



LOCASTIC

*A fantastic platform to enjoy
locally-sourced unique
artisanal products*



Agenda

1. Introduction, Problem & Solution
2. MVP Demo
3. Market, Competition & Business Model

The Team

- **Zain Imran**
 - Master's student at Heinz College studying IS Policy & Management
 - Former full stack developer @ educative.io
- **Vasudev Luthra**
 - Master's student at INI
 - Former Software Engineer @ Societe Generale
- **Mehul Agarwal**
 - Sophomore majoring in CS
 - Experience co-founding Specassa, interning @ enya
- **Aditya Chanana**
 - Senior majoring in IS and CS
 - Joining Nutanix, Inc. as a Member of Technical Staff

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01

Ingredients

Introduction, Problem &
Solution



Problem Statement

Pandemic & Lockdown

Put people out of jobs

Restricted earnings

Small businesses w/ physical retail presence affected

Hobbies

People picked up baking, cooking and arts & craft

Opportunity?

Is there a way to earn from these new-found skills



Solution

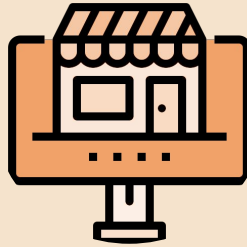


Sellers

Remove hassle of finding
new customers, marketing,
handling payments
(& deliveries in the future)

Marketplace

for local/home-based
businesses to sell unique &
customizable home made
items



Customers

Provide unique products
that are special, personal,
and NOT everyday
commodities





02

Prototype Baking

MVP Demo



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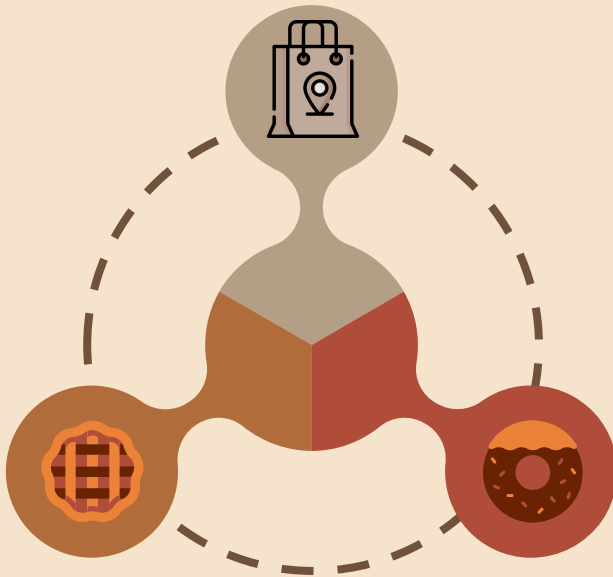
03

Tasting Success

Market, Competition &
Business Model



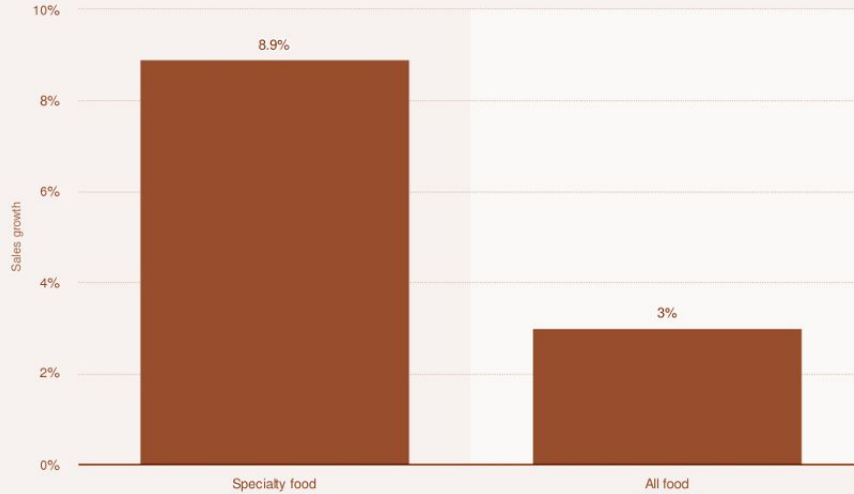
Seller Market Segments



- **Local Businesses**
Businesses struggling due to the pandemic
- **Hobbyists**
Part-time baking enthusiasts and home-made arts & crafts
- **Novelty Items**
Niche Businesses selling one-of-a-kind products locally

Customer Market

Retail sales growth of food in the United States in 2019, by type



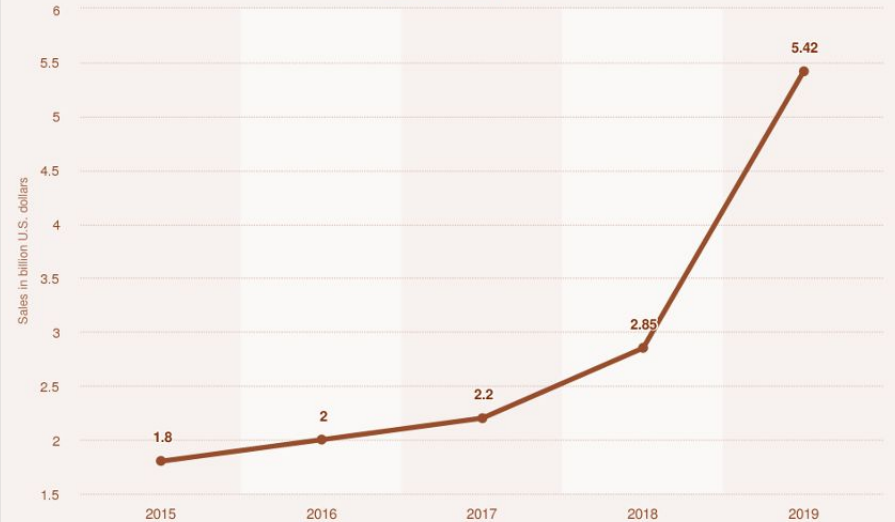
Sources

Specialty Food Association; Mintel; SPINS; IRI
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Additional Information:

United States; Mintel; SPINS; IRI; 2019

Specialty food online sales in the United States from 2015 to 2019 (in billion U.S. dollars)



Sources

Specialty Food Association; Mintel; Baker Tilly
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Additional Information:

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Customer Market

- Specialty food has seen more than double the growth of regular food items in the U.S.
- Pandemic has accelerated the consumption of sweets and desserts *
- “Krispy Kreme, the global doughnut chain owned by Luxembourg-based JAB Holdings, has also established a network 50 “dark stores” to process home deliveries this year.”
- Multi-billion dollar market

* Consumers sweet on desserts as pandemic spurs home deliveries

Not Our Competition



- We don't compete with on-demand food delivery apps
- Our focus is not on restaurants, but speciality items from local businesses, hence we are both more **broad** and more **niche**.



Beating the Competition



Instagram Shop	Etsy	Brick & Mortar
Instagram business page with checkout option	baked goods category w/ checkout & domestic shipping	Commodities in supermarkets/groceries
Feature is not available in all markets	minimum order time: a week	lack uniqueness, limited personal touch
No delivery solution, No reviews	No local deliveries	Pandemic has restricted foot traffic to physical stores



Business Model

01

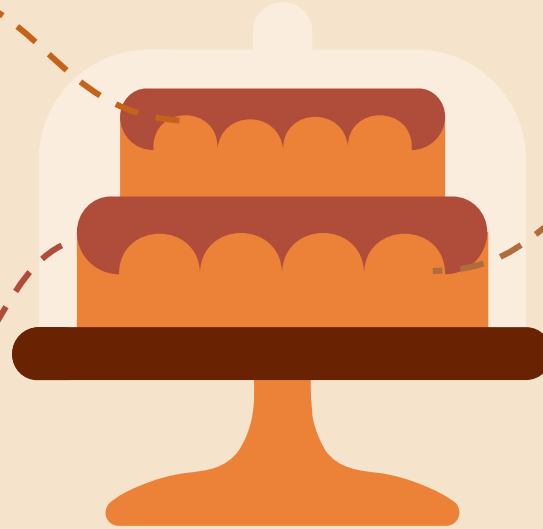
Seller lists items on the platform for free

A 1-2% cut out of their every sale + 2% for processing each transaction

03

Advertising on the platform

+ pay for better front page placement



02

Cost for delivery absorbed by seller

(In the future, Partnering with services like Roadie to do same-day local delivery)





CREDITS: This presentation was created by
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