

# droov

**Launch your online  
store and delivery  
business in minutes**



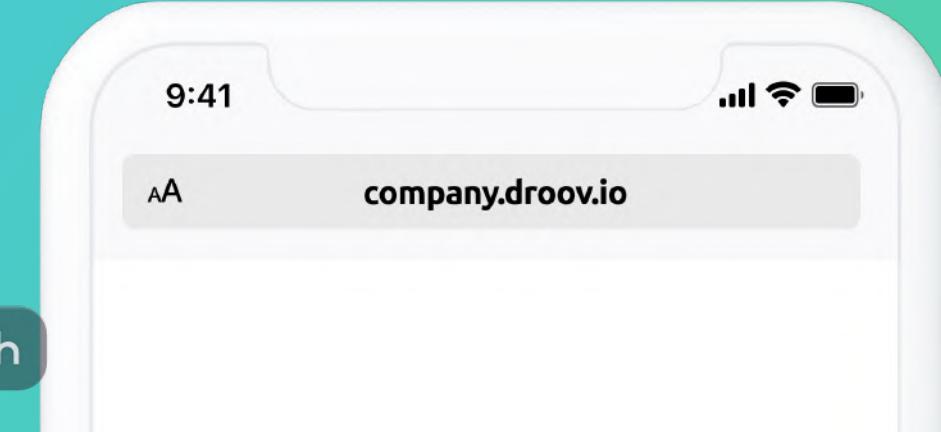
## Product

# Create your beautiful store in minutes

## Step 🤘

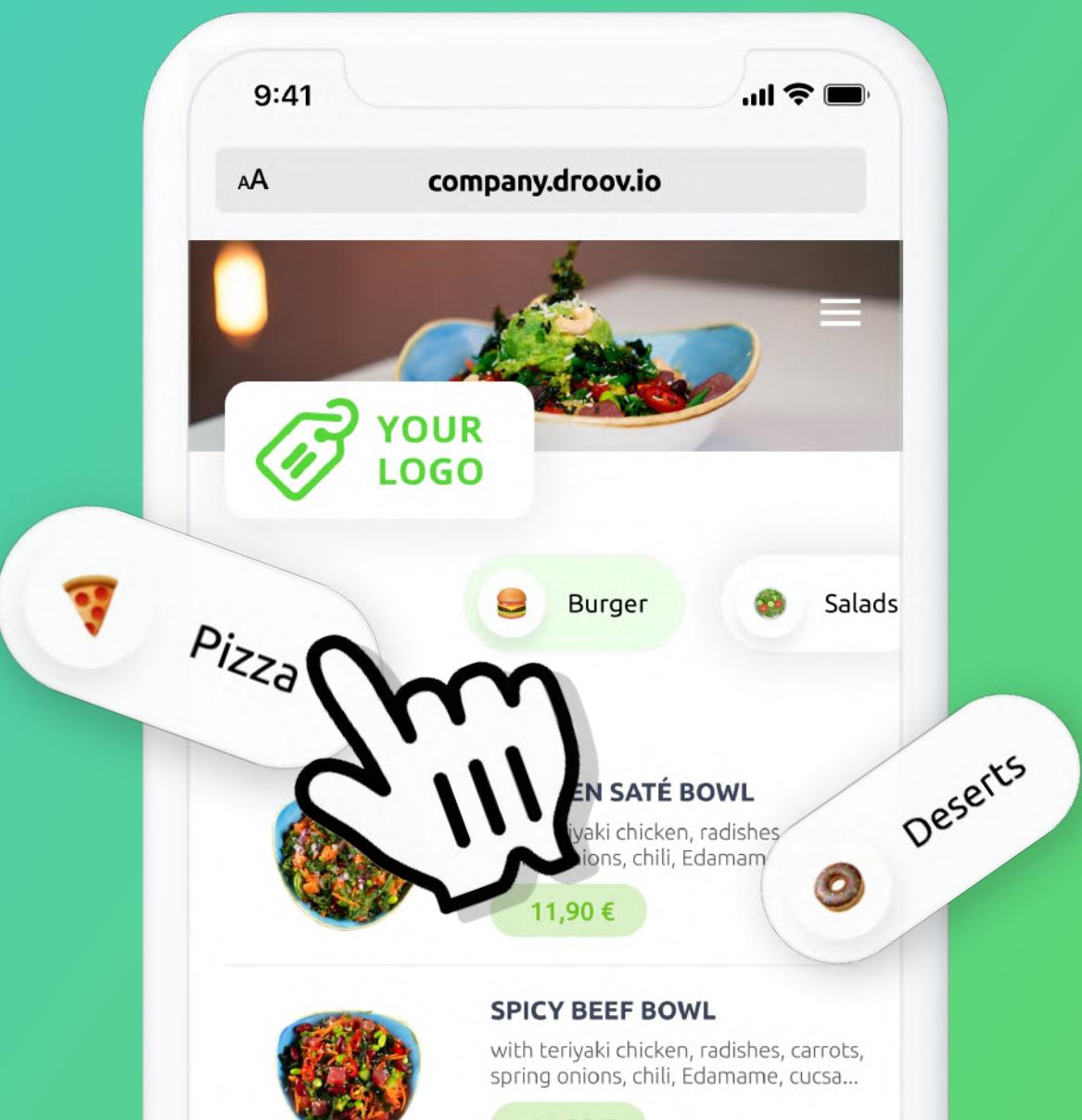
Choose a unique link for your shop

<https://company.droov.io>



## Step 🤝

Drag-and-drop assemble and design your store (no code)



## Step 🤘

Configure logistics to meet your business needs

Define delivery area



Set operating days and time

Monday 08:00 - 16:00

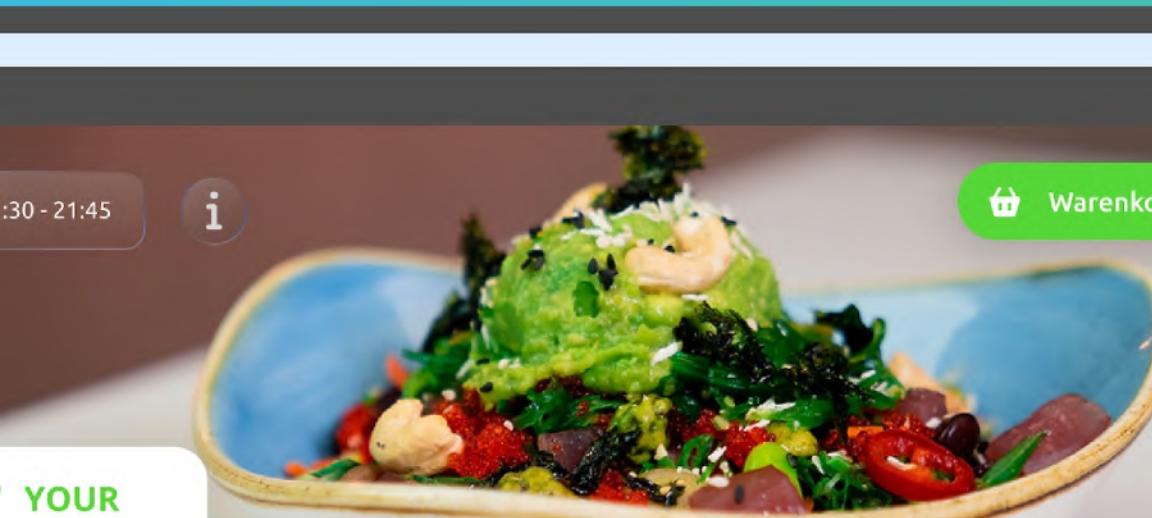
Connect payment methods



Connect your couriers



# Online experience that your customers love



YOUR LOGO

llung aufgeben

Search

Pizza long title Burger Salads Deserts

**PIZZA**

**Back to the Roots** 8,90 €

Vegan Gluten-free

with teriyaki chicken, radishes, carrots, spring onions, chili, Edamame, cucumbers and spicy citrus...

+ Add

**Pitch** 9,90 €

Green Goddess Salmon

with salmon sashimi, radishes, spring onions, coriander,

9:41

**HAWAIIAN SALMON BOWL**

With teriyaki chicken, radishes, carrots, spring onions, chili, Edamame, cucumbers and spicy citrus mayonnaise

Normal Groß

Select base

Sushi rice 1,90 € Wild rice 1,90 € Quinoa 1,90 €

+ Hinzufügen 12,00 €

Warenkorb

9:41

**Greek delight** 1x Normal 14 €

**Hot chicken** 1x Small, Base: White rice; Extra: Cheese, Olives, Cherry Tomatoes. Sauce: Honey Sweet. 24 €

**Gesamtbetrag** 55 €

**Zahlung**

We will send you the link to track your order status via SMS

Name

Phone

PayPal ApplePay Card

**Apple Pay**

Mit dieser Bestellung akzeptieren Sie die [Restaurant- und Datenverarbeitungsbedingungen](#)

**DELIVERY TIME** 25 min

Order received 14:34

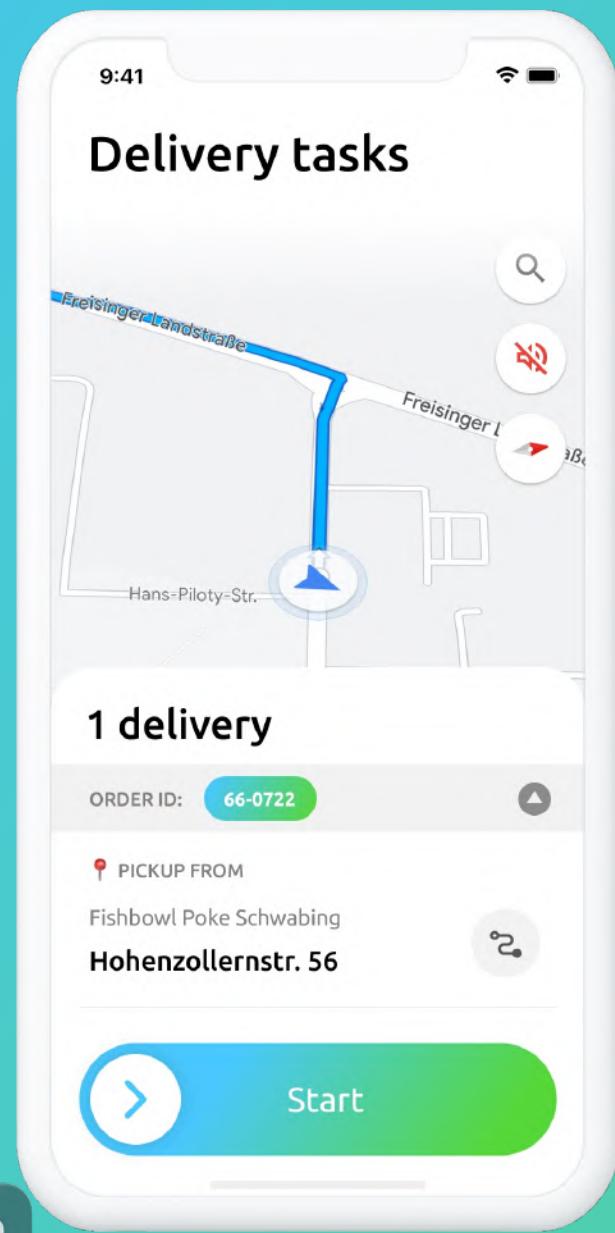
Order confirmed 14:35

Delivering Vogelhartstr. 14, 80807

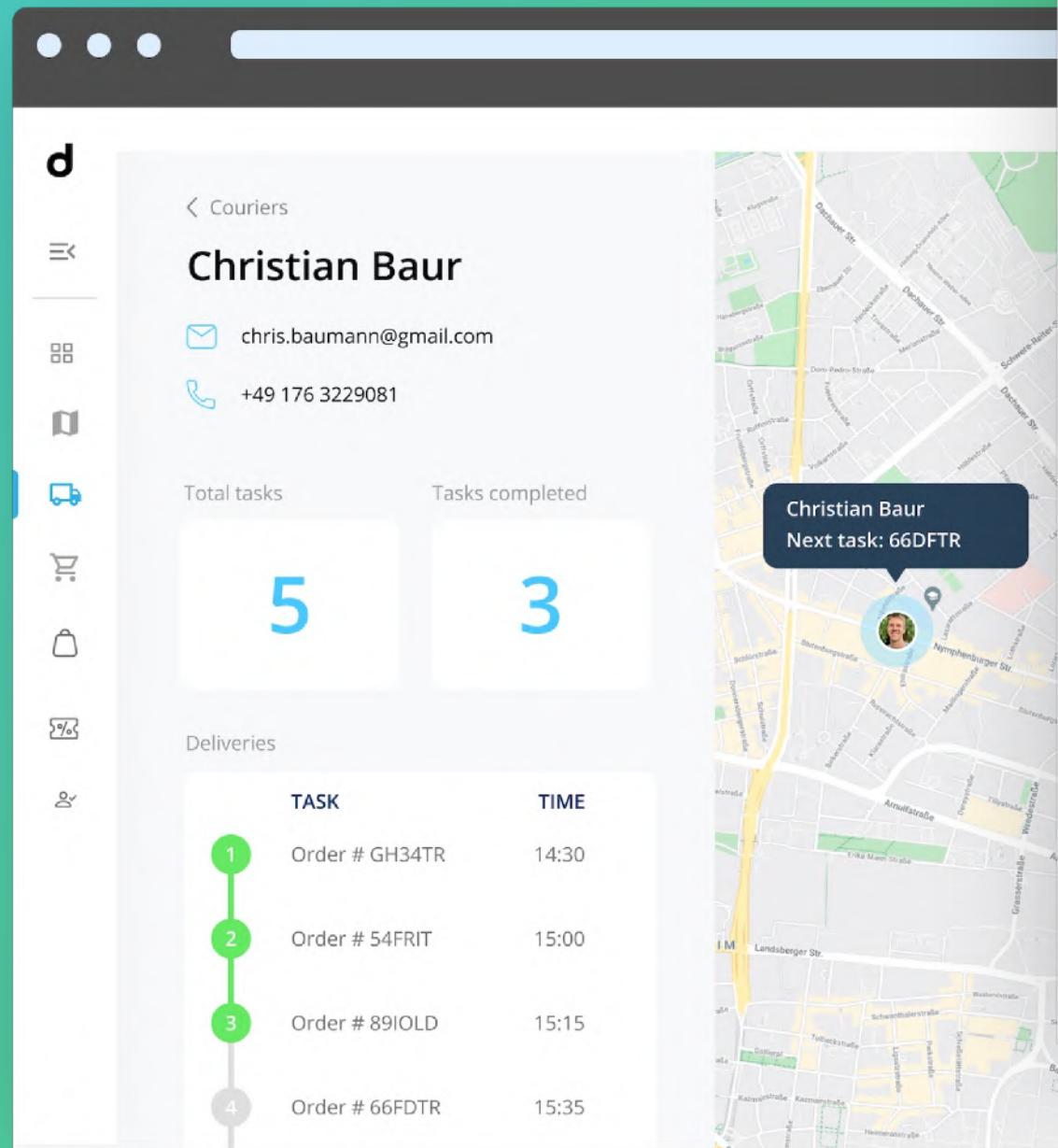
YOUR COURIER Niclas Huber

# Happy business owners 😎

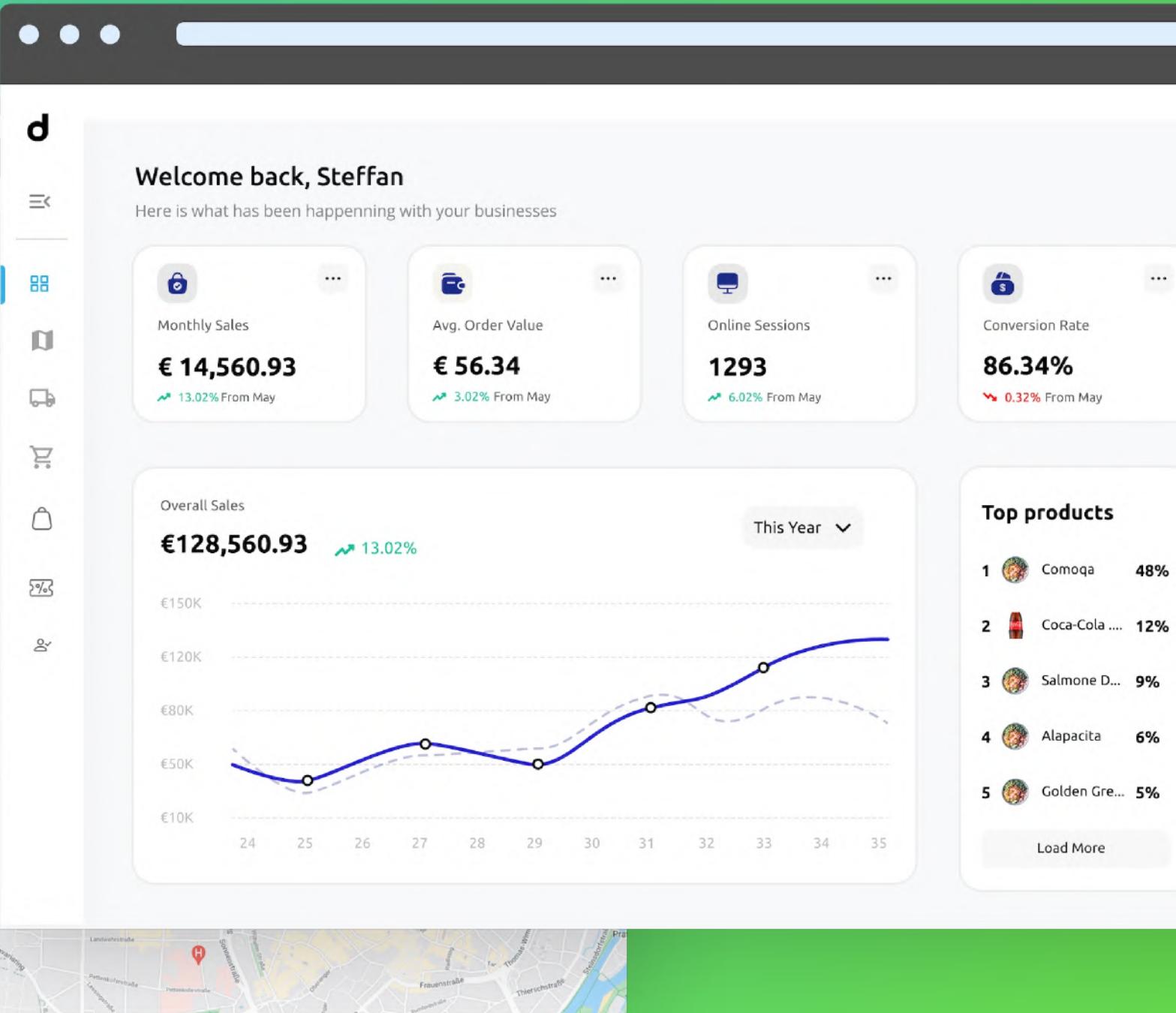
## Courier app



## Control operations



## Business analytics

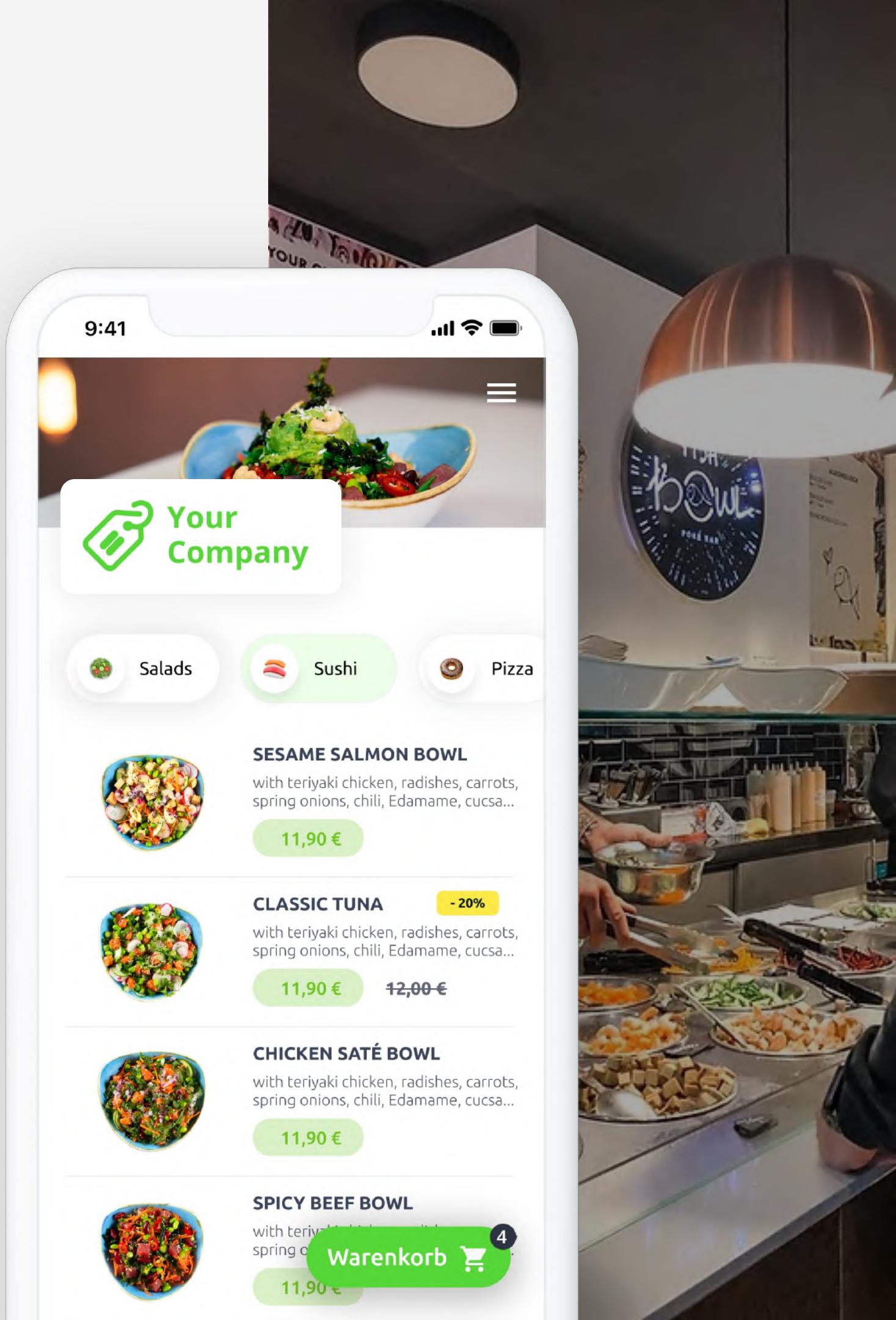


## Solution

A one-stop-shop solution  
to accept online orders  
and provide a seamless  
pickup & delivery service  
to consumers

**droov**

Pitch



Wait...

# How did it all start?

# Summer 2019 ☀️

I had to wear business clothes daily 🍂 + 🛍 =



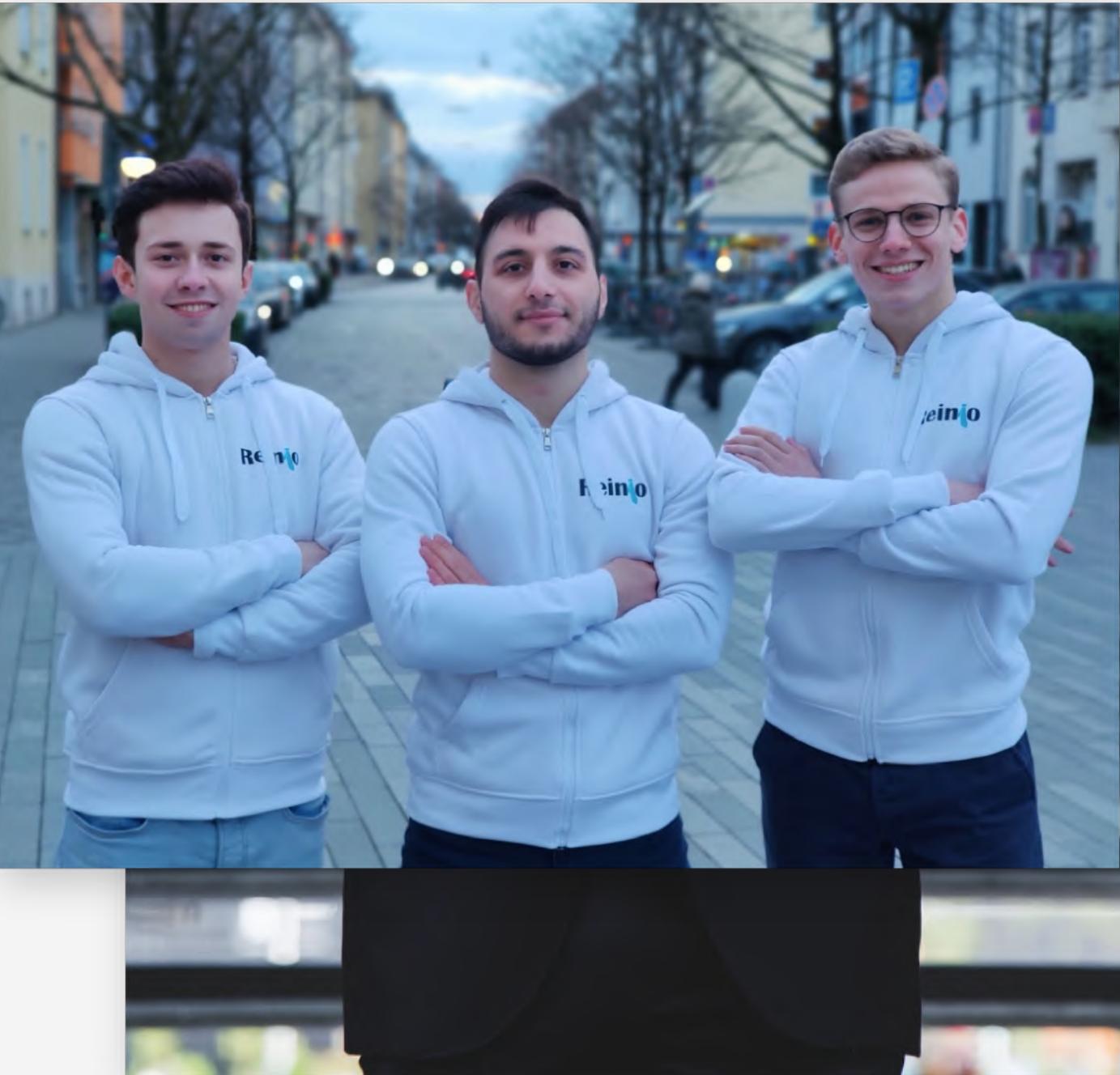
Am I the only one? 🤔

Lawyers, Consultants, Office people 💙💙💙 💎

Pitched to friends 💰

Worked together +10 months 🚧🚧🚧

Vlad, Isa, Dimi (from left to right)

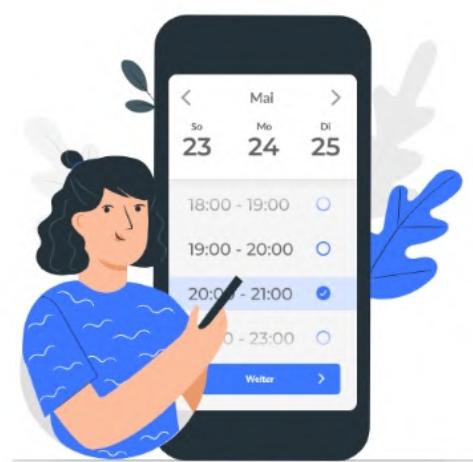


# March 2020



# Reinio

## On-demand laundry and dry-cleaning service



1

**Schedule** a pickup at the most convenient time



2

Reinio courier swings by to **pick up** your garments

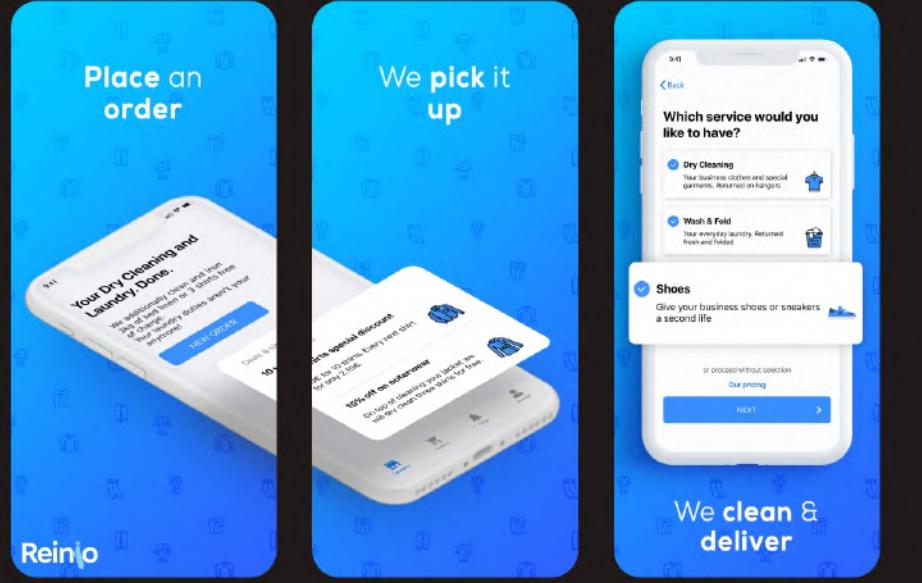


3

Your fresh clothes are **delivered** shortly

 Reinio: Lieferservice  
Isa Usmanov  
 12

Preview



 Download on the App Store

 GET IT ON Google Play



ja1lan, 14.05.2020



Super Service

Ich finde die App sehr angenehm zu bedienen und der Service ist einfach genial!

# April 2020



## Our potential customers in 2020 🧑



PHOTO CREDIT: The Law Society Gazette

## Pivoting to grocery delivery 🍎🍞🥕 (dropped & returned to Reinio)

The screenshot shows the homepage of the Liefy website. At the top, there's a navigation bar with links for Home, Services, about us, Reviews, Contact, and a green 'Order now' button. Below the navigation, there's a large image of a black reusable grocery bag filled with various groceries like bread, fruits, and vegetables. To the left of the bag, there's a small image of a medicine box and some mint leaves. To the right of the bag, there's a green leaf graphic. The main text on the page reads: "Food, drinks, medication – delivered to your door in a few minutes". Below this text, a smaller line says "No matter what, no matter where, we deliver!". At the bottom, there's a green 'Place an order' button with a shopping cart icon.

# September 2020

Bye Reinio 🙌 😔

Run by Kingsgard

Learnt a lot 📚



# October 2020

**droov.io**

Last-mile delivery platform  
to grow your business

Bye Reinio 🙌 😔

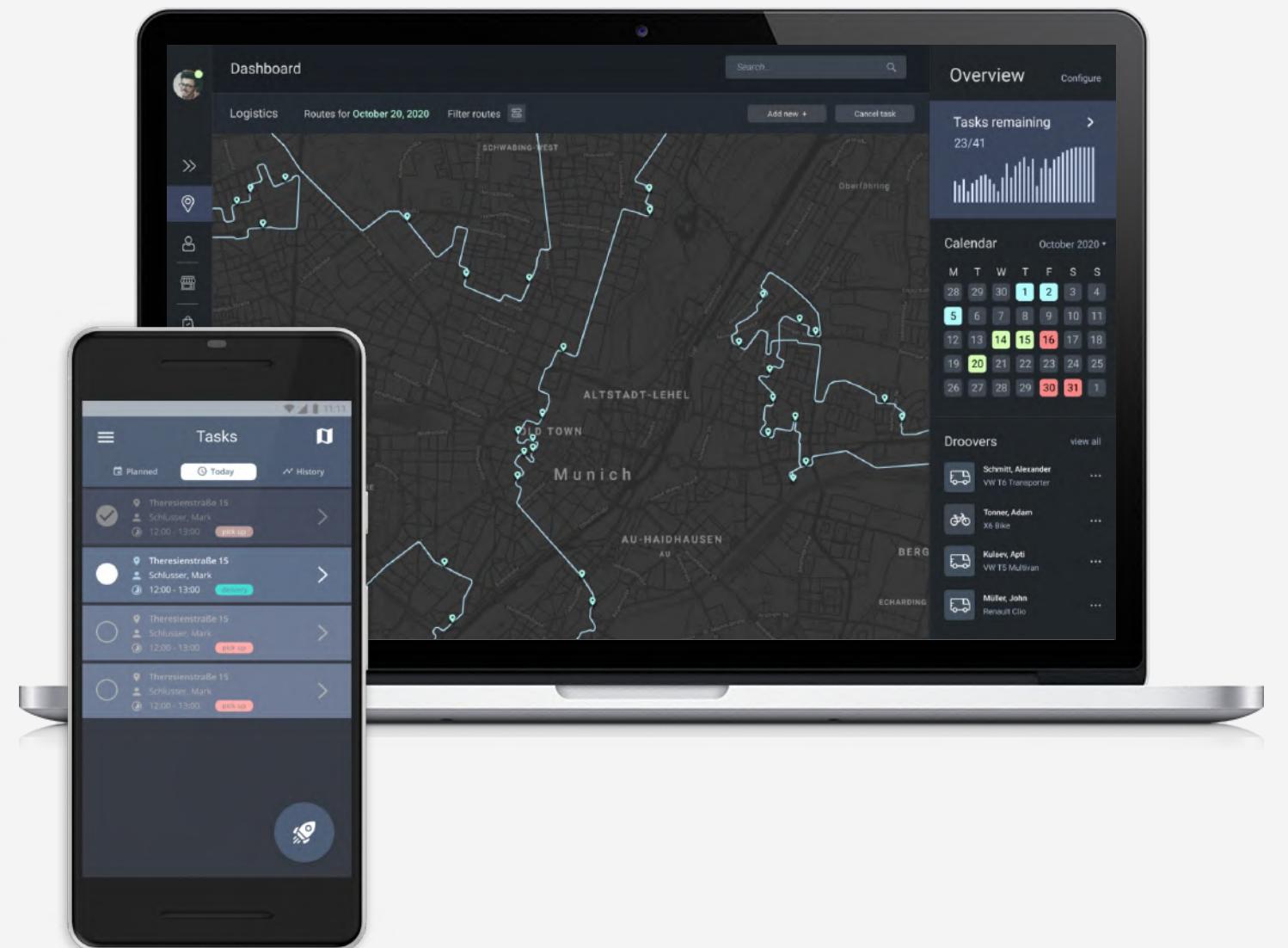
Run by Kingsgard

Learnt a lot 📚

New idea 💡 → New venture 🚀

**droov** v1.0 (no customers → too generic solution)

Team splits ← → (continuing as a solo-founder)



# Slow down to research



# 80 / 20 Rule!

80% time talking to (potential) users

20% developing

Dozens interviews



Transcribed

Analysed



Pitch

you're not listening to the customers don't recognize you, And it took a lot of time to go up and to reach the first ranks.

- 51 **Isa:** OK, how about all those points regarding Wolt so like management and all that? All that stuff is better than Lieferando?
- 52 **I7:** Basically in Wolt they have the same system. So you have also contacting someone. They have more employees to help you also to shoot the product. So

"There is no textbook solution on how to setup a delivery service..."

still you have to contact someone if you want to change something.

- 53 **Isa:** And you would prefer doing it yourself? So having ownership?
- 54 **I7:** For sure. Yeah, why not?
- 55 **Isa:** OK. Do you think other restaurants would do the same. They could do it

"...we invested €14,000 to build our e-commerce website..."

my my dad is also using Facebook and Instagram. So you have also a content management system just personally. So I think you do the same things to add photos. You describe something, the price tag, OK, and also there and I think he, he would do it, but it needs some time to learn and maybe with the tutorial they can watch and do it by himself.

- 57 **Isa:** OK, so. If if there were no financial limits, what would you do differently? So

"...we mainly use our own couriers and sometimes 3rd party logistics..."

there are not lot of drivers. So not people don't know them. I think we will do the same because you need all the learnings stuff to improve the process. Yeah. Yeah. But I I think we if we know if we would knew all the stuff, we would definitely start with our own drivers. That's the first thing we would do. So using and not using the delivery

# First Sale 💰

firstname + lastname + @website.de 📧

Pre-product

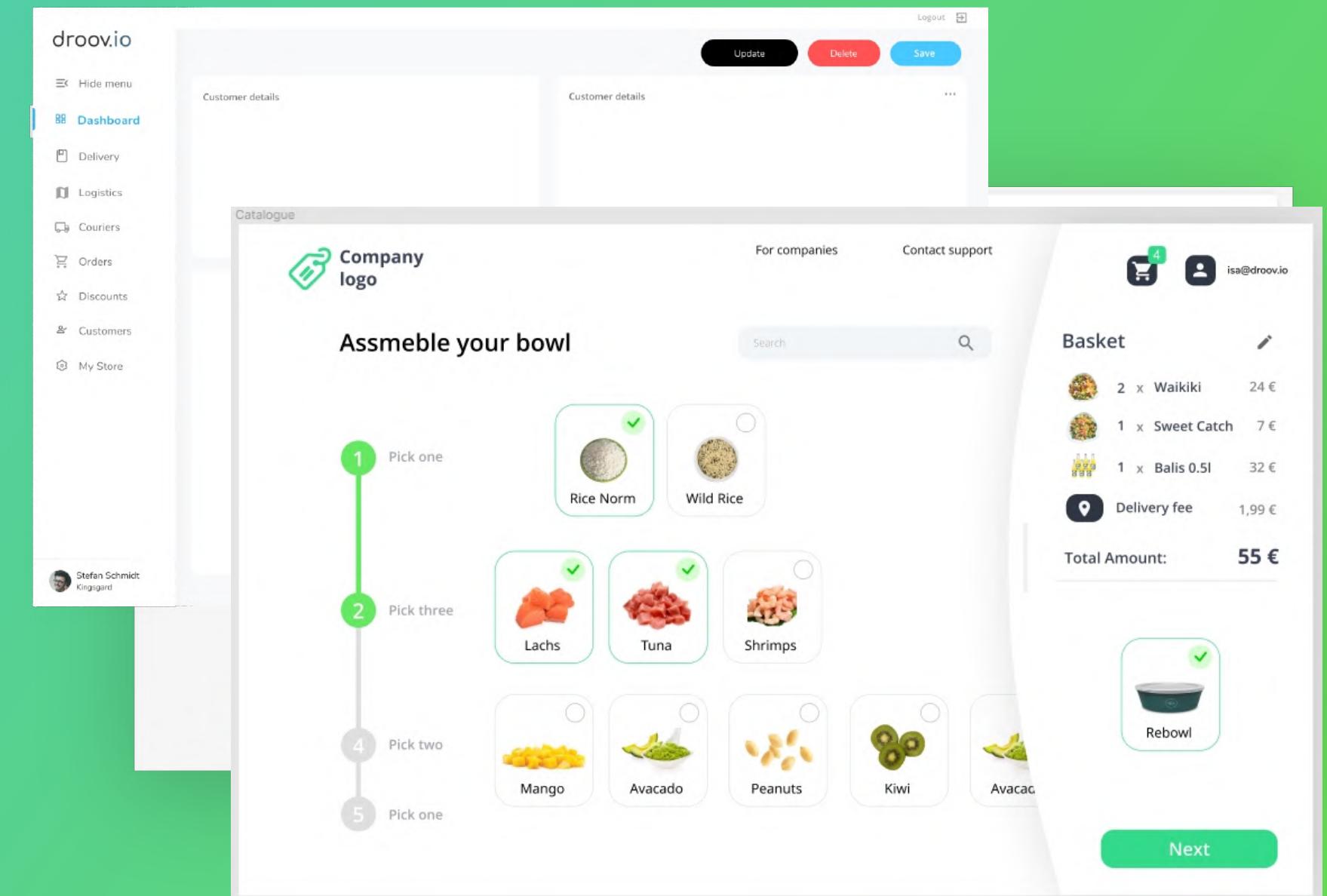
Pure Figma Prototypes 🎨

Promised to deliver in 3 months 🎯

First, build absolute minimum (MVP) 🚲

Build trust and strong relationship 🤝

# Figma



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# Take away !

|| *The **stick-to-your-vision** approach works for something like winning an Olympic gold medal, where the problem is well-defined. Startups are more like science, where you need to follow the trail wherever it leads.*

So don't get too attached to your original plan, because it's probably wrong. ||

– Paul Graham

Join us



**IDP (16 ECTS) - MSc. Informatics**

**Project Study (15 ECTS) - MSc in BA, Management, Consumer Science and related**

Shoot an email & stop by for a coffee



hi@droov.io



droov.io