FindFoodTrucks

1. The Customer

Our primary customer is **Food Truck Owners like John**

Stakeholders: Consumers
Those who want to buy products from food trucks.
Tourists, city dwellers, workers.

Stakeholders: Government and councils
Those who set the rules and care that the rules are being adhered too.

Stakeholders: Office managers
Those who want to acquire the service of Food Trucks to serve their employees.

2. Problem

Food trucks do not have the infrastructure to service their consumers and grow their business.

✓ **It's difficult for Food Trucks to find businesses + businesses find Food Trucks. It's also difficult for consumers to find Food Trucks.**
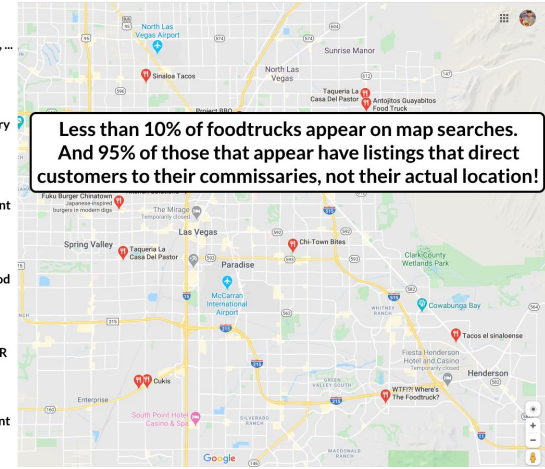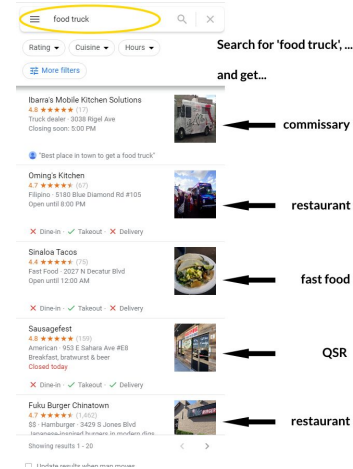
✓ **No visibility into consumer hotspots especially new areas.** Food Trucks understand the areas that they've traded in before but they don't have visibility into new areas. This **restricts brand penetration and revenue.**

✓ **Complex trading rules and expensive permits.** Every local council area, district and city has its own difficult to navigate trading rules. The information is often hard to find. There are **proximity rules**, **duration of trading rules** etc.

Search for 'food truck', ...

and get...

commissary

restaurant

fast food

QSR

restaurant

Less than 10% of foodtrucks appear on map searches. And 95% of those that appear have listings that direct customers to their commissaries, not their actual location!

3. Solution

MVP   Iteration 1   Iteration 2

B2B Marketplace

Connecting Food Trucks and Businesses/Private events whilst collecting consumer preference data.
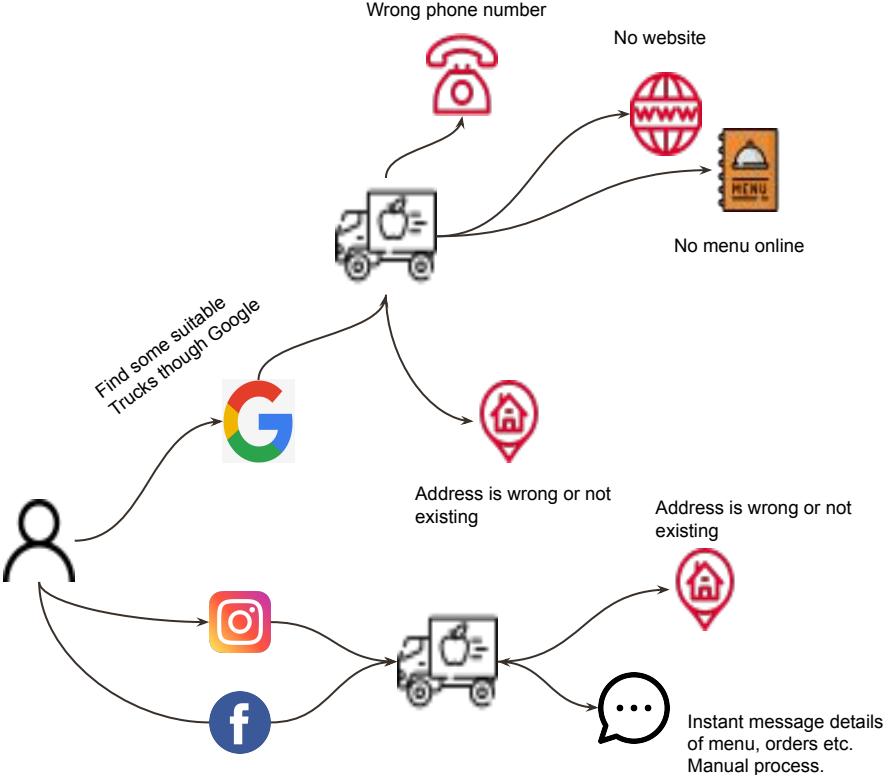
Find your Food Truck (B2C)

Consumers can find trucks in their area, pre-order and pick up when ready.

Optimized Service Routes

Providing Food Trucks with consumer hotspots and predictive analytics to serve the best locations.

Current User Journey

The New Way

Wrong phone number

No website

No menu online

Find some suitable Trucks though Google

Address is wrong or not existing

Address is wrong or not existing

Instant message details of menu, orders etc. Manual process.

findfoodtrucks

Consumer

Your Food Truck

4. Market Size

These are all potential customers

TAM: 26,000 Food Trucks in US
1 Billion Dollar Industry

Total Available Market

Served Available Market

Target Market

Our target trial market

SAM: est. 400 Food Truck Owners in Ireland

Target Market Food Truck Operators and Event Organisers.

5. Competition

FindFoodTruck's Unfair Advantages:

1. Unfair Advantage 1: **First Mover (Ireland)**
2. Unfair Advantage 2: **Improved location services vs US based apps**
3. Unfair Advantage 3: **Predictive analytics and customer hotspots.**
4. Unfair Advantage 4: **Cost vs 3rd party delivery and fulfilment apps**
5. Unfair Advantage 5: **Global rules and regulations database to provide insight to trading rules ***

Direct Competitors:

In-direct Competitors:

*This is tough but this could be a gamechanger.

Founder Weekend

6. Business Model

FindFoodTrucks will take a **% of the cost for booking** Food Trucks through our Marketplace, with added offerings of **promoted adverts, pre-orders and deposits** at a cost.
With B2B2C offerings we aim to add a **service charge to the consumer** for orders and a freemium based model for Food Truck owners with additional analytics features at a cost.

Booking fee	Promoted Adverts	Service Charge (B2C)
3%	**€15-30**	**3%**
	Per Day per Truck	Per transaction

NDRC

7. The Team

Mark Shannon

CEO

Holly Eastwood

CMO

Frank Ryan

COO

9. Next Steps

Phase 1: Next 90 Days

- **Customer Research**
  - Gather a base of Food Trucks for validating
  - Validate the problems
  - Focus groups
- **NDRC Pre-Accelerator**
- **Agree letter of intent with MVP customer base**
- **Get advice from a CFO on pricing and revenue models**
- **Find CTO**
  - Build a lo-fi MVP
  - Build a hi-fi MVP
- **Launch MVP**