TAKEOUT

Making mobile order & delivery better, easier, and more accessible

The Founding Team 🚀

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- B.S. Computer Science & Engineering + Minor in Entrepreneurship
- prev. Software Product Management w/ Disney, Enterprise Technology
- prev. Product Management & Business Development @ Web3 Startup

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- B.S. Finance + Minor in Entrepreneurship
- prev. CEO/Co-Founder of AYCE Delivery
- prev. Specialist @ Apple Retail
- prev. Dasher @ DoorDash

The Problem 😲

MOBILE ORDER AND FOOD DELIVERY options have become an essential for small restaurant businesses, especially since the COVID-19 pandemic. But the current options aren't so great for businesses. Platforms like DoorDash, GrubHub, and Uber Eats:

- **CHARGE 15-30% FEES** when restaurants only make 5-10% profit margin
- give restaurants **0 CONTROL OVER DELIVERY PROCESS**
    - if anything happens to the order en route, **THE RESTAURANT HAS TO TAKE THE HIT**
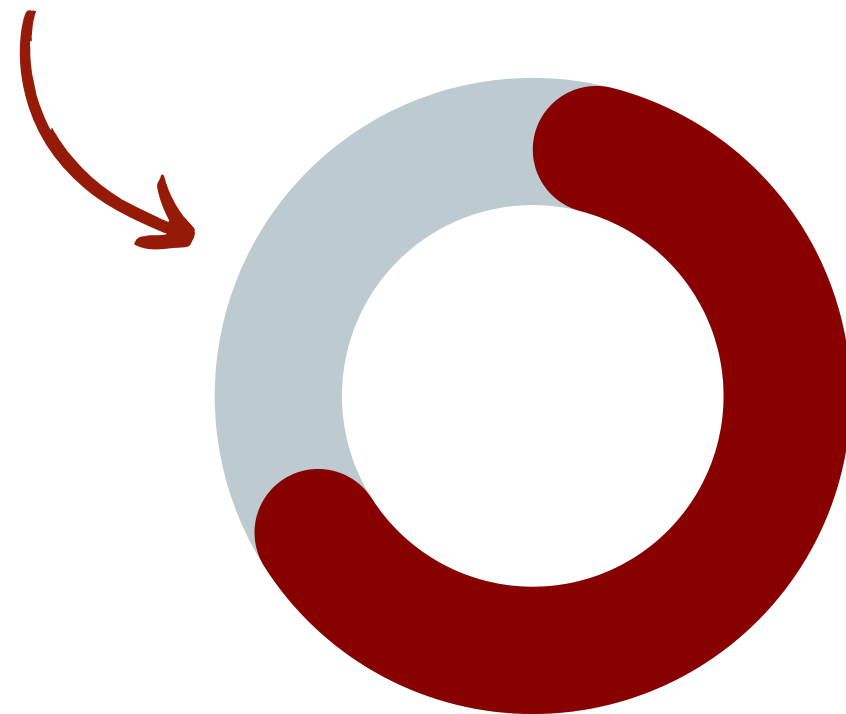
Supporting Data

Findings from articles, surveys, and research

Where TAKEOUT Comes In

70% of consumers would prefer to order directly from a restaurant than a third-party service

Benefits of Mobile Order & Delivery for Restaurants & Customers

51% of Americans now use delivery services to purchase meals from restaurants.

60% of restaurant operators say that offering delivery has generated incremental sales

Why Third-Party Platforms aren't Working for Small Restaurants

43% of restaurant professionals believe 3rd-party apps interfere with a direct relationship with their customers

15–30% transaction fees don't work when restaurants only make 3-5% profit margin

Addressing Our Competition

WHAT'S OUT THERE AND WHY IT'S NOT WORKING FOR SMALL RESTAURANT BUSINESSES

	TAKEOUT	DOORDASH	GRUBHUB	Uber Eats	POSTMATES
Provide mobile order or delivery method	✅	✅	✅	✅	✅
Ability to order directly from restaurant	✅	❌	❌	❌	❌
Ownership of Customer Data	✅	❌	❌	❌	❌
Cost structure that WORKS	✅	❌	❌	❌	❌

Our Solution 💡

A white-label mobile food order & delivery platform...

where...
- customers can order food from a restaurant via their mobile app
- restaurants can manage and fulfill their orders
- delivery drivers can manage and complete their deliveries

and that will...
- provide an affordable way for restaurants to take mobile & delivery orders
- enable restaurants to build and foster relationships with their customers
- allow restaurants to [quality] control every aspect of the delivery process
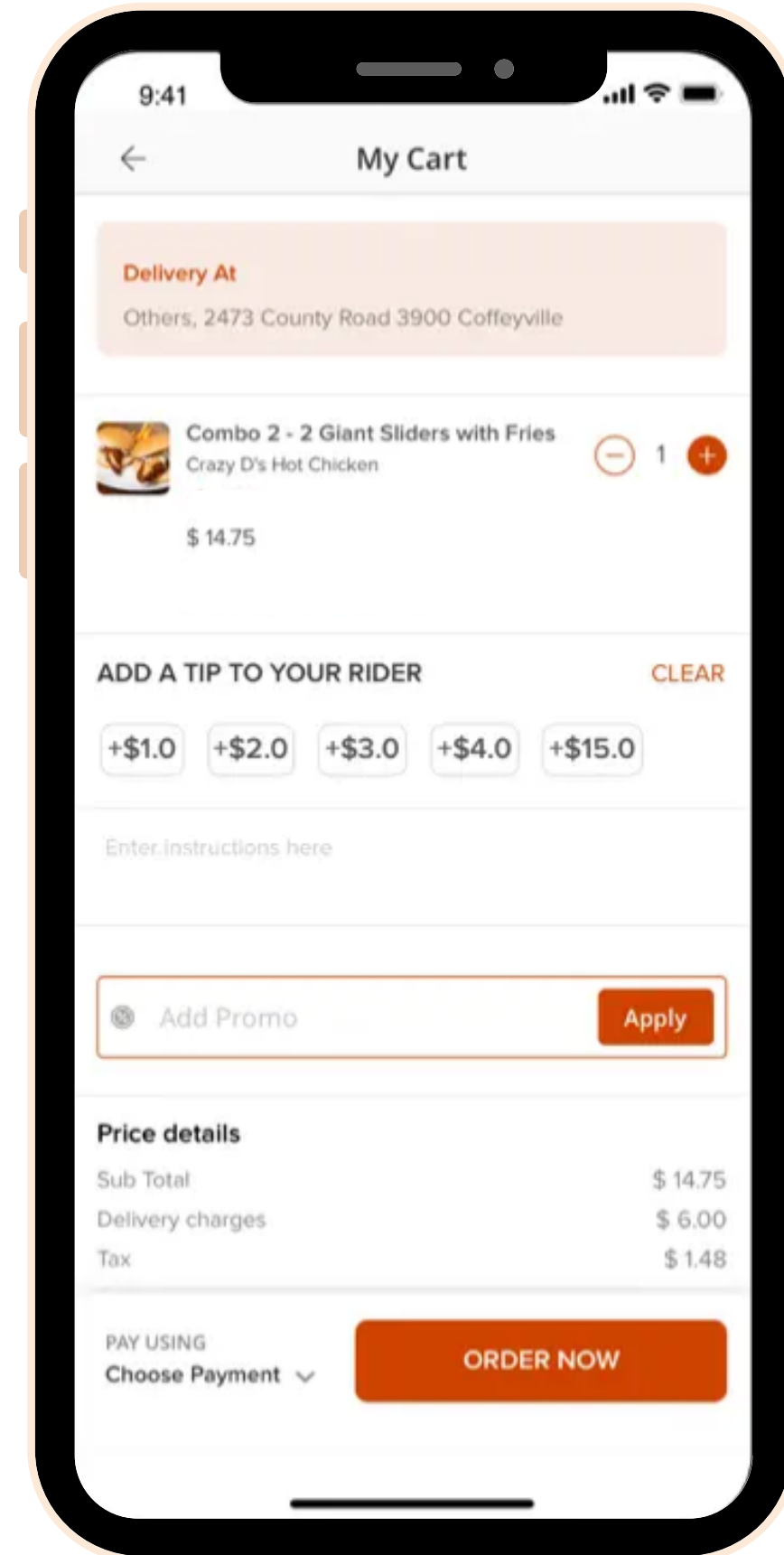
Key Differentiators

WHAT MAKES TAKEOUT _DIFFERENT_ AND WHY IS IT _BETTER_?

Revenue Model -
Subscription instead of percentage per transaction. This is <u>more affordable</u> for small restaurant businesses and won't cut so heavily into their profit margins.

Business Model -
Not a 2-sided marketplace; we're simple a Software-as-a-Service company. We allow restaurants to use <u>our</u> technology <u>under their brand name</u> for a subscription fee.

Platform Ownership -
With third-party platforms, restaurants currently don't own their delivery method. With Takeout, they have full ownership of their mobile ordering & food delivery platform. It's their restaurant's own, branded app.

Business Model

Software-as-a-Service, Subscription

Cost to Restaurants

Monthly **$275**

» Paid on a per-month basis

» Includes all functionality of the platform + customer service to ensure a quality experience

Yearly **$3,000**

» 10% Discount for signing for per-year basis ($250/month)

» Paid on a per-month basis

» Includes all functionality of the platform + customer service to ensure a quality experience
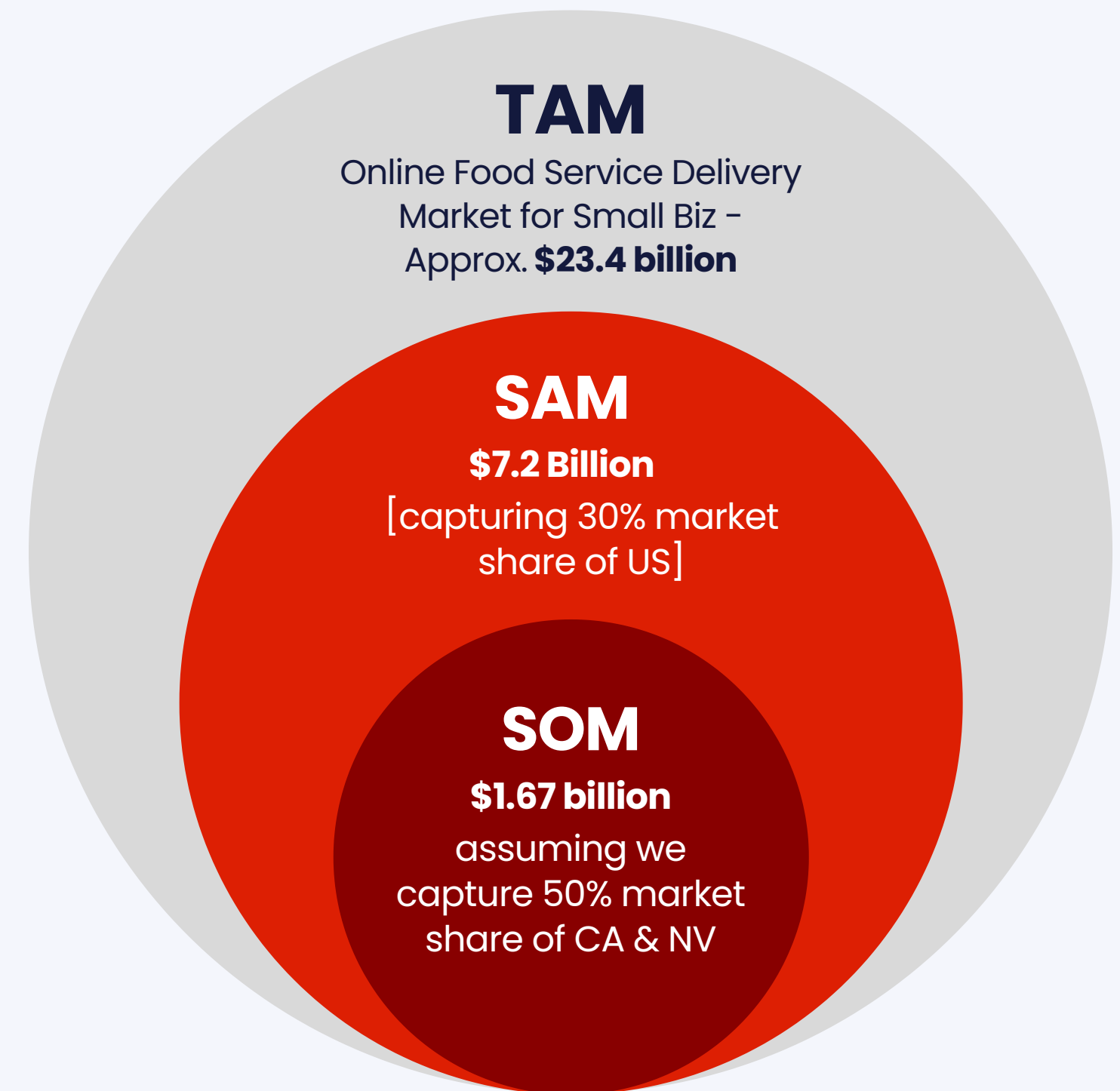
Target Market

$23.4B — online food delivery market for small restaurant businesses

$1.67B — the goal would be to capture 50% of market share in CA & NV

TAM
Online Food Service Delivery Market for Small Biz – Approx. **$23.4 billion**

SAM
$7.2 Billion
[capturing 30% market share of US]

SOM
$1.67 billion
assuming we capture 50% market share of CA & NV

Resources & References

- https://scotscoop.com/food-delivery-apps-eat-away-at-restaurants-with-fees/
- https://www.theguardian.com/business/2020/dec/02/restaurant-owners-delivery-services-grubhub-doordash-fees-pandemic
- https://www.kcrw.com/culture/shows/good-food/low-alcohol-delivery-app-quandry-halloumi/lauren-lemos-small-business-scams
- https://www.fundera.com/resources/food-delivery-statistics
- https://www.zippia.com/advice/restaurant-industry-statistics/
- https://www.globaldata.com/store/report/usa-foodservice-market-analysis/
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