

Zero physical asset delivery platform to serve the complex needs of B2B Shippers

Provides Shippers **Sub 60 minute** delivery window with a **white glove** service levels to delight their customers



Vijaya Rao
Founder & CEO

There is a segment of **B2B** companies that depend on **planned** same day deliveries with **special** requirements

SHIPPERS

Administrative Businesses



Perishable Goods



Bulk: Mfg & Wholesale



RECEIVERS

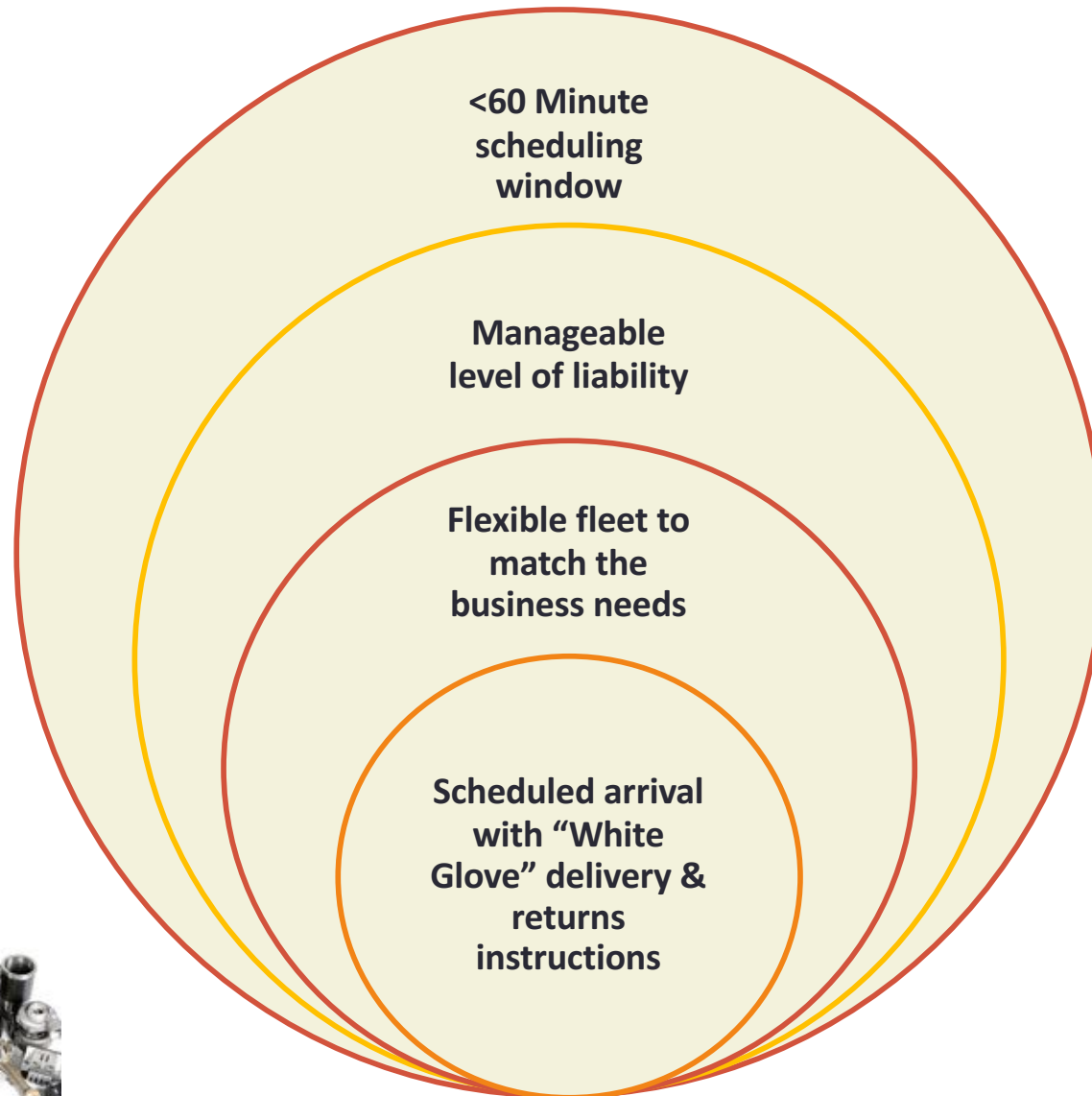
Office / Admin



Food



Retail



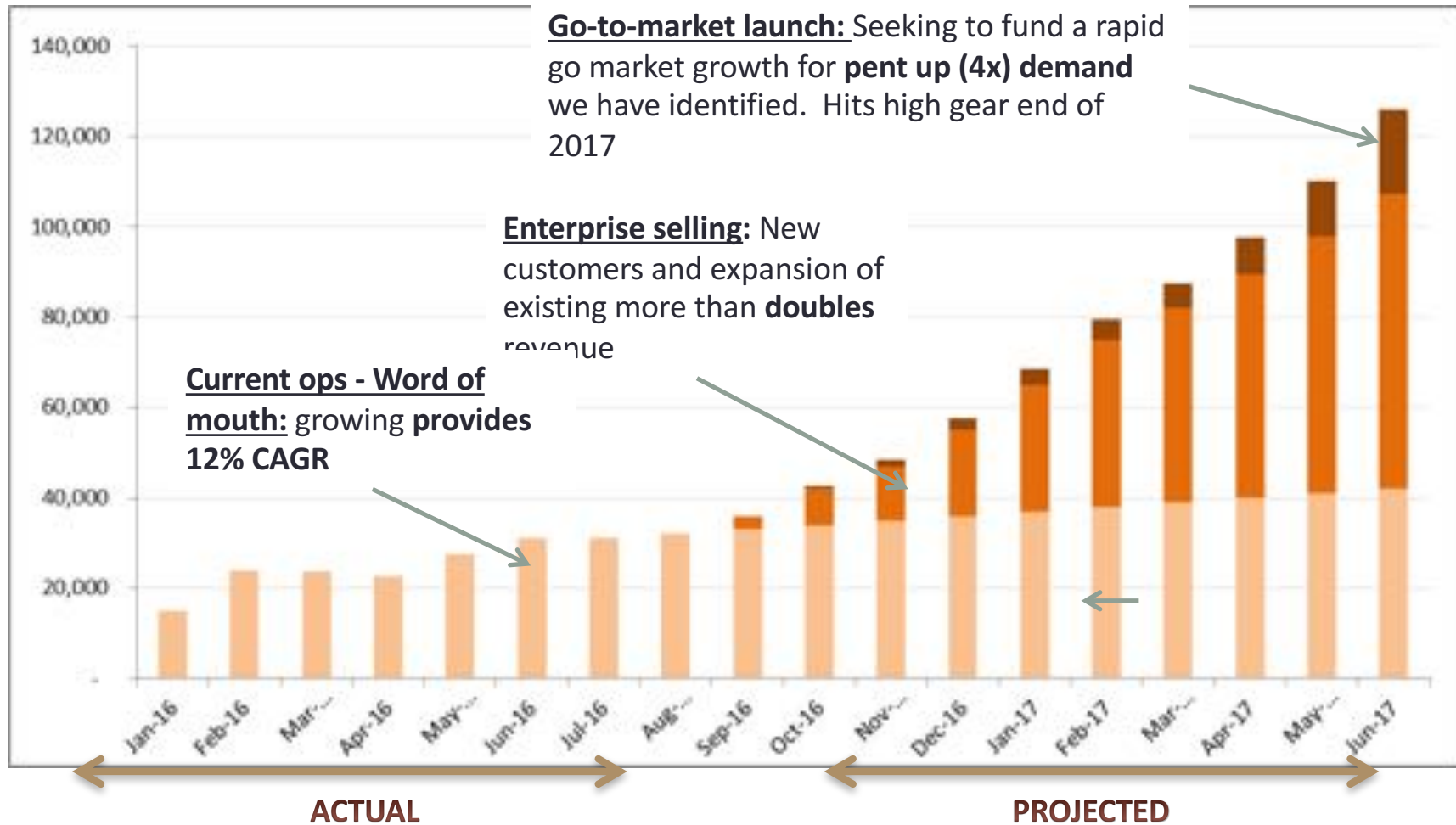
This segment of B2B companies represents a **\$4.5B US TAM**

TAM: B2B Narrow Window Delivery Companies












Count of Target Companies	243,674	2013US Census Data, 50 targeted US Metros
Average Shipments per Week	23	DeliveryCircle current avg
Average Price per Shipment (\$)	16	DeliveryCircle current avg
Gross Annual Revenue (\$)	4,561,577,280	5 days/week, 52 weeks/yr




Currently, DeliveryCircle Revenue is **rapidly ramping**; we need to take advantage of this market share window expand the current two metros (Philadelphia & Washington DC)



The competition cannot provide the **Sub 60** minute scheduling & “**White Glove**” pick up/drop off SLA’s

	Wide Pick Up Window (4-6hrs)	Narrow Pick up Window (<45 min)
Scheduled Arrival + White Glove Delivery Service	  	
Wide Arrival Window & Front Door Drop Off	 	    

DeliveryCircle's specialized matching, scheduling, routing & delivery validation technology enables **Shippers** to provide better services

DeliveryCircle Best in Class Same Day Platform		UPS / FedEx	Local Couriers	Postmate / Deliv	DIY
Narrow pick up window scheduling (<45min)	✓		✓	✓	✓
SLA optimized scheduling	✓				✓
Optimized Matching ; driver, vehicle, route, time	✓	✓			✓
Routing: single pick-up, multi-delivery , +30 mile radius	✓	✓			✓
Personalized pick-up, delivery & returns instructions	✓		✓		✓
Customer performance management	✓			✓	✓
Fleet flex capacity to match demand	✓	✓	✓	✓	
Driver utilization maximization	✓	✓	✓	✓	
Driver performance management	✓	✓	✓	✓	✓
Customer & driver loyalty mgmt	✓	✓	✓	✓	✓
e - onboarding, invoicing, payment, notifications	✓	✓	✓	✓	✓

Unique needs of B2B Shippers

Businesses love us



“We really like the ability to customize DeliveryCircle’s web-based platform to **meet our unique needs** and support our brand of Simple-Tasty-Fresh” - **Jeannie, GM**



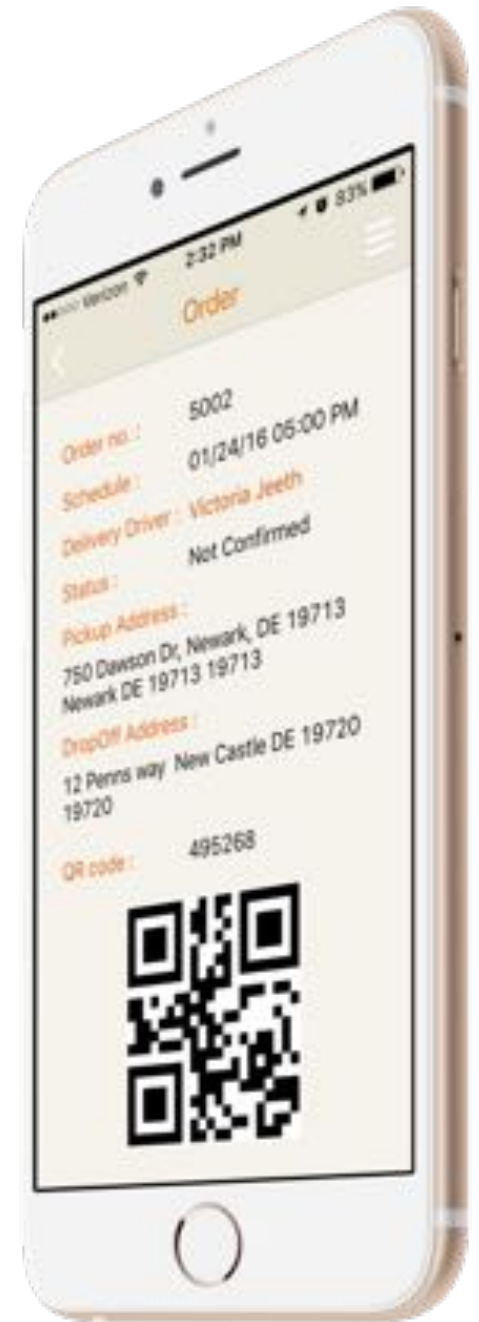
“DeliveryCircle has allowed us to focus on growing our business. Having a **dedicated driver** and their ability to work within our specific needs has really made the process easy for us.”

-**Mr. Amir, South Block Juice Co., Arlington, VA**

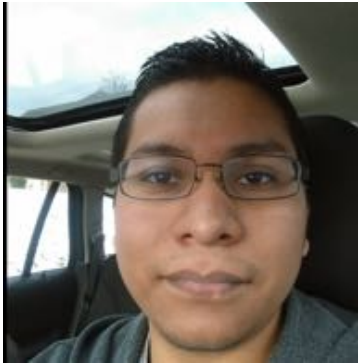


Your team at Delivery Circle are working out great with the pickups and deliveries. Your drivers are very professional and most importantly **very flexible** with working with the Tire Rack Team.

- **Aaron Johnson, DE City Manager**



Drivers prefer us: predictable pay, flexible schedule ,no passenger hassle

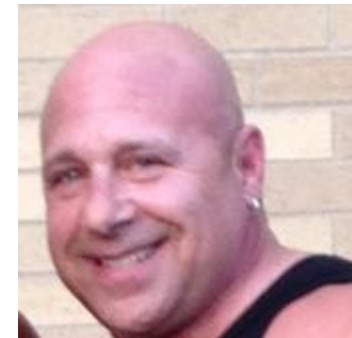


"It's very **easy to schedule your availability** for deliveries, great way to earn some extra bucks during your down time. DeliveryCircle has given me the opportunity to meet great people and products from merchants."- **Michael Perez**

"One of the great things about DeliveryCircle for the drivers is that **everything is automated**," "You use an app on your phone that tells you where to pick up and drop off a package, it gives you an email address for the person ordering the delivery, a confirmation code and **same-day payment** for your services." -**Levonne Mathais**



"DeliveryCircle **treats their drivers like family members**, encouraging them to take pride in their work and grow along with the merchants we are helping to be successful. - **Calvin Pressley**



With Delivery Circle I'm able to handle everything from **selecting my availability, complete dispatch info, to payment all in one easy online app**. Delivery Circle allows me the flexibility to set my own hours on a daily basis. **Frank Perri Jr**

Effective electronic selling, onboarding and support combined with the delivery platform yields solid margins

UNIT DELIVERY ANALYSIS	Gross MRR %	DC Net MRR %	Unit Delivery
REVENUE			
Avg gross revenue per delivery			16
Driver share	70%		11
DeliveryCircle share	30%		5
COGS			
Credit Card	3%	10%	0.46
DevOps	4%	12%	0.56
Driver Ops	2%	8%	0.38
Liability Ins	2%	7%	0.32
Total COGS	11%	36%	1.72
GP (on DC Net Revenue)		64%	3.08
OPERATING COSTS			
CAC	2%	8%	0.38
CRC	5%	17%	0.83
R&D	1%	4%	0.20
G&A	2%	7%	0.35
Total Op Cost		37%	1.77
EBITDA per delivery (on DC Net Revenue)		27%	1.31

Based on year 4, 2019, after steady state operations, and heavy investment in CAC, R&D, G&A is curtailed

We plan to heavily invest in Acquisition Cost => This pushes the CAC B/E to 5 months & ~450 deliveries

UNIT CUSTOMER BREAKEVEN	M1	M2	M3	M4	M5	M6
Delivery days per month	11	22	22	22	22	22
Deliveries per day	4.5	4.5	4.5	4.5	4.5	4.5
Deliveries per month per customer	49	98	98	98	98	98
Price per delivery	16	16	16	16	16	16
Gross MRR	780	1,560	1,560	1,560	1,560	1,560
Net MRR (30% DC Net)	336	673	673	673	673	673
COGS per customers	124	249	249	249	249	249
CRC per total customer	62	124	123	122	121	120
COGS + CRC	187	400	399	398	398	397
Net MRR - COGS - CRC	150	273	274	274	275	276
CAC per new customer	1,250					
B/E = CAC - (Net MRR - CRC - COGS)	(1,100)	(827)	(553)	(279)	(4)	272
Deliveries to B/E	49	146	244	341	439	536

Note: Customer Lifetime Value (CLTV) is about \$49,000 at 10% annual churn rate.

To **scale** acquisition & develop the next wave of product innovations, we are seeking \$1M of investment to get back to C/F breakeven

	2016	2017	2018	2019	2020
Gross revenue	391,393	2,018,009	10,465,083	28,267,167	56,508,625
DC NET revenue	117,418	605,403	3,139,525	8,480,150	16,952,587
GP of Net Rev	33,858	435,272	2,248,494	6,213,392	12,654,217
GP %	29%	72%	72%	73%	75%
Op Ex	40,034	746,150	2,686,898	4,950,726	6,598,580
Op Ex %	34%	123%	86%	58%	39%
EBITDA	(6,176)	(310,878)	(438,404)	1,262,666	6,055,637
EBITDA %	-5%	-51%	-14%	15%	36%
Net Profit	(6,176)	(313,250)	(441,572)	1,026,926	4,858,250
NP %	-5%	-52%	-14%	12%	29%
Cash Flow	(6,176)	(686,895)	(932,626)	138,227	3,449,952
Cumulative Cash Flow	(6,176)	(693,071)	(1,625,697)	(1,487,470)	1,962,482

Need \$1M to fund rapid growth
Currently, C/F breakeven

The Team



Vijaya Rao - CEO

Vijaya has 22 plus years in large fortune 100 companies leading global scale software programs and also managing globally diversified teams, proven leader in the space.



Cindy Zhou - Digital Marketing

Cindy has over 17 years of experience building high-impact marketing organizations that generate qualified leads, strong sales pipeline, industry awareness and customer loyalty. Experienced in product marketing, product management, and corporate marketing.



Craig Doud - Go To Market

Craig is a strategic, hands-on leader focused on value creation with a proven track record of driving growth via innovation, change and competitive advantage, Craig also has a strong experience with start ups in driving pipeline & sales growth along with improving customer lifetime value.



Dan Gilbert - Sales

Dan is a high-tech entrepreneur, executive, and investor. He is the co-founder and COO of San Francisco-based mobile startup BeeBell and serves on the Boards of Directors of cybersecurity leader WISEKey NA and Belgian streaming video service DVDPost.



Alex Robertson - Marketplace Tech

Alex has over 20 years of experience successfully delivering large corporate technology and (CRM) applications for Fortune 500 financial and communications companies. Alex graduated from Vanderbilt University majoring in Computer Science, Math and Economics and has earned an MS in Computer Science from DePaul University.



Tim Shiple - Fulfillment

Tim is an accomplished growth and transformation executive passionate about innovating, partnering, & integrating market disruption and improved customer experience using technology.



Agency - CFO / CAO

Finance, Accounting, legal, HR, buying, facilities, investment.