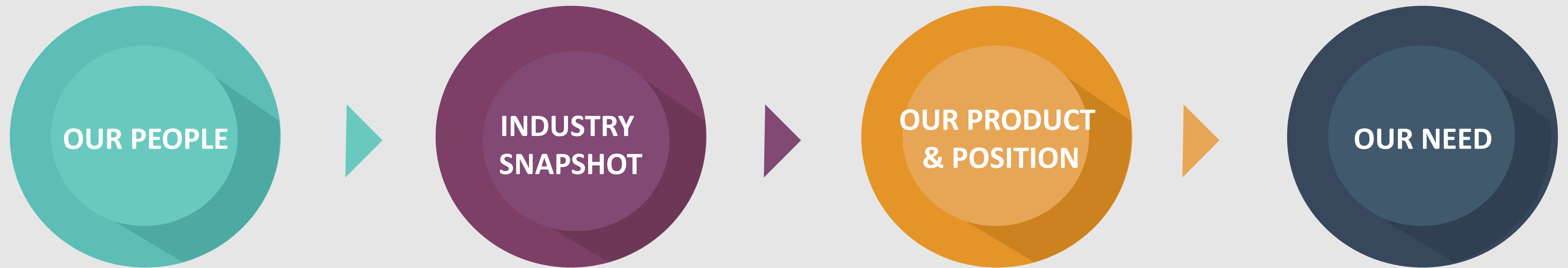


2yourdoor.ch
YOU CLICK  WE BRING <1 HR

DELIVERIES IN MINUTES
ANYTHING, FROM ANYWHERE
IN YOUR CITY.



Executive summary



- 10 FTE
- All team personally invested.
- Culture of hard work and commitment.
- 2.5 B+ and growing
- Market is underserved
- Fragmented. No clear market leader.
- On-demand deliveries in minutes.
- Biggest offer in market.
- The only one of its kind.
- Seeking 1MM for 10% to speed up
 - Product Development
 - Geo. Expansion
 - Customer Acq.

KEY FACTS

- 9 MONTHS IN GENEVA.
- GROSS MARGIN POSITIVE/GROWING (FROM DAY 1).
- UNBROKEN ORGANIC GROWTH >20% MTH-ON-MTH.
- SCALABLE MARKETING MIX: $LTV > CAC \times 5.5$
- SCALABLE TECHNOLOGY
- EXPANSION INTO MORE CITIES STARTED

TEAM



**C.FIRAT CALISKAN-
(FOUNDER/CEO)**

45/ MARRIED W/2KIDS /TURKISH

18+ YEARS OF EXPERIENCE IN PROCTER &
GAMBLE IN SALES , GTM , MKTG

DEGREE IN CIVIL ENGINEERING

NO SALARY + EQUITY

JOINED 2YD JUNE'16

LOCATED IN GENEVA



**ALMIR KAZAZIC - (Co-
FOUNDER/CTO)**

42/ MARRIED W/2KIDS
BOSNIAN/AUSTRIAN

18+ YEARS OF EXPERIENCE IN SOFTWARE
DEVELOPMENT, 3RD STARTUP AS CTO

DEGREE IN COMPUTER SCIENCES

NO SALARY + EQUITY

JOINED 2YD JULY'16

LOCATED IN VIENNA



**AKIN OMUS –
(OPERATIONS HEAD)**

29/MARRIED

TURKISH / FRENCH

5+ YEARS EXPERIENCE IN AUTOMOTIVE
AND ENERGY IN BUSINESS/PROJECT
DEVELOPMENT

DEGREE IN BUSINESS ADM. MASTERS IN
INTERNATIONAL BUSINESS.

50% SALARY + EQUITY

JONED 2YD SEP'2016

LOCATED IN GENEVA



**DARYA GUNAY –
(MARKETING HEAD)**

35/MARRIED

UKRAINIAN

5+ YEARS EXPERIENCE IN DIGITAL
COMMUNICATIONS. GOOGLE CERTIFIED.

DEGREES IN BUSINESS AND LINGUISTICS.

25% SALARY + EQUITY

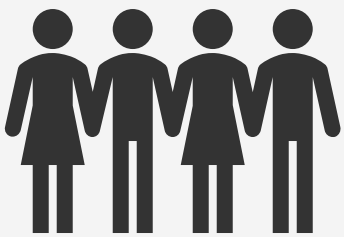
JOINED 2YD DEC'16

LOCATED IN GENEVA



1X DIG. MARKETING CONSULTANT (GENEVA) – NO SALARY + EQUITY
1 X SALES & BD MANAGER (LAUSANNE) – 75% SALARY + EQUITY
3X SOFTWARE DEVELOPERS (NISH/ SERBIA) – 100% SALARY
1X FREELANCE DISPATCHER (GERMANY) – 100% SALARY

= 10



30



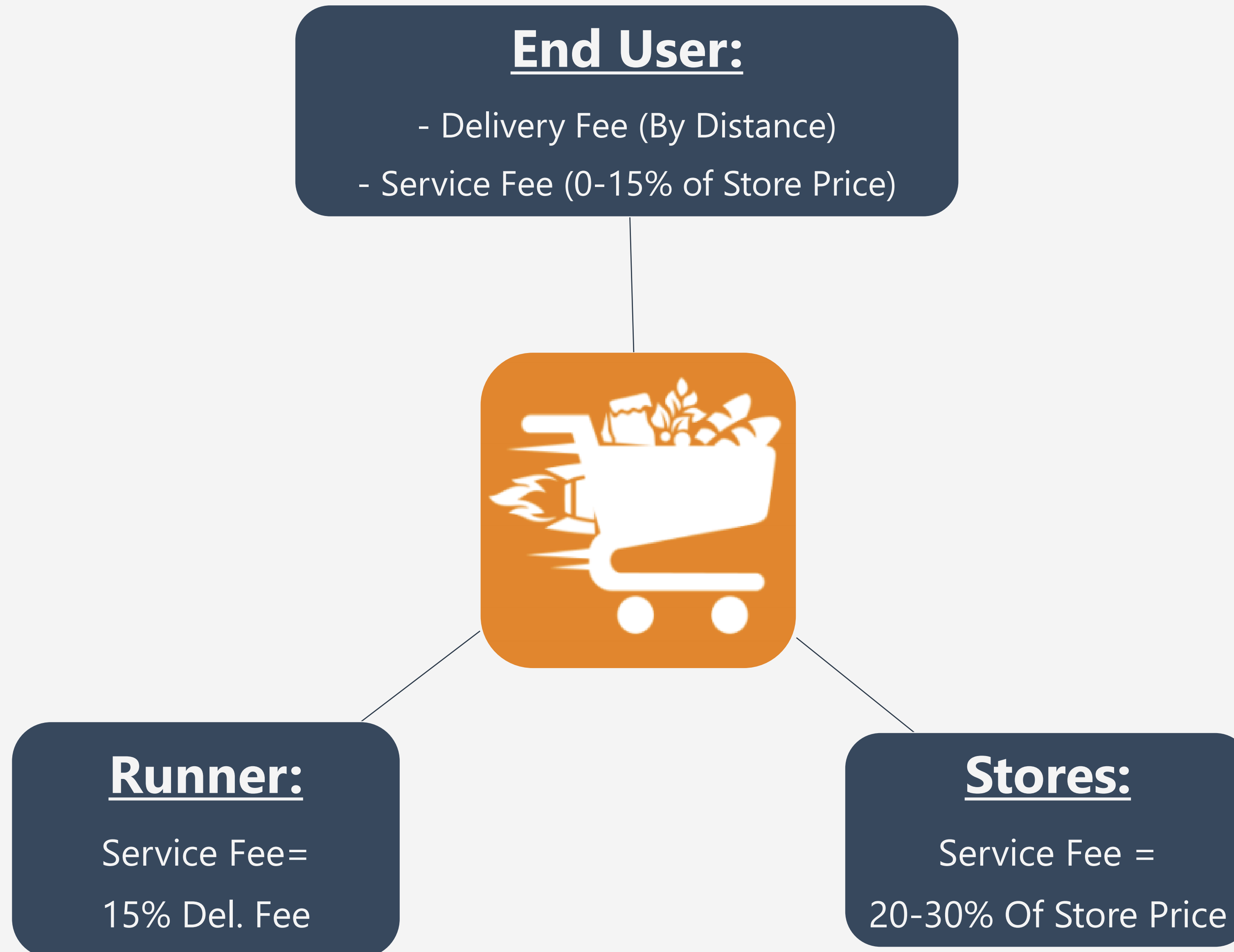
What 2YD solves ?



2YD connects the end users with runners & stores using technology that enables deliveries in minutes.



Business Model



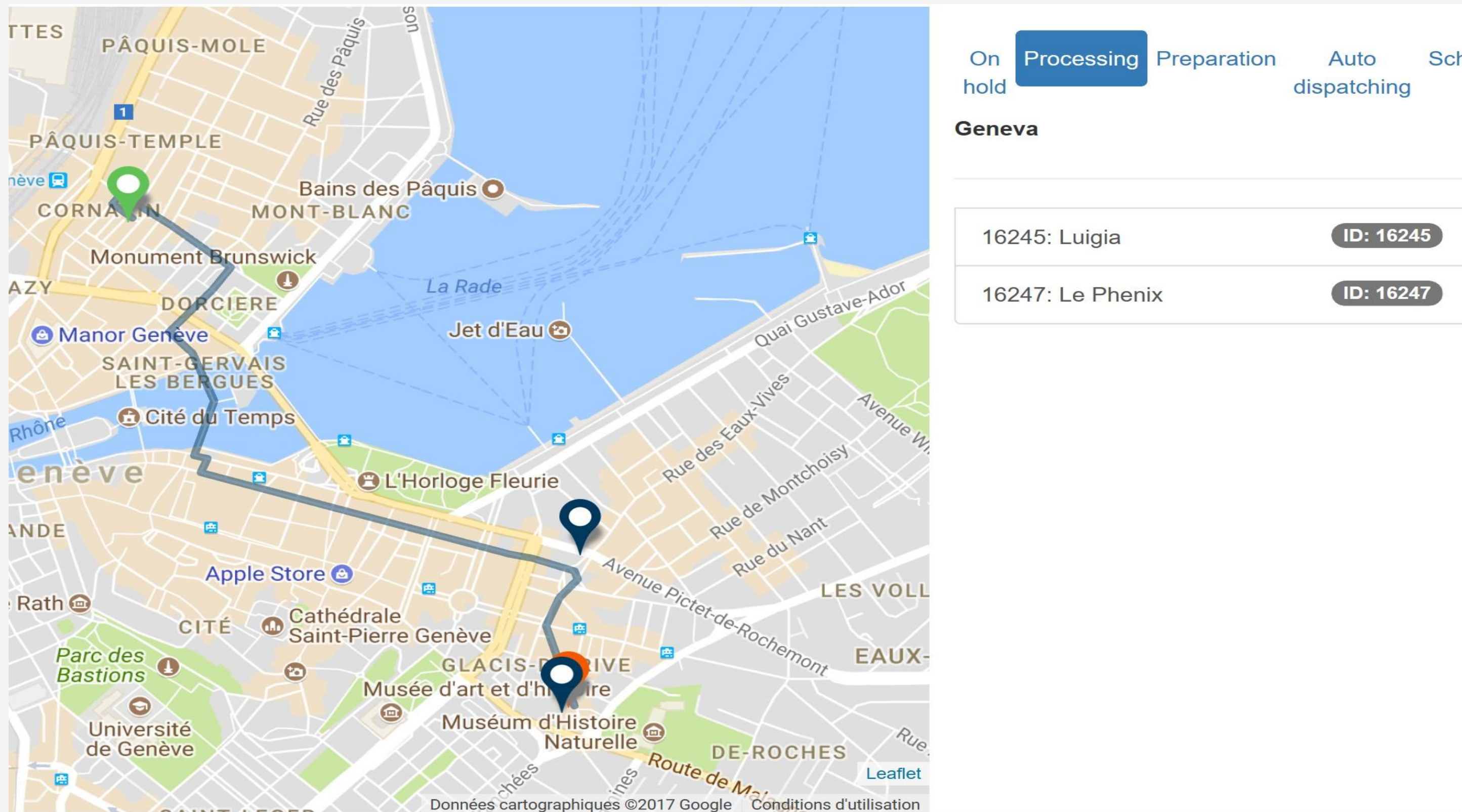
THE ONLY multi-vertical delivery platform in Switzerland



ONE STOP SHOP FOR **ALL DELIVERY NEEDS**
Broadest choice on one platform



It is Fast / Non-stop / Everyday (<40 min. / 11h-23h / 7 days week)



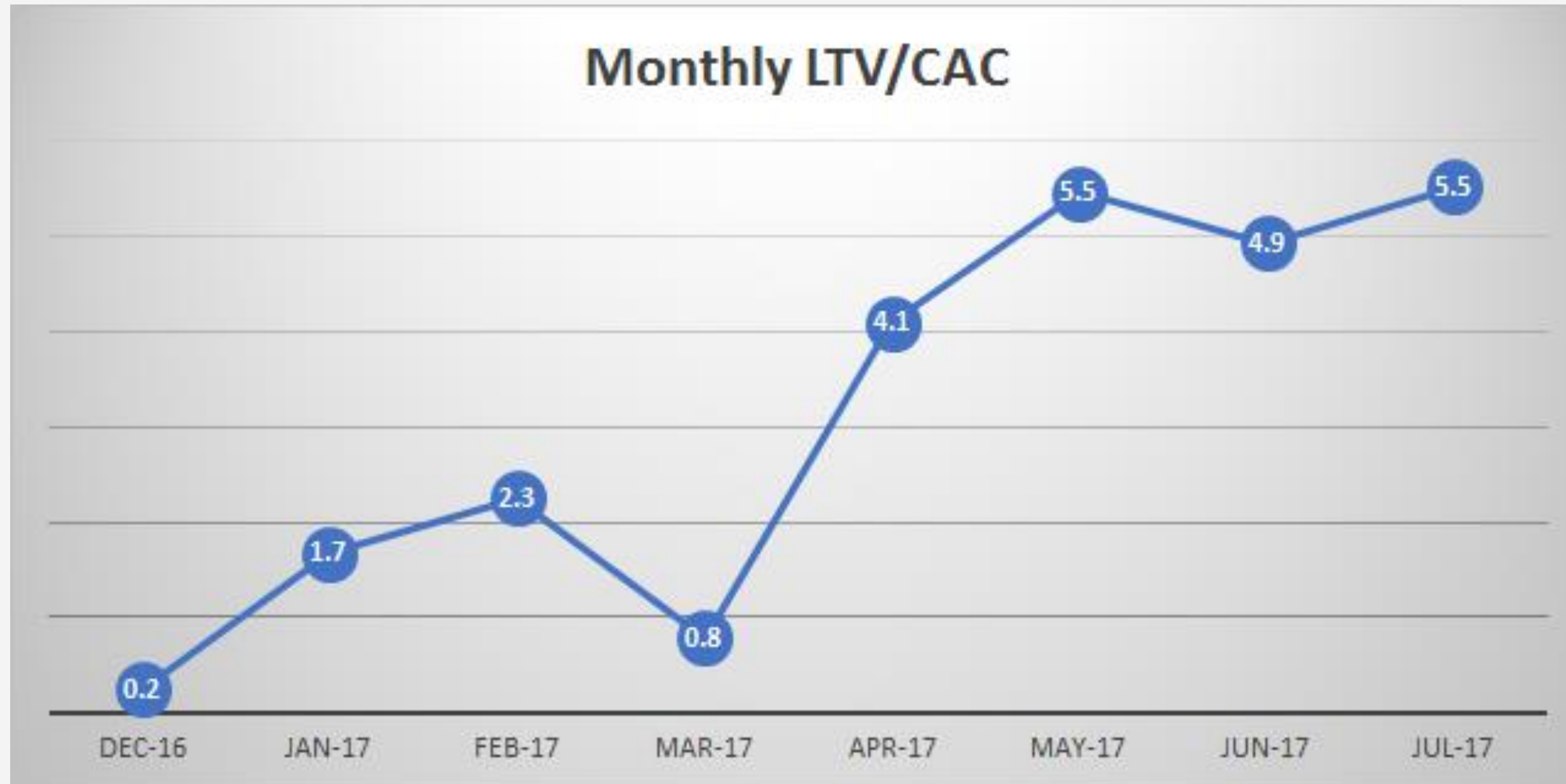
Continuously updated dispatching algorithms assigning the runners who will be able to deliver the goods fastest.



2 wheels for faster deliveries and overcoming congestion



Scalable Marketing Mix



**CRM COUPONS/
NEWSLETTER**

SOCIAL MEDIA:

REGULAR POSTS / ADDs ONLY
FOR NEW INITIATIVES

PAID SEACH

DEFENSIVE TO FILL THE GAPS IN SEO

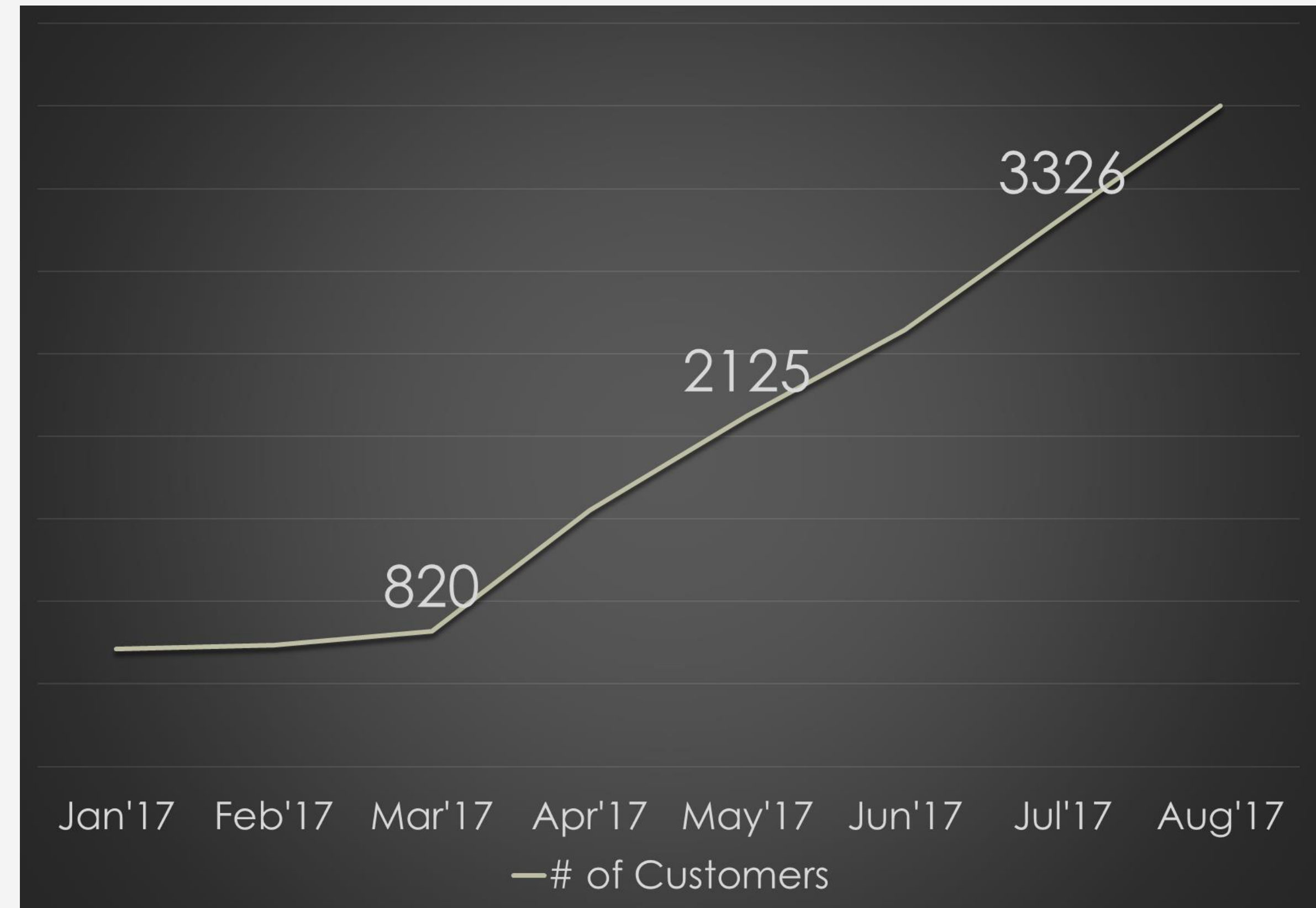
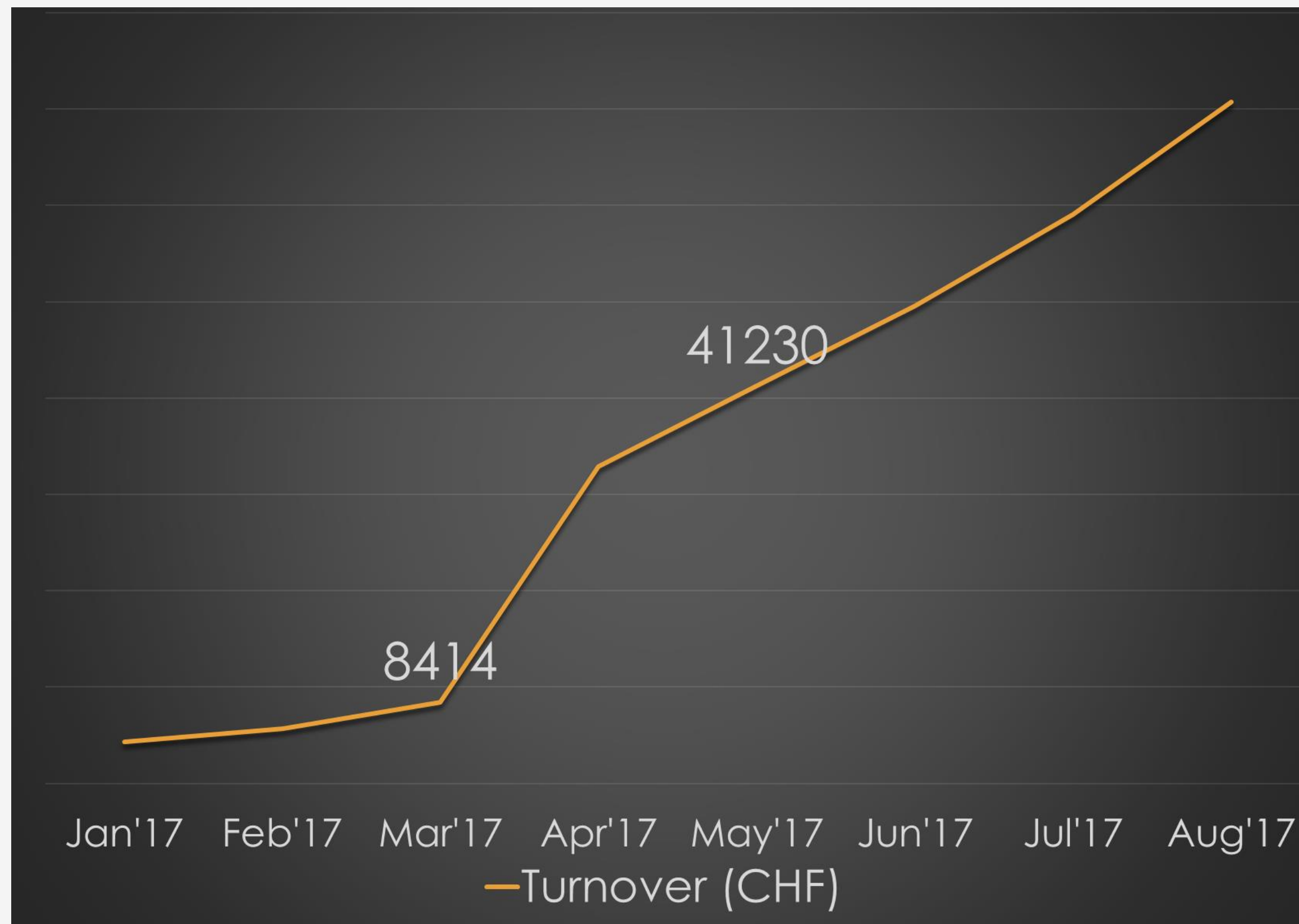
ORGANIC SEARCH

PROACTIVE EFFORTS TO DRIVE SEO

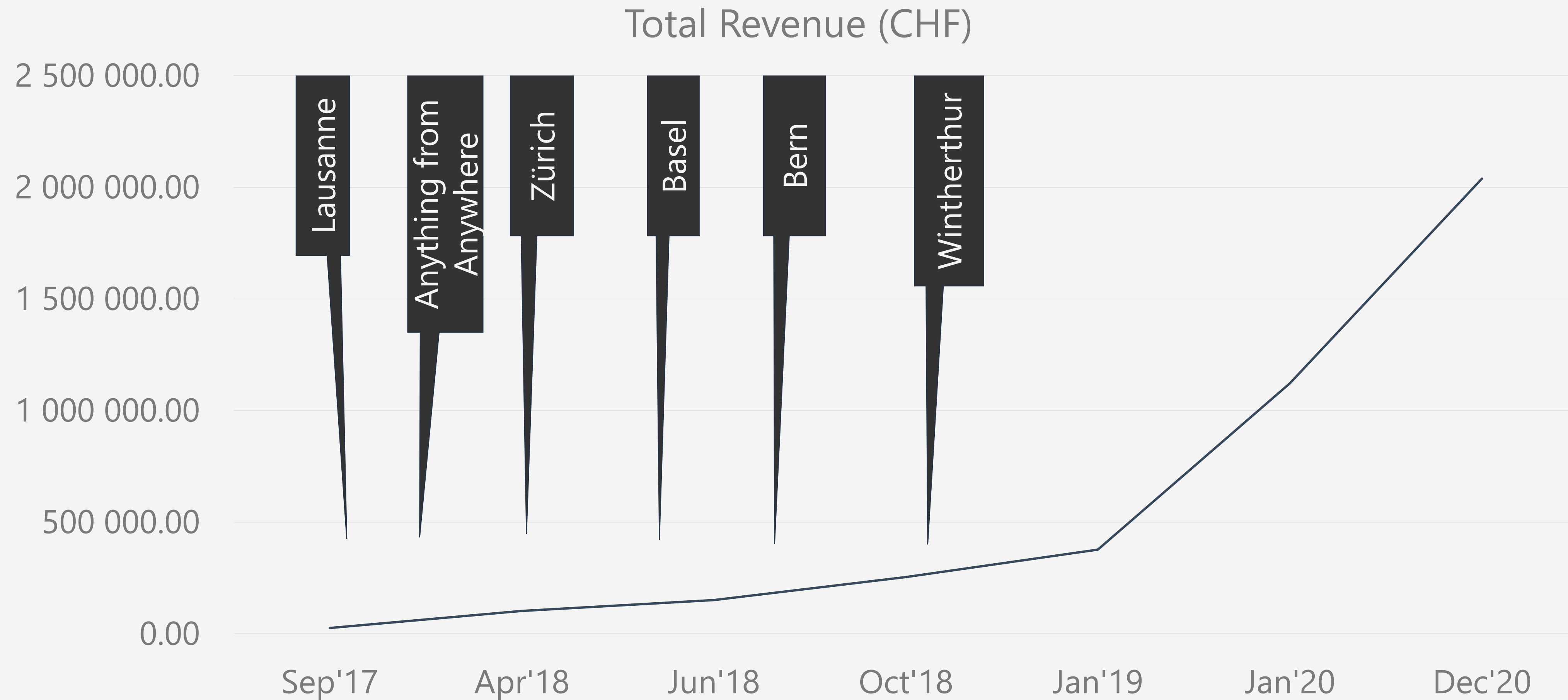
INCENTIVIZED WOM:

10 CHF DELIVERY COUPON FOR
BOTH PARTIES

7 X Growth from Mar'17 to AUG'17 in GENEVA MVP

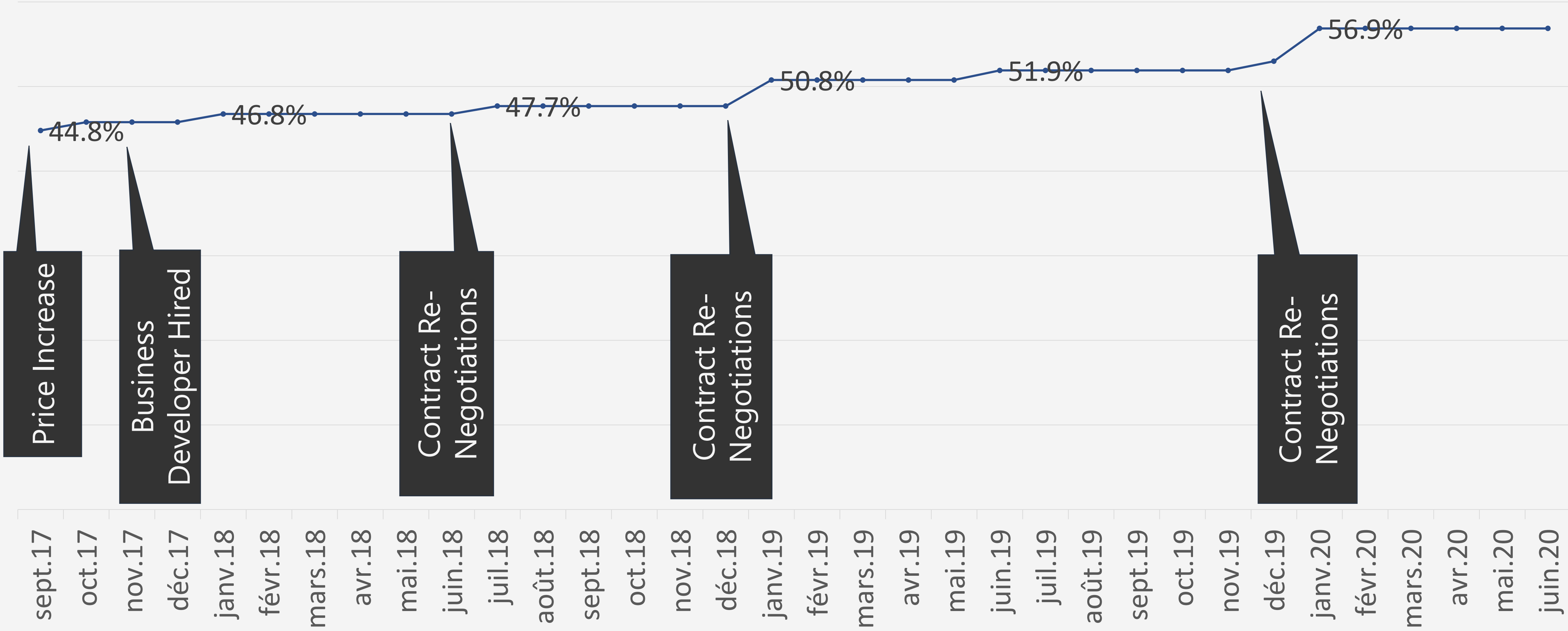


Growth Plan w/No Ext. Investment

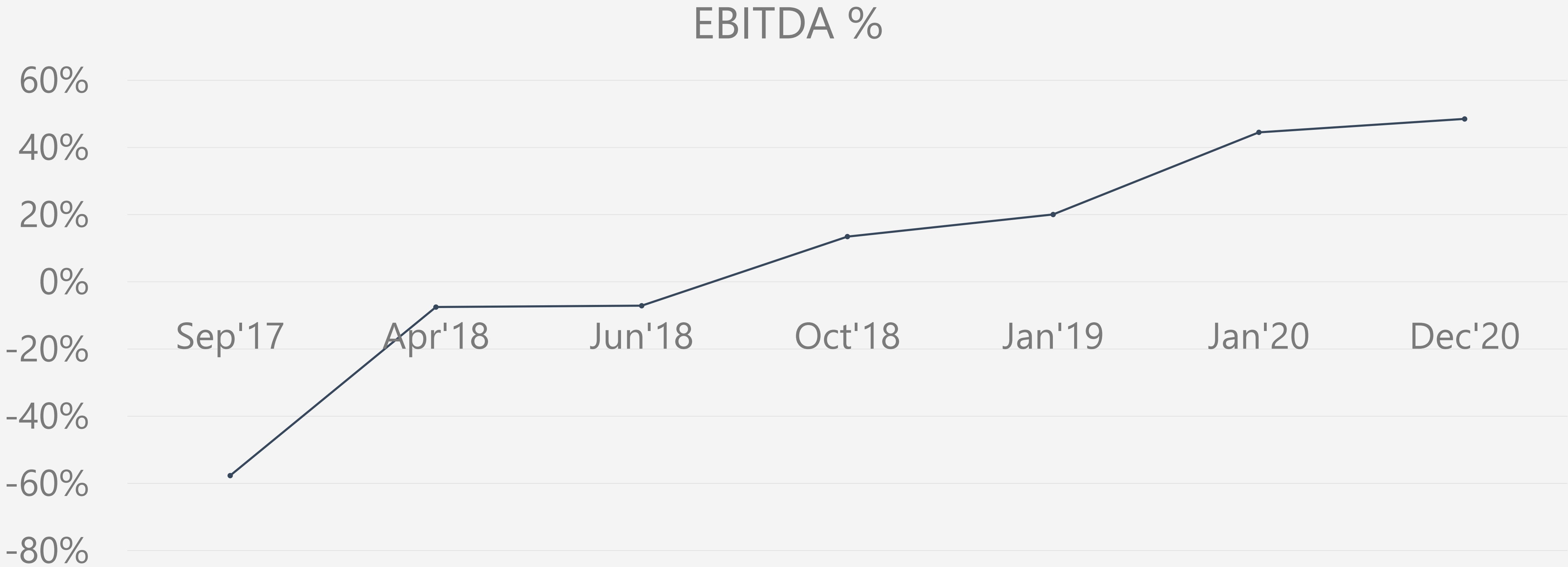


GM Improvement: Higher Partner Revenue / Lower Runner Cost w/Scale

Avg GM/2YD Revenue (%)



Break-even in Summer 2018

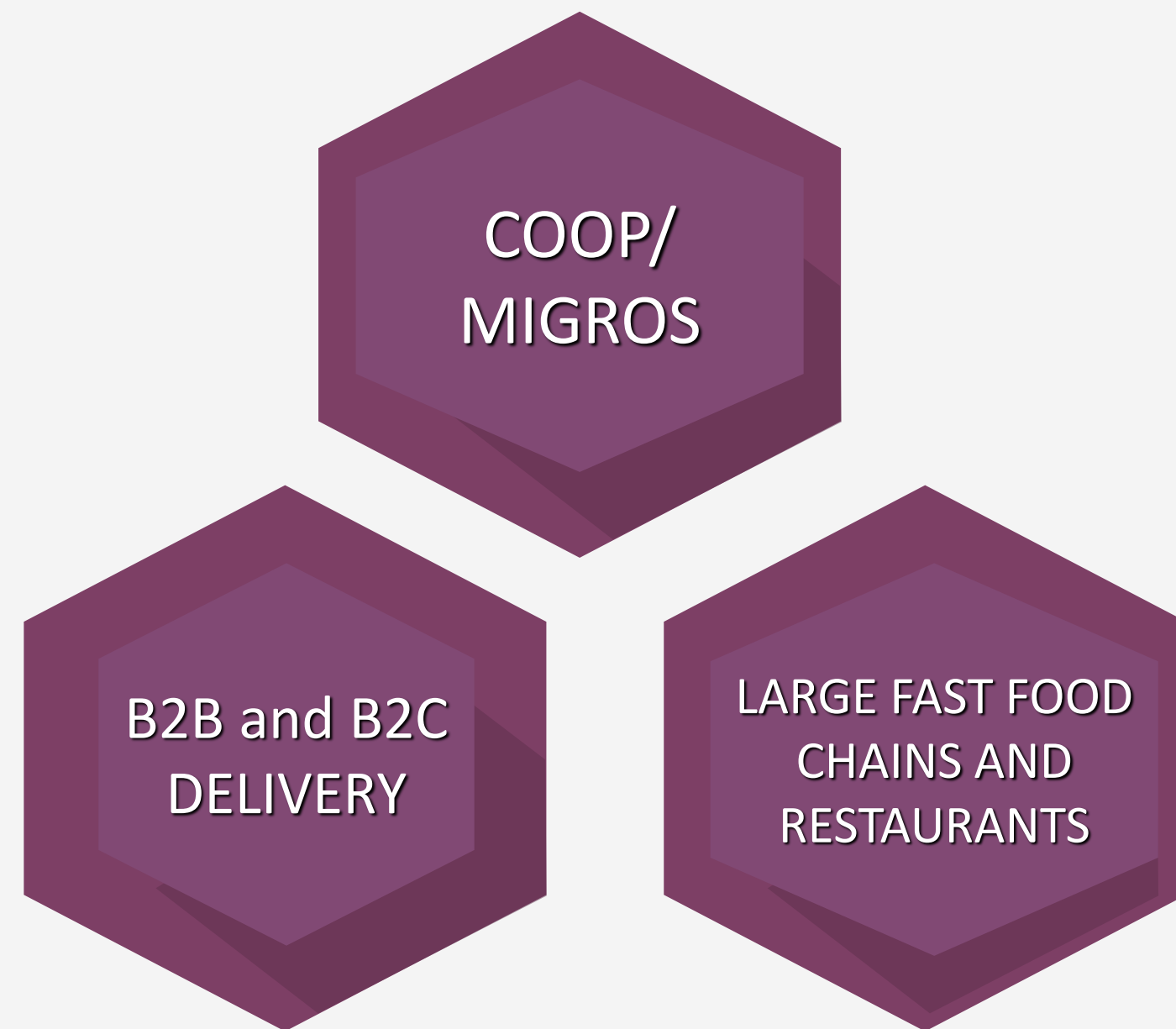


Current plan is risking an entry before 2YD dominates the market

If we get smart money that will bring;

NETWORKING

Networks, strategic partnerships with large retailers across many sectors.



KNOW-HOW

Improve technology and service to optimize the customer experience



WE CAN GO MUCH FASTER with
1MM CHF = 10%

Contact

C.Firat Caliskan | CEO

+41 78 676 86 30



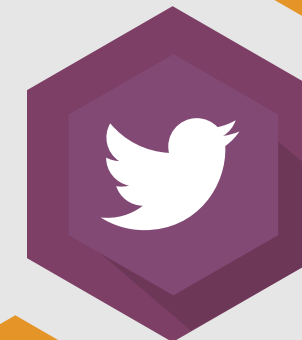
cfiratcaliskan



<https://www.linkedin.com/in/c-firat-caliskan-9b86715/>



firat.caliskan@2yourdoor.ch



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