



FoxyFoodDelivery

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2017-11-30



**UNIVERSITÉ
DE GENÈVE**

**CENTRE UNIVERSITAIRE
D'INFORMATIQUE**



Another food delivery service

- Attractive market: 90 Billion (World), 900 Million (CH)
- Fast increasing market
- Fast increasing problems
 - “The end of the uberisation?”
 - “Les forçats du bitume” (The slaves of the roads)
- Difficult to be profitable. A delivery costs 11 EUR

How to become profitable

- Raise prices for clients
 - They expect lower prices
- Tougher towards restaurants (margin, exclusivity contracts, delay of payment, etc.)
 - The limit has already been reached
- Tougher towards deliverymen
 - They protest and finally they leave
- Recruit new deliverymen
 - We are here... But no longterm solution!

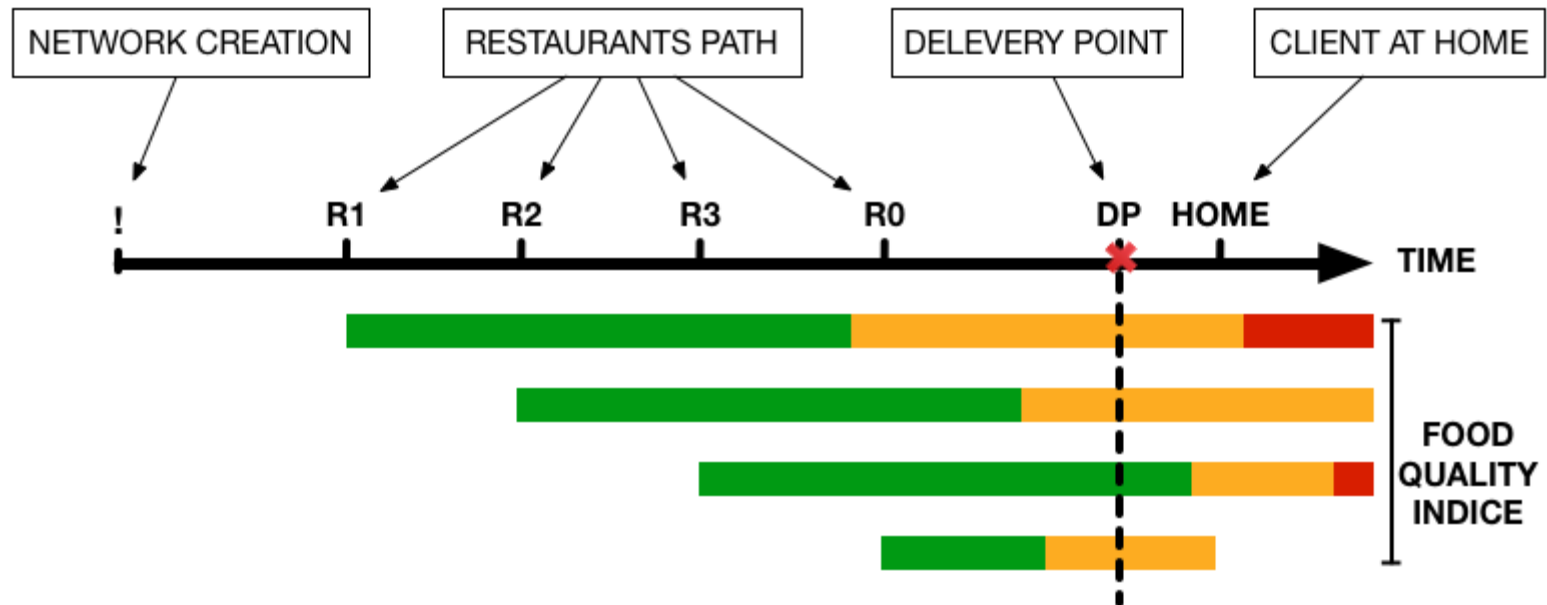
Innovation needed!



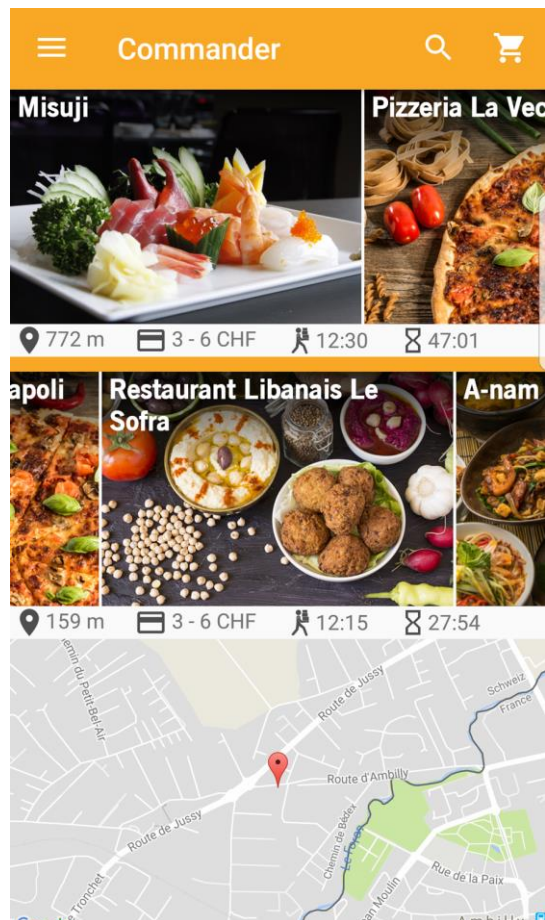
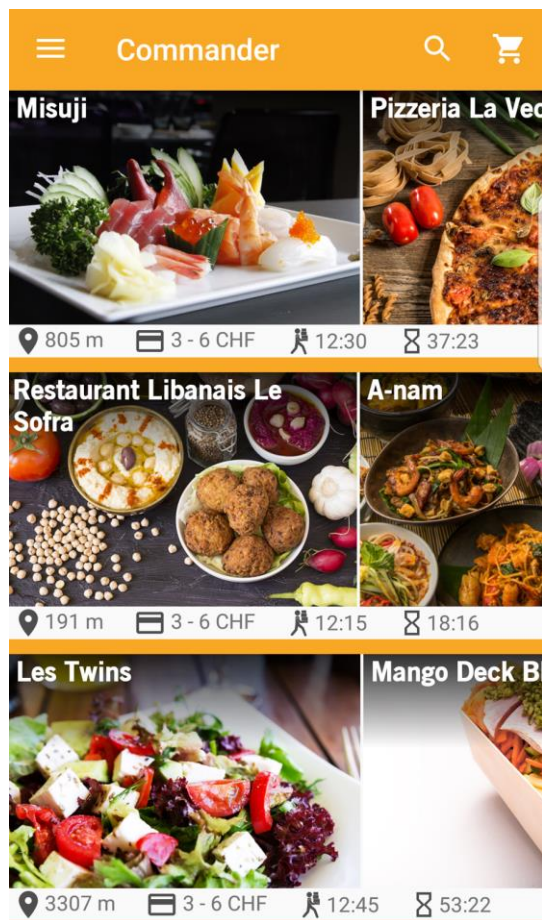
Innovation needed!



1 - Model the food chain



2 - Mutualise the orders




2 - Mutualise the orders


FFD_Cook


NOUVEAU


x 1



Pizza printanière


 09:58








Plat du soir


x 1




PLATS À PRÉPARER

	09:58	09:59	10:00	10:01	10:02
	3	1	1	1	1


 09:58


 10:14

x 1




Pizza printanière
1655


 09:58


 10:18

x 1




Crêpe paysanne
1664

 09:58


 10:12

x 1




Pizza printanière
1665


EN ATTENTE DU LIVREUR

 10:12


x 1




Pizza printanière
1665

 10:13


x 1



Sélection du commis
1667

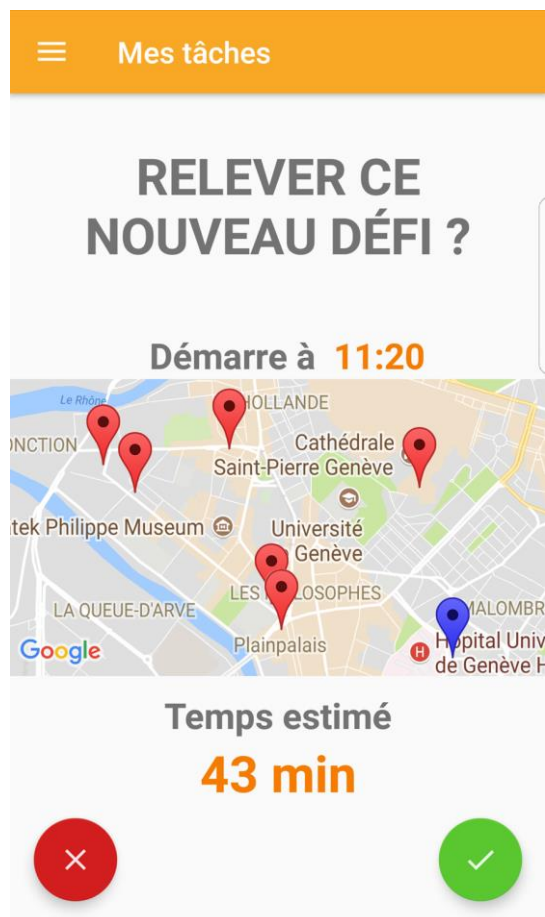
 10:14

x 1



Pizza printanière
1655

2 - Mutualise the orders



3) Automatize all tasks



THE Question

NO

Will people accept to go out and walk 2 minutes?

YES

Where are we now?

- 9 / 18 months
- But the main result:

11 EUR \rightarrow 4 EUR



Thank you

