Initial Pitch Deck

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BRONCO EATS

What is Our Concept?

Bronco Eats App

Key Features:

- Click on any item to view details, see and submit reviews

- Browse user-uploaded photos of food

- Dorm delivery & live GPS tracking

- Café wait-time comparisons

- Student-only hiring and SCU ID verification for access.

Expectations:

1) Seamless Food Ordering and Delivery

2) Comprehensive Nutritional Information

3) Student Focused

4) Interactive & Review-Based System

5) Real Time Tracking & Updates

6) User Friendly & Efficient Experience

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Key App Features

1) Accessible GPS Tracking for food updates
2) Group orders with seamless payment options
3) Loyalty Reward System
4) Job Application Link
5) Accurate wait times

Who Are Our Stakeholders?

Target Stakeholders

- **Primary and Secondary Stakeholders:**

  - SCU Students **and** campus dining services and university admissions

- **Complying with Consumer Needs:**

  - Implement a review system where students can submit feedback **and** Enable allergy and dietary filters to customize the user experience

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Similar Apps/Competitors

Top Competitor Apps

- DoorDash, Grubhub, and UberEats

- The app offers dorm delivery, GPS tracking, live updates, and café wait-time comparisons, with student-only hiring and SCU ID verification for access.
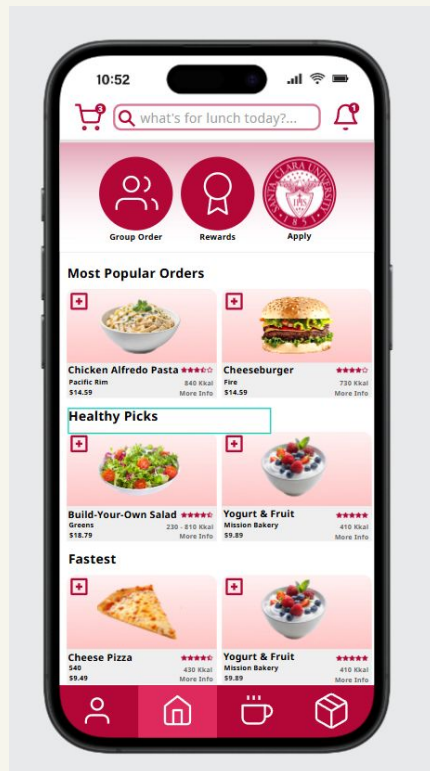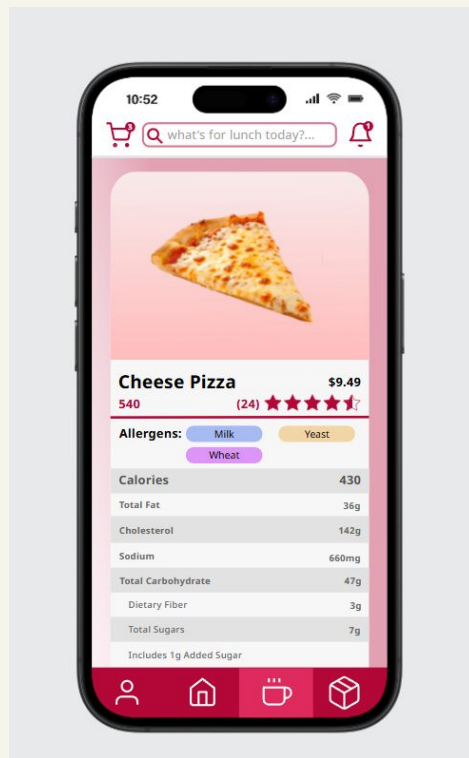
UX Design

UX
Landing Page

- **Appears when opening app**

- **Navigation bar**

- **Notifications, shopping cart, search bar**

- **Links to other key pages**

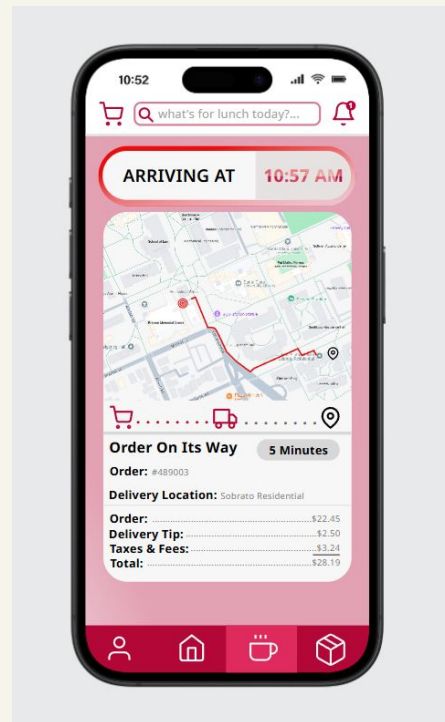- **Main section includes categorized food options**

Nutritional Info

- **Available when viewing particular item**

- **Detailed nutritional details for each item**

- **Link to user reviews**

- **Allergen information**

Order Tracking

- **Displayed after order placement**

- **Track delivery**

- **View order info & receipt**

Diagrams

Use Case Diagram

- Focused on making the Student Experience Better

- Designed with SCU Employees and Student Delivery Employees still in mind

Domain Class Diagram

- **The relationships between these entities ensure:**

  - One student can place multiple orders

  - Each order can contain multiple menu items

  - Orders can be tracked through delivery

  - Students can review any menu item they've ordered
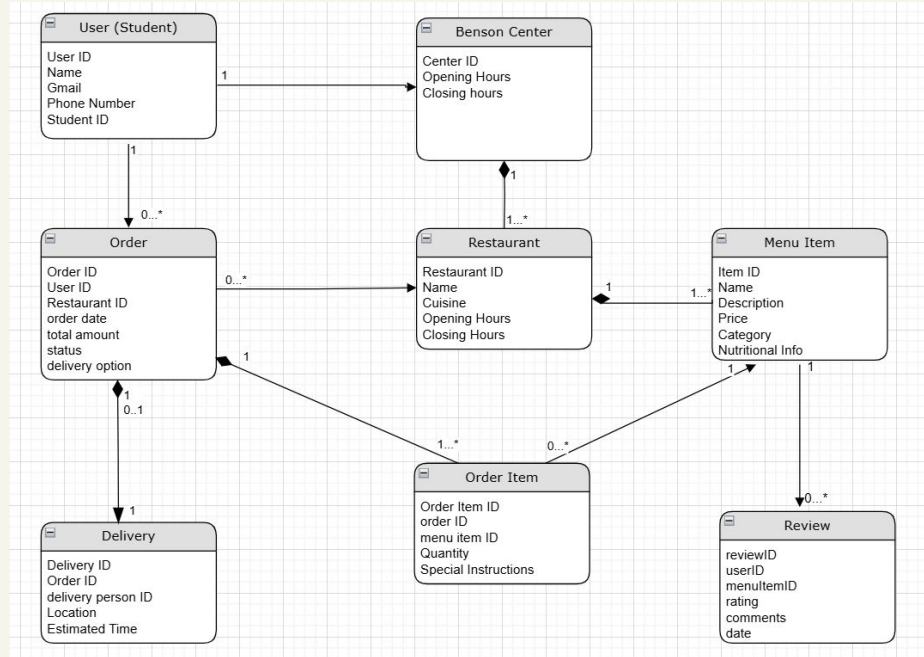
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Cost-Benefit Analysis

Cost-Benefit Analysis Assumptions

Student Population and Users

In total, Bronco Eats anticipates **2,100 active student users**

- Santa Clara University total undergraduate population: 6,115 students
  - 1,400 freshmen
  - 1,250 sophomores
    - Total underclassmen population: 2,650 students
- Remaining upperclassmen population (excluding transfer students):
  - Approximately 2,665
- The adoption rate - underclassmen: 60%
  - 1,600 active underclassmen users
- The adoption rate - upperclassmen: 20%
  - 500 active upperclassmen users

Meal Assumptions

- Average of two meals ordered/week
  - 104 meal orders per year per student.
- Average cost per meal is estimated at $12

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Cost-Benefit Analysis

Expenses

Expenses						
Category	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
1. App Development	$150,000	$0	$0	$0	$0	$0
2. Ongoing Maintenance	$0	$15,000	$20,000	$25,000	$30,000	$35,000
3. Delivery Staff Compensation	$0	$80,000	$90,000	$100,000	$110,000	$120,000
4. Customer Support	$0	$20,000	$25,000	$30,000	$35,000	$40,000
5. Marketing & Advertising	$0	$20,000	$30,000	$40,000	$50,000	$60,000
6. Restaurant Partnership Costs	$0	$10,000	$10,000	$10,000	$10,000	$10,000
Total Expenses	$150,000	$145,000	$175,000	$205,000	$235,000	$265,000

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Cost-Benefit Analysis

Revenue Assumptions

- Approximately 60% of users are expected to subscribe, $5 per month
- Approximately 40% of users will pay a service fee of $2 per order
- Restaurants will pay a 10% commission on each order, $1.20/meal
- Advertising revenue is projected to start at $20,000/year, increasing by $5,000/year
- Subscription and service fee revenues are expected to grow by 15% YoY, restaurant commission revenue is projected to increase by 5% YoY

Revenue						
Category	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
1. Subscription Revenue		$75,600	$86,940	$99,981	$114,978	$132,225
2. Service Fee Revenue		$174,720	$200,928	$231,067	$265,727	$305,586
3. Restaurant Commission Revenue		$131,040	$137,592	$144,472	$151,695	$159,280
4. Advertising Revenue		$20,000	$25,000	$30,000	$35,000	$40,000
Total Revenue		$401,360	$450,460	$505,520	$567,401	$637,091

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Cost-Benefit Analysis

Coat-Benefit Analysis						
Category	**Year 0**	**1**	**2**	**3**	**4**	**5**
1. Value of Benefits (Revenue)	-	$401,361	$450,462	$505,523	$567,405	$637,096
2. Development Costs	($150,000)	-	-	-	-	-
3. Annual Expenses	-	($145,000)	($175,000)	($205,000)	($235,000)	($265,000)
4. Net Benefit/Costs	($150,000)	$256,361	$275,462	$300,523	$332,405	$372,096
5. Discount Factor (15%)	1	0.8696	0.7561	0.6575	0.5718	0.4972
6. Net Present Value (NPV)	($150,000)	$222,923	$208,289	$197,599	$190,053	$184,998
7. Cumulative NPV	($150,000)	$72,923	$281,211	$478,810	$668,863	$853,861
8. Payback Period	0.67	or 244.5 Days After Initial Launch Year 0				

*Given the startup nature of the business, a higher discount rate is applied
to account for risk factor

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Thank You!

Any Questions?