



FAVOR

TIFFANIE MARTIN
ALEXANDRA SANDOVAL
JAGTEN SINGH

CREATING THE NEXT®

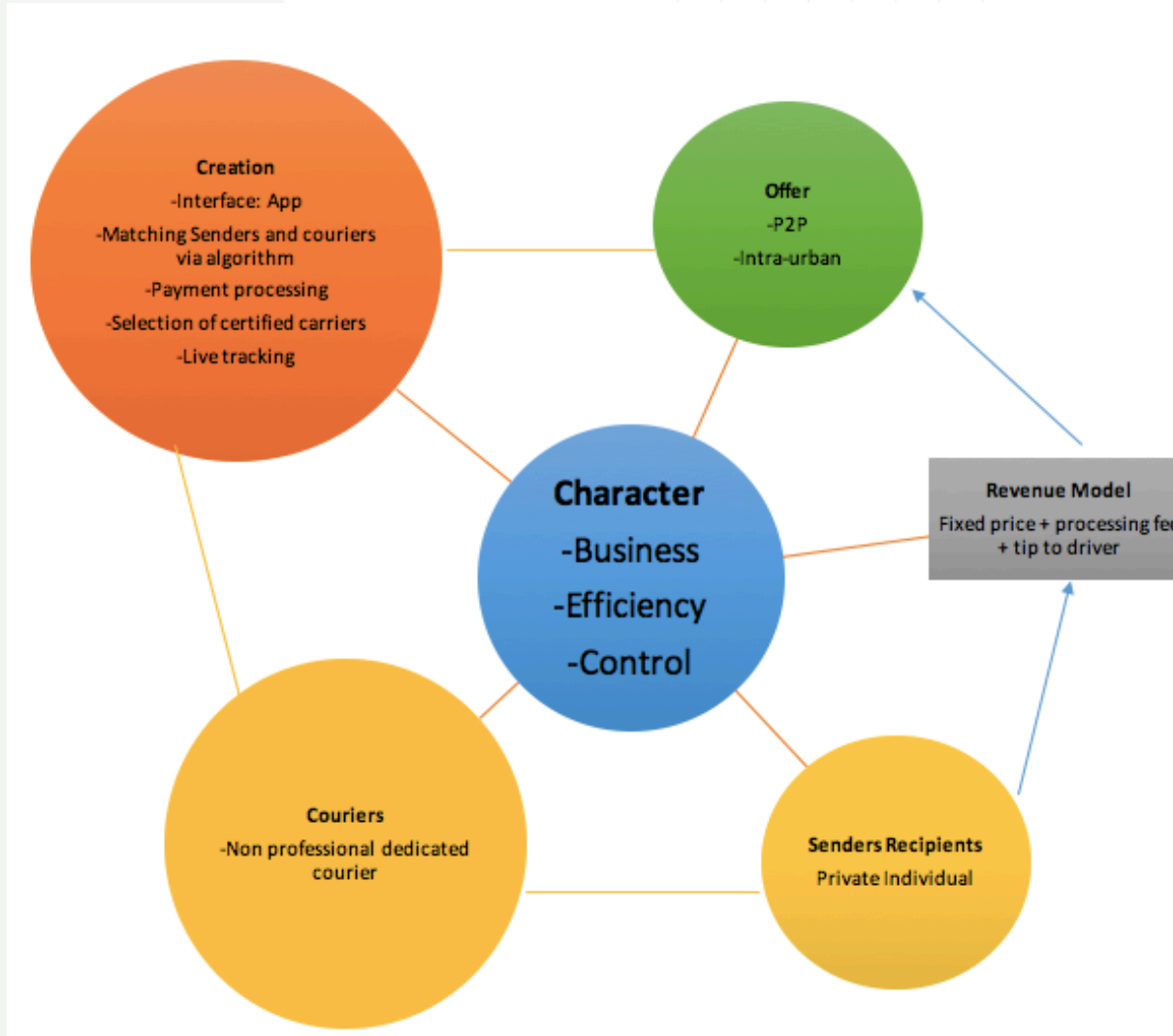


BACKGROUND & VALUE PROPOSITION



- Founded in 2012 by Ben Doherty, Chris Labasky, and Zac Maurais in Austin, Texas
- Headquarters in Austin, Texas
- Currently only available in Texas
- “Favor is the easiest way to get anything you want in your city delivered to your door in under an hour.”
- Average delivery time is 35 minutes
- Completely cashless, all payments are made through the mobile app

TETRAHEDRAL BUSINESS MODEL FRAMEWORK

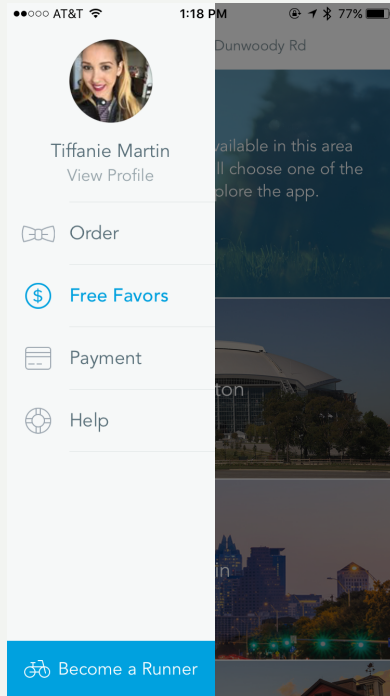


NORMATIVE TAXONOMY BUSINESS MODEL FRAMEWORK

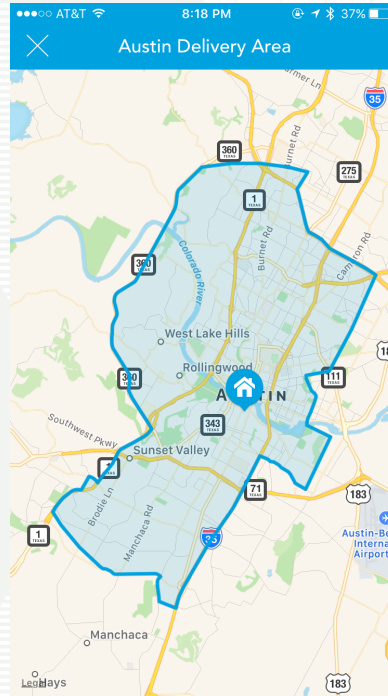


	Favor
Customers	Senders and recipients. Couriers: Cannot simply sign up, they must be hired by Favor.
Value proposition	For senders and recipients: save time, and have someone deliver food to your door in under an hour. For couriers: self-determine schedules. Favor can be both complimentary and primary income.
Competitive strategy	Fast and easy delivery service and cashless payments.
Position in the value network	Direct contact with customer, bridge between sender and courier.
Internal organization and capabilities:	Algorithm to match sender with courier based on courier current location.
Logic of revenue generation	Margin from cost of delivery. Cost to the customer includes a fixed cost based on the city + a 5-9% processing fee for cost of items + minimum of \$2 tip to Favor driver

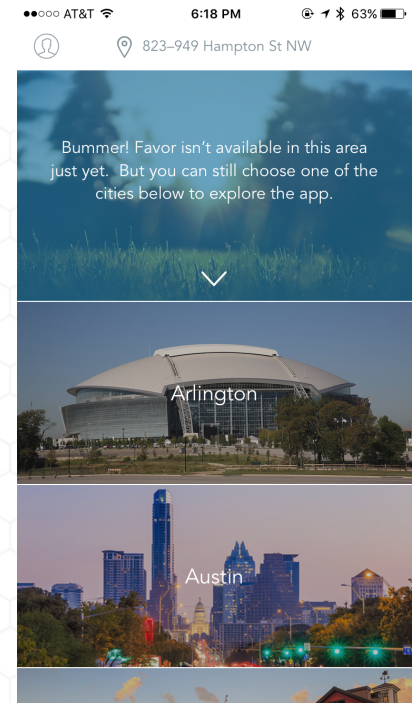
MOBILE APP



Download app, create profile & enter credit card information

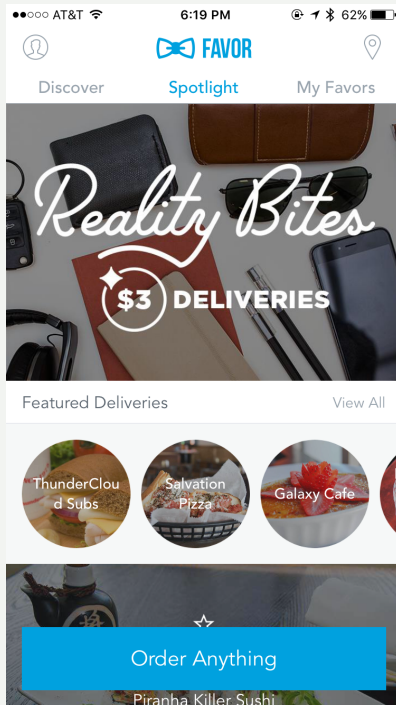


App uses current location to suggest restaurants

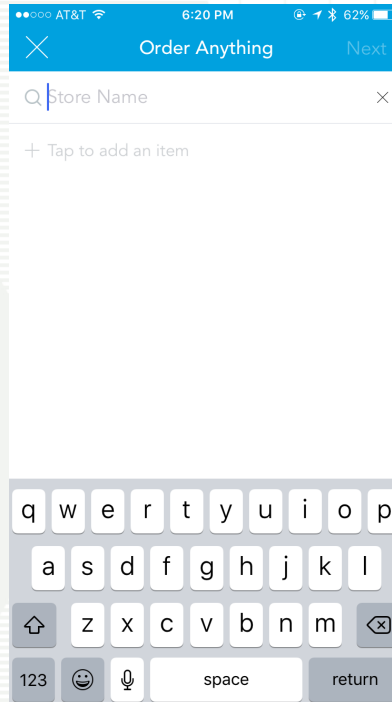


If user is not in a location where favor is available, app informs user

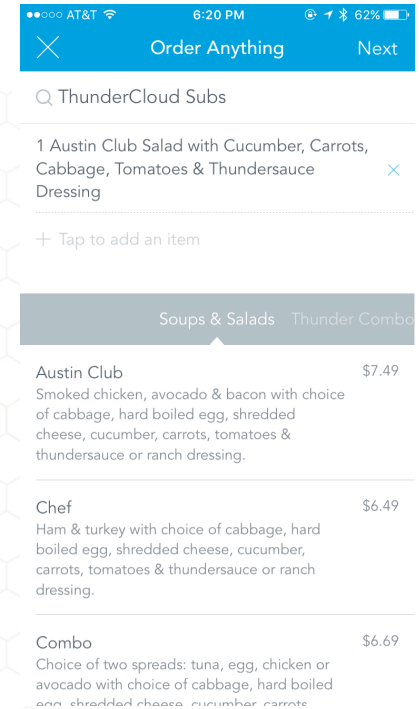
MOBILE APP CONT.



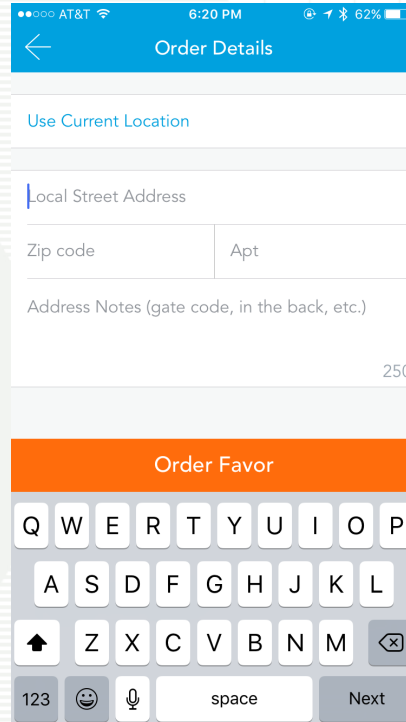
Select restaurant from the spotlight page



OR input restaurant of choice



Select food



Select where to deliver food
Use current location OR choose
location within delivery area
Tap “Order Favor”

MARKET TRACTION



- Favor is among the most popular restaurant food delivery services in major cities in Texas
- In 2015 Favor expanded into 6 major cities outside of Texas (Boston, Denver, Nashville, Charlotte, Tempe, and Scottsdale), but in 2016 & 2017 withdrew from all cities outside of Texas to focus on achieving profitability in Texas first
- Alexa Website Traffic Global Ranking: **161,586**
- Total funding over 4 round: **\$16.86 million**

Explore Our Cities

UNITED STATES

TEXAS

Addison	Arlington	Austin	College Station
Dallas	Fort Worth	Frisco	Houston
Katy	McKinney	Plano	San Antonio
San Marcos	Sugar Land	The Woodlands	

Currently, Favor is available in 15 cities in Texas

MARKET TRACTION CONT.



- Favor has had features in The Wall Street Journal, Business Insider, The Guardian, CNBC, Forbes, and Washingtonian

Disrupting And Winning The White-Hot Delivery Market

Favor Seeded to Become Go-To Delivery Service in College Towns

NEWS

Delivery App Favor Launches in DC

By Benjamin Freed on October 1, 2015

Start-up in 'sharing economy' says it helps boost local tax revenue

Jane Wells | @janewells
Tuesday, 9 Sep 2014 | 1:00 PM ET



Testing Favor: app aims to bring users whatever they need - but does it deliver?

Do you need your dry cleaning dropped off or some cat litter picked up?
Capitalism insists you shouldn't bother - pay a startup to do it for you