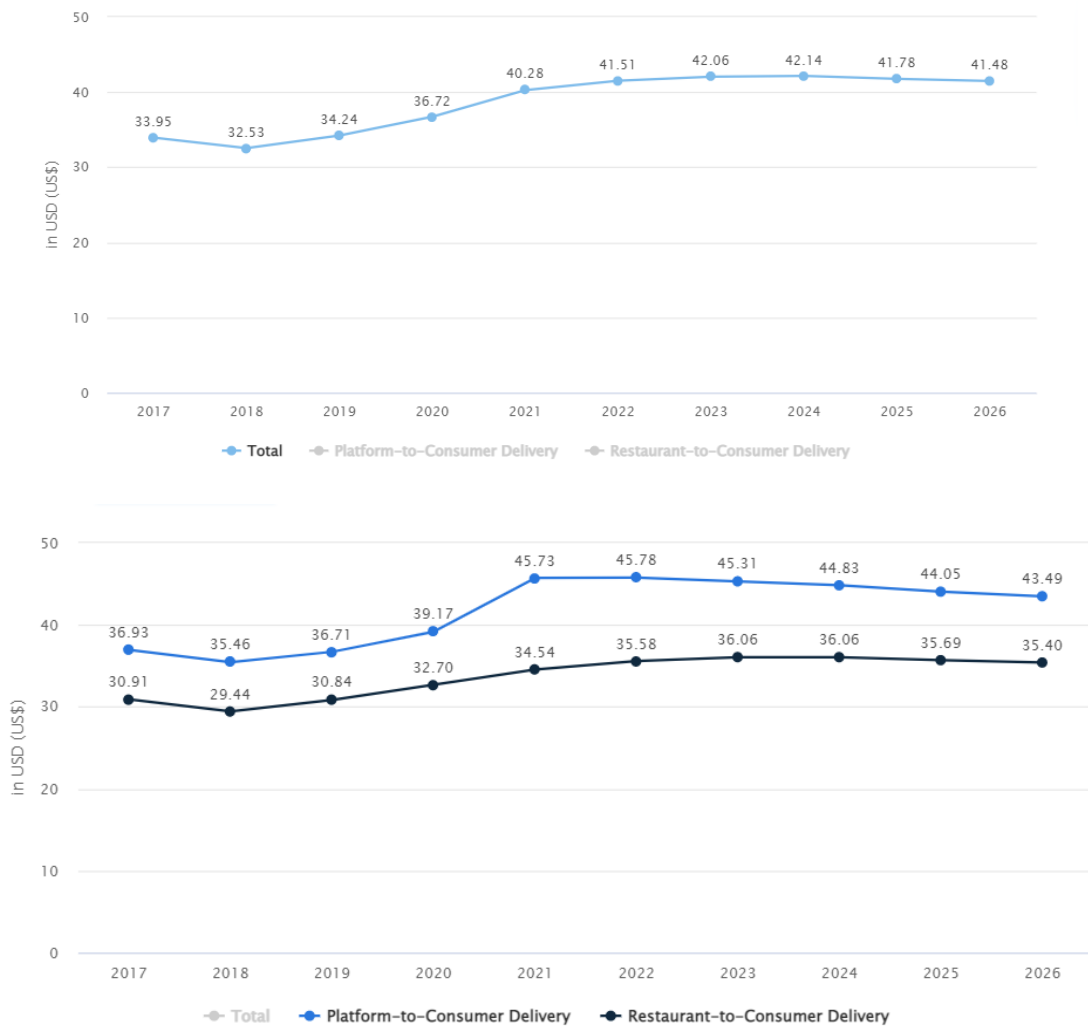


in million USD (US\$)

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Platform-to-Consumer Delivery	404	610	1,004	1,921	3,259	4,416	5,514	6,468	7,170	7,690
Restaurant-to-Consumer Delivery	1,597	2,222	3,323	5,491	7,546	9,572	11,350	12,712	13,623	14,265
<b>Total</b>	<b>2,001</b>	<b>2,832</b>	<b>4,327</b>	<b>7,412</b>	<b>10,805</b>	<b>13,988</b>	<b>16,864</b>	<b>19,180</b>	<b>20,792</b>	<b>21,955</b>

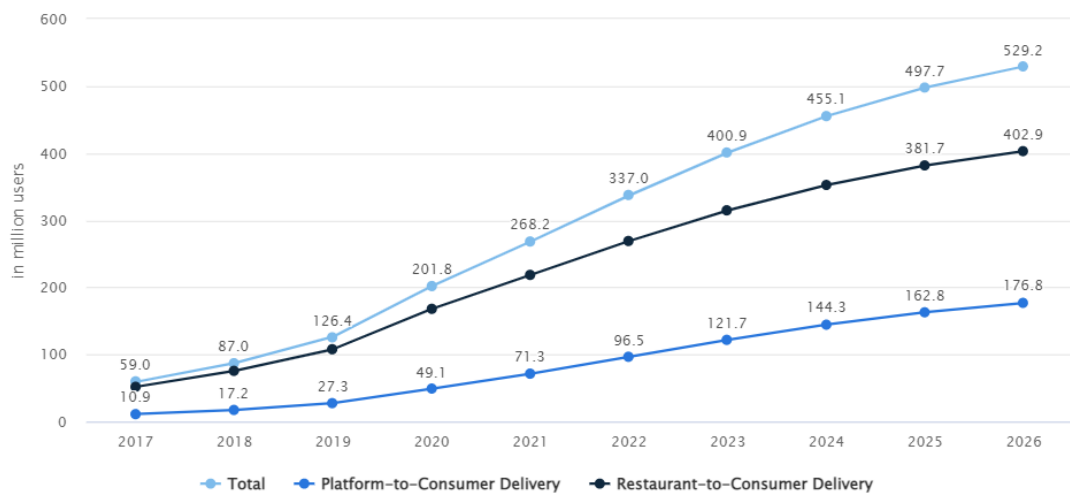
Source: Statista 2022

## India Online Food Delivery Market Average Revenue per User



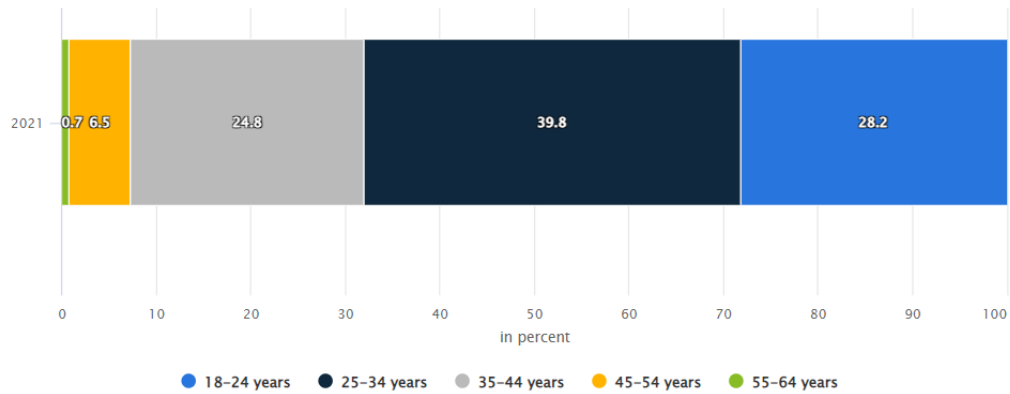
Source: Statista 2022

## India Online Food Delivery Market Users



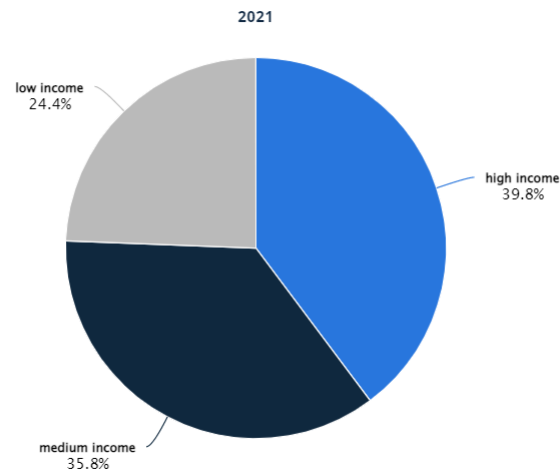
Source: Statista 2022

### India Online Food Delivery Market Users by Age



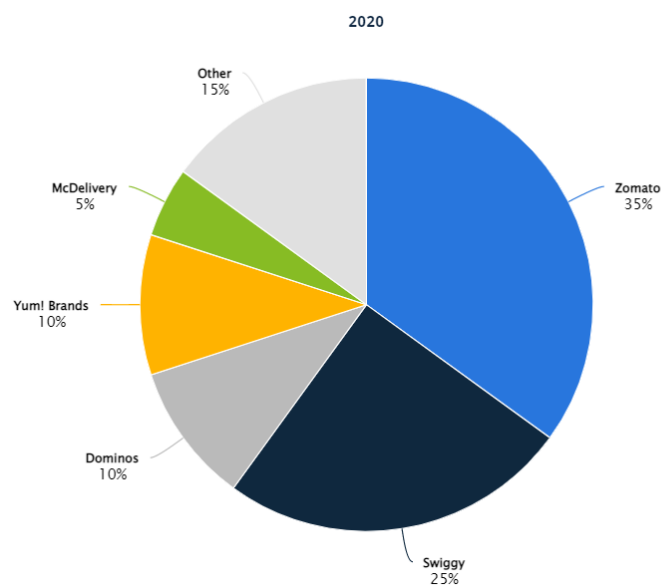
Source: Statista 2022

### India Online Food Delivery Market Users by Income



Source: Statista 2022

### India Online Food Delivery Market Usage Shares



Source: Statista 2022

## Further Expansion Market: Africa

Africa is one of the next markets that WarpSpeedTaxi initiates expansion, particularly starting from Kenya, Uganda and Tanzania.

**Kenya Ride Hailing and Taxi Market** - Taxis have become a common fixture for quick navigation across various cities in Kenya. Before the digital age, taxi rides were a reserve of the rich. The digital revolution brought with it ride-hailing apps which have since dominated the market. Due to the competitive nature of the business, the prices have become more affordable for customers. The apps have given customers a few benefits over the traditional Taxis. The apps are also quite many, giving users a variety of choices based on their comfort and convenience.

- Revenue in the Ride-hailing and Taxi segment is projected to reach US\$141m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 5.12%, resulting in a projected market volume of US\$172m by 2026.
- In the Ride-hailing and Taxi segment, the number of users is expected to amount to 3.0m users by 2026.
- User penetration is 4.7% in 2022 and is expected to hit 4.9% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$53.47.
- 26% of total revenue will be generated through online sales by 2026.

### Kenya Ride-Hailing and Taxi Major Players.

Uber	Uber started operating in Kenya since 2015 and was among the first entrants into the market that disrupted the Taxi industry in Kenya. It offers affordable options for riders with different categories of rides including Uber ChapChap, Uber X, Uber Select, Uber Boda and Uber connect which is used for parcel pick-up and delivery. As per 2022 company data Uber operates in Mombasa and Nairobi.
Bolt	Formerly known as Taxify, Bolt was also among the first apps in the country. The company operates in 37 countries, seven of which are in Africa. In Kenya, Bolt is available in Nairobi, Mombasa, Nyeri, Meru, Embu, Kilifi, Karatina, Nanyuki and Malindi. Bolt is comparatively more affordable than Uber and apps, and is quite popular especially in Nairobi. It offers unique rider options such as Women Only, Green, Scooters and Boda. Apart from Taxi, Bolt also operates a food delivery business, Bolt Food.

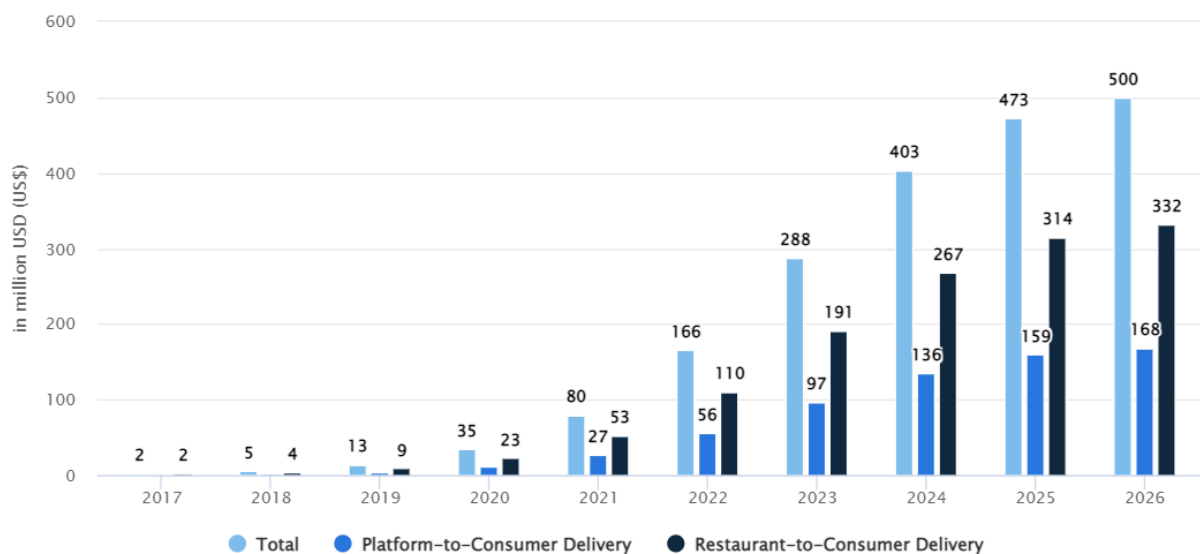
Little Cab	Little Cab is mostly known for its association with Safaricom. It was among the first apps to offer users a mobile wallet option, where they could deposit an amount of money and enjoy rides whenever. Little Cab is known for its convenient accessibility, allowing users to order a ride using a USSD code. Little Cab also allows users to view their trip charges in real-time, and offers great corporate deals allowing businesses to track and manage employee rides.
Hava	Hava is one of the latest entrants into the market. The company was launched in 2020 amid the Covid-19 pandemic. The company prides itself in being a local business aptly positioned to cater to the needs of Kenyans. Hava has partnered with Kenyan artists and events in an effort to promote local talent and culture.
InDriver	The app uses a different model from all others. When requesting, the passenger sets the amount they are willing to pay for the ride. The nearby drivers are then alerted and they can either accept or counter your offer. The app simply gives room for price negotiation, making it unique for users.
Wasili	The app is one of the premier apps that have been developed for customers outside of Nairobi. The app was developed by Mark Njagi and Tim Kamanga and has done well in Nakuru. It is also available in Eldoret, Kitale and a number of Western towns.

**Kenya Online Food Delivery Market** - The ubiquitous use of the internet and mobile phones has triggered a flourishing Online Food Delivery business in Kenya, which is the largest segment in eServices market in the region. Many of the Online Food Delivery services were borne out of both consumers and businesses adjusting their behaviour during the Covid-19 pandemic. Apart from restaurant to consumer delivery, grocery delivery services are becoming a mainstream offering in urban Kenya, with a significant rise in first-time users of online services in 2020.

- Revenue in the Online Food Delivery segment is projected to reach US\$166m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 31.82%, resulting in a projected market volume of US\$500m by 2026.
- The market's largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US\$110m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$21.36 in 2022.
- The number of users is expected to amount to 25.7m users by 2026.

- User penetration in the Online Food Delivery segment will be at 13.8% in 2022.

### Kenya Online Food Delivery Market Revenue



in million USD (US\$)

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Platform-to-Consumer Delivery	1	2	4	12	27	56	97	136	159	168
Restaurant-to-Consumer Delivery	2	4	9	23	53	110	191	267	314	332
Total	2	5	13	35	80	166	288	403	473	500

Source: Statista 2022

### Kenya Online Food Delivery Market Revenue Change

in percent

	2018	2019	2020	2021	2022	2023	2024	2025	2026
Platform-to-Consumer Delivery	139.8	147.0	181.5	127.7	107.6	73.8	40.1	17.3	5.8
Restaurant-to-Consumer Delivery	125.1	138.1	170.0	126.0	107.1	73.6	40.1	17.3	5.7
Total	129.6	140.9	173.7	126.6	107.3	73.7	40.1	17.3	5.8

Source: Statista 2022

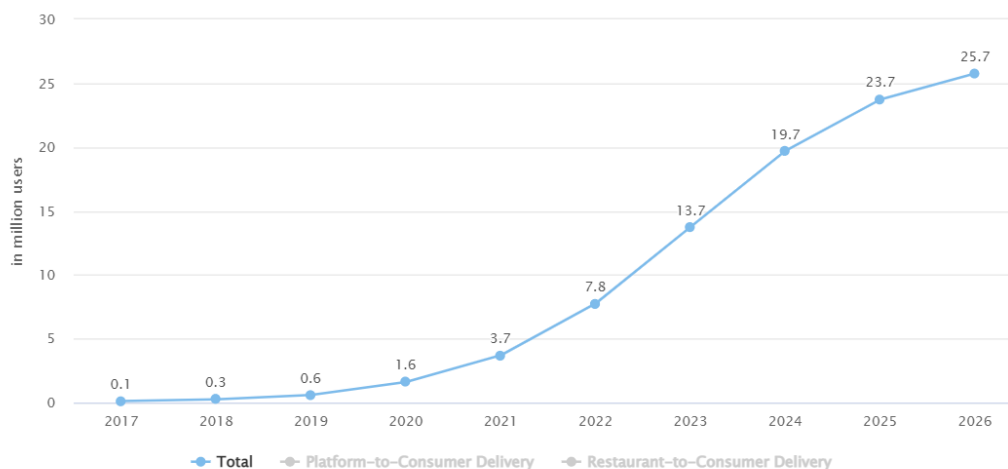
### Kenya Online Food Delivery Market Average Revenue per User by Segment

in USD (US\$)

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Platform-to-Consumer Delivery	14.27	16.09	17.20	17.58	17.42	17.25	16.92	16.52	16.10	15.69
Restaurant-to-Consumer Delivery	16.36	17.32	17.86	17.93	17.63	17.41	17.07	16.67	16.24	15.81
Total	19.26	20.79	21.69	21.93	21.61	21.36	20.95	20.46	19.93	19.42

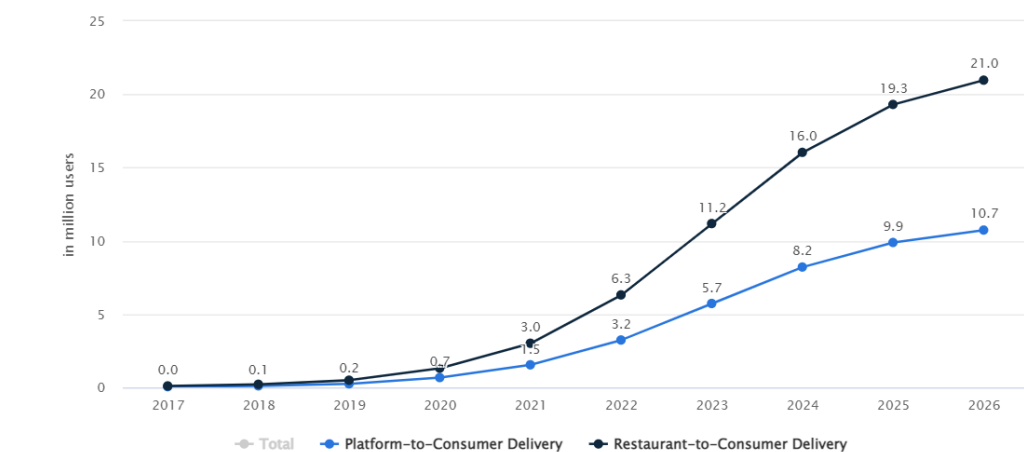
Source: Statista 2022

## Kenya Online Food Delivery Market Users



Source: Statista 2022

## Kenya Online Food Delivery Market Users by Segment



in million users

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Platform-to-Consumer Delivery	0.0	0.1	0.2	0.7	1.5	3.2	5.7	8.2	9.9	10.7
Restaurant-to-Consumer Delivery	0.1	0.2	0.5	1.3	3.0	6.3	11.2	16.0	19.3	21.0
Total	0.1	0.3	0.6	1.6	3.7	7.8	13.7	19.7	23.7	25.7

Source: Statista 2022

## Kenya Online Food Delivery Market Penetration Rate by Segment

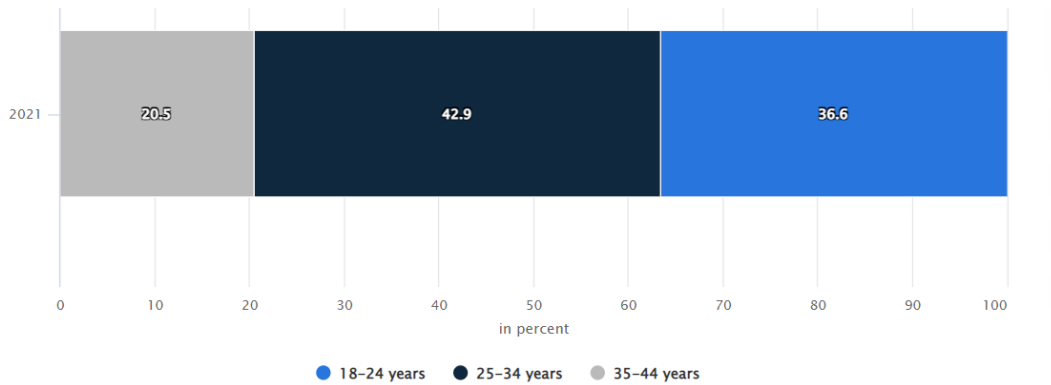


in percent

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Platform-to-Consumer Delivery	0.1	0.2	0.5	1.2	2.8	5.7	10.0	14.0	16.5	17.5
Restaurant-to-Consumer Delivery	0.2	0.4	0.9	2.4	5.5	11.2	19.5	27.3	32.2	34.2
Total	0.2	0.5	1.1	3.0	6.7	13.8	23.9	33.5	39.5	42.0

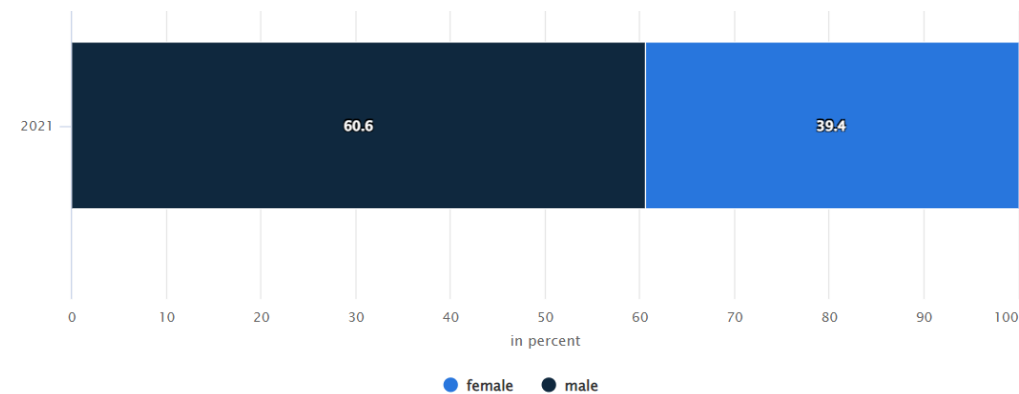
Source: Statista 2022

### Kenya Online Food Delivery Market Users by Age



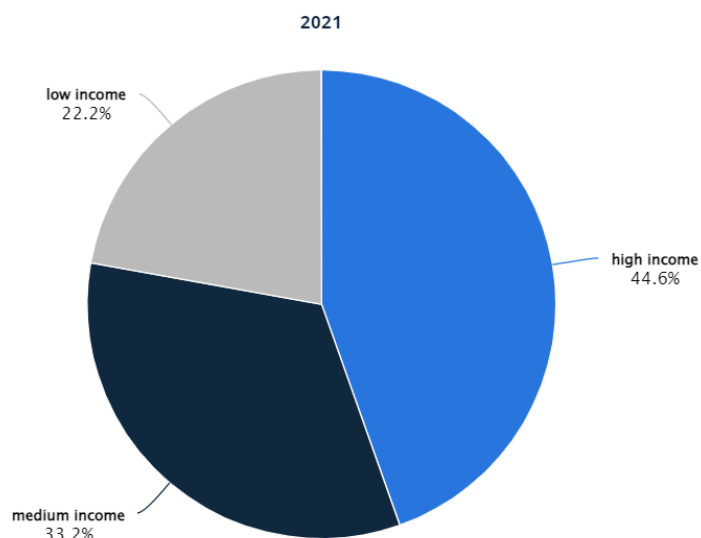
Source: Statista 2022

### Kenya Online Food Delivery Market Users by Gender



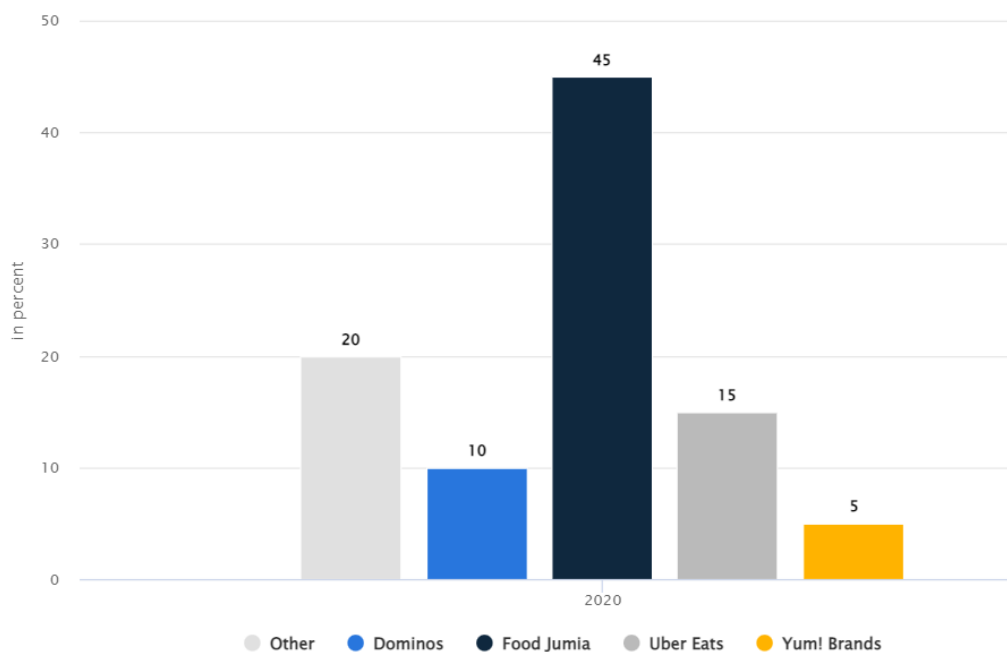
Source: Statista 2022

### Kenya Online Food Delivery Market Users by Income



Source: Statista 2022

### Kenya Online Food Delivery Market Usage Shares



Source: Statista 2022

### Kenya Online Food Delivery Major Players.

Food Jumia	Food Jumia (formerly HelloFood) presents an online platform where people can easily order food in restaurants nearby and have it delivered to them in no time. This fast-growing venture was founded by Rocket Internet, an internet
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	business idea incubator based in Berlin. Jumia Food Kenya is currently the leading food delivery service provider in Nairobi with a listing of over 181 of best restaurants in Nairobi and Mombasa including all kinds of cuisines: Fast Food, Kenyan Food, Chinese Food, and others.
Uber Eats	Uber Eats is the second largest online food delivery service provider in Kenya, which started its operations in May 2018 in the country. With Uber Eats, customers can buy food from various restaurants and have it delivered to their doorstep.
Dominos	Domino's, the recognized world leader in pizza delivery, opened its first store in Kenya in 2014 and is the third in the market of Online Food Delivery in Kenya.
Yum! Brands	Yum launched in the summer of 2012 with the aim of making it simple and easy for anyone to order food straight to their door. It currently has 5% market share in Kenya.
The Good Food Company	The Good Food Company mainly targets corporate events, functions, event halls and parties at home.

## Tanzania

### Ride-Hailing and Taxi Market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$83m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 8.13%, resulting in a projected market volume of US\$113m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 1.5m users by 2026.
- User penetration is 2.2% in 2022 and is expected to hit 2.2% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$59.93.
- In the Ride-hailing & Taxi segment, 31% of total revenue will be generated through online sales by 2026.
- As of 2022 company data, Uber operates in Arusha, Dar Es Salaam, Dodoma, Mwanza.

### Online Food Delivery

- Revenue in the Online Food Delivery segment is projected to reach US\$14m in 2022.

- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 17.07%, resulting in a projected market volume of US\$27m by 2026.
- The market's largest segment is Platform-to-Consumer Delivery with a projected market volume of US\$9m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$11.86 in 2022.
- In the Online Food Delivery segment, the number of users is expected to amount to 1.9m users by 2026.
- User penetration in the Online Food Delivery segment will be at 1.9% in 2022.

## Uganda

### Ride-Hailing and Taxi market

- Revenue in the Ride-hailing & Taxi segment is projected to reach US\$45m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 8.40%, resulting in a projected market volume of US\$62m by 2026.
- In the Ride-hailing & Taxi segment, the number of users is expected to amount to 0.9m users by 2026.
- User penetration is 1.6% in 2022 and is expected to hit 1.6% by 2026.
- The average revenue per user (ARPU) is expected to amount to US\$57.73.
- In the Ride-hailing & Taxi segment, 14% of total revenue will be generated through online sales by 2026.
- As of 2022 company data, Uber operates in Kampala.

### Online Food Delivery

- Revenue in the Online Food Delivery segment is projected to reach US\$9m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 19.03%, resulting in a projected market volume of US\$19m by 2026.
- The market's largest segment is Platform-to-Consumer Delivery with a projected market volume of US\$6m in 2022.
- The average revenue per user (ARPU) in the Online Food Delivery segment is projected to amount to US\$12.49 in 2022.
- In the Online Food Delivery segment, the number of users is expected to amount to 1.1m users by 2026.
- User penetration in the Online Food Delivery segment will be at 1.5% in 2022.

# DESIGN AND DEVELOPMENT

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## *Business Model*

WarpSpeed Taxi is a new 2-in-1 Ride Hailing and Delivery platform set for global expansion. It offers ride-hailing passenger transportation and delivery service through a smartphone-based app. WarpSpeed Taxi's 2-in-1 Application will be available on all major app store platforms.

With the WarpSpeedTaxi app, drivers will be able to provide Taxi services to passengers and delivery services to restaurants, grocery stores, and other personal or business courier services.

Among ride-hailing services, WarpSpeedTaxi offers city taxi services that allow passengers to hire a car via a smartphone-based app based on preferred plan, to book a round-trip or one-way trip and pay for the travelled distance, and to rent a chauffeur-driven cars at the best fares allowing passengers to book cars by hour and km. WarpSpeedTaxi will also offer premium packages for corporate users as a simple and easy way to manage company employee travel and track expenses.

Among delivery services, WarpSpeedTaxi provides the opportunity to get the food delivered very conveniently and quickly. It offers consumers with a wide range of food items available on their smartphones and the convenience of getting it delivered at their doorsteps. For corporate customers WarpSpeedTaxi will give discounts to restaurant owners, grocery stores, couriers etc. to affordably provide deliveries, especially considering the COVID pandemic lockdown consequences.

WarpSpeedTaxi's unique business model will further reduce Ride and Delivery costs for Consumers. Business won't have to sacrifice fair margins to offer delivery services. And drivers will receive a larger overall cut by providing multiple types of services.

The WarpSpeed model is unlike any the other Taxi or Delivery model currently on the market.

WarpSpeed Taxi is a publicly traded company that trades on the US OTC market under the stock symbol "WRPT". WRPT shares just started trading, and we are very excited to tell you about the company because it provides investors with a ground floor opportunity in an exciting venture in one of the fastest growing markets on the planet.

## Design

WarpSpeedTaxi includes the following mobile applications:

**Driver app:** Drivers provide transport services and communicate with their customers.

**Rider app:** Riders can book and track journeys and select vehicle types.

**Dispatch system:** A real-time software platform that automates scheduling and routing of vehicles using location and traffic data. Taxi or ride-hailing dispatch systems connect drivers with riders via their mobile phones.

### Driver App Features

- **Earnings tracker:** Tracks driver earnings over time. Drivers can use this information to see if working for a particular service is worthwhile. They can use this app together with bookkeeping software to import their earnings and keep a record of mileage, gas payment, tolls, etc.
- **Gas station locator:** Provides the quickest route to the nearest gas station, and shows fuel prices.
- **Music player:** Plays music, adds favorite radio stations, and finds new artists, without requiring drivers to use multiple applications.
- **Route optimization:** Displays the most efficient route so drivers can reach their destination quickly. Drivers can add their most-used routes.
- **Availability button:** Allows drivers to confirm or deny a ride based on their availability. Drivers can mark their status as online or offline, and use the app to accept and complete a ride.
- **Rider review:** Provides a passenger's ratings and reviews. Drivers can check this information before accepting a ride request.
- **Driver destinations:** Provides the option to accept passengers while drivers travel to their preferred destination. Drivers can use this feature when, for example, they are on their way home.

### Rider App Features



- **Schedule a ride:** Allows passengers to book a ride, select pickup location, destination, level of service, and pick up time and date. Once complete, the passenger receives confirmation of their booking. The app provides details of their driver, and passengers can track their ride.
- **Different pricing options:** Allows to choose cabs for every pocket and choose from a wide range of cars specific to passenger's travel needs.
- **Live ride tracking:** Passengers are able to track the ride online.
- **Free Wi-Fi:** Allows passengers to always stay connected when on the move.
- **Split charges:** Automatically divides fares evenly between commuters using a fare-splitting feature. This is useful as ride-hailing app users often travel in groups and split the bill. Group travel can save time, cost, and fuel.
- **Favorite destinations:** Bookmarks or saves frequent destinations like a workplace, home, or favorite restaurant.
- **Sharing ETA and status:** Tracks a ride after passengers book. After the driver has accepted the ride request, passengers can track the ride as it approaches. They can also share their trip status and estimated time of arrival (ETA) with family, friends, on social networks, and via email. Recipients receive information such as driver's name, location on the map, and vehicle information.
- **Driver-rider chats:** Drivers and passengers can communicate via the app without having to use other apps or phone calls. In some apps, messages sent by the user are automatically read out-loud to the driver, so the driver doesn't have to pick up their phone, allowing the driver to stay focused on the road.
- **Suitable payment methods:** Provides payment method choices such as credit card payment, cash, and payment platforms like Braintree, PayPal, ApplePay or Stripe.
- **Adding extra stops:** Passengers sometimes need to stop at several points along the route. The rider app lets them adjust their routes while on the move or in advance when the ride is in progress.
- **Driver rating:** Rates drivers so users can read feedback and reviews of their driver before they confirm their booking. Passengers can also rate their ride experience after each trip.



- **Emergency button:** Used in cases of emergencies and accidents. If the passenger is in danger, they can press the emergency button, which sends a message to the nearest police station, the ride-hailing service authorities, and family members.
- **Entertainment:** Allows passengers to listen to music, watch TV shows and movies, tune into their favorite radio station all from the back seat of the cab.
- **Premium Membership:** Allows subscribing to a premium membership and getting stable pricing with no peak pricing and zero wait time even during rush hours.
- **Corporate account tracker:** Allows a simple and easy way to manage company employee travel and track expenses.

### Dispatch System Features

- **Fleet dispatching:** Automatic management of vehicle fleets, including vehicle utilization, fuel usage, driver performance, and driver payments.
- **Administration panel:** Displays vehicle details and information like revenue statistics and revenue sharing. The admin panel may provide scheduling, reservation, payment, and dispatch options. Dispatchers can use the dashboard to track drivers in real-time on a map, view recent and urgent jobs, add new jobs, and dispatch existing ones.
- **Matching supply and demand:** Algorithms automatically allocate work to the most suited driver. The algorithm uses information such as the longest wait time, nearest to pick-up, type of vehicle, time of day, day of the week, upcoming ride, and priority accounts.
- **Booking frequency optimization:** Supports real-time location-based routing and mapping to ensure each driver can book the maximum number of rides.
- **Assured passenger safety:** Both the driver and the customer are monitored. Driver and rider apps have advanced monitoring functionality, designed for the taxi industry, and monitoring data feeds back to the dispatch system.

### Services:

Following services will be offered by WarpSpeedTaxi:

**City Taxi**

Allows passengers to hire a car.

**Outstation**

Allows passengers to make a round-trip or one-way booking and only pay for the travelled distance. It allows seeing all expenses before booking the cab with no hidden costs.

**Rental**

Renting chauffeur-driven cars at the best fares allowing passengers to book cars by hour and km.

**Corporate**

Allows a simple and easy way to manage company employee travel and track expenses.

**Delivery**

Targets both individual and corporate customer segments.

For individual customers, it allows passengers to order delivery service.

For corporate segment, the service targets restaurants and grocery stores.

***Development***

WarpSpeedTaxi is a world wide application, and after the launch in India, it will then expand globally to other markets, including to other Asian countries, Africa, Europe, Americas, Australia and Oceania, and Caribbean region.

# FINANCIAL PROJECTIONS (1-5 YEARS)

## PROFIT AND LOSS PROJECTIONS

Table below shows WarpSpeedTaxi's Profit and Loss Projections for the first 5 years:

<i>Pro Forma Profit and Loss</i>	<i>All figures in USD</i>				
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Revenues	448,425	2,949,472	7,212,887	20,981,313	77,605,753
Direct Cost of Sales	103,138	678,379	1,658,964	4,825,702	17,849,323
Gross Margin	345,287	2,271,094	5,553,923	16,155,611	59,756,430
Gross Margin %	77%	77%	77%	77%	77%
Total Operating Expenses	89,685	589,894	1,442,577	4,196,263	15,521,151
Profit Before Interest and Taxes	255,602	1,681,199	4,111,346	11,959,349	44,235,279
EBIT	255,602	1,681,199	4,111,346	11,959,349	44,235,279
Taxes Incurred	98,654	648,884	1,586,835	4,615,889	17,073,266
Net Profit	156,949	1,032,315	2,524,511	7,343,460	27,162,013
<b>Net Profit/Sales</b>	35.00%	35.00%	35.00%	35.00%	35.00%

**SALES FORECAST**

The tables below outline sales forecast for the next five years for each market – Ridehailing and Delivery.

**Sales Plan****Ride-Hailing & Taxi**

<b>Market</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Typical Joint Venture	<b>2,436,106</b>	<b>16,004,791</b>	<b>39,257,792</b>	<b>114,889,622</b>	<b>423,291,698</b>
Software cost	60,903	400,120	981,445	2,872,241	10,582,292
Backend costs	60,903	400,120	981,445	2,872,241	10,582,292
Drivers	1,827,080	12,003,593	29,443,344	86,167,217	317,468,774
Overhead	121,805	800,240	1,962,890	5,744,481	21,164,585
EBIT	365,416	2,400,719	5,888,669	17,233,443	63,493,755

**Online Delivery**

<b>Market</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Typical Joint Venture	<b>1,151,296</b>	<b>7,590,986</b>	<b>18,445,307</b>	<b>52,960,885</b>	<b>197,554,323</b>
Software cost	28,782	189,775	461,133	1,324,022	4,938,858
Backend costs	28,782	189,775	461,133	1,324,022	4,938,858
Restaurants	863,472	5,693,240	13,833,980	39,720,664	148,165,742
Overhead	57,565	379,549	922,265	2,648,044	9,877,716
EBIT	172,694	1,138,648	2,766,796	7,944,133	29,633,148

## REVENUES

### Ride-Hailing & Taxi Market

Gross Revenue	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Joint Venture	182,708	1,200,359	2,944,334	8,616,722	31,746,877	44,691,001
Software Licensing	60,903	400,120	981,445	2,872,241	10,582,292	14,897,000
Backend Maintenance	60,903	400,120	981,445	2,872,241	10,582,292	14,897,000
<b>Total</b>	<b>304,513</b>	<b>2,000,599</b>	<b>4,907,224</b>	<b>14,361,203</b>	<b>52,911,462</b>	<b>74,485,001</b>

Expenses	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Joint Venture	9,135	60,018	147,217	430,836	1,587,344	2,234,550
Software Licensing	3,045	20,006	49,072	143,612	529,115	744,850
Backend Maintenance	57,858	380,114	932,373	2,728,629	10,053,178	14,152,150
<b>Total</b>	<b>70,038</b>	<b>460,138</b>	<b>1,128,662</b>	<b>3,303,077</b>	<b>12,169,636</b>	<b>17,131,550</b>

Revenues after Expenses	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Joint Venture	173,573	1,140,341	2,797,118	8,185,886	30,159,533	42,456,451
Software Licensing	57,858	380,114	932,373	2,728,629	10,053,178	14,152,150
Backend Maintenance	3,045	20,006	49,072	143,612	529,115	744,850
<b>Total</b>	<b>234,475</b>	<b>1,540,461</b>	<b>3,778,562</b>	<b>11,058,126</b>	<b>40,741,826</b>	<b>57,353,451</b>

**REVENUES****Online Delivery  
Market**

<b>Gross Revenue</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
Joint Venture	86,347	569,324	1,383,398	3,972,066	14,816,574	20,827,710
Software Licensing	28,782	189,775	461,133	1,324,022	4,938,858	6,942,570
Backend Maintenance	28,782	189,775	461,133	1,324,022	4,938,858	6,942,570
<b>Total</b>	<b>143,912</b>	<b>948,873</b>	<b>2,305,663</b>	<b>6,620,111</b>	<b>24,694,290</b>	<b>34,712,850</b>

<b>Expenses</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
Joint Venture	4,317	28,466	69,170	198,603	740,829	1,041,385
Software Licensing	1,439	9,489	23,057	66,201	246,943	347,128
Backend Maintenance	27,343	180,286	438,076	1,257,821	4,691,915	6,595,441
<b>Total</b>	<b>33,100</b>	<b>218,241</b>	<b>530,303</b>	<b>1,522,625</b>	<b>5,679,687</b>	<b>7,983,955</b>

<b>Revenues after Expenses</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
Joint Venture	82,030	540,858	1,314,228	3,773,463	14,075,746	19,786,324
Software Licensing	27,343	180,286	438,076	1,257,821	4,691,915	6,595,441
Backend Maintenance	1,439	9,489	23,057	66,201	246,943	347,128
<b>Total</b>	<b>110,812</b>	<b>730,632</b>	<b>1,775,361</b>	<b>5,097,485</b>	<b>19,014,604</b>	<b>26,728,894</b>

**Total Revenues**

<b>Total</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
Typical Joint Venture	<b>3,587,402</b>	<b>23,595,777</b>	<b>57,703,099</b>	<b>167,850,508</b>	<b>620,846,021</b>	873,582,807
Software cost	89,685	589,894	1,442,577	4,196,263	15,521,151	21,839,570
Backend costs	89,685	589,894	1,442,577	4,196,263	15,521,151	21,839,570
Drivers	2,690,552	17,696,833	43,277,324	125,887,881	465,634,516	655,187,106
Overhead	179,370	1,179,789	2,885,155	8,392,525	31,042,301	43,679,140
EBIT	538,110	3,539,367	8,655,465	25,177,576	93,126,903	131,037,421

## REVENUES

### Total

Gross Revenue	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Joint Venture	269,055	1,769,683	4,327,732	12,588,788	46,563,452	65,518,711
Software Licensing	89,685	589,894	1,442,577	4,196,263	15,521,151	21,839,570
Backend Maintenance	89,685	589,894	1,442,577	4,196,263	15,521,151	21,839,570
<b>Total</b>	<b>448,425</b>	<b>2,949,472</b>	<b>7,212,887</b>	<b>20,981,313</b>	<b>77,605,753</b>	<b>109,197,851</b>

Expenses	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Joint Venture	13,453	88,484	216,387	629,439	2,328,173	3,275,936
Software Licensing	4,484	29,495	72,129	209,813	776,058	1,091,979
Backend Maintenance	85,201	560,400	1,370,449	3,986,450	14,745,093	20,747,592
<b>Total</b>	<b>103,138</b>	<b>678,379</b>	<b>1,658,964</b>	<b>4,825,702</b>	<b>17,849,323</b>	<b>25,115,506</b>

### Revenues after

Expenses	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Joint Venture	255,602	1,681,199	4,111,346	11,959,349	44,235,279	62,242,775
Software Licensing	85,201	560,400	1,370,449	3,986,450	14,745,093	20,747,592
Backend Maintenance	4,484	29,495	72,129	209,813	776,058	1,091,979
<b>Total</b>	<b>345,287</b>	<b>2,271,094</b>	<b>5,553,923</b>	<b>16,155,611</b>	<b>59,756,430</b>	<b>84,082,345</b>



### CASH FLOW PROJECTIONS

Table below shows WarpSpeedTaxi's Pro Forma Cash Flow for the first 5 years:

<i>Pro Forma Cash Flow</i>					
	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Received					
Cash from Operations	345,287	2,271,094	5,553,923	16,155,611	59,756,430
Cash Sales					
Subtotal Cash from Operations	345,287	2,271,094	5,553,923	16,155,611	59,756,430
Subtotal Cash Received	345,287	2,271,094	5,553,923	16,155,611	59,756,430
Expenditures	Year 1	Year 2	Year 3	Year 4	Year 5
Expenditures from Operations	89,685	589,894	1,442,577	4,196,263	15,521,151
Subtotal Spent on Operations	89,685	589,894	1,442,577	4,196,263	15,521,151
Additional Cash Spent					
	98,654	648,884	1,586,835	4,615,889	17,073,266
Subtotal Cash Spent	98,654	648,884	1,586,835	4,615,889	17,073,266
<b>Net Cash Flow</b>	156,949	1,032,315	2,524,511	7,343,460	27,162,013
<b>Accumulated Cash Flow</b>	156,949	1,189,264	3,713,775	11,057,234	38,219,248