



Business Model Analysis

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Introduction



- Founded in 2013
- Is a social venture start-up established in Vancouver, British Columbia
- Received investment from Dragons Den (Group of investors) in 2016
- Description of the business:
“On-demand delivery of all your local goods! Brought to you by your neighbourhood friends, powered by Daily Delivery.”

Character

- Mission
 - Convenience delivery service system to those who live, or work in and around the Vancouver area
 - Deliver to people either lack personal transportation, or have little time
- Values
 - Customer service oriented
 - Technology and environmental driven

More Business



Happier Customers

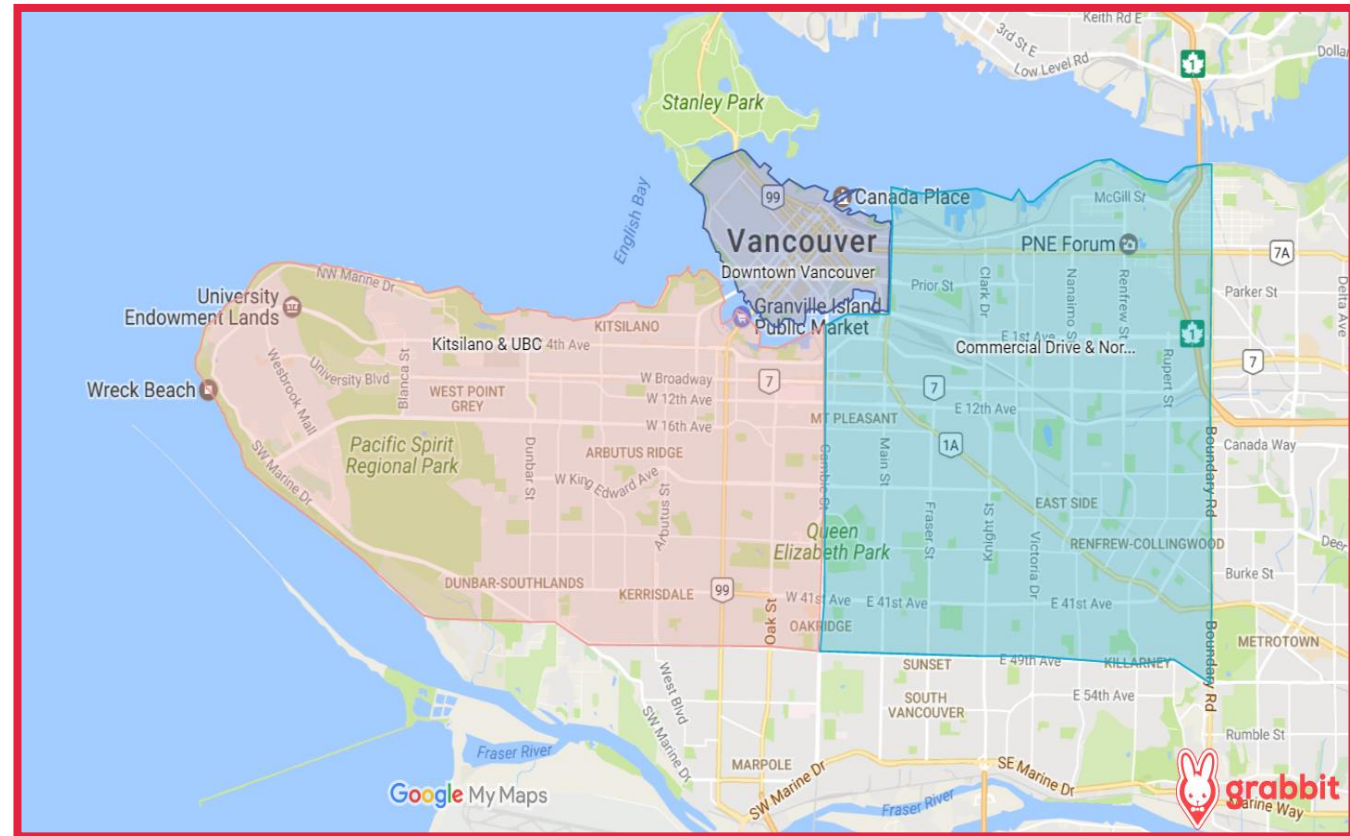


Fewer Headaches



Offer

- B2C
 - Customers can place orders for different local restaurants and convenience stores
- Intra-urban
 - The service is offered only in Vancouver, British Columbia
 - Downtown Vancouver
 - Kitsilano | UBC
 - East Vancouver
 - North Vancouver
- Orders can be placed from +30 restaurants and stores.
- Operates from 9:00 am to 11:00 pm
- Restaurants/stores can request a delivery through the Daily Delivery Merchant App
 - +150 merchants



Stakeholders

- Senders: Private individuals
- Recipients: Online customers
- Couriers: “Delivery Specialist”
 1. Non-professional couriers which requires
 - Own car or scooter
 - iPhone or Android Smartphone
 - Driver's insurance and valid license
 - Clean driving record
 2. Professional couriers
 - Provided with company's electric vehicles
 - Receive training in professional customer service



You could earn
up to
\$20
per hour

Creation

How It Works



Choose Your Store

Don't fret whether your favourite store delivers; with Grabbit all your favourite stores deliver now. The choices are endless!



Order What You Want

Need dinner for the kids, groceries for the week, wine for girls night & your dry cleaning today? Order anything from anywhere with Grabbit.



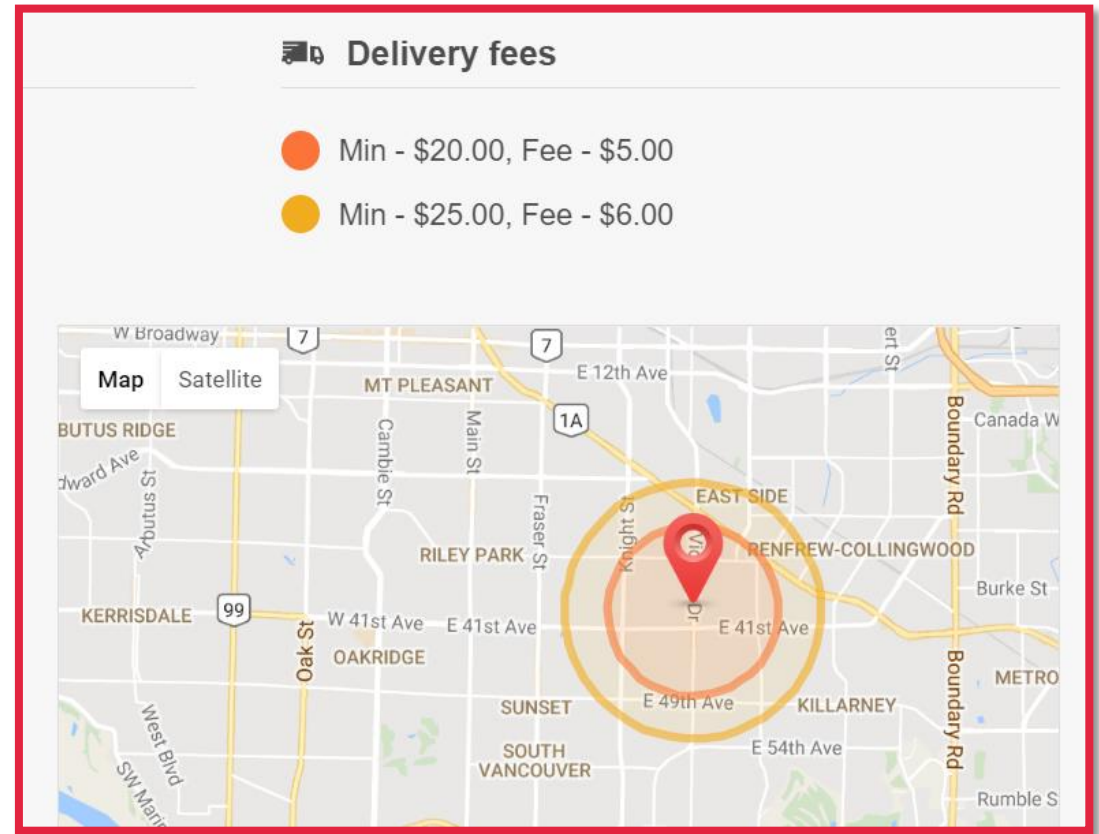
Get it Delivered

With live tracking of your delivery specialist you'll always know the status of your order.

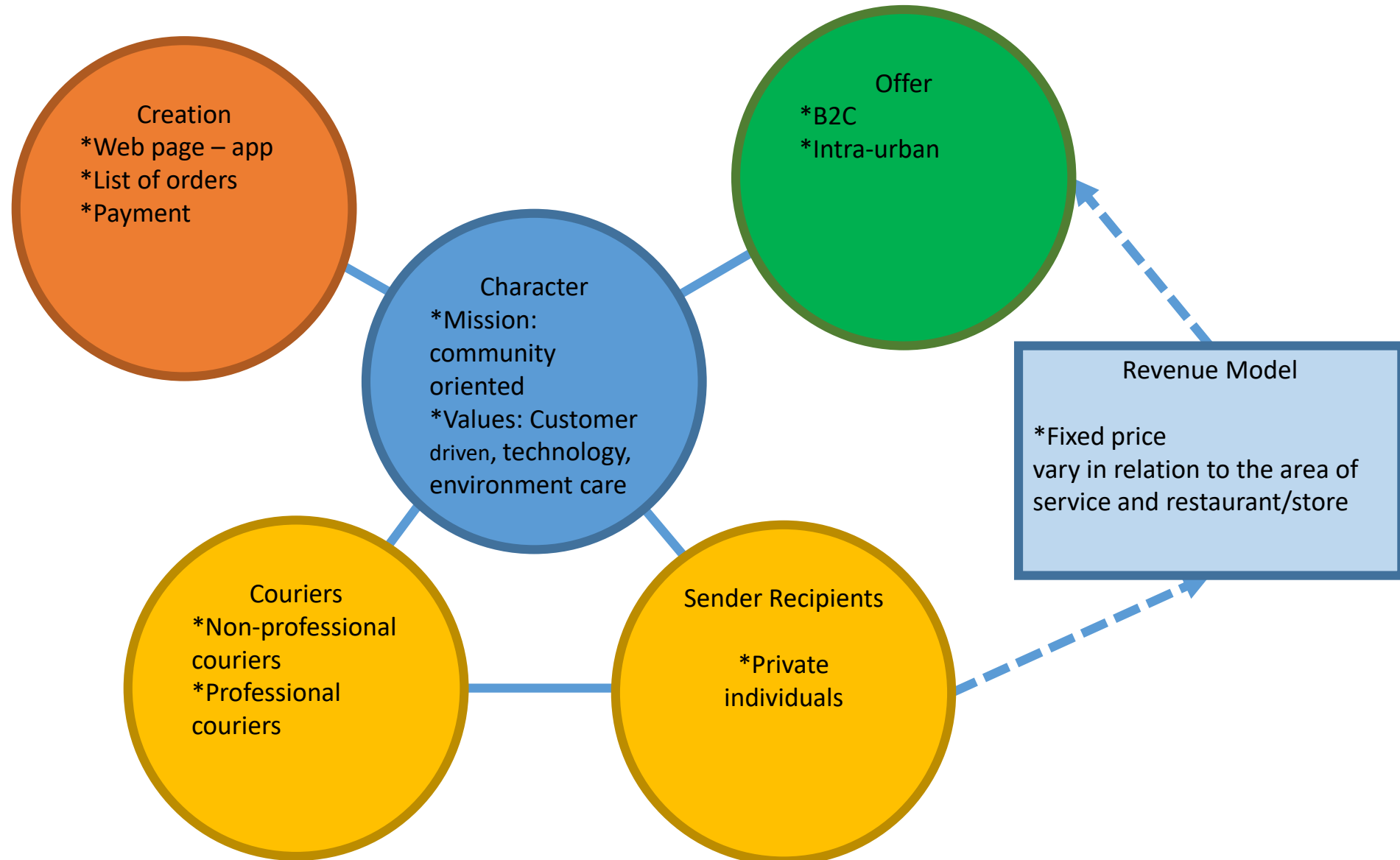
- Customers request their orders from the web page: <http://grabbit.ca/>
- “Delivery Specialist” select the available orders from the Daily Delivery Driver app
- There is no online tracking of the orders, just estimated time of delivery

Revenue Model

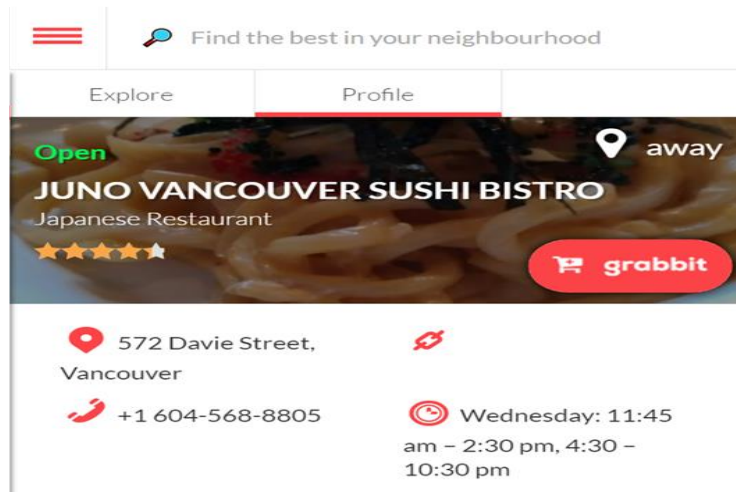
- Minimum order price and fee varies from each restaurant/store
 - Prices can vary in relation to the area of service.
- Payment can be done at the moment of delivery or upfront by credit card



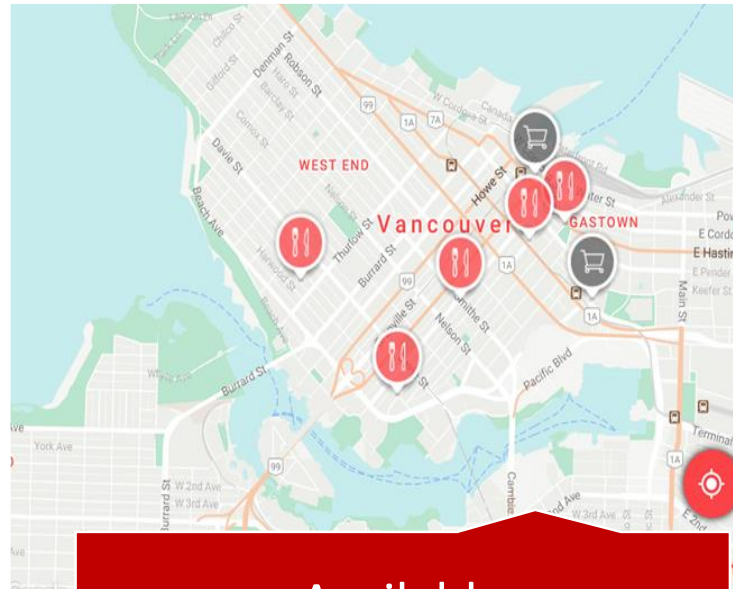
Business Model



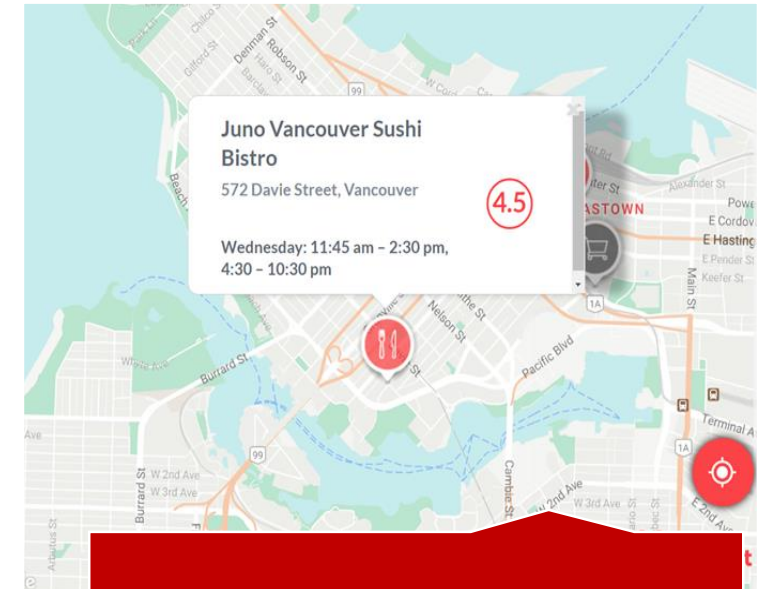
Web Page - <http://www.grabbit.ca/>



Information of the
restaurants/stores



Available
restaurants/stores by area



Review of each merchant

Web Page - <http://www.grabbit.ca/>

URBAN SUSHI

APPETIZERS

Rice	1.50	<p>Thai Garlic Edamame 5.95 Soy Beans with home-made garlic sauce</p>
Multi-Grain Rice	2.00	
Miso Soup	1.85	
Taro Chips (V)	3.00	
Egg Dro		

Menu of the restaurants

URBAN SUSHI

Opening Hours

Monday-Friday	10:00 AM - 08:30 PM	Monday-Friday	11:00 AM - 07:30 PM
Saturday	11:30 AM - 07:00 PM		
Sunday	12:00 PM - 05:00 PM		

Delivery **Delivery fees**

Same as opening hours Min - \$25.00, Fee - \$4.50

Languages

English

Payment Method

→ Cash
→ Card (picku

Information of the merchants

Zaatar spread, roasted kale, tomatoes, cucumbers, olives, onions, fresh mint, pomegranate molasses, and hummus on organic rye and organic buckwheat dough

Meal It

house-made hummus (side) + Saj&co Salad (side) +4.50

Customized orders