

Food Delivery Platform for Indonesia's Untapped MSMEs Market



13K+
MSMEs

400+
Couriers

\$6.3M
Year 1 (GMV)

The Only Food Delivery Platform Allowing MSMEs to:



Be Exposed to
Customers Within 500m



Make Short-Distance
Deliveries



Deliver Directly
to Building Tenants

MSMEs & Short-Distance Delivery are a Completely Untapped Market

- No food delivery service delivers for MSMEs
- No food delivery service delivers within a short 0m-500m range

Most Indonesians Prefer MSMEs

- **50% to 75% Cheaper**
MSMEs charge only \$0.50 to \$1.75 per meal, while restaurants charge up to \$11.00.
- **Low Salaries**
The average monthly salary in Jakarta is only \$0.3K - \$1.1K, making restaurants difficult to afford.

MSMEs Make Up the Majority of Indonesia's GDP & Employment

- **61.4%** of Indonesia's GDP (2017)
- **95%** of employment in Indonesia

Run by Experts in Telecom, Digital Retail, & App Development

CEO & Founder

- 22 years of telecom & retail distribution management experience
- Former MD of *Walletku* – built into \$100M+ GTV business in 14 months
- Former Regional VP of *XL Axiata*, & *Indosat-Ooredoo*, two of the largest mobile network operators in Indonesia

CTO

- 15 years of software project management expertise
- Extensive experience in building and launching mobile apps in Indonesia, such as: *Gojek*, *Traveloka*, *Sophie Paris*, *Nutrifood*, & *Kreditplus*
- Former CTO of *Walletku*, and many other projects which are engaged in local government projects

Projections

| | 2019 | 2020p |
|---------------|--------|----------|
| GMV | \$6.3M | \$111.0M |
| Buildings | 150 | 2,350 |
| Micro Vendors | 13,200 | 470,000 |