

Online local grocery and lifestyle product delivery service

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Samenvatting

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Contact & Site

Extra beschrijving

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Company description:

This startup is an online local grocery and lifestyle product delivery service.

The startup will be an intermediary online portal between the customer and the partner stores, where customers can order products online from stores menus on their website, and have them delivered directly to their home.

Store's personal shop: The platform (website) will be created and owned by the startup, which will have categories like Grocery, Bakery, Cosmetics and Essentials. The startup's team will collect product pictures and selling prices from each store either from their existing website or personally. The same will be then published in the Store partners personal shop on the website of the startup.

Ordering system: The customer will log in to the website or App, choose the store they wish to buy from and place the order, which will be received directly by the store and the office of the startup. Once the store confirms the order and delivery time, the drivers of the startup will collect the product from the store and deliver to the customer. The tracking system is there for the startup, the concerning store and the customer to see the status of their order.

The tablet to accept the orders, the take away bags and the delivery service will be provided by the startup at no extra cost to the store. All the store has to do is, accept the order, pack it within the agreed time and keep it ready for the driver to collect.

Managing stock levels / products: The stores will be given admin access only to their own shop on the website of the startup where they will be able to put products out of stock, remove items, add items, change prices, add special offers, close the store if and when on holidays.

Of course there would be cases where the product is out of stock last minute and the web shop is not updated. The store will then contact the customer and either replace the product or cancel the order. The startup would then refund the customer in case of cancellation.

Payment: The store can view the revenue by order, daily, weekly and

Business Model:

Commission on the revenue (through the startups platform) of stores. The commission per order is 20% to the stores. In comparison to their (indirect) competition is this 10% cheaper. Companies like Uber and Thuisbezorgd charges 30% to the restaurants.

Customer type / profile:

B2C

Preferable investor type:

Angel investor; Venture Capitalist

USP's:

The 1st company in The Netherlands into Local grocery and lifestyle product delivery business to provide its customers with the widest possible product range, **all from one platform**.

Capital amount needed:

€90.000,-

Investment need:

€10.000 - Marketing.

€20.000 - Staff, Office space, E-bikes.

Other €60.000 - Funds for growth in different stages (more detail about financials can be elaborated upon request)

Sector:

Logistics; Food; Consumer goods; Platform

Phase:

Seed

Number of founders:

2

Current number of employees:

1-5

Experience:

Co-founder 1: Serial entrepreneur in restaurant and food retail industry. 20 years of management experience.

Co-founder 2: Bachelor of International Business and Management. Masters in Business Information Management.

Monthly turnover (current):

n/a

Turnover (forecast) next 12 months:

€1.400.000,-

Turnover (forecast) months 13 - 24:

€2.800.000,-

Current monthly expenses:

0

Committed funding in the current financing round:

Founders have invested around €10.000 on websites / apps (in making), Clothing for staff and drivers, Delivery bags, Tablets and printers for stores.

Additional information:

Total investment from the co-founders as of now around €10.000,-

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