



# Food Delivery Canvas



**Key Partnerships**

Commercial Partnerships in the Food Ecosystem help drive **Growth**. Future Partnerships will be geared around **Profitability/Innovation**

**Restaurants**

- exclusive partnerships with major national chains/resto. brands
- innovative partnerships with small, local restos. to help dev. online channel

**Subscription**

- cross-partnership with Mobility (ridesharing)
- Financial Services firms

**Grocery**

- new partnerships with large Grocers/ Convenience Stores

**Key Resources**

**Brand, Partnerships, Innovation Pipeline**

- Big 4 Brands command huge influence in market
- Ongoing Partnerships help expand network
- New Products to increase margins

**Key Activities**

**Product Innovation, Network Growth**

- Product Innovation (ie. Subscription) must continue to drive margins up
- Must continue to grow network of consumers and merchants

**Value Proposition**

**On-demand food delivery service from local restaurants and grocery stores**

**Consumers:**

- Convenience

**Restaurants (Merchants)**

- Creates new channel of customers, facilitates deliveries

**Drivers**

- Revenue stream (become employees in some markets)

**Customer Relationships**

**In-App**

- Customers order directly via App (most customers have multiple Apps)
- Delivery App deals with logistics of Restos. and Drivers via software

**Channels**

**Web Only**

- Orders, Payments, Comms are dealt with in-app
- Some Delivery Apps build websites for smaller restos, help develop online presence

**Customer Segments**

**Global Market driven by Millennials and GenZ**

- 54% of customers aged 18 - 34 are monthly active users (MAUs) on Food Delivery Apps
- Consumers over 35 are less likely to order via major Delivery Apps
- Overall, the 18 -34 segment only represents ~22% of resto spending in US
- New cooking habits forming in EU markets, global market expanding

**Cost Structure**

**Cost of Revenue** - the Delivery App's commissions include paying delivery drivers, payment costs, etc.

**Sales and Marketing (Customer Acquisition)**- continuous acquisition of new consumers and merchants to network

**Platform Dev** - continue developing tech, platform R&D

**Revenue Streams**

**Commission on Resto Orders:** Flat Fee for Consumer + ~30% Commission for Restaurant on Order Value - Mileage-based Fee paid to Delivery Driver

**Subscription Model:** typically \$9.99 per month and delivery fee is waived per order (plus certain discounts)