

Zoomies



Alex

- Student at UM
- Busy schedule
- No kitchen & limited meal swipes
- No efficient transportation

Problem



Convenience

College students don't have the time or resources to go out and get food



Environmental Impact

Single use packaging material in food delivery generates waste



Affordability

Average food delivery service can be expensive, with delivery fees and price markups



Zoomies



Local Restaurants



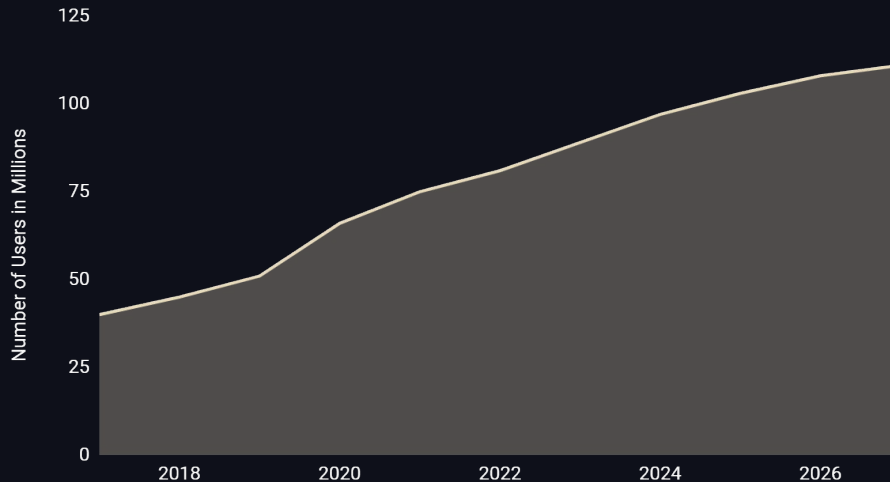
College Campuses



Students

Market Size & Industry

Forecast of Online Food Delivery users in US (in millions)



\$30 billion

US food delivery service market

3.5%

Annual growth rate

\$154 billion

By the end of 2023

Product Overview

Environmentally
Friendly Package



Different Courier
Delivery Options

Intelligent
services



Physical
Product



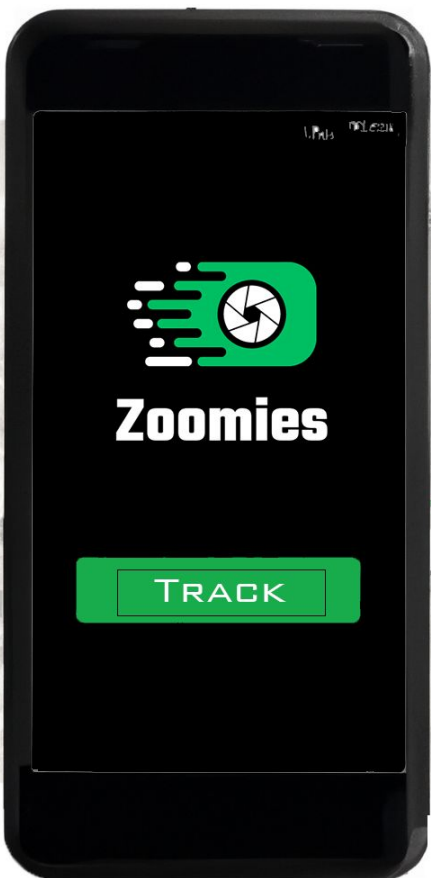
Packaging & Courier Options

Courier Options:

- Normal
- Green
- Sustainable

Packaging:

- Renewable
- Biodegradable
- Recycled



Intelligent Services

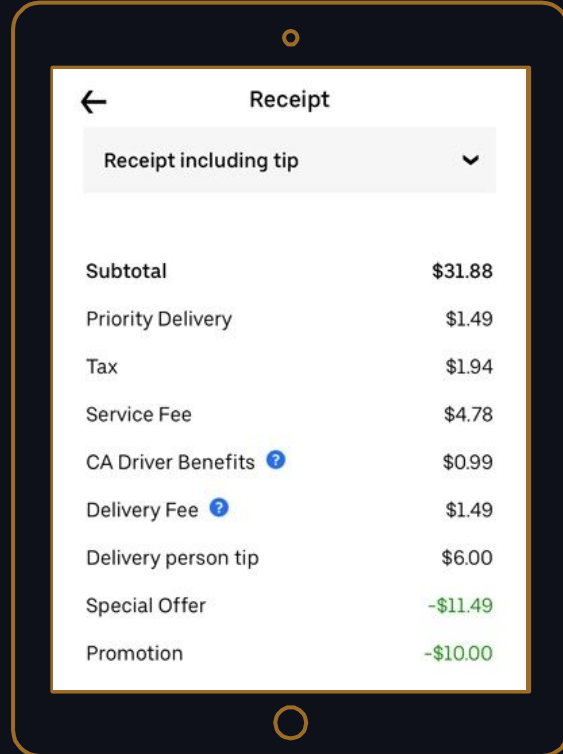
- Order placement
- Logistics system
- Real-time tracking



Physical Product

- Solar Panels
- Sensors
- Actuators
- Navigation systems
- Communication technology

Competition: Uber Eats



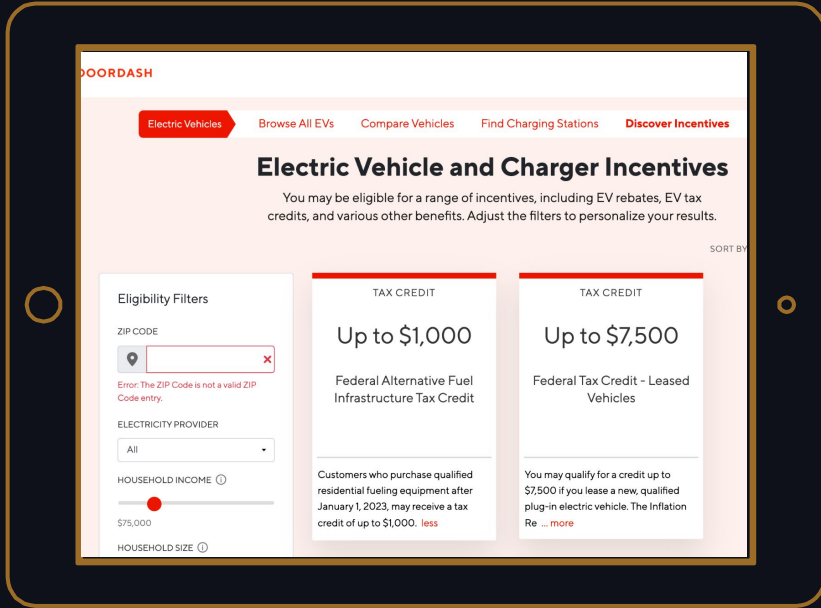
Uber Eats:

- Eco-friendly packaging requirement
- Low-carbon transport
- Uber-Green Drivers

Additional Fees:

- Service Fee
- Delivery Fee
- Tip

Competition: DoorDash



DoorDash:

- Eco-friendly packaging requirement
- Logistics & delivery routes
- Low-carbon transportation & incentives

Additional Fees:

- Flat service fee of 15%
- Individual delivery charges
- Cost markups

Competition: GrubHub



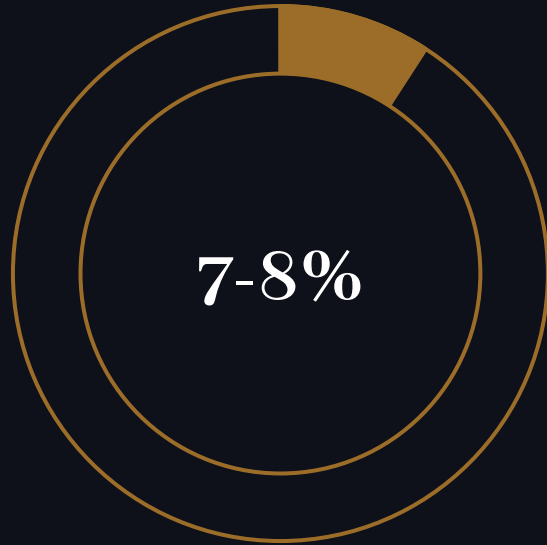
GrubHub:

- Eco-friendly packaging
- Recycled & biodegradable materials

OSU Robot Service :

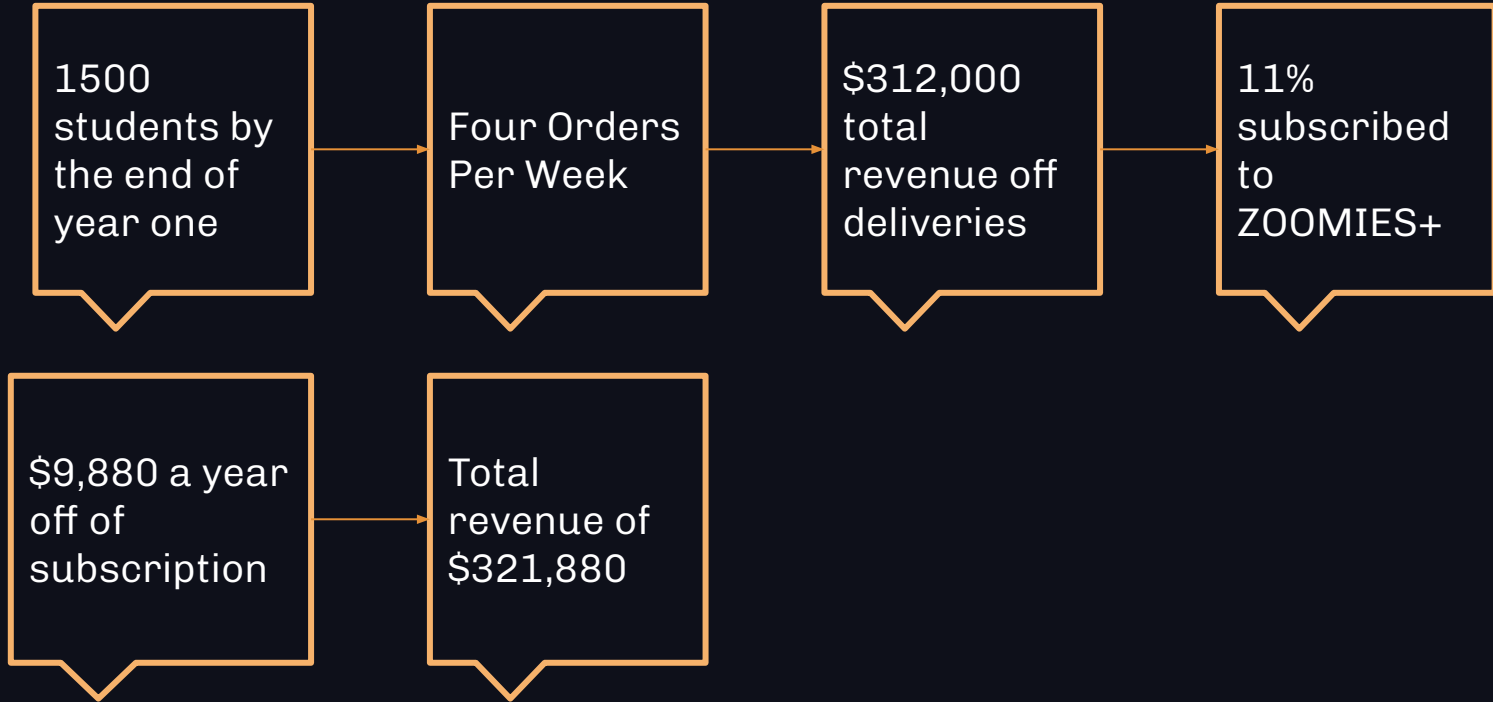
- Grubhub & Yandex SDG Launch Robot
Delivery Technology
- Partnership ended in 2022

Marketing and sales



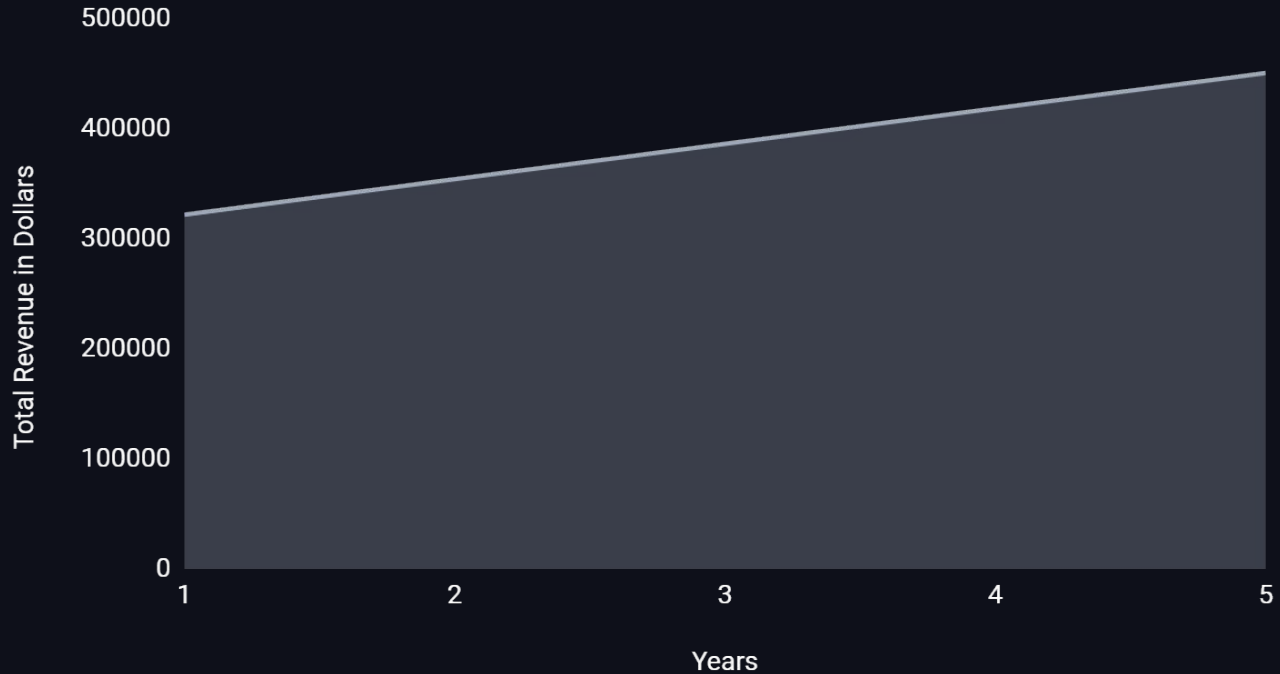
- 7-8% Revenue goes to Marketing
 - Social Media
 - Student Ambassadors
 - Environmentally friendly
 - Special Events
 - More affordable option
 - Free Zoomies + after entry

Financial projections Year 1



Financial projections

Total Revenue vs. Years



Current status



Development

Launch Date: January 15,
2024

Financing sought

\$450,000

- Production
- Marketing
- Wages
- Rent
- Professional Services

- AI Development
- AI Storage
- Satellite Installation
- Social Media Ads, T.V Ads.
- Flyers

Summary



Zoomies



Thank You

Appendix

- Overall Schedule
- Sources
- Age Distribution of delivery App Users
- Revenue Forecast for Online Food Delivery Market

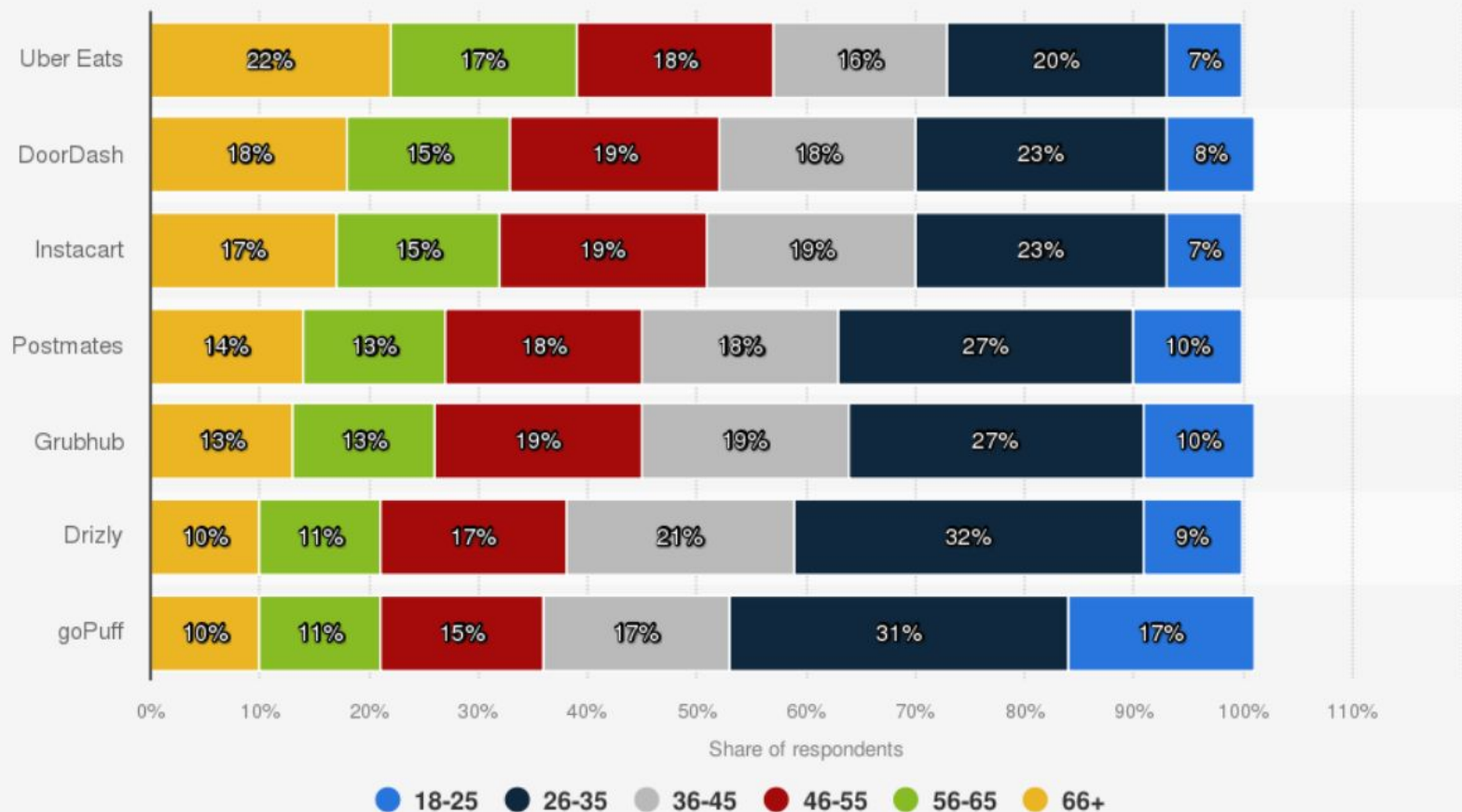
Overall Schedule

- **Month 1:** Conduct market research, develop marketing plan, outline business plan, establish connections with nearby Universities and Colleges
- **Month 2:** Develop and test prototype, complete business plan, confirm financial projections
- **Month 3:** Complete prototype, secure manufacturer, obtain critical financing, secure necessary resources, rent facilities
- **Month 4:** Start production, implement marketing plan,
- **Month 5:** Obtain first sale, monitor performance, adjust financial projections
- **Month 6:** Gain traction, expand the establishment of relationships with potential customers to new geographies, develop long-term growth strategies

Sources

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Age distribution of quick service restaurant delivery app users in the United States as of January 2021, by company



Revenue forecast for the Online Food Delivery market in United States from 2017 to 2027 (in billion U.S. dollars)

Revenue forecast for the Online Food Delivery market in United States 2017-2027

