










Ciboe



UNDERSTANDING THE INDIAN CONSUMER

	 Ciboe FOOD DELIVERY APP	 Ciboe FOOD DELIVERY APP
	TARGET SEGMENT	TARGET SEGMENT
	 TIER 2 CITIES	 TIER 3 CITIES
 Access to Internet	HIGH	HIGH
 Online Food Delivery Platform	HIGH	LOW
 Brand Affinity	HIGH	LOW

Who they are?

Income 30-35 K
Nuclear Family
Live in dense neighborhood
Tasting local cuisine

How they shop?

Purchase-Weekly twice/thrice
Avg order value- 300-400
Prefer local available restaurant
Wanting to taste fast food items

Problem in existing food delivery platform

Only two main competitors
Not curated for local taste
Commercially unviable for fulfillment
Competition-Withdrawing from Tier 2 and Tier 3 cities
DE stability issues

HOW IT WORKS?

CUSTOMER SEGMENTS

- People who love to eat food from their favourite restaurants but want to get it delivered at home
- People who want to get emergency items delivered at their doorsteps like groceries, stationaries etc.

KEY PARTNERS

- Restaurant Partners
- Delivery Partners

VALUE PROPOSITION

- Fast Delivery: Within 1 Hour or less
- Quick access: users must get items delivered with one click
- Design: an easy to navigate the App.
- Reliability: Customer trust and confidence in the brand of their need of the moment

KEY ACTIVITIES

- App Maintenance
- Seasonal Promotion and Advertising
- Growth in Diversifying business beyond food and reaching to daily items

HOW IT WORKS?

VALUE PROPOSITION

- Push Notification
- Email Marketing
- Social Media Marketing
- Offering Deals and Discounts on special events
- Continuously improves in Customer engagement and satisfaction

KEY RESOURCES

- Local Food Delivery Boys
- Connection with restaurants and stores
- An easy to Use Mobile- App
- Large Database Of Restaurants and Customers

COST STRUCTURE

Fixed Cost

- Payments and Incentives to Delivery Partners
- Salary to Employees
- IT-Development Cost Advertising and Marketing Cost

Variable Cost

- Transportation
- Returns and Refunds

REVENUE STREAMS

- Advertising
- Commission
- Delivery Charges
- Affiliate Income

BUSINESS OVERVIEW



Ciboe is the Hyper-local Food Ordering and Delivery Solution to the next frontier of India.

Ciboe makes sure that every remote town and village has access to food delivery!

With a 45 minute delivery service guaranteed, Ciboe is committed to meet the needs of customers as well as small businesses.

Ciboe offers B2B wholesale produce delivery service as well as franchise services for local vendors

OPPORTUNITY

India is urbanizing rapidly, with a growth rate of 34 % in 2017.

During the Covid-19 pandemic India witnessed a reverse migration in two waves –

*The return of migrant labourers to rural areas
The return of skilled professionals to tier-3/ tier-4 cities*

Less than a quarter have returned to urban centres electing to find employment in their home states

SMEs, the backbone of the Indian Economy, have set up warehouses in these areas, further prompting growth and infrastructure.

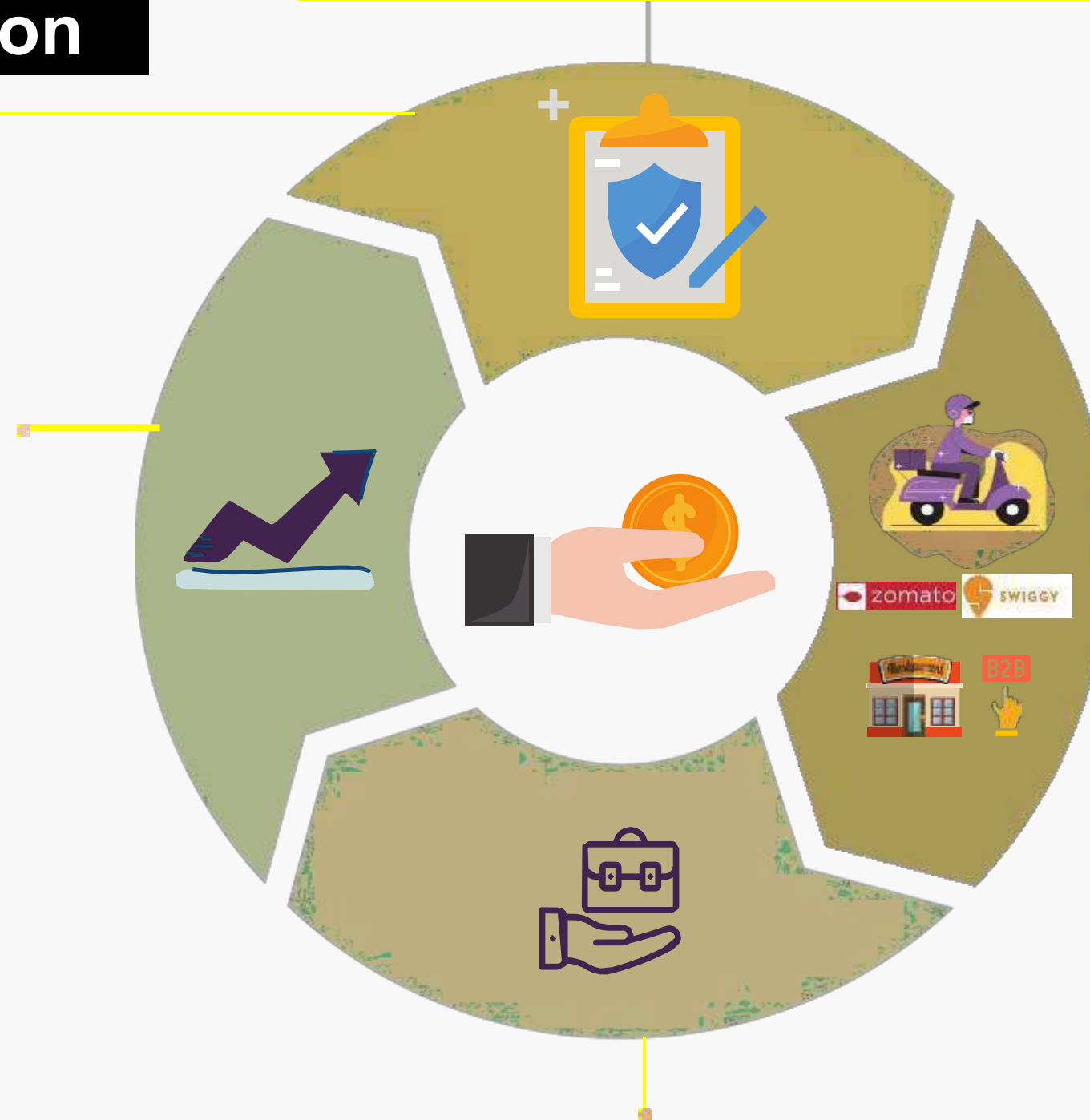
High commissions from the main 2 players

Business is localized encouraging trust factor in communities.

Value Proposition

Ciboe will employ Quality Assurance personnel who will audit the restaurants and hotels for the “Big C” clearance.

Ciboe intends to grow as the city expands and urbanises, building brand loyalty



- ❖ Ciboe proposes a Hyper-local delivery services with two avenues of business
- ❖ -B2C food ordering and delivery (a la Swiggy / Zomato) B. 2B produce delivery services – providing
- ❖ restaurants and hotels fresh wholesale produce at fixed slot timings.

MARKET ANALYSIS



(CAGR
2022-2026)
of 11.93%.

Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 11.93%.

28% since
March 2020.

Hiring of delivery partners has increased by 28% since March 2020.

US\$ 13,988 M
in 2022.

Revenue in the Online Food Delivery segment is projected to reach US\$13,988m in 2022.

50% of its
monthly
order volume
by March
2020.

Companies like Swiggy and Zomato saw tier 2 and 3 cities to contribute 50% of its monthly order volume by March 2020.



India has 2500 cities with between 10,000 and 100,000 people.

We are setting up operations in 80 cities in Kerala alone

The Total addressable market stands at \$8 billion in 2022

Of this the Serviceable addressable market stands at \$4 billion

Even at 0.5% market share, we can obtain \$20 Million.

TIER

POPULATION

Tier 1

500000 & more

Tier 2

300000 - 500000

Tier 3

100000 - 300000

Tier 4

50000 - 100000

Tier 5

25000 - 50000

Tier 6

10000 - 25000

CIBOEE BUSINESS MODEL



RESTAURANT

CIBOEE

FRANCHISE

CUSTOMER

Locally
Curated Dishes

Platform Building

DE onboardings

Combo Dishes

Restaurant
Aggregator

Restaurant
onboardings

Special Pricing

Demand
Generation

Order
Management

Higher Margins

Discounting and
Pricing insight

Price and
margin negotiation

Lowest Price

Easy access to
restaurant Dishes

Better Quality
product

45 Min Delivery

REVENUE STREAMS





OUR FRANCHISE OWNERS

Who They Are

- Doing business in restaurant/food related field
- High relationship with existing local food
- Outlets Having office space of min 200 sqft

What They Have

- Knows the local food preferences
- High relationship with local restaurant
- Easy to find out DEs from nearby areas
- Strong selling skills



Franchise Owner

How They Work

- Tie up with nearby food outlets
- Using local marketing skills
- Digital marketing skills
- Influencer for restaurant partners

What They Lack

- Access to food ordering platform
- Digitally order management
- Ops/driver management
- Consumer behaviour trend analysis

Our Target- 500 Franchises

COMPETITIVE ADVANTAGE



*Free delivery
for above 299*



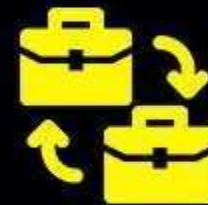
*Available to the
remote corner of India*



*Franchise
Model
operation*



*No Minimum
Order Value*



*B2B Portal for
wholesale produce
Purchase*

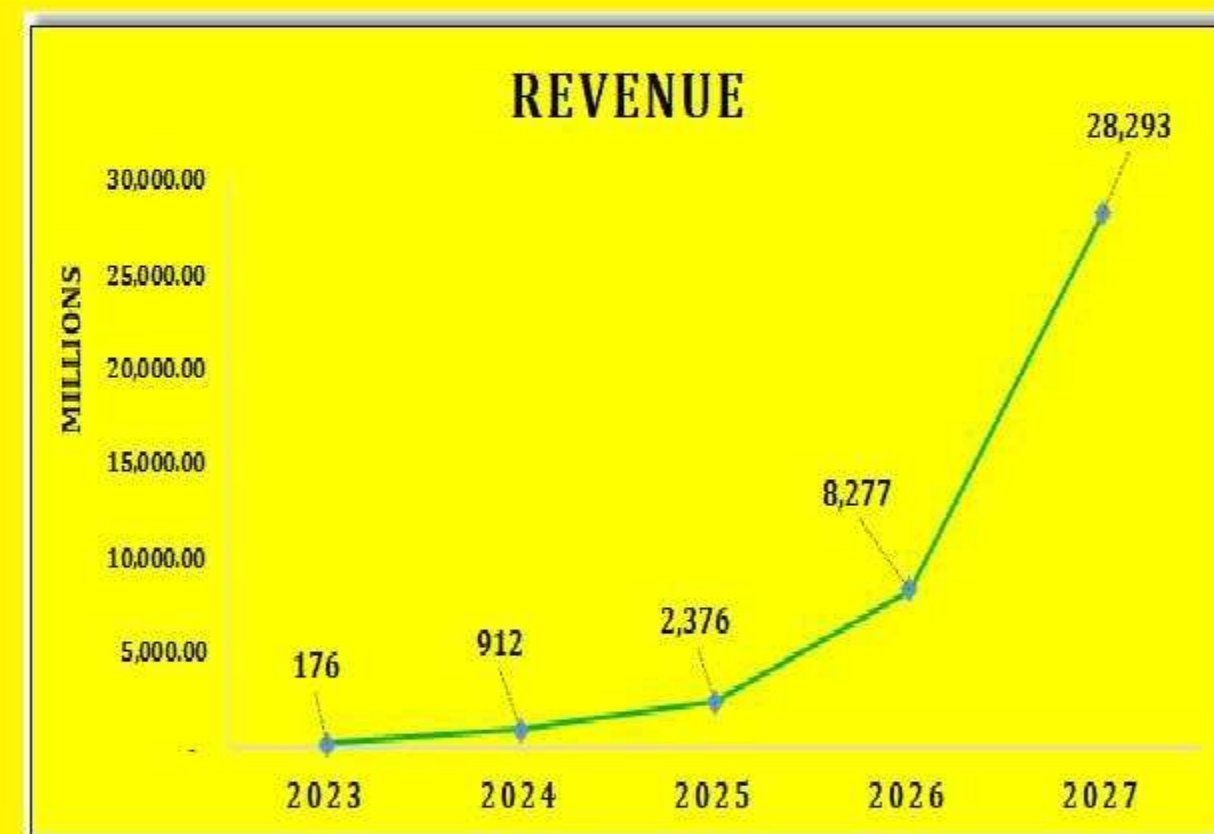
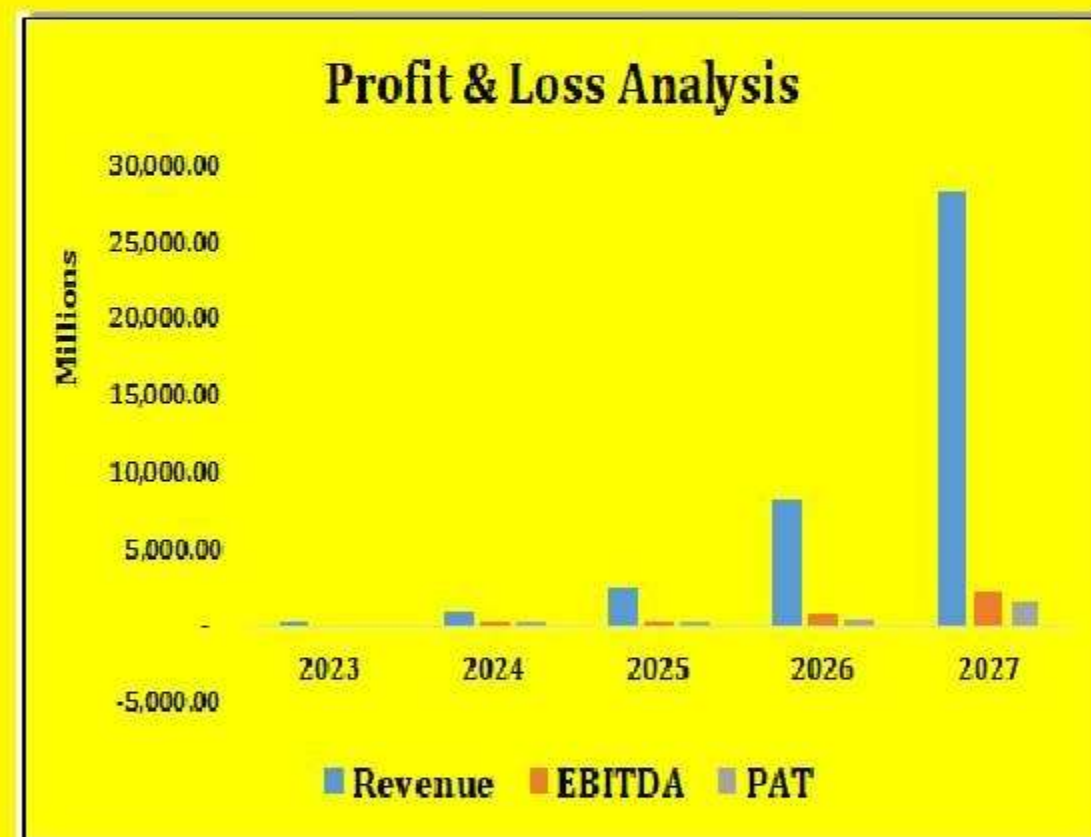


*Non-metro cities by
have lower average
order, 4/5th the order size
of metro cities, but the cost
of delivery is halved.*



*45 Min Delivery
guaranteed*

PROJECTIONS



OUR RIGHT TO WIN

- Operations in areas where there is no competition
- High Margin Business.
- Franchisee model, so local tie-ups and customer acquisition are easier.
- Robust platform.



JOURNEY TILL NOW

- ❖ Ciboe Started in Feb 2021 small village in TVM called Nedumangadu.
- ❖ Expand Operations in kollam,Pathanamthitta,Thrissur,Alleppy through Franchise Business Model.
- ❖ Onboard 1230 Restaurants in 10 Cities within a span of 6 Months.
- ❖ 90K Downloads .
- ❖ 40K Active users and 55% repeat customers who order min 7 times in a month.
- ❖ 150 active Delivery partners delivering foods in 4 District.
- ❖ 450 Orders per day with 120% month on month growth.
- ❖ Average order value grew from 200 to 280 in 6 months.
- ❖ Revenue growth of 150% month on month



FUTURE PLANS

- ❖ Expanding Franchise operations to 300 in cities in Three states
- ❖ 5000 Delivery partners to be onboarded
- ❖ 20L new customers downloads
- ❖ Repeat Customer count to be 70%
- ❖ Average order value 320
- ❖ Ciboe Store in 100 Cities
- ❖ Average cart value of Ciboe store to make it 400 per order

ASK – FUND ALLOCATION

The ask and use of funds

Raising \$1M to scale operations and growth

\$.2M

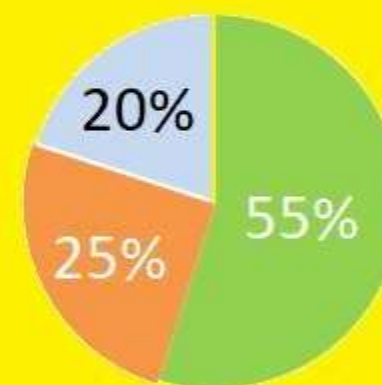
Product & Engineering

- Scaling in-house tech and product teams
- New features and capabilities
- Platform security

\$.25M

Platform, operations and G&A

- Scaling customer success and support teams
- Adding new management talent
- Financing platform expansion and country growth



\$.55M

Marketing & Sales and Growth

- Financing the execution of dual ponged B2C and agency strategy
- Scaling in-house sales and marketing teams
- Investing in lead generation and products marketing, convening client acquisition costs
- Executing marketing campaigns



CAPITAL UTILISATION & EXIT PLAN

- **Raised funds are used for brand awareness, marketing & Brand Expansion.**
- **The investors will get return of 2x – 3x by the end of next 2 years**
- **We project to have a Rs.100 crore annual revenue by end of our phase 1 growth.**

TEAM AND KEYROLES



Sreerenjini GS
Mg Director & CEO
9 Years



Binoy
Director & Operations Manager
15 Years



Sarania
Director & Designer
9 Years



Vishnu Vijayan
Finance
7 years

Advisory



Akhil P
12 years of experience in start up E commerce
and distribution and channel management



Daris K
10 years of experience handling
operations in hyper local delivery management.



Leadership Team
Management

Future Roadmap

We plan on expanding to all Over India in the next 5 years

