Star Kitchens Group

Pitch
Star Kitchens enables restaurant operators, caterers across Africa to grow their digital presence and revenue.

Website
www.starkitchensgroup.com

Problem
Currently, restaurant operators can either sign up to a food aggregator and surrender 30% of revenue to gain access to an order management platform with logistics and payments support or build their own website for thousands of dollars. If they chose neither, then they rely on WhatsApp/Instagram or phone calls to communicate and accept orders.

Solution
Star Kitchens Group provides restaurants with their own website and mobile application which provides an:
1. an order management system
2. an advanced CRM tool
3. A connection to payment gateways and delivery providers across the entire continent.

Market
Sector: eCommerce software

The Nigerian food service (restaurant) industry is worth over $11B.[1] The African foodservice industry is projected to be worth over $50B. We are targeting Nigeria for the next 18 months before we expand to markets with an even larger food presence (ie. South Africa, Egypt, etc…)

Traction
Launch date: November 2020
- Star Kitchens Group launched a beta in November 2020 with **4 restaurant partners**.
- We expanded our beta to more than **25 restaurants by the end of December 2020**.
- By February 10th 2020, we had a total of **50+ restaurants waiting to be onboarded**.
- Currently, we have over **75 inquiries** to join our platform (coming to us organically, Facebook, Instagram and referrals). Also, through a partnership, we are about to secure an additional **150 restaurants across Lagos and Abuja**.
- The projected annual recurring revenue **(ARR) for each restaurant ranges from $1,000 - $5,000 per outlet**

Product Demo
https://youtu.be/rgIr8rla9as

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[1] Euromonitor International. Passport: Consumer Foodservice in Nigeria. April 2020

Revenue Model
- NGN10,000/month (if restaurant requires ordering assistance)
- **2x of digital payment transactions** (if Paystack charges 1.5%, we charge restaurant 3% and give Paystack 1.5%)
- **3% of cash payment collections.**
- **<u>10% of logistics transactions consumed through API</u>** (If Gokada charges NGN500, we charge the consumer NGN550).
- **<u>N10 per SMS</u>** consumed through API.

Sample Unit Economics of a Restaurant Partner (Casper and Gambinis)

	Figures in Naira
Average Order Value (AOV)	10,000
Fintech Commission (3% of AOV)	300
Delivery Revenue	770
PC1	1,070
Logistics Cost	700
PC2	370
Marketing	0
PC3	370

Team

Fikayo Adinlewa, *CTO & Co-Founder*
Fikayo has worked at KONGA, one of the leading African e-commerce platforms, as a Senior Software Engineer before Star Kitchens. He has led teams of engineers building the latest and greatest technology for the fast-growing company. Before KONGA, Fikayo was the CTO at Mprobity, a software company optimizing HR solutions for Africa. Fikayo holds a bachelor's degree in mathematics and a Master's degree in Applied mathematics, both from the University of Lagos.

Namir El-Khour, *CFO & Co-Founder*
Namir worked at Lambert, the leading EMP construction company in West Africa, as a co-owner before Star Kitchens. He holds decades of experience in the African construction space. He knows the right kind of infrastructure it takes to give your business the edge. Namir holds a bachelor's degree from Concordia University and a Masters of Business Administration from IE Business School.

Guy Futi, *CEO and Co-founder*
Guy worked at Jumia, the leading African ecommerce firm, as a Managing Director before Star Kitchens. He has extensive experience in the African food delivery space and a deep understanding of the levers businesses must pull to scale delivery and pickups. Guy holds a bachelor's degree from Concordia University, a Master's degree in International Relations from Harvard University and is currently conducting a part-time PhD at the University of Oxford.