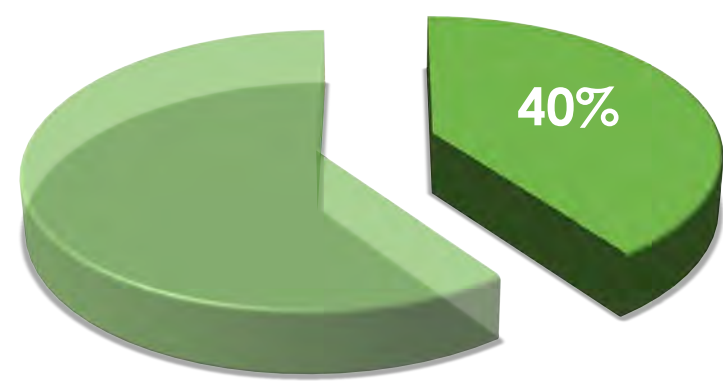




**NO WASTE DELIVERY**  
http://nowdelivery.weebly.com/

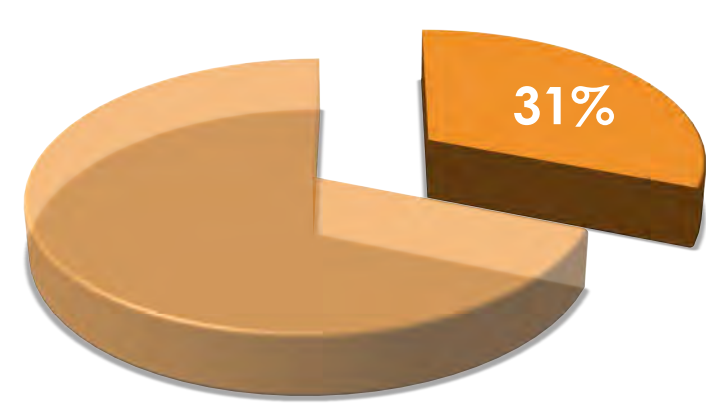
**NOW Delivery** changes the food consumption and purchasing norms of the **urban office worker**. By reducing **packaging waste**, **food waste**, and **delivery service fuel emissions**, NOW takes formerly linear systems, and closes the loops to create a more sustainable food delivery service that is less harmful to our environment and to us.



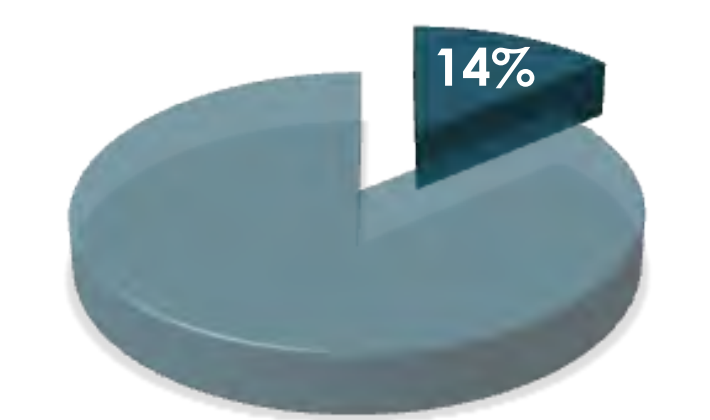
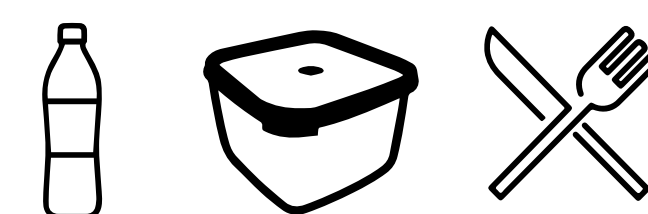
About **40%** of prepared food in the US becomes **FOOD WASTE**



**FOOD WASTE** represents the **single largest** component of municipal solid waste reaching landfills and incinerators.



**31%** of the **MSW** [Municipal Solid Waste] is generated from packaging-related materials



ONLY **14%** of **PLASTIC PACKAGING** is Recycled

We dispose of **plastic bottles, cups, utensils**, and other types of **FOOD PACKAGING** daily, very rarely recycling them into a **closed loop system**.

### WHAT EXACTLY HAPPENS TO THE FOOD PACKAGING WE DO NOT RECYCLE?

Roughly **50%** is buried in landfills, some is remade into durable goods, and much of it remains **"UNACCOUNTED FOR"**.

**LOCATION:** New York City, USA  
**USERS:**



**Roberto Silva, 31**

Roberto is a single, 34-year-old Information Technology (IT) Programmer. He has been a proud vegetarian for seventeen years, occasionally dabbling in veganism. Roberto is a regular recycler and tries to eat organic whenever he can. His annual income is \$78,000.



**Johanna Albertson, 25**

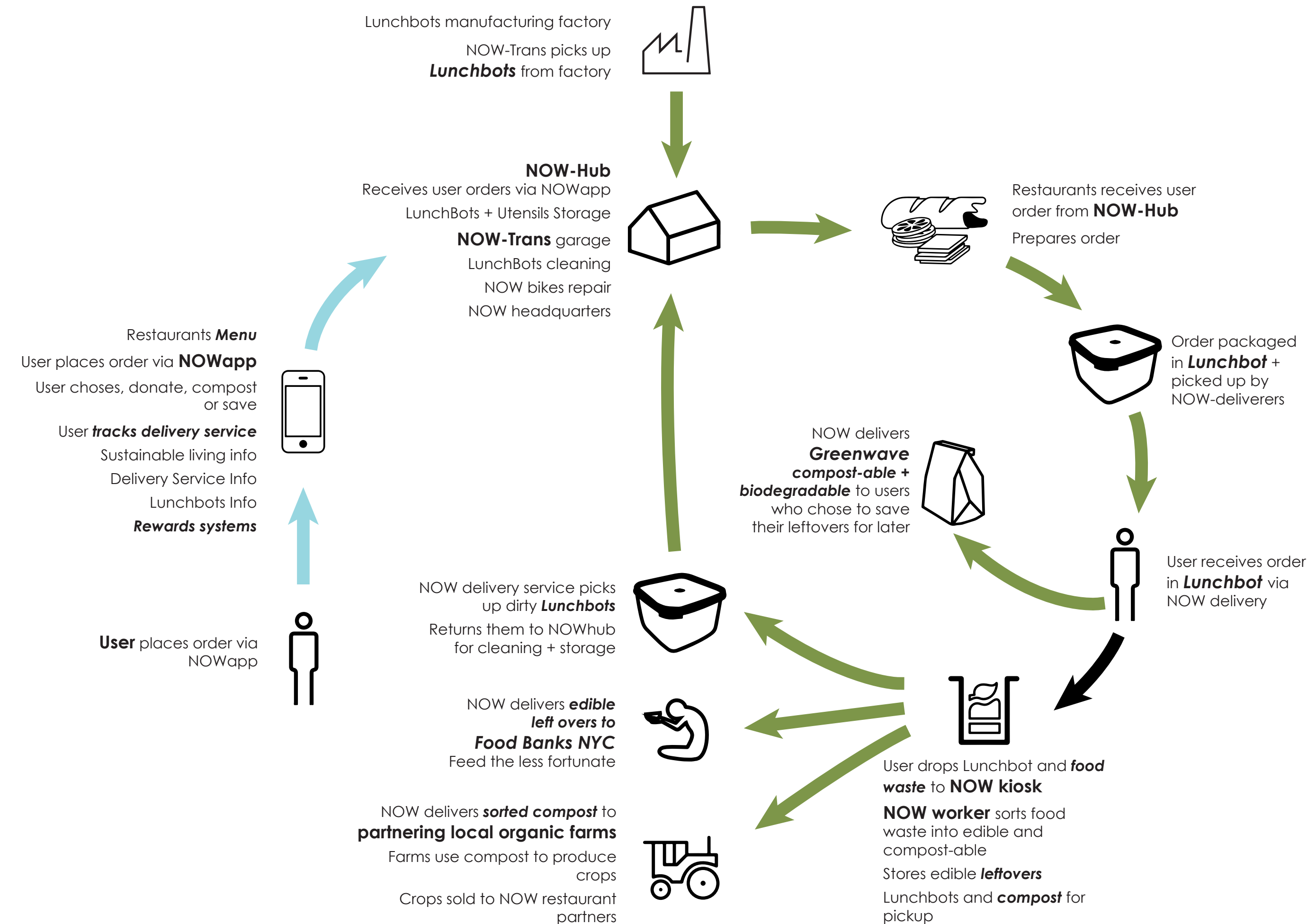
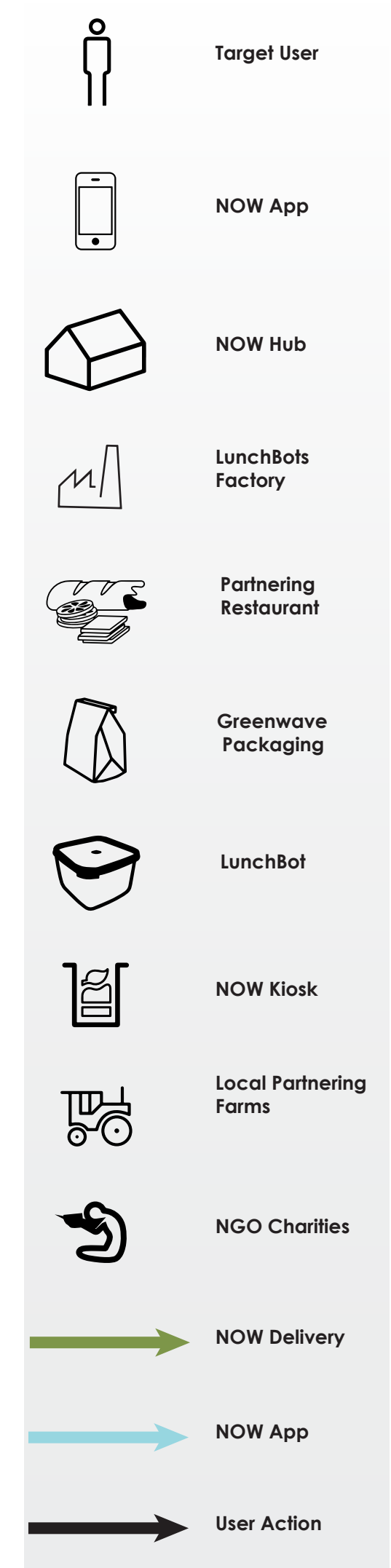
Johanna is a full time 25-year-old fashion blogger. She is happily engaged to her boyfriend of six years. Jo's favorite fashion designers are Stella McCartney and Vivienne Westwood because she admires their strong pro-animal rights take on high fashion. Her annual income \$160,000.



**Margaret Ann Free, 37**

Margaret, a native to the big city, is a single, divorced 42-year-old parent of two energetic kids. She is a banker during the day, and by night she is a full-time mom, with little time to herself. Margaret's annual income is \$94,000.

### SYSTEMS MAP



### STRATEGIC CANVAS

NOW Delivery conducted extensive research about global food delivery service market players, and ultimately focused on the following delivery services as case studies.

#### DOMESTIC:

**B LINE** [Portland, Oregon, USA]

- Sustainable food delivery service specializing in delivering produce to restaurants via tricycles.
- Environmentally friendly alternative to trucks
- Human power instead of fossil fuels to move goods around.

#### Dashed

- Food delivery service
- Caters to over 500 restaurants in five cities.
- Restaurants send their to-go orders to a dispatch routing system where a pick-up is arranged.
- Focus is speed.
- Use of bicycles or scooters + 75% cars as transportation.

#### INTERNATIONAL:

**GrubHub Seamless** [USA and London, UK]

- Two big urban take-out food companies.
- Seamless-12,000 restaurants in 40 cities
- GrubHub caters over 20,000 restaurants in 500 cities
- Receive online orders. Food deliveries are handled by the restaurants themselves.

#### Dabawalla

- 125 year old food delivery system
- Deliver 4,500 and 5,000 Dabbawallas 175,000 and 200,000 tiffin lunch boxes every day.
- Picks up the lunchboxes from either a worker's home or a dabba maker.
- The empty dabbas are collected after lunch, or the next day, and returned to their origin.
- The dabawalla system is nearly always on time.

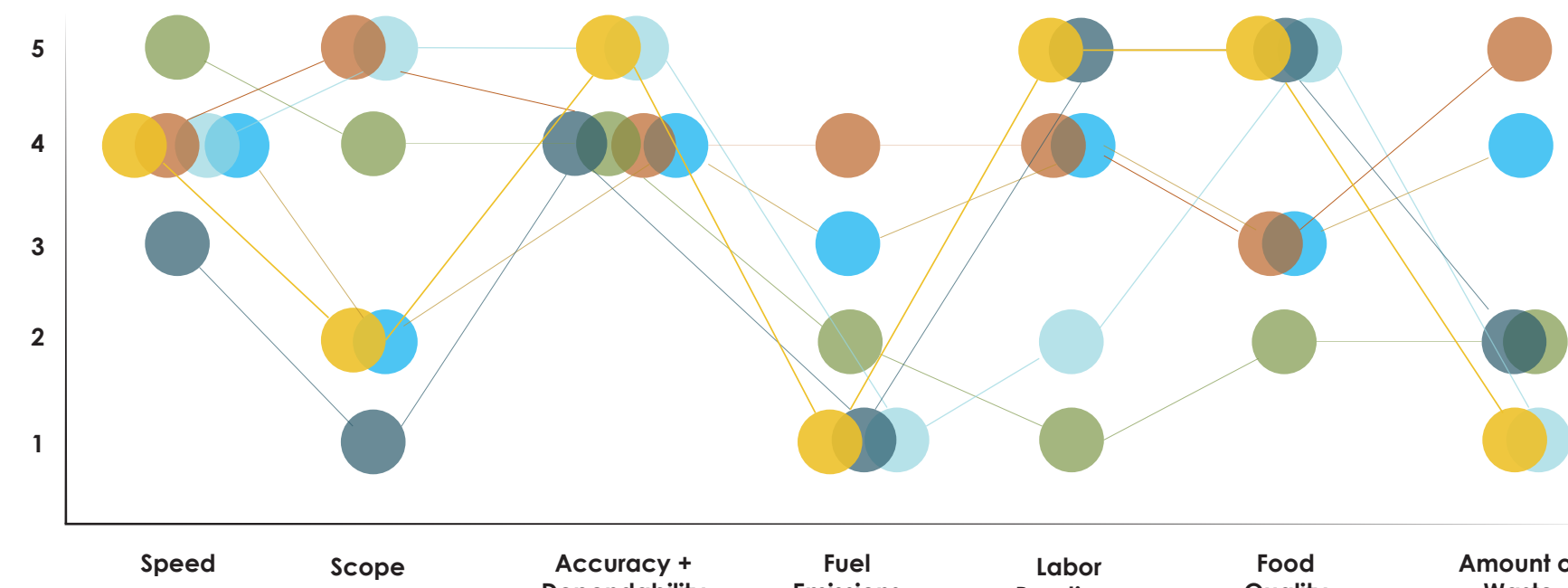
#### South Korean Food Delivery

- Food delivery is available 24/7 from fast food places, but late-night delivery is even common from local restaurants.
- Ordering for delivery in South Korea does not cost extra
- Once the customers are finished with their food, they simply put their dishes outside their doors, and the delivery man will pick them up to return them to the restaurant.

These case studies were then evaluated based on the following seven categories: Speed, Scope, Accuracy/Dependability, Fuel Emissions, Labor practices, Food Quality, and Amount of Waste produced.



**NO WASTE Delivery Service**



### BUSINESS CANVAS

#### Value Propositions

Users receive their food in quality sustainable packaging paired with utensils and drink containers.  
Restaurants no longer have to purchase disposable containers to package their food in.  
NOWapp -Allows customer to order and pay for their choice of food paperlessly  
-Features:  
-a delivery tracking system  
-rewards system  
-option to compost or donate food waste

#### Key Partners

Lunchbots Manufacturer  
Restaurants  
Local Farms  
Local NGOs  
Consumer Advocates

#### Key Activities

Delivering food from restaurants to users in LunchBots  
Retrieving used LunchBots, food leftovers and compost from on site NOW kiosks  
Return used LunchBots to NOWHub for cleaning  
Deliver compost to partnering farms  
Deliver leftover food to NGOs

#### Customer Relations

Having end users become champions of this service.  
Persuading their favorite restaurants to sign up for the service.

#### Channels

We reach our end customers through an app. We deliver food through tricycles. We reach restaurants through customer champions and a reliable experience.

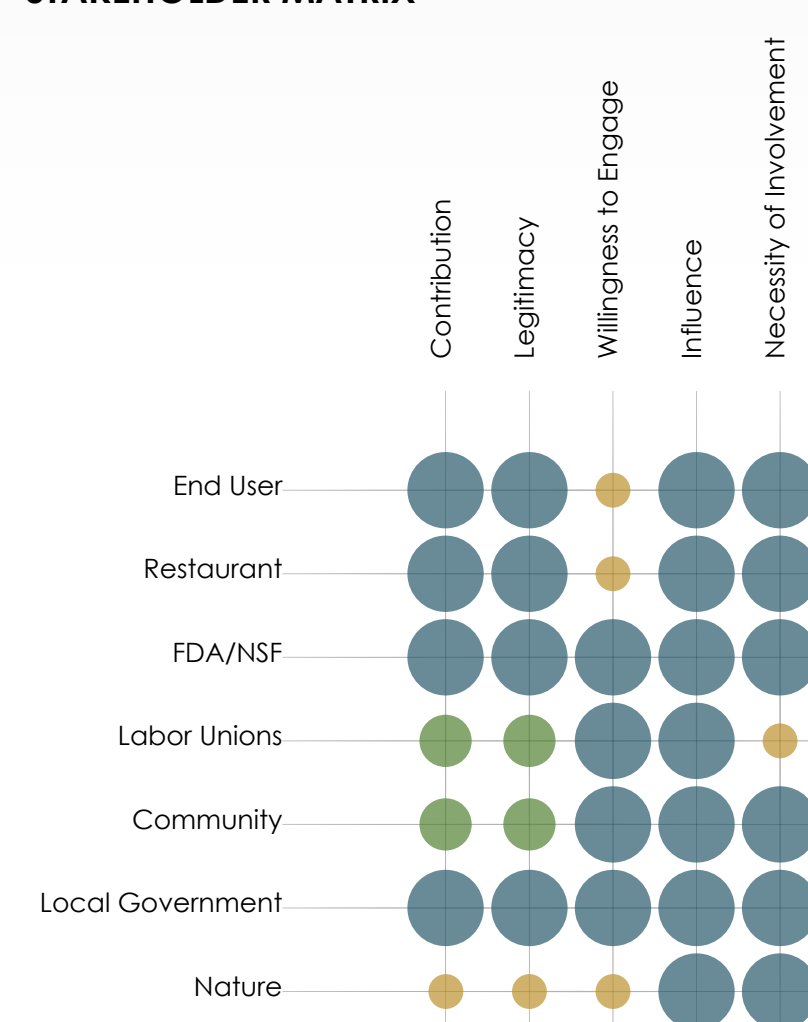
#### Customer Segments

Most important customer is the restaurant who pays for subscription  
Excellent customer service is necessary because they become advocates for NOW.

#### Cost Structure

Cost of containers and maintenance, cost of bicycles, cost of locale, cost of clean energy to power locale.

### STAKEHOLDER MATRIX



### PARTNERING COMPANIES



NOW Delivery's perfect business partner is Lunchbots. Lunchbots is a family-owned American business whose mission is "to provide the highest quality, best-looking, healthiest food containers on the planet". Lunchbots makes fourteen distinctive types of food-grade stainless steel containers including compartmentalized bento-style boxes for solids, leak-proof containers for liquids, and insulated, leak-proof containers for hot or cold meals. Lunchbots also makes insulated lunchboxes designed around their reusable containers. These bags are made from eco-felt: felt fabric made out of recycled plastics. Their insulation is done with a PVC-free material.



In the case of a NOW Delivery user wanting to keep their meal leftovers, NOW Delivery is partnering with the Brooklyn-based tableware company Greenware. Greenware is an innovative leader in ecologically friendly food supplies which makes certified compostable and biodegradable tableware. NOW has chosen the Ovation line of packaging because it is an elegant line of 100% compostable and biodegradable containers made from sugar cane and wheat.



**Food Bank** distributes large-scale food donations to more than 1,000 food assistance programs and will serve as the primary partner for food donations from the NOW Delivery System.

**NOFA-NY** is a statewide organization leading a growing movement of farmers, consumers, gardeners, and businesses committed to promoting sustainable, local, organic food and farming. NOW Delivery System will partner with NOFA-NY to determine the local organic farms that will receive compost donations.

### USERS JOURNEY MAP

