

**Name of the service:**

Teesti Meal

Contact:

Website: Please scan this QR code.

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**One-liner:**

Teesti Meal: the revolutionary eco platform of restaurant meal subscriptions.

Elevator pitch:

Teesti Meal emerged from the frustrations and inspirations of a small restaurant operator.

With our subscription scheme, we all can minimise the waste of time, money, food, and packaging materials.

Inventory, order limitations (spaced order system), energy efficient delivery routing, search by dietary preferences, solution for leftover food, saving lives... these are all possible because we are developing our system based on our passion for a social cause, not by greed.

Funding:

Investment funds needed: €200,000

Self-financing capital: €2,500

We can run the first year

€150,000 for personnel costs

€30,000 for office rent and equipments (bulk purchase of containers)

€20,000 for ads & promotions (thermo bag for pick-up users)

Seeking for:

Investors to financially support our growth in Estonia and global expansion:

2 communication officers (fulltime shift work)

1 app developer (service contract)

Revenue forecast:

2021: €860,000 in Estonia in Q3 and Q4

2022: €85,000,000 in Estonia and UK

2023: €580,000,000 in several EU countries, UK and US

Expected profit growth: 33% in 2022 and 28% in 2023 (ad costs and business launch in several countries will raise the loss ratio)

Core team:

Team Leader: Yuri Shibahara (link)

Strategy and Communication: Glen Pilvre (link)

2 other members (Mentor and Tech Wizard) wish to remain anonymous.

Current status:

We started Estonia's first restaurant meal subscription service at a Japanese restaurant in Tallinn in March 2021 with active and satisfied customers.

The mobile app prototype has been designed.

Key milestones:

*We decided to delay our launch in order to qualify for Ajujaht.

Q2 of 2021: focus on concept validation and incorporation

Q3 of 2021: start hiring, build a strong network of restaurant owners, complete the coding for the technical solutions on search database, map matrix, delivery routing, and payment solutions

Q4 of 2021: gain investments, approach corporate clients, soft launch with bulk catering in Estonia

Q1 of 2022: full operation in Estonia and prepare for UK launch

Q2 of 2022: launch in UK with full operation

Problem:

Our online customer survey in Estonia revealed that the existing food delivery app (namely, Wolt and Bolt) users heavily rely on the apps because they want to save time with minimum decision making moments. The existing delivery apps still do not fulfil these key areas.

It was also found that those who avoid takeaway and delivery were mostly concerned about the plastic package wastes.

These are the key aspects Teesti Meal can penetrate the market with. We are intended to help both customers and restaurants the way they hoped for an intermediary service.

Solution:

Time: Subscription means everyone can plan ahead. No time to wait for the delivery.

Money: With our subscription scheme and good inventory system, restaurants can estimate production demands in advance. This significantly helps saving the ingredients costs and minimises food waste.

Joy of reducing food wastes: Through our Chilled Secret Meal and Hot Meal Trial, customers can explore new culinary experiences, while restaurants can use excessive ingredients on the day and save food wastes. After 9pm, we will offer leftover food in collaboration with a food bank.

Eco: All of our restaurants pack their meals in reusable, dishwasher-safe QR-coded containers. Customers rinse the containers and return them on the next pick-up or delivery. Each restaurant will then wash and sanitise them in the high-temperature industrial dishwasher.

Business/revenue model:

Trial Meal: subscription scheme prevents food wastes on our ordered meals, but as long as the restaurants also cater for walk-in customers, some food wastes still exist. Our restaurants can offer up such excessive food at significantly cheaper prices for the potential customers to try out their meals before joining any subscriptions.

Hot Meal subscription: suitable for single busy people.

Chilled Meal subscription: suitable to cater for family and corporate customers of different preferences on when and what they want to eat.

Secret Meal subscription: can attract the majority of the heavy users of the existing food delivery apps.

Eco reward for pick-up customers: we ask our restaurants to offer some small reward of their choice, such as 10% off on walk-in dining. This keeps both the customers and restaurants loyal to our platform.

Chilled Meal for bulk catering: desired by the filming industry.

Market:

Global expansion: Estonia > UK > EU countries > US

In the first year of launch in the country, we aim to sweep 20% sales from the existing major platforms in the regions where delivery cost is comparably cheap, then increase our revenue more, harnessed by our eco value.

UK consumers are more willing to pay a bit more for eco-friendly products, so this is the first huge market we seek (e.g. Deliveroo's revenue level from 2018 was 476M GBP).

Competition, Competitive advantage:

Scandinavia and Nordic: Wolt and Bolt

Other EU countries: UberEats, Glovo, Delivery Club, Just Eat and Deliveroo

US: UberEats, Grubhub and Doordash.

Smart database: customers can search food items by their dietary preference.

Subscription scheme: naturally builds a loyal customer base

Secret Meal Plan: customers do not get bored

Eco: In the US, DeliverZero and Dispatch Goods started offering food delivery in reusable containers although they do not exclusively focus on a subscription model, so there is still a concern of not retrieving the containers in a timely manner.

Teesti Meal is a subscription scheme, hence, the container loss problem shall be minimised.