#### ShopWings Offer -local (Sydney/Melbourne) Creation -B2C -enter delivery zipcode and Character chose items from local -mission: help shops/supermarkets stressed out shoppers (including IKEA furniture and pet supplies) (moms) meet grocery -personal shoppers receive needs list via smartphone app and -values: support local **Revenue Model** delivery to door within 2 supermarkets hours/desired 1 hour window -minimum basket fees to place order -first delivery free if above \$99 -second delivery+: fee depends on basket Couriers value and store Senders -trained and Recipients screened -peers professional personal shoppers

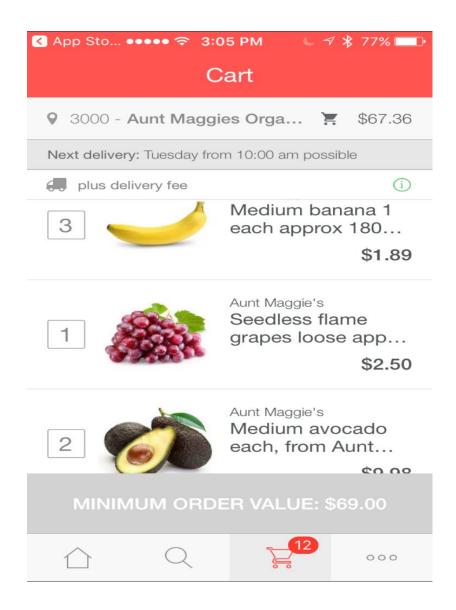
## Fees

- Minimum Basket Value:
  - Small Partners: \$49
  - ALDI, Coles, or Harris Farm: \$29
  - Large Partners: \$69
  - Combo of AlDI's and Cole's: \$99
- Delivery Fees:
  - First time delivery free if \$99+
    - No free delivery from IKEA
  - Depends on basket size and store
    - \$250+ free
    - ~\$4.90 order over \$150
    - ~\$9.90 order less than \$150
  - Higher the basket, lower shopper fee
  - Tips not required by appreciated
    - Personal shoppers pocket 100% of tip
- Most prices for goods match in store prices



## **User Communication**

 ShopWings Same Day Delivery Grocery Service App (senders and shoppers)



# Personal Shoppers

- Job requirements: smartphone and car
- \*\*\*\* must pass screening



1. Get Orders



2. Go Shopping



3. Drive to Deliver

## Market Traction

Established 2014

- Significant web presence/following
- Recommended highly by Business Insider, TechCrunch, Yahoo,
  Financial Review, Mashable, The Sydney Morning Herald

- Partner to retailers rather than competitive online grocer
  - Possibly only in short term until supermarkets add in similar feature

## Financing and Acquisitions

Acquired a few smaller startups with similar services in the past year

 Attracted a series of seed investors with deep pockets and belief in business model from launch