



MYSTREAT

Pitch Deck  
May 2017

The Future of New Food Delivery

# Team.

- Tomasz Wozniak - CEO, cofounder
- Kamil Woś - COO, cofounder
- Henrik Johanesson - board member
- Fredrik Nilsson - board member

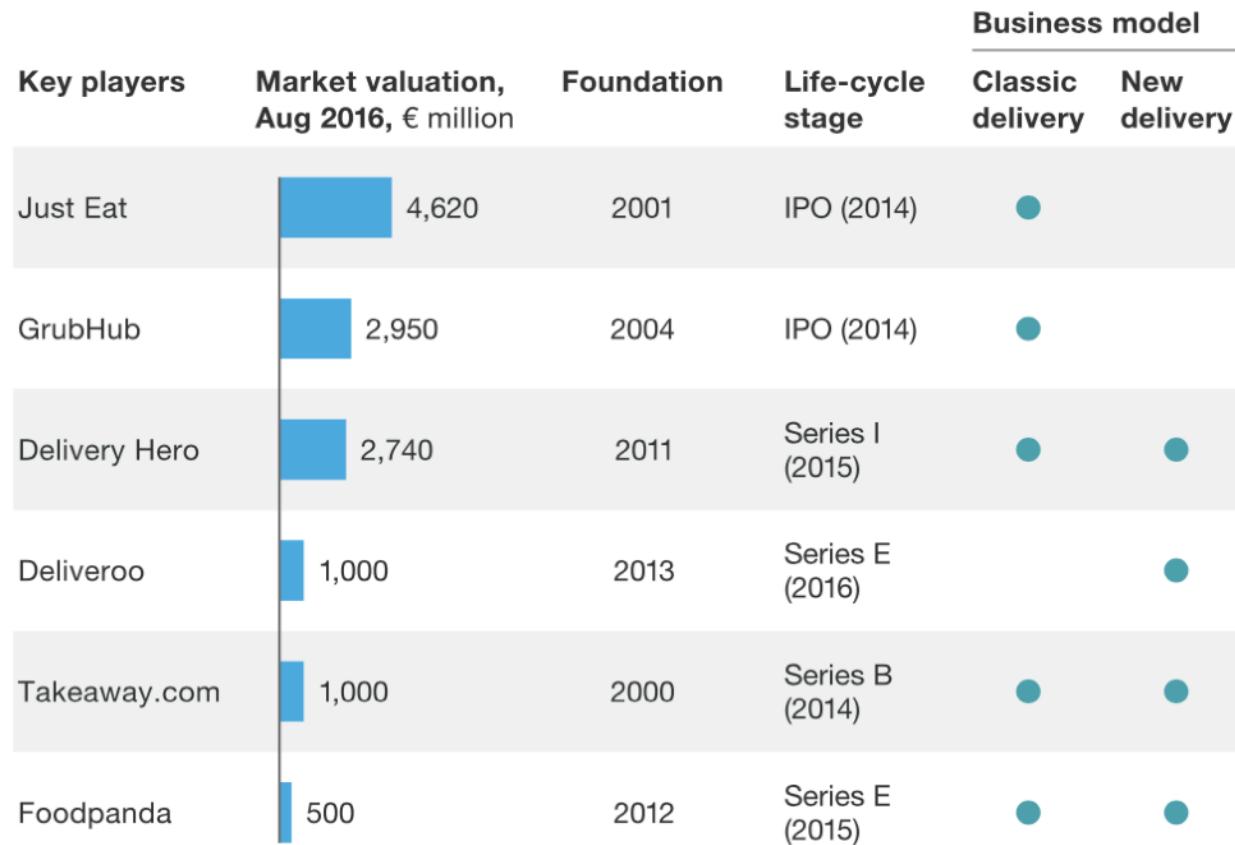


# Market overview.

 <b>MYSTREAT</b>	<b>New Delivery (Deliveroo, Foodora, UberEATS)</b>	<b>Classic Aggregators (pyszne.pl, pizzaportal.pl)</b>
• Application experience	• Application experience	• Marketplace
• Food chains exclusive to mystrEAT, best restaurants	• 70% new restaurants, not on aggregators	• 30% restaurants on New Delivery
• Payments: Bank Transfers, credit card payment	• Payments: Credit Card	• Mix payments
• Logistic: under 45min, responsibility for food	• Logistic, not controlled, no responsibility for food.	-
• Premium Restaurants, Top Food Chains	• Premium Restaurants	• Mass Restaurants
• 65 pln Average Order Value, avg. 25% commission	• unknown, 30 - 35% avg. commission	• 35 pln Average Order Value
• B2B corporate platform	-	-
• High Retention	High Retention	Low Retention

# Market.

Valuations for new-delivery companies are rising rapidly.



McKinsey&Company

Source: McKinsey & Company Report: The changing market for food delivery, November 2016

# The New Delivery Opportunity.

- Extend food delivery to a new group of restaurants and customers
- New delivery market for premium segment
- Fastest Growing E-Commerce in Poland
- Customer migration from aggregators
- 80% of customers stick to one platform
- Restaurant experience at home & office
- Polish New Market value will reach 1B PLN by 2020

# Why Food Delivery Partner Is Attractive For Restaurateur?

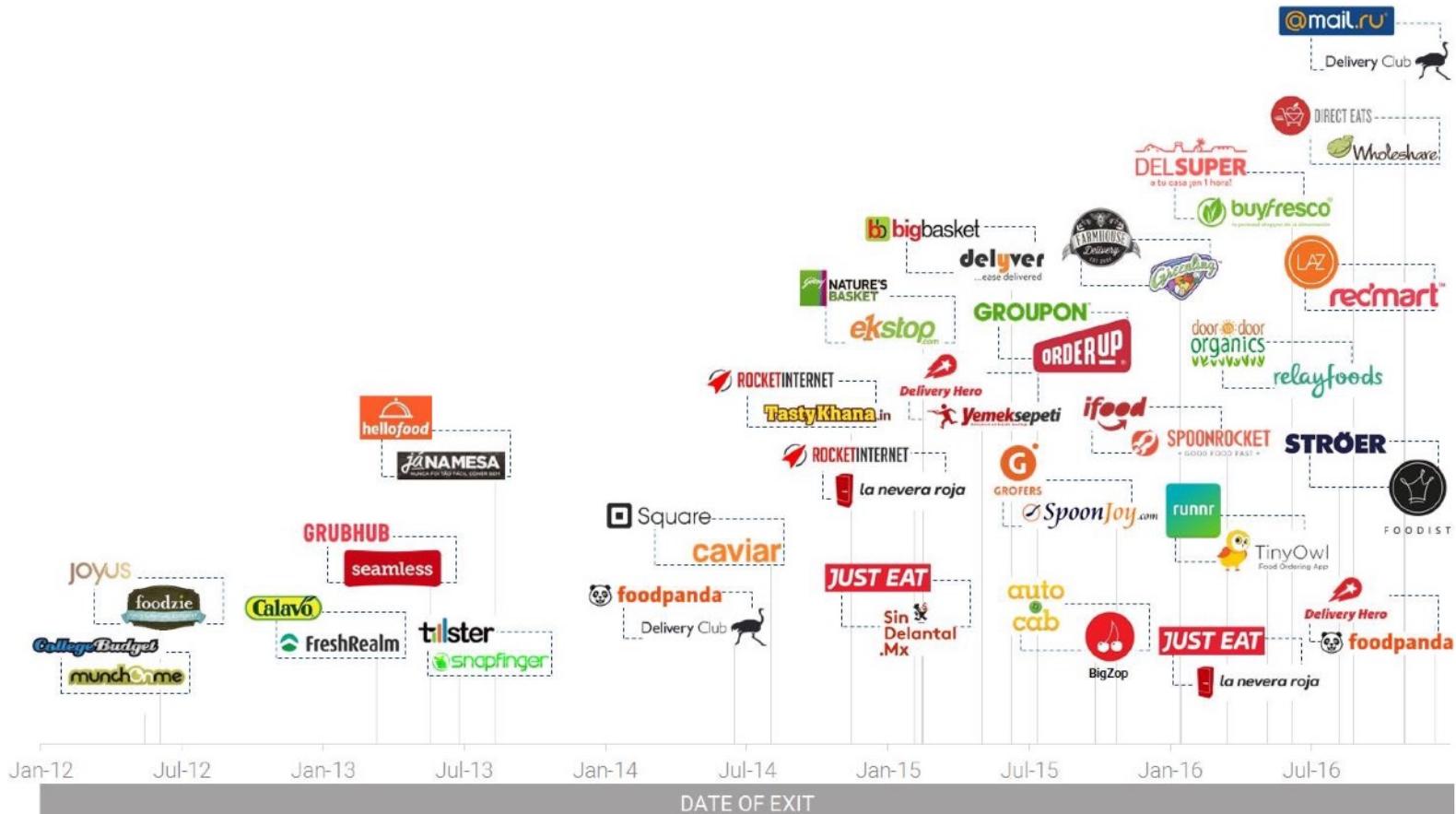
- On demand food delivery is cost efficient.  
Commission based only on deliveries.
- Sales increase without additional investment
- Takeaway food is less costly than dine-in.
- Kitchen capacity is larger than table capacity.



# Consolidations.

# FOOD DELIVERY STARTUPS

## MERGER AND ACQUISITION TIMELINE 2012 - 2016



# Industry Investments.

INVESTORS	EQT VENTURES, Inventure Oy, Lifeline Ventures,	Rocket Internet, Delivery Hero	Index Ventures, Accel Partners, Greonoaks Capital, DST Global, General Catalyst, Bridgepoint	unknown
STARTUP	• <b>WOLT</b>	• <b>FOODORA</b>	• <b>DELIVEROO</b>	• <b>SUPPORTIME</b>
ROUND	• Angel, Seed, Series A	• Acquired by Delivery Hero	• Series A - E	• Acquired by Foodora
INVESTMENT SIZE / EXIT	• <b>15,5 M\$</b>	EXIT	• <b>474.59M\$</b>	• <b>EXIT</b>

# What we did?

- **Application:** Web based platform
- **Logistic:** Deliveries < 45 min, courier market,
- **Payments:** Integrated wallet (payU)
- **Business model:** Flat delivery fee, No min. order value
- **Know how:** Semi-Automation deliveries process
- **Team:** 9 people in our local team, lean business organization

# Competitive advantage.

- **Quality assurance:** delivery time & responsibility, and customer, restaurant and courier relations
- **Payments:** Bank transfer, credit card payments
- **Partnerships:** e.g Dunkin Donuts, Salad Story, Vapiano
- **Subscriptions:** pay monthly and order without delivery fee (future)
- **B2B platform:** corporate orders, single invoicing (future)

# Business Model.

- Commission average: 25%
- Flat delivery fee: 7,99 PLN



# Milestones achieved.

- 205 best restaurant partnerships
- Market proof & traction
- Over 1700 deliveries



Koszyki



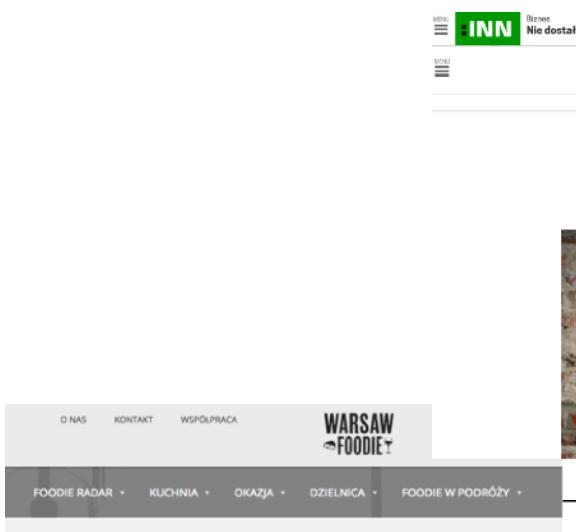
**NORTH FISH**



**SUBWAY**



# Brand in media.



**INN** Bistro  
Nie dostał

O NAS KONTAKT WSPÓŁPRACA

**WARSAW FOODIE**

FOODIE RADAR • KUCHNIA • OKAZJA • DZIELNICA • FOODIE W PODRÓŻY •

produkty | promocja



## mystrEAT – dostawa gratis z WarsawFoodie

Foodie R 9 marca 2017

f Facebook t Twitter Komentuj

mystrEAT to nowa platforma internetowa, za pomocą której można zamawiać jedzenie do domu lub biura z ponad 100 restauracji w Warszawie. Na mystrEAT znajdziemy kuchnie z różnych stron świata, o różnym poziomie cenowym. Wśród nich są popularne warszawskie restauracje takie jak Bibenda, Ceviche Bar, La Sirena, SAS Duck & Kitchen, Mojo Picon a także lokale sieciowe takie jak

stał jedzenia z Hali Koszyki i się zdenerwował. Jego start-up od razu zrezygnował z "pewnej grupy klientów"

**PODZIEL SIĘ NA FB [128]** **TWEETNUJ** **SKOMENTUJ [3]**

**Nie dostał jedzenia z Hali Koszyki i się zdenerwował. Jego start-up od razu zrezygnował z "pewnej grupy klientów"**

  
Adam Sierko  
14 marca 2017

**ZOBACZ TAKŻE:**  
**Gdyby móc cofnąć czas – warszawska firma zarabia na tym, co inni uważają za echańcę jajka**

  
**Kupujesz własne M? Tu znajdziesz perelki**



PODRÓŻE MIEJSCA Z KLIMATEM BOBAS ENGLISH LIFESTYLE WARSZAWA O NAS WSPÓŁPRACA

**6 ULUBIONYCH MIEJSC Z DOWOZEM JEDZENIA W WARSZAWIE**

TRAVELICIOUS x MARCH 2, 2017 x WARSZAWA x WYPISZ ZESTAWIENIA x ZJEDZ

Dzisiaj Lifeli

## WHAT ANNA WEARS

Dzisiaj śpiewam sobie Happy B-day to me! Ha! Bo to dzisiaj jest mój ulubiony dzień w roku! Dzień moich i mojej siostry [Lifeinazk](#) bliźniaczej urodzin. Zabaczcie jak je spędziliśmy oraz przeczytajcie o prezencie, którego nie chciałam dostać i który nie zwróci nikomu.

# Sales overview.

Warsaw	ACTUAL	ACTUAL	ACTUAL
	February 2017	March 2017	April 2017
<b>GMV</b>	<b>19 325,00 zł</b>	<b>35 017,00 zł</b>	<b>45 321,57 zł</b>
<i>Growth (MoM)</i>	0%	81%	29%
<i>Total orders</i>	291	530	717
<i>Growth (MoM)</i>	0%	82%	35%
<i>AoV (inc. Delivery)</i>	66,41 zł	66,07 zł	63,21 zł
<b>Customer Aquisition Expense</b>	<b>11 967,81 zł</b>	<b>18 946,77 zł</b>	<b>9 100,00 zł</b>

KPI's	166	291	382
# New Users	166	291	382
# Returning Users	20	61	115
Weighted CAC	72,10 zł	65,11 zł	23,82 zł
# Active Restaurants (end of month)	62	112	205
# Orders / restaurant	4,69	4,73	3,50
Top daily order amount	27	28	40

SUMMARY		
February-April 2017		
<b>GMV</b>	<b>CMGR</b>	<b>99 663,57 zł</b>
<i>Total orders</i>		55% 1 538
<i>CMGR Total orders</i>		59% 64,80 zł
<i>AoV (excl. Delivery)</i>		
<b>Customer Aquisition Expense</b>		<b>40 014,58 zł</b>

KPI's	839
# Active Users	839
# Retention rate	30%
Weighted CAC	47,69 zł
CLTV	390,00 zł
# Active Restaurants (end of month)	205
# Orders / restaurant	7,50
Top daily order amount	40

- 55% monthly average growth
- Over 1700 successful deliveries

# Investment Growth Milestones - 18 months.

- **Product Automation:** courier app, cust. app, restaurant sms/printers, B2B platform
- **Expansion & Growth:** Łódź, Krakow, Poznan, Wrocław, Sopot, Gdynia, Gdańsk.
- **Partnerships:** Subway, ThaiWork, NorthFish, McDonald's, Burger King, Green Cafe Nero.
- **Finance:** 1M GMV, EBITDA 0+, 17.500 monthly deliveries.

# Exit Strategy.

- M&A: Consolidation next 3 - 5 year
- EBITDA (dividends)
- IPO





**The future of New Delivery  
Invest today!**

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