



Free for the Fort

William Trapnell
Advisor: Tom Graves



Company Info

Mission Statement: Free for the Fort exists to make the process of getting your food a little easier in order to allow you to do what you want to do with your time. Whatever your heart desires delivered to your doorstep.

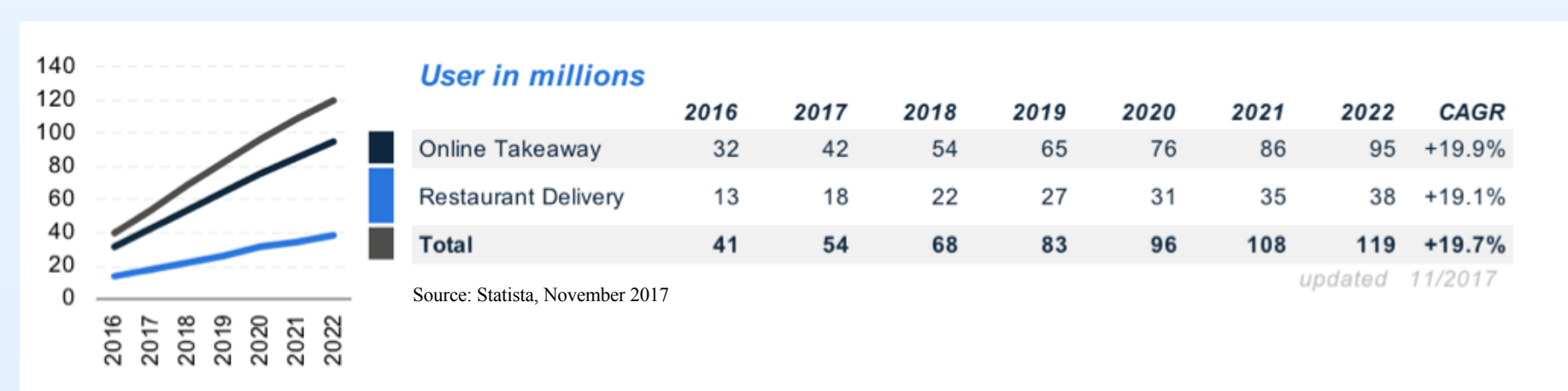
Vision: Free for the Fort seeks to be the fastest and most affordable delivery service for college students.

Industry

According to the latest research from Tachnavio, the online on-demand food delivery industry will be one of the fastest growing industries over the next 5 years. The online food delivery market is highly competitive and becoming more consolidated due to large corporate mergers. Technavio projects an industry CAGR of around 32%. Not only are revenues expected to continue to grow, but new user growth in both the restaurant delivery and online takeout is projected to be around 20% over this same time period (Statista).

Target Market

College students. Student enrollment at The University of Tennessee is 28,052. The majority of students range in age from 18 to 22.



Competition

Free for the Fort is in the online food delivery industry. The main competitors we face are Tapingo, Grubhub and UberEATS. Below is a competitive matrix.

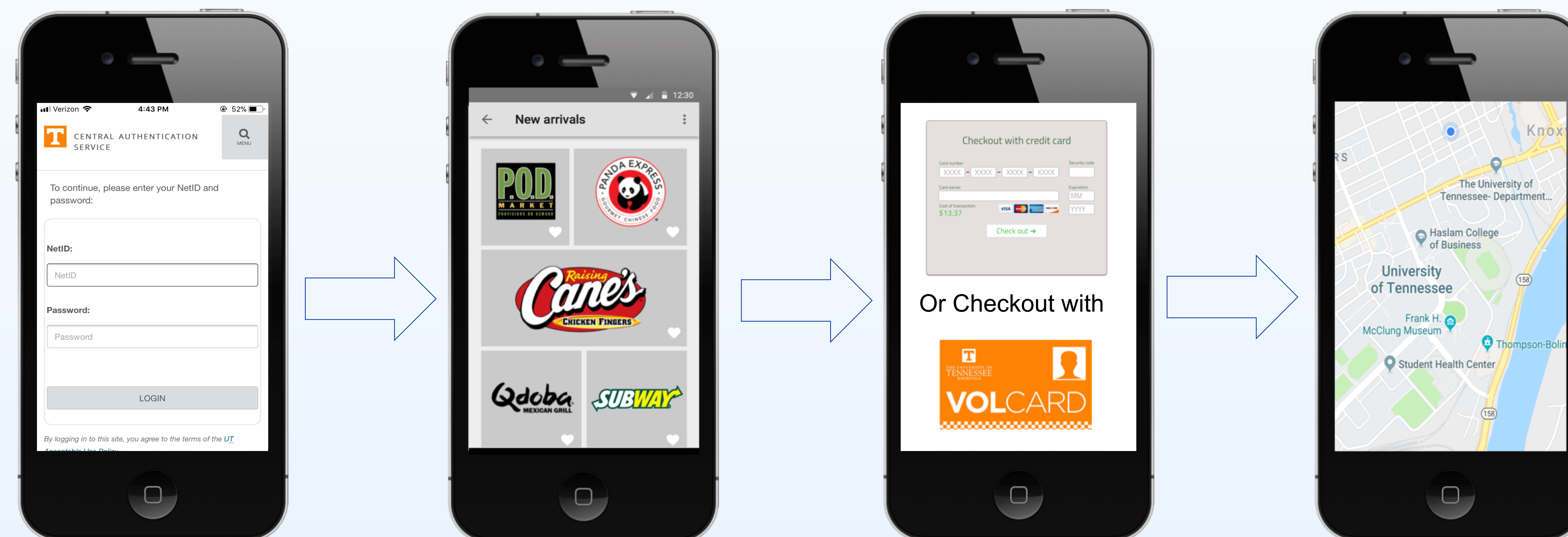
Service	FREE FOR THE FORT	Tapingo	UBER EATS	GRUBHUB
Bike Delivery	✓	✓	NO	✓
Knoxville Location	✓	NO	✓	✓
Delivery Fee	\$2.99	\$3.99	\$4.99	Varies \$3.99 - 5.99
Student Focused	✓	✓	NO	NO

Business Overview

Free for the Fort is a delivery service designed for college students. We specialize in fast and efficient bicycle delivery of food and groceries to students within a two-mile radius of the campus. We collaborate with the University to create an online platform that allows students to utilize their university meal plan or their own money to pay for the order. Our critical success factor is developing relationship with university to allow payment via university meal plan.

Currently, we are located at the University of Tennessee, Knoxville. We have plans to expand to other Aramark campuses with similar campus layouts as UTK.

Ordering Process



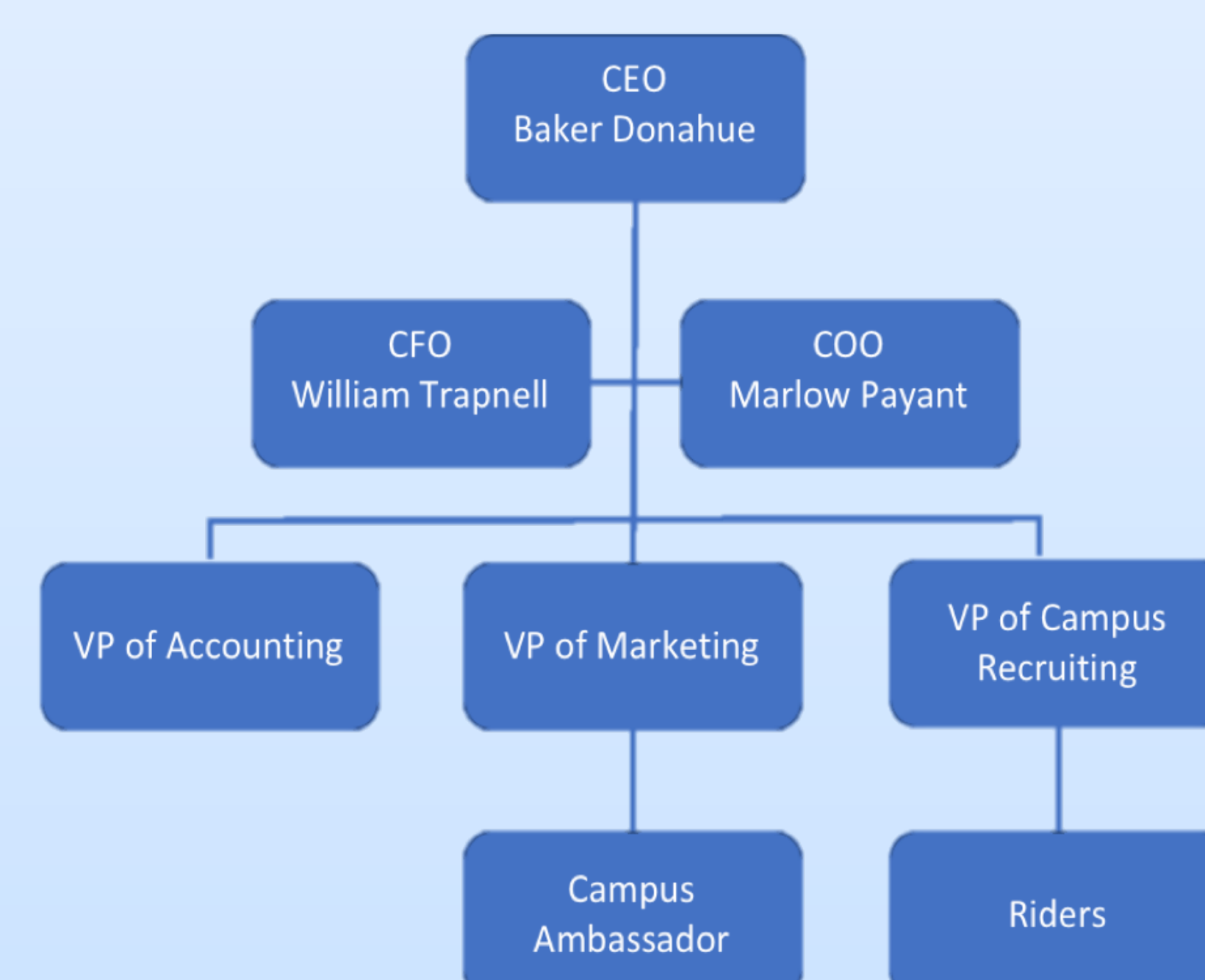
Customers log on to our platform using their student

Place order from partnering restaurant

Pay using credit card or university meal plan

Food delivered to location by bike delivery man

Company Structure



Delivery Radius



Financials

Free for the Fort has high revenue projections and sees significant growth potential in the company based on industry research and information from outside business professionals. Rider wages are a significant financial burden, but if we are able to increase order volume then revenues outpace wage expense. The largest risk that we face is not obtaining the partnership with the university and Aramark.

Revenue Streams:

- When a customer places an order through our online platform, the restaurant pays Free for the Fort a commission of 15% of the menu price of the order. This commission percentage is industry standard and is reasonable given the inception of the order via Free for the Fort.
- When the customer is checking out for their order they will be charged a \$2.99 delivery fee and an optional tip. Customers will either pay using their university meal plan dollars or their credit/debit card.

