



# **FODESTOR** Community-owned Food Delivery App

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Investment Project Overview

Brand  
FODESTOR

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# Executive summary

## INVEST & GET:

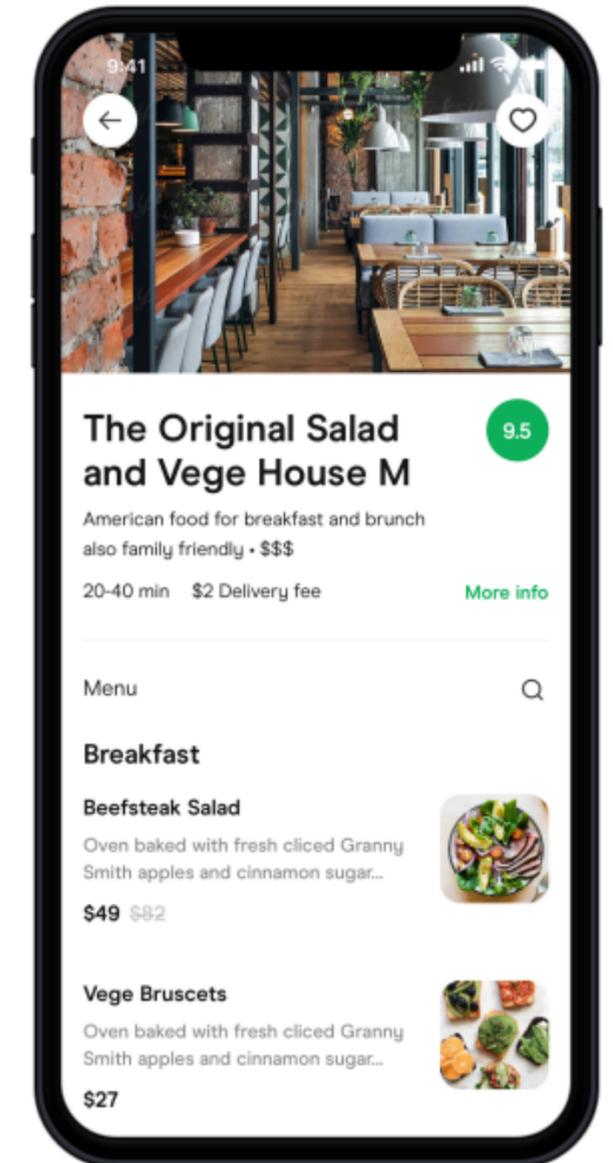
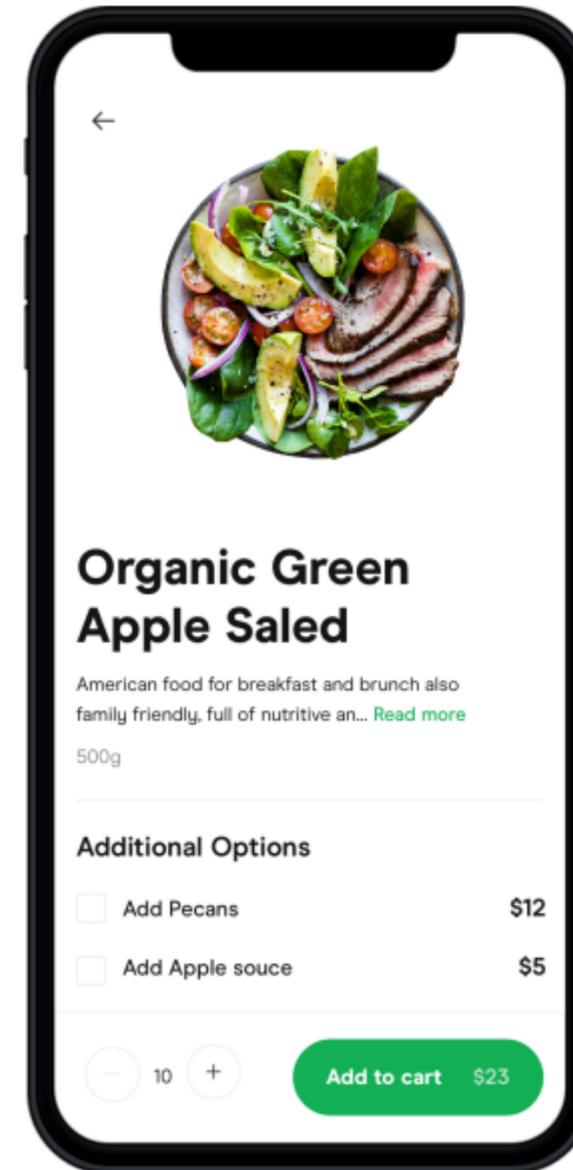
- 30% p.a.
- a share in a global food delivery business - **FOODESTOR**
- engage in the business, bring the contribution and earn more



**Multiply your capital x50-100 when  
FOODESTOR becomes a unicorn**

Effective referral and profit-sharing programs and the geographical coverage of investors across Europe will ensure rapid growth with significantly reduced costs.

1bn EUR market valuation will be reached in 4-5 years.



# Market Stats



**\$365bn**

Expected valuation of  
global food delivery  
market by 2030

**12**

companies worth  
over \$1bn at the  
moment

**1.6bn**

Expected number of  
users in 2021, and 10%  
growth year-over-year

**70%**

Of the global population  
will have mobile  
connectivity by 2023

**70%** of industries have suffered

Airport revenues  
**-65%**

Inditex has closed  
**3,785** stores in  
**39** markets

**-101%** EU hotel  
profitability

**75,000**  
restaurants

**40,000**  
cafes

**3,000**  
clubs

**WERE CLOSED IN FRANCE**

**COVID-19 impact on market**

Food delivery market size **+27%**

**+152%**  
in food deliveries  
for UberEats in  
New York in June  
2020.

**1.4M**  
Uber Eats  
downloads in  
January 2021

DoorDash daily  
average order volume  
**+668,000**

**+400M**  
U.S. food & drink app  
installs in U.S. in 2020

# Market overview

- Restaurants connected to Uber Eats increased sales by 69% in London, 74% in Paris, and 67% in Warsaw.
- Door Dash's valuation quadrupled after the IPO at the end of 2020.
- JustEat took the lion's share of UK market with Snoop Dogg in the marketing campaign.
- Motivated by user acquisition the market moves toward consolidation.



# Customers insights

- **Digital technology is reshaping the market** - an increase in smartphone users has given a boost to online food delivery services worldwide.
- **Consumers turned to food delivery apps during the peak time of the pandemic.** A significant increase in orders was also recorded in the breakfast and lunch segments. **The growth was primarily driven by a higher-order frequency of existing users, but also by 'first-time buyers'.**
- According to McKinsey's recent consumer sentiment survey, across Europe, **approximately 35% to 55% of existing consumers intend to continue using delivery more in the future.**
- **Customer loyalty varies by age**, with 57% of millennials usually sticking to the same provider, compared to 47% of Gen X.
- **The top motivations for ordering more often are financial.** Gen Z prioritize free delivery (59%) and rewards/discounts (57%), Gen X prioritize loyalty points and programs (42%).



# Food delivery is a harsh business



**RESTAURANTS**  
charged up to 35%



**COURIERS**  
low paid



**INVESTORS**  
**mostly institutional**

- expensive user acquisition
- negative EBITDA
- questionable valuations etc.

# **FOODESTOR is here to shake up the market!**

Food Delivery App built in the best traditions of  
**Crowdfunding, Networking & Sharing Economy**

**We start with  
20 000 user base &  
a clear business  
model**

**We reward every  
action & share the  
profit**

**Lower-cost &  
rapid exponential  
growth**

# FOODESTOR - Order and Delivery Model

- Followed by companies like Uber, Zomato, DoorDash.
- Service providers bring additional orders and requests to the eateries and provide their own logistics network to deliver orders from restaurants through their fleet of independent couriers.
- CAPEX light — there is no need to invest in stock or bikes; technology and marketing are the main expenditures in this model.
- Easy to scale.
- Ability to advertise on the packaging and delivery vehicles.



**1** Customer places an order

Food delivery platform charges a fee for restaurant



**3** Customer pays for the order

The restaurant receives the order and prepares the food



**5** Courier delivers the food to the customer

# CONVENTIONAL FOOD DELIVERY APPS

# FOODESTOR

**Start with**

**No brand awareness**

**Zero users**

**One city**

**Grow user base by**

**Conventional advertising**

**Consolidation**

**CROWDESTOR investors as  
the brand ambassadors**

**20 000 user base**

**Wherever investors are**

**Rewards & Profit-Sharing**

**Power of the crowd and networking!**

# Reduced user acquisition cost

**The investor and all app user-driven user-acquisition strategy will result in consistent long-term savings comparing with competitors.**

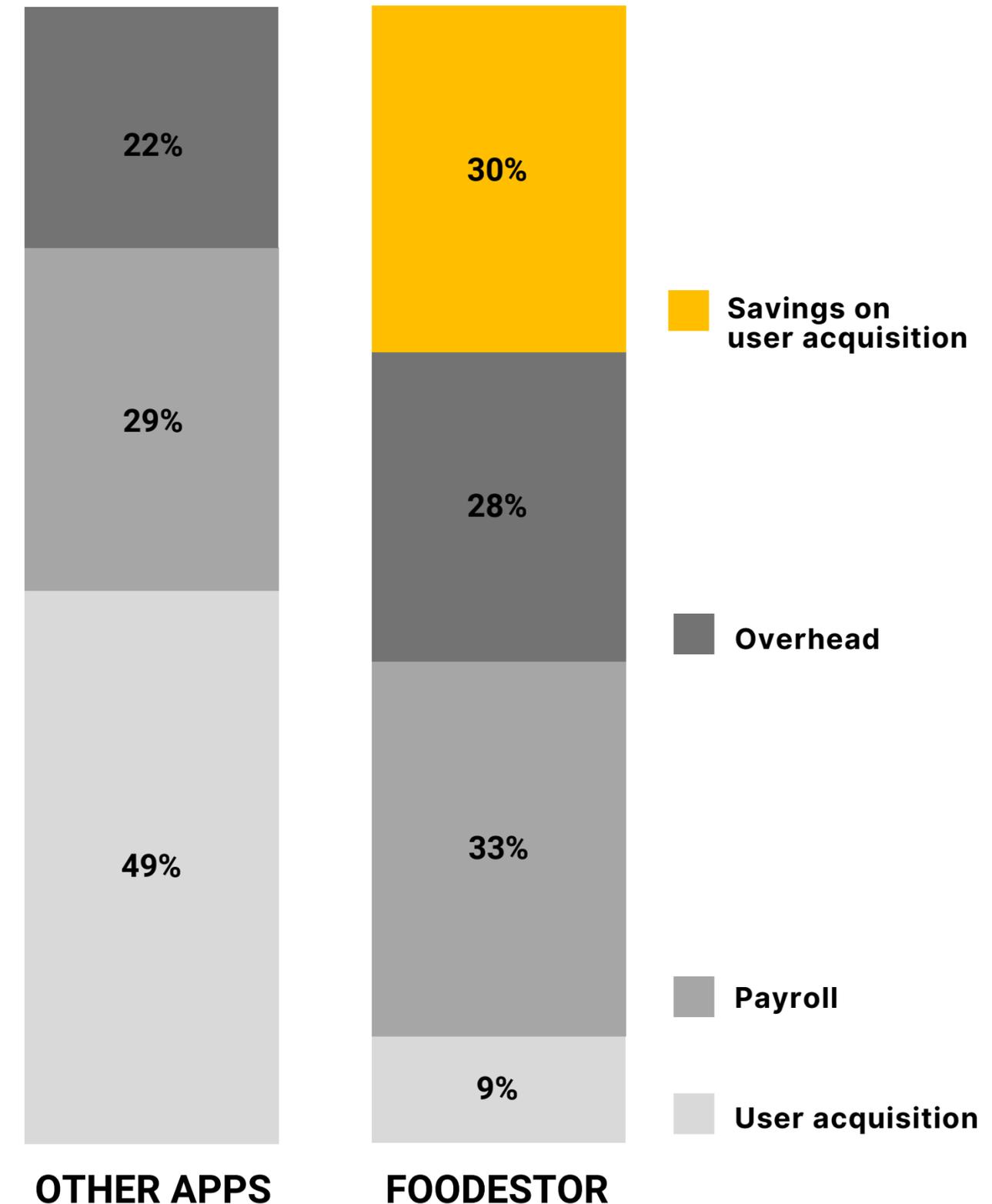
The average user acquisition cost for the industry is 262 EUR.

At FOODESTOR it will be brought down to 55 EUR due to existing network synergy.

1,000 active investors will bring 30'000 users which results in rapid growth in top EU cities.

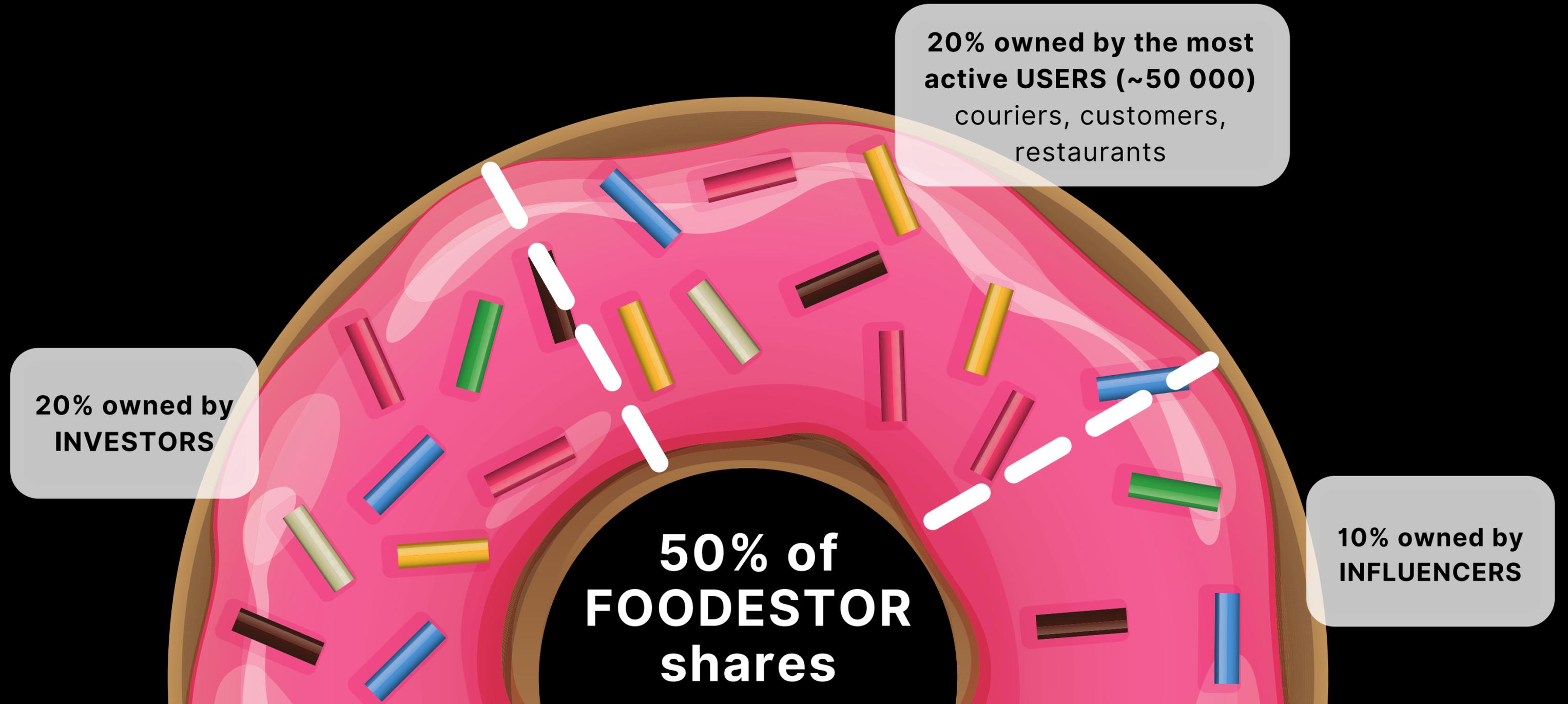
User acquisition spending is expected to be 30% less, compared to conventional apps.

Other key cost positions will consist of salaries expected to be at a market level.



# FOODESTOR shares the profit

Build the passive income stream simply by being an active app user



# FODESTOR rewards **Investors**

- Interest Rate: 30% p.a.
- Term: 18 months
- Funding target: 2-4M EUR
- 20% of FODESTOR shares to be split among investors, who invested over 1 000 EUR

## **User acquisition driven by FODESTOR investors**

Investors are encouraged to get involved in business development and user acquisition. FODESTOR will provide all the infrastructure necessary to launch and operate in your city.

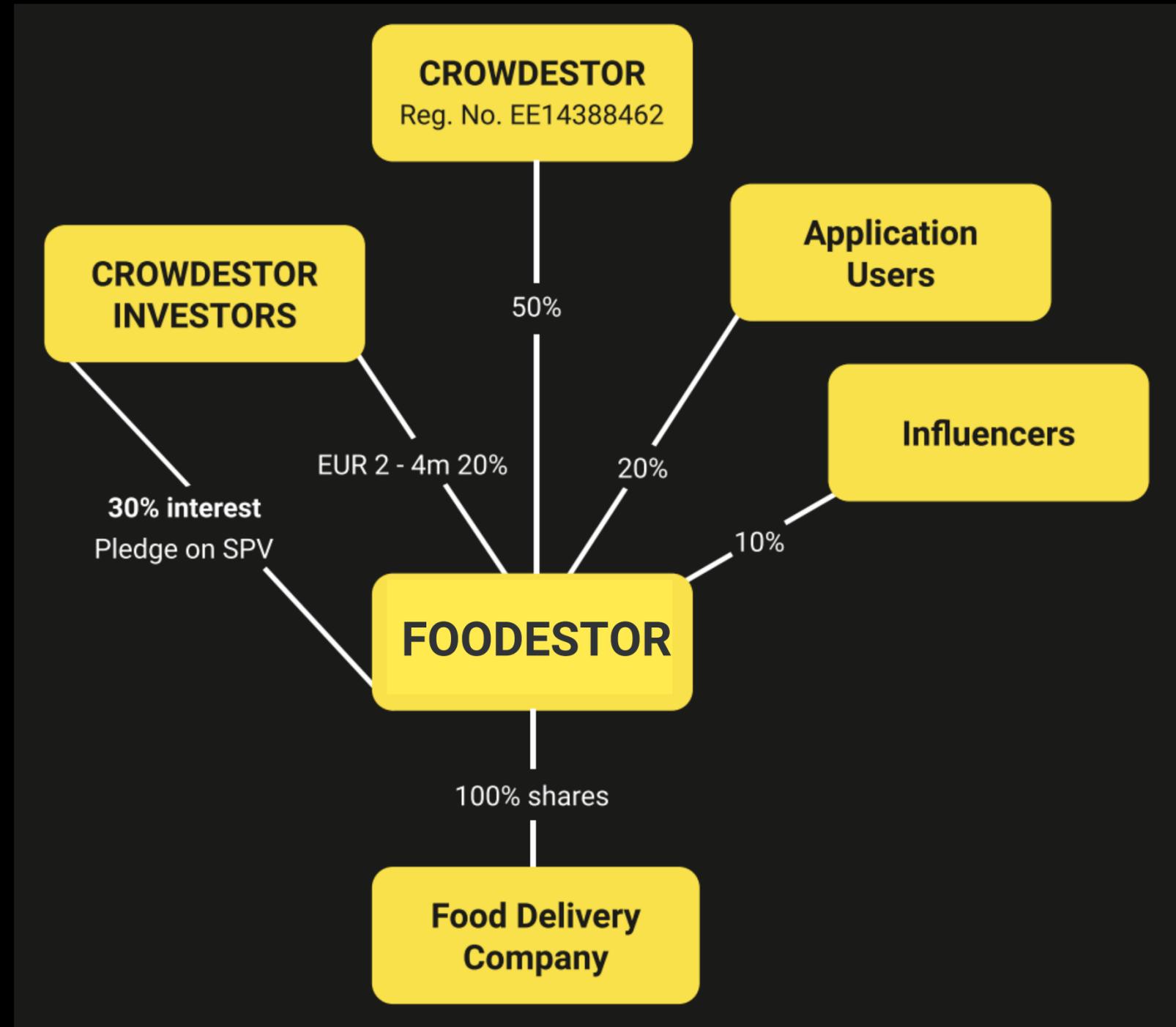
**Your engagement is the prerequisite for success!**

**1 000 EUR investment is projected to be worth 50 000 EUR in 4-5 years (expected valuation EUR 1bn)**



# Investment offer summary

Owner	Share %	Investment	Stake at EUR 1bn valuation
CROWDESTOR	50%	—	EUR 500m
CROWDESTOR investors	20%	EUR 2-4m	EUR 200m
Average Investor	0.02%	EUR 1000	EUR 50 000
Users	20%	—	EUR 200m
Influencers	10%	—	EUR 100m



# FOODESTOR rewards **Users**

RESTAURANTS / CUSTOMERS / COURIERS

**Users do not benefit much from the growth of the food delivery apps they use - this will be changed at FOODESTOR**

## **SHORT-TERM REWARDS**

- Free deliveries for every attracted user
- Discounts for attracted restaurants, etc.

## **LONG-TERM PROFIT SHARING**

- FOODESTOR measures user activity in points
- 20% of FOODESTOR shares are split between the most active users (~50 000)
- Each market will have a proportional user activity ladder for consumers, restaurants and couriers.
- The details of profit sharing model will be laid out in the first 12 months.



# FOODESTOR rewards **Influencers**

Influencer provide both content & distribution solutions

- 10% of FOODESTOR shares will be split among most active influencers.
- Influencer activity is measured by attracted customers.



**While globally, 42.7% of internet users use ad blockers, Influencers are not affected by ad blockers.**

*Source: Hotsuite*

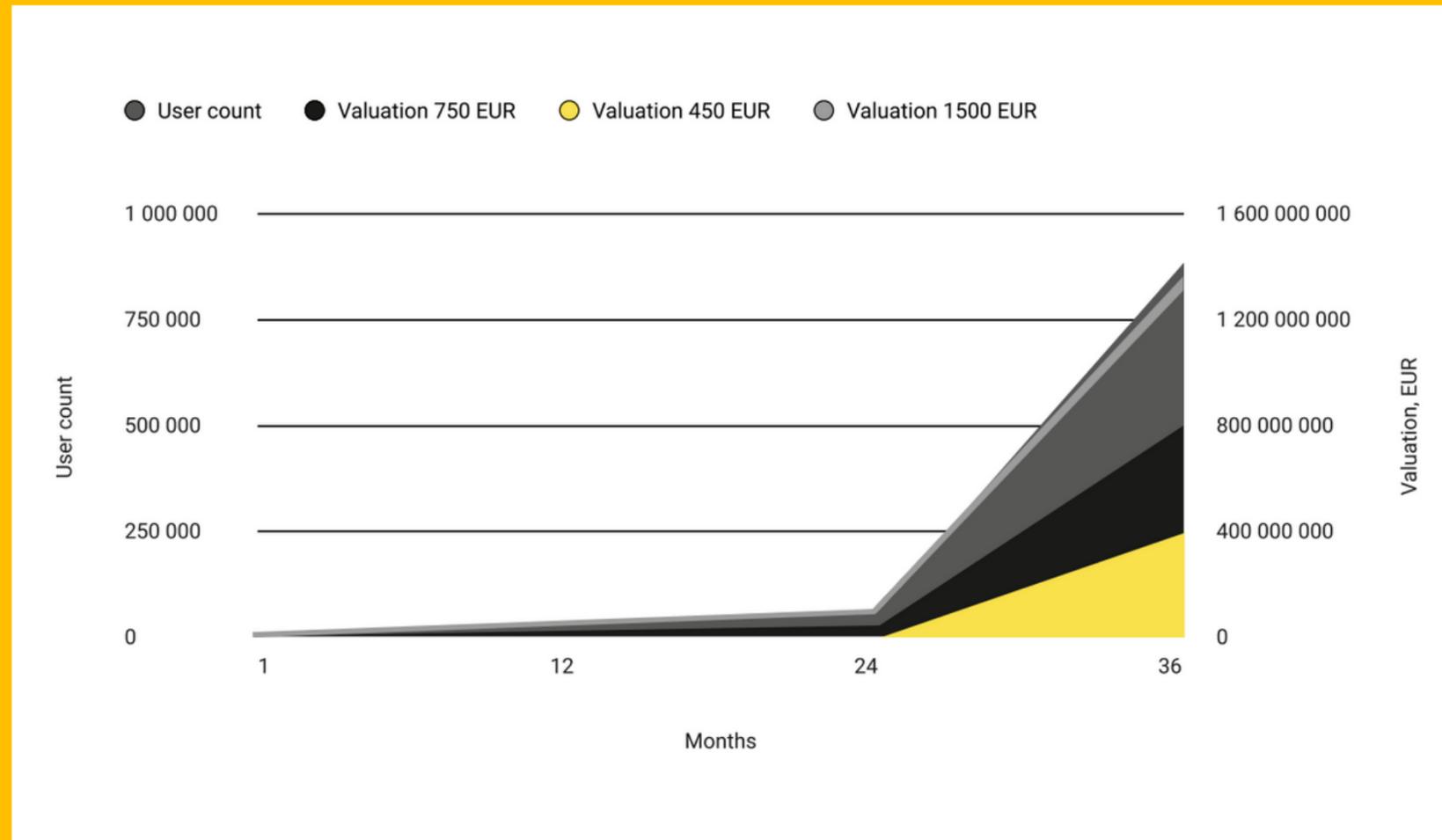
**90% of marketers say their influencer marketing ROI is equal to or better than the ROI of their other marketing initiatives.**

*Source: BigCommerce*

**71% of marketers say that customers gained from influencer marketing are higher-quality than those gained from other kinds of marketing.**

*Source: Mediakix*

# Valuation and Financial forecast overview



Year	1	2	3	4
Active Users	5 700	73 000	930 000	1 950 000
End year restaurants connected	3 333	6 667	23 377	48 558
Valuation at EUR 450 per user	2.3m	29.11m	374.0m	776.9m
Valuation at EUR 700 per user	4.0m	50.9m	654.5m	1 359.6m
Valuation at EUR 1500 per user	8.5m	109.2m	1 402.6m	2 913.5m

\*Assuming CROWDESTOR rises EUR 2M

# Key competitors' overview

Company	Restaurants connected	Revenue mUSD	Amount raised mUSD	Market cap or last valuation bUSD	Market cap per restaurant kUSD	Revenue per restaurant USD	Market cap/revenue	Employees	Revenue per employee. kUSD	User count**	Value per user, USD**
WOLT	20 0000	182	813	1.3	65	9 100	7.1	1 260	144	1 820 000	714
DELIVERCO	80 0000	10000	700 <sup>1</sup>	7	88	12 500	7.0	5 057	198	10 000 000	700
DOORDASH	340 000	2150	500 <sup>2</sup>	57	168	6 324	26.5	3 279	656	21 500 000	2 651
GRUBHUB*	300 000	638	300	7.3	24	2 127	11.4	4 400	145	6 380 000	1 050
DELIVERY HERO	500 000	1300	600 <sup>6</sup>	33	66	2 600	25.4	25 000	52	13 000 000	2 538
<b>Minimum</b>	20 0000	182	300	1	22	2 127	7.0	1 260	52	1 820 000	700
<b>Average</b>	248 000	1054	383 <sup>2</sup>	21	82	6 530	15.3	7 799	239	10 540 000	1 531
<b>Maximum</b>	500 0000	2150	600 <sup>6</sup>	57	168	12 500	26.5	25 000	656	21 500 000	2 651

\*Pre-merged

\*\*CROWDESTOR estimate

# Timeline

## PHASE 01

- Fundraising on CROWDESTOR in several Rounds
- App development
- Legal package development
- Launch in Riga (20 restaurants/100 users in the first 30-60 days after launch)

## PHASE 02

- Launch in Berlin/Copenhagen/Barcelona/ etc. according to investors voting results
- Restaurants and couriers onboarding
- User acquisition driven by FOODESTOR investors

## PHASE 03

- Launch in other cities
- Restaurants and couriers onboarding
- User acquisition driven by FOODESTOR investors and all app users
- Preparation for institutional fundraising round

**12 month**

**24 month**

# FODESTOR

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