



Groceries delivered in 1 hour

Enter your zip code to see your local stores

Find Stores

Already have an account? [Log in](#)



FREE delivery on your first order*

Business Model

Creation

- Customer chooses groceries from some affiliated store.
- Selects a delivery date and time.
- Pays online and receives groceries

Character

- Community oriented
- Professionally buy and deliver groceries in the same day
- Couriers will have fun, make money and be independent

Offer

- Business to Person.
- Interurban groceries delivery service in less than 24 hrs.

Stakeholder

- Opportunist and non-professional couriers
- Sender: Grocery Stores
- Receiver: private individuals

Revenue model

- Fixed Prices (and additional fees)
- Resale Margin
- Membership model

Offer – What is Instacart?

- ▶ Instacart is an Interurban Business to Person service
- ▶ Customer chooses online groceries from one or multiple stores
- ▶ Professional shoppers buy and delivery groceries chosen by the customer in the same day or at a specific date and time.



Order fresh groceries online

Shop at your favorite stores from any device.



Schedule the delivery

Get your groceries in as little as an hour, or when you want them.

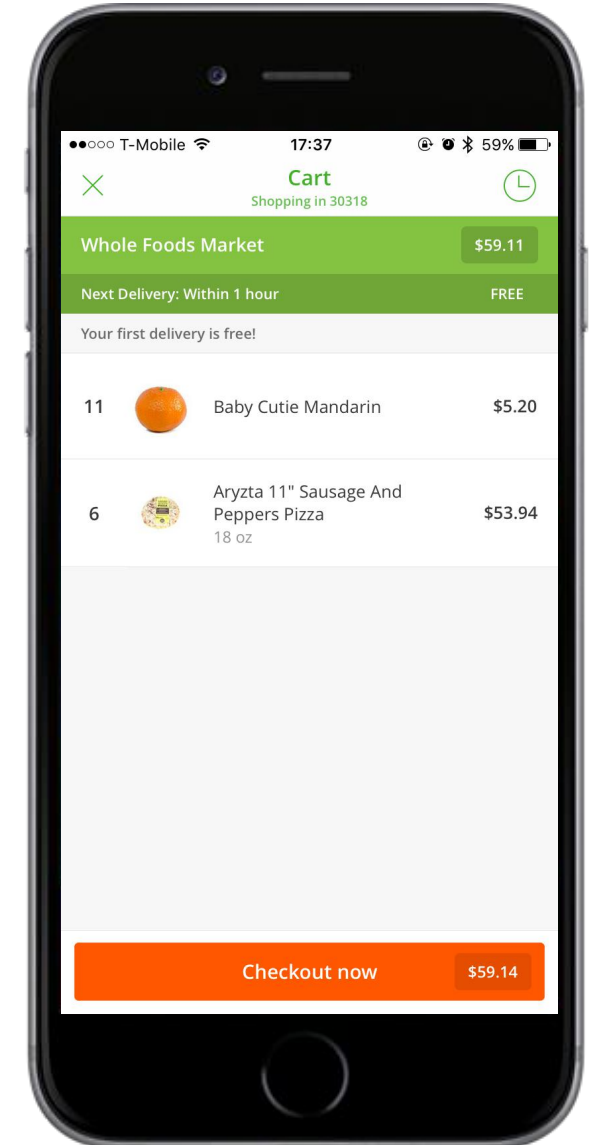


Get it delivered to your doorstep

Fresh handpicked groceries from local stores to your front door!

Creation – How does the business operate?

- ▶ Customer defines the grocery store and the desired products.
- ▶ At check-out the total amount is charged to the credit card, including taxes, fees and a 10% service amount.
- ▶ A shopper will buy the groceries and might contact the customer if a product is stocked out.
- ▶ Then, the goods are delivered to the specified address at a specific time.


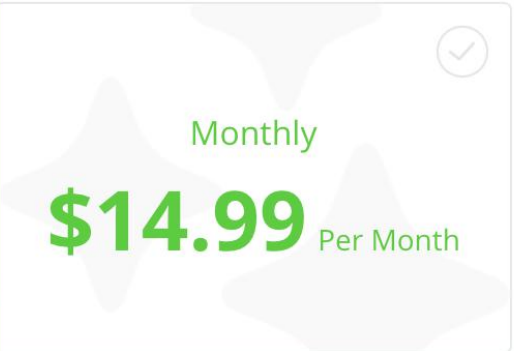


Revenue Streams

- ▶ **Fixed price:** products prices might be increased for some stores and the delivery fee depends on the store and time. Also, there are several additional fees.
- ▶ **Resale margin:** Instacart negotiated with some retailers to get a commission of the retail prices. The product's prices in the app are the same that in the store.
- ▶ **Membership model:** customers pay a monthly amount to have unlimited free deliveries, buy at multiple stores and don't pay the busy fee.

Publix®	
Within 2 hours Today, February 1	\$5.99
7pm - 8pm Today, February 1	\$5.99
8pm - 9pm Today, February 1	\$5.99

 Publix Deli · Groceries · Produce	 Whole Foods Market ✓ Everyday store prices
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 Annual Most Popular \$149 Per Year	 Monthly \$14.99 Per Month
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Stakeholders

- ▶ **Opportunist couriers (Commuters):**
 - Drivers&Shoppers
 - Just Drivers
- ▶ **Non-professional couriers:**
 - Shoppers
 - Cashiers (Just-Check-out)
- ▶ **Sender:** Grocery stores.
- ▶ **Receiver:** Private individual

Shopper

PART-TIME EMPLOYEE

Shop for grocery orders in local stores.

- Shopping only
- No vehicle required
- Flexible schedule
- Work up to 29 hrs/wk

Cashier

PART-TIME EMPLOYEE

Work the cash register to check out orders

- Check-out only
- No vehicle required
- Flexible schedule
- Work up to 29 hrs/wk

Driver

INDEPENDENT CONTRACTOR

Deliver groceries from local stores to customers.

- Delivery only
- Vehicle required
- Flexible schedule
- Work unlimited hours

Driver + Shopper

INDEPENDENT CONTRACTOR

Shop for groceries and deliver them to customers

- Delivery and shopping
- Vehicle required
- Flexible schedule
- Work unlimited hours

Character

▶ Value Proposition for Customers:

Professionally buy and deliver groceries in the same day, and even in just an hour.

Professionally because shoppers are trained to buy as fresh as possible groceries and to replace smartly items that are stocked out.



Value Proposition for Shoppers:



Be Independent

Schedule work around your own life.



Have Fun

Spend time shopping, exploring new things and being active.



Earn extra income

Get paid weekly. Work Sundays to maximize your hours and pay.

App Analysis and Communications System

- ▶ **App:** Intuitive App that gives almost the same possibilities as the website. The app allows to pay using Android Pay or Apple Pay.
- ▶ **Communication system:** All communications between Instacart, customers and shoppers are done via the webpage portal or the mobile app. Couriers are trained to become professional buyers.



Steps to order groceries:

The image displays four sequential screenshots of the Whole Foods Market mobile app interface, illustrating the steps to order groceries.

Screenshot 1: Home Page
The app shows the Whole Foods Market logo and the location "Shopping in 30318". A search bar is present with the text "Search Whole Foods Market...". Below the search bar, there are "New Arrivals" with a "View more >" link. Three products are featured: "Baby Cutie Mandarin" for \$0.47 each (At \$2.49/lb), "Aryzta 11" Sausage And Peppers Pizza" for \$8.99 (18 oz), and "E3 Live Org Frozen Alg" for \$34.99 (16 oz). At the bottom, there are icons for "Shop", "Search", "Browse", "Coupons", and "Lists". A "Shop Today's Coupons" banner is also visible.

Screenshot 2: Product Detail Page
The app shows the product detail page for "Aryzta 11" Sausage And Peppers Pizza" (18 oz) priced at \$8.99. A "Related" section below the product shows a "Smart Flour" product. At the bottom, there is a quantity selector set to "5" and a green "Add to Cart" button.

Screenshot 3: Cart Page
The app shows the "Cart" page with the title "Cart" and "Shopping in 30318". The cart contains one item: "Aryzta 11" Sausage And Peppers Pizza" (18 oz) for \$44.95. The total cart value is \$44.95. Below the item, it says "Next Delivery: Within 2 hours" and "FREE". A note states "Your first delivery is free!". At the bottom, there is an orange "Checkout now" button with the total price "\$44.95".

Screenshot 4: Checkout Page
The app shows the "Checkout" page. It prompts the user to provide a "Delivery Address" and "Deliver to" (with an "Add address >" link). The "Payment" section shows "Pay with" and "Apple Pay >". There is a "Phone" section with a link "So we can SMS order status >". The "Delivery Times" section prompts the user to "Please create an address to view delivery options". The "Service (10%)" is listed as \$4.50. The "Subtotal" is \$44.95. At the bottom, there is a grey "Next" button.

Market Traction & Business Performance

- ▶ By January 2015: its revenue was \$100m and its valuation was \$2 billion.
- ▶ By August 2015: raised up to \$275 million
- ▶ Present: 61st most valuable private company in the world.
 - According to Forbes Instacart escalated because of its disruptive technology and the bull market that backs it up.

