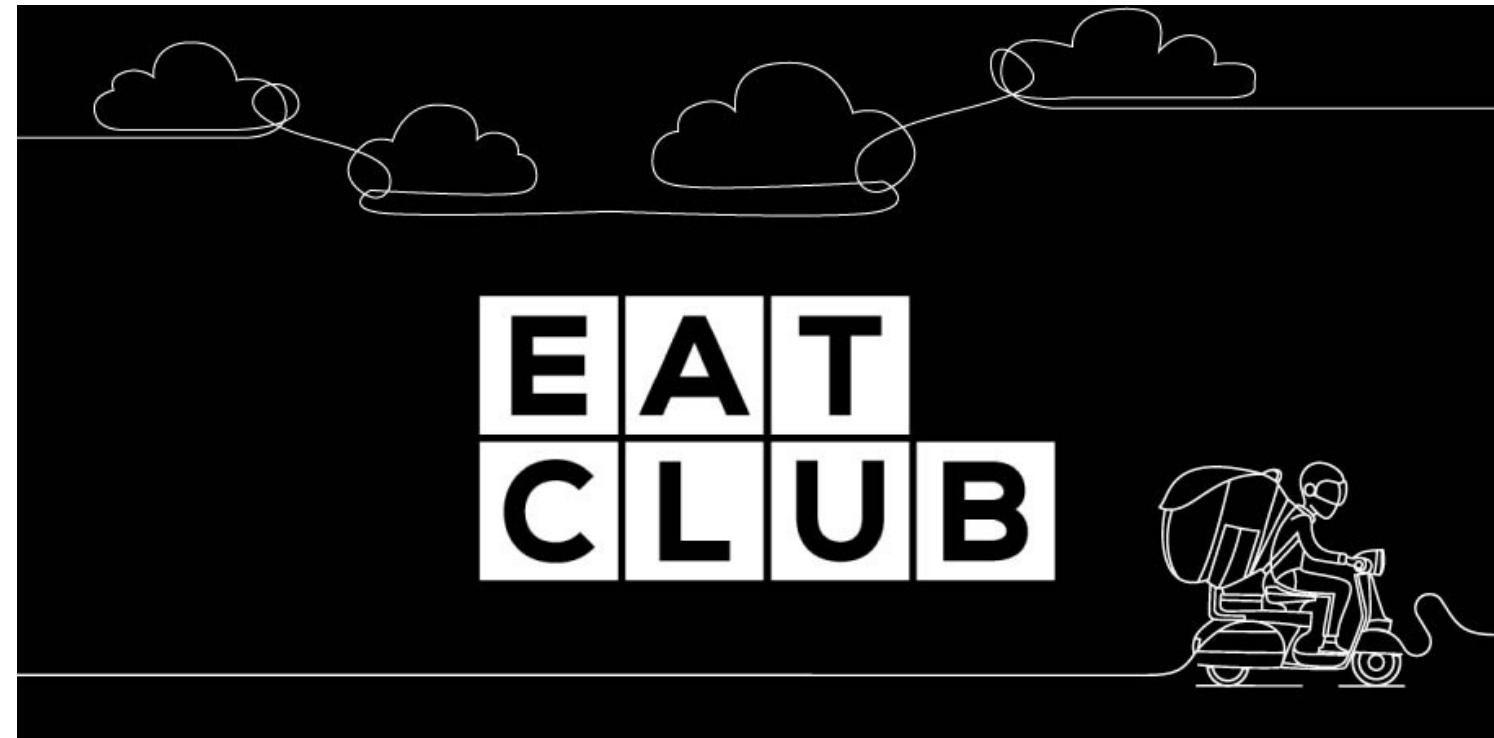


PRODUCT TEARDOWN



BOX8 - Order Food
Online



MOJO Pizza: Order
Pizza Online



Itminaan Biryani Order
Online



Mealful Wraps - Order
Online

“REFERRAL”

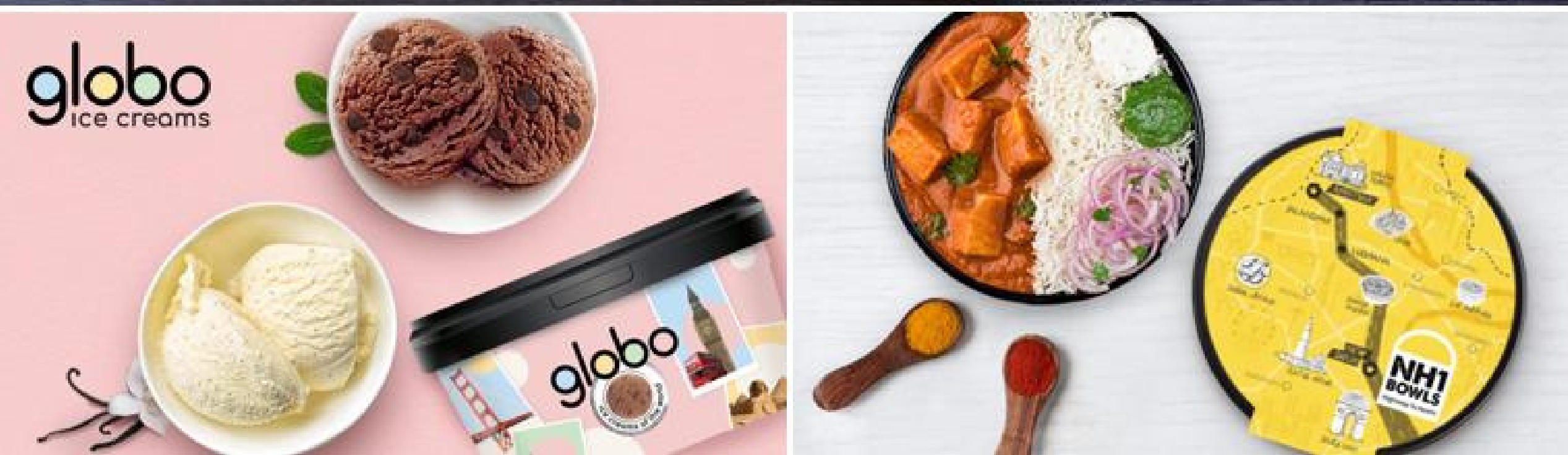
Learn in PubLuc Challenge (4/6)

By Rushi Kale



Agenda

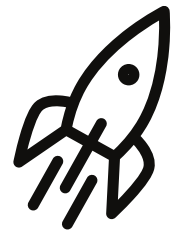
- Overview
- User Personas
- Referral
- Metrics



What is Eatclub?

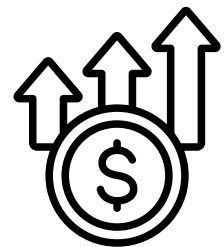
- EatClub Brands is a **cloud kitchen** company that allows consumers to order food from a list of handpicked food brands
- The customers can order food online, and have them delivered home. It offers **desi meals, biryani, wraps**, and more
- Amit Raj is the Founder of EatClub Brands (Formerly BOX8). The services are available in cities like Mumbai, Pune etc

Stats :



Launched in 2012

\$332M 2021 Valuation



Annual Revenue \$28.8M 2022



Major Competitors:



EatSure - Food Delivery
Food & Drink



Oven Story Pizza-
Order Online
Food & Drink



Burger King India
Food & Drink



McDelivery India west &
south
Food & Drink



Domino's Pizza
Food & Drink



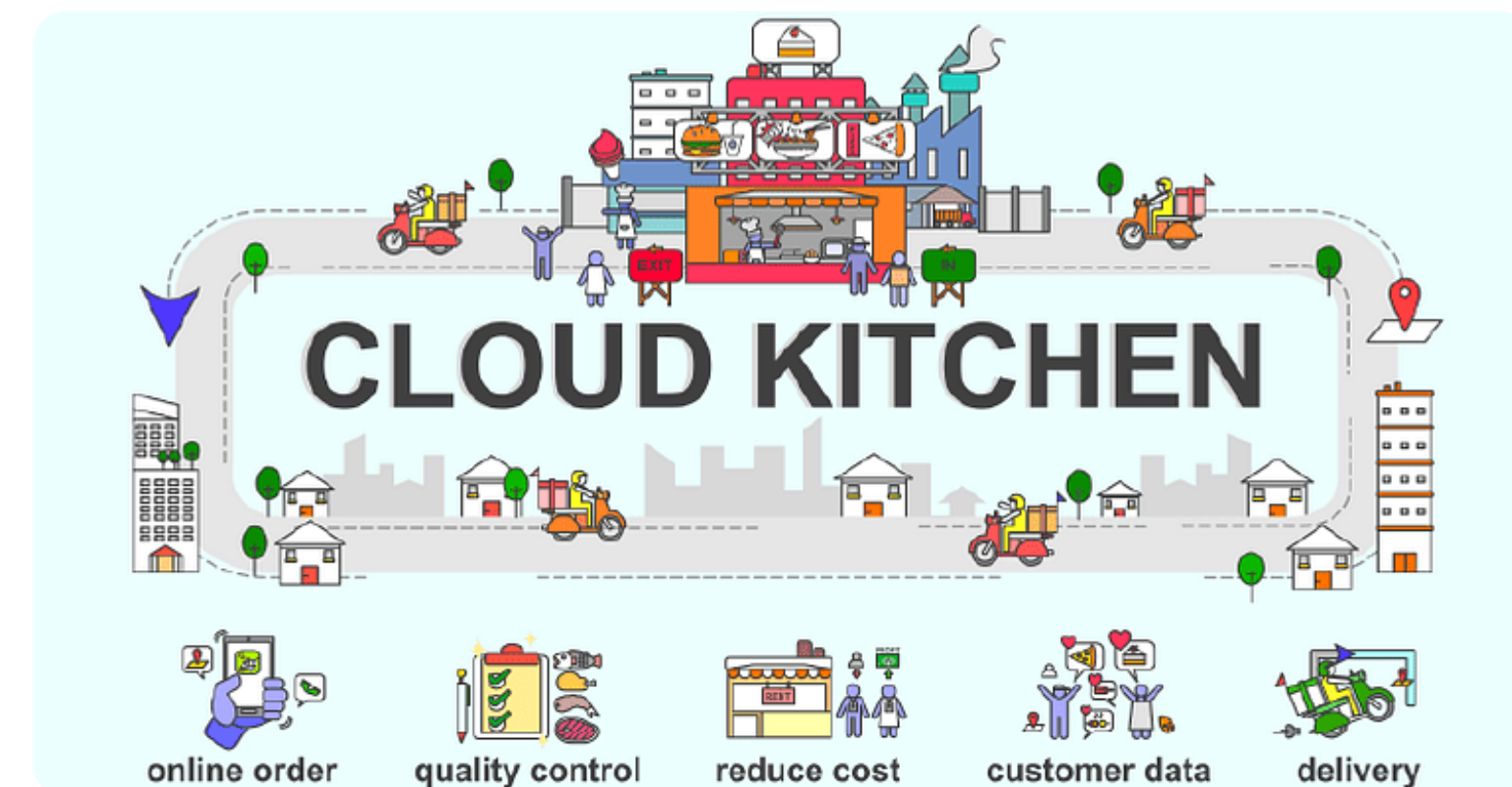
Biryani By Kilo Order
Online
Food & Drink



Behrouz - The Royal
Biryani
Food & Drink

Business Model :

- It is one location, one brand, and one kitchen. A brand-owned single-cuisine ghost kitchen is a delivery-only operation, with no takeaway and no dine-in. The kitchen is usually located in a lower-end rent area but not too far from densely populated spots.
- It's relatively small and streamlined and employs a skeleton crew. Orders and deliveries are handled by several different aggregators to maximise exposure. Sometimes, the kitchen parallelly operates self-delivery





Ayesha:

Meet Ayesha, a 32-year-old urban professional living in a bustling Indian city. Ayesha is a culinary enthusiast who enjoys exploring various cuisines from the comfort of her home. She values her time and appreciates convenient solutions that align with her busy lifestyle

"EatClub's app brings a world of flavors to my doorstep, aligning perfectly with my passion for exploring cuisines amid a busy schedule."

PAIN POINTS:

Limited time for cooking or dining out due to a demanding job and social commitments
Desire to explore diverse cuisines, struggling to balance curiosity with a busy schedule
Prefers convenient dining solutions over spending hours in the kitchen

NEEDS:

Hassle-free dining: Seeks effortless culinary experiences without cooking or dining out hassles.
Diverse Menu: Wants a platform offering a wide range of dishes for culinary exploration.
User-Friendly App: Values a simple app for easy menu browsing, ordering, and tracking deliveries.
Reliable Delivery: Expects punctual and reliable food deliveries to her doorstep.

GOALS:

Experience diverse culinary delights conveniently, fitting her busy lifestyle.
Discover new dishes from various cuisines effortlessly and on time.
Enjoy the ease of a user-friendly app and reliable doorstep deliveries for food orders.

How does the Eatclub Referral program works?

Referrer Invites:

- An existing Eatclub user invites friends or family to order from Eatclub
- Referee receives a unique code granting a discount on their first 3 orders

Earns Rewards:

- Upon the referee's order completion, both the referrer and the referee earn EatClub credits (1 credit = 1 Rs!)



Benefits of Two-Sided Referral:

- Accelerated User Growth: Existing users bring in new users swiftly, enhancing the EatClub community
- Enhanced Engagement: Users stay engaged, fueled by rewards for inviting friends, boosting their connection with EatClub
- Increased Brand Awareness: New users introduced via referrals are already acquainted with the EatClub brand
- Cost-Effectiveness: Referral programs prove more cost-effective than traditional marketing, ensuring economical customer acquisition

USER JOURNEY (REFERRAL)

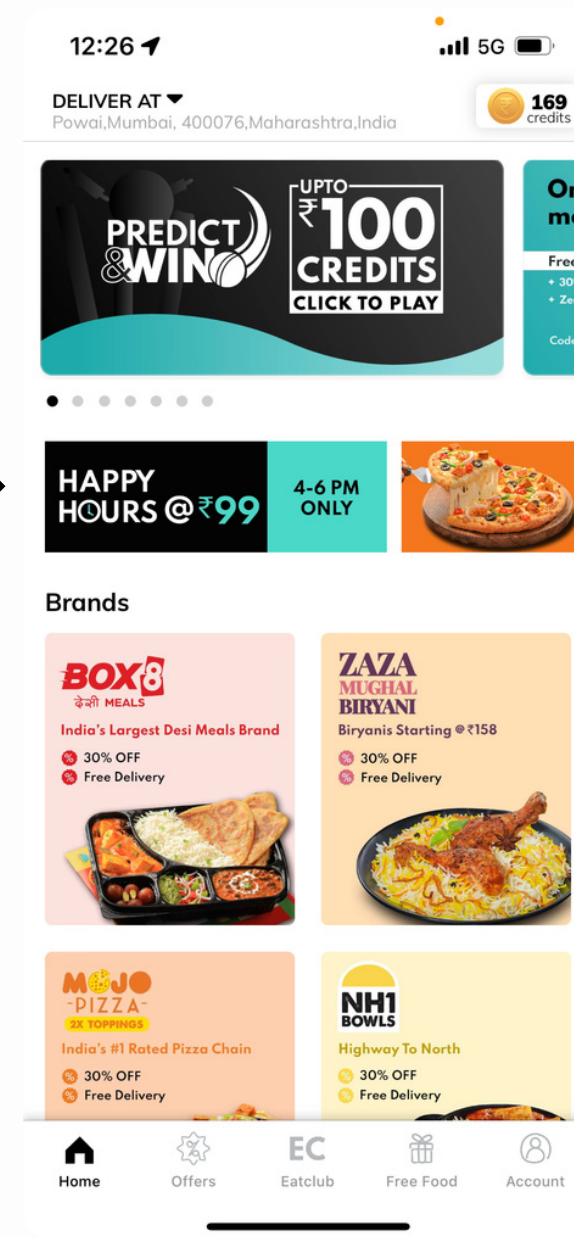
Step 1



Open Eatclub app



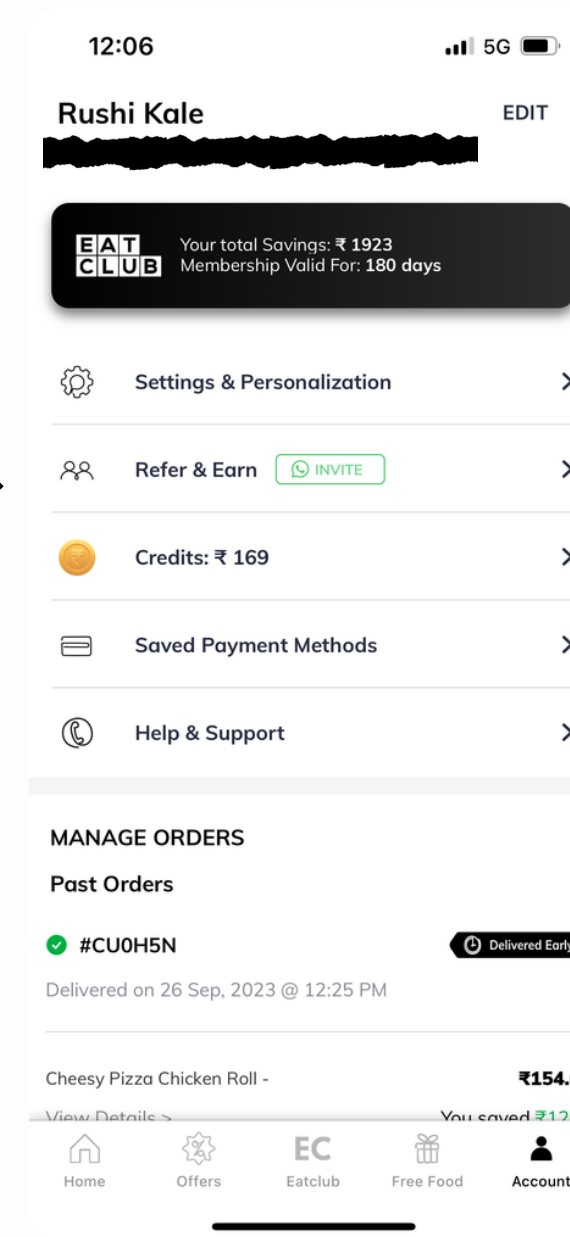
Step 2



Click on Account



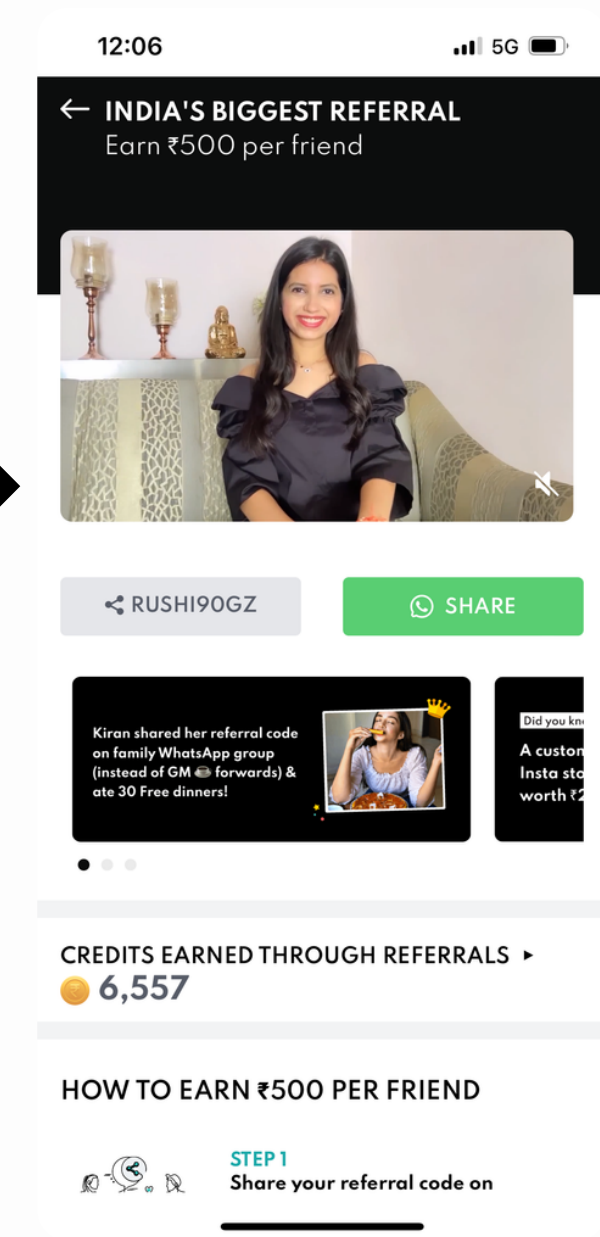
Step 3



Click on Refer & Earn



Step 4



Scroll Down



OVERVIEW

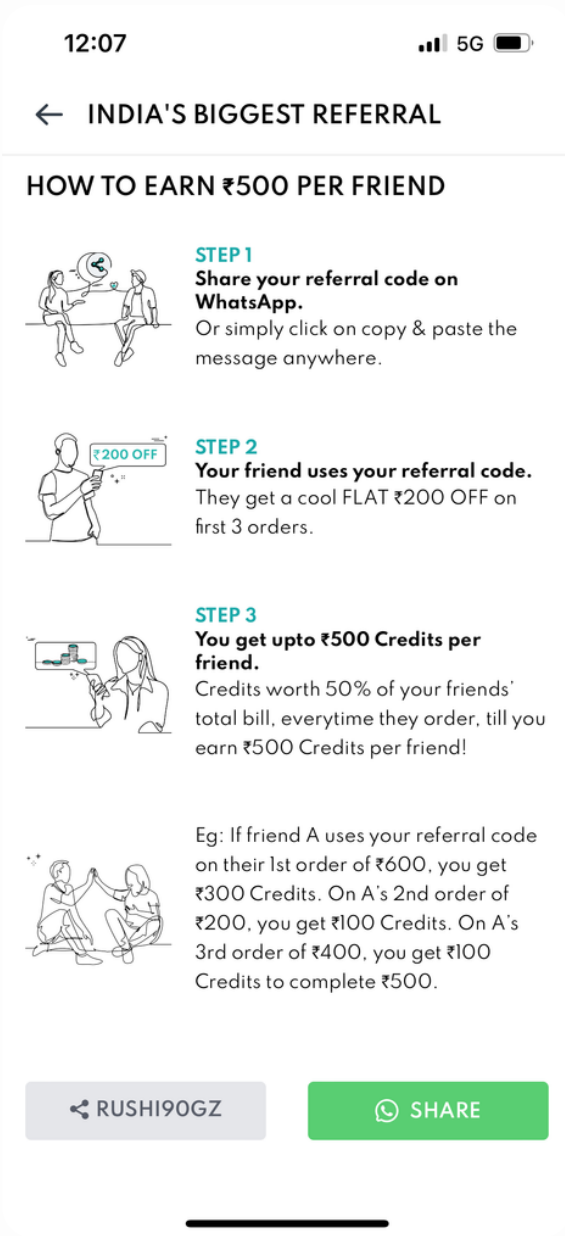
USER PERSONAS

REFERRAL

METRICS

USER JOURNEY (REFERRAL)

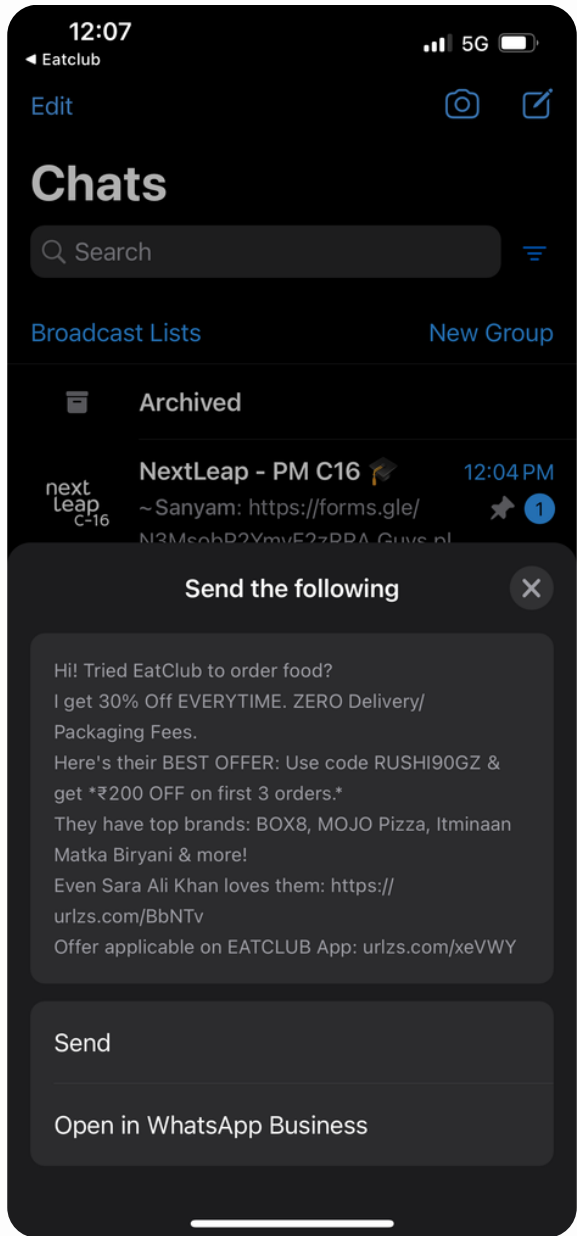
Step 5



Click on SHARE



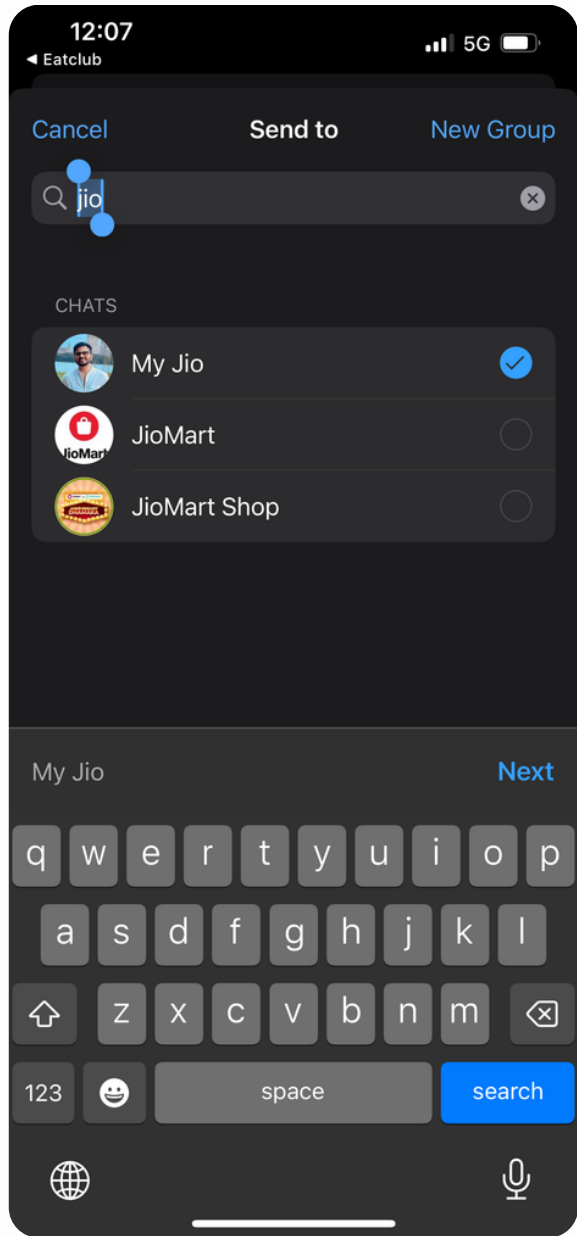
Step 6



Select sharing mode



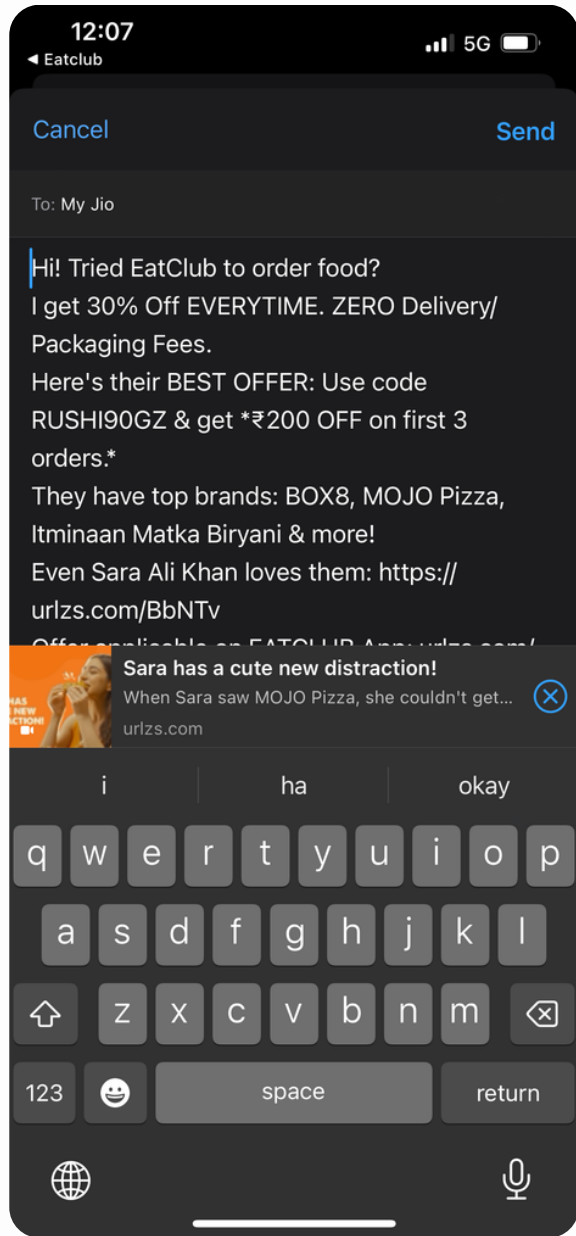
Step 7



Select the referee



Step 8



Send the message



OVERVIEW

USER PERSONAS

REFERRAL

METRICS

Referral Conversion Rate:

Measures the percentage of referred individuals who become active customers

Referral Redemption Rate:

Indicates how many referred customers successfully use the referral code

Customer Acquisition Cost (CAC) for Referral Program:

Measures the cost of acquiring a new customer through referrals

Customer Lifetime Value (CLTV) of Referred Customers:

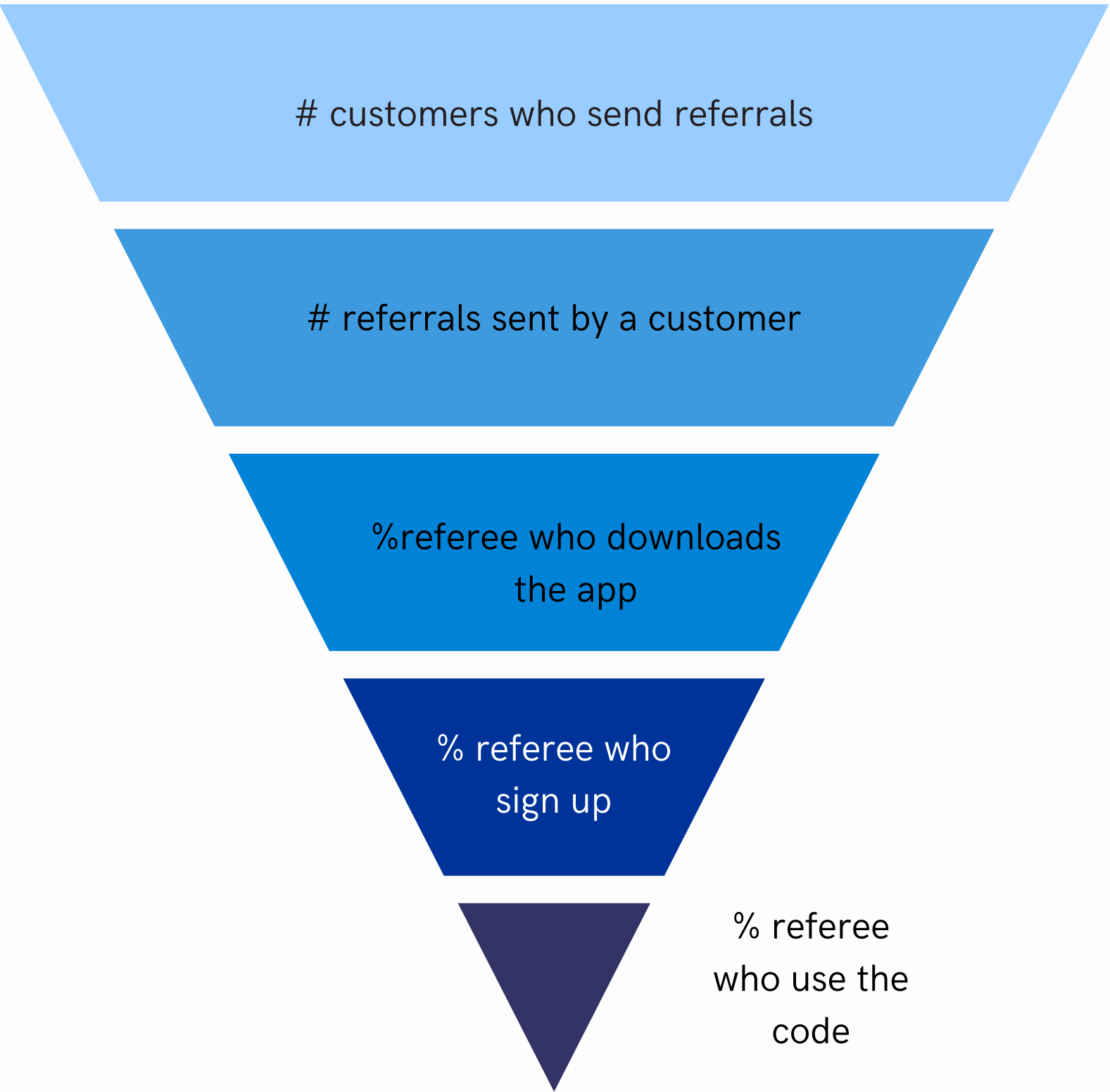
Shows the total revenue generated by customers acquired through referrals over their lifetime

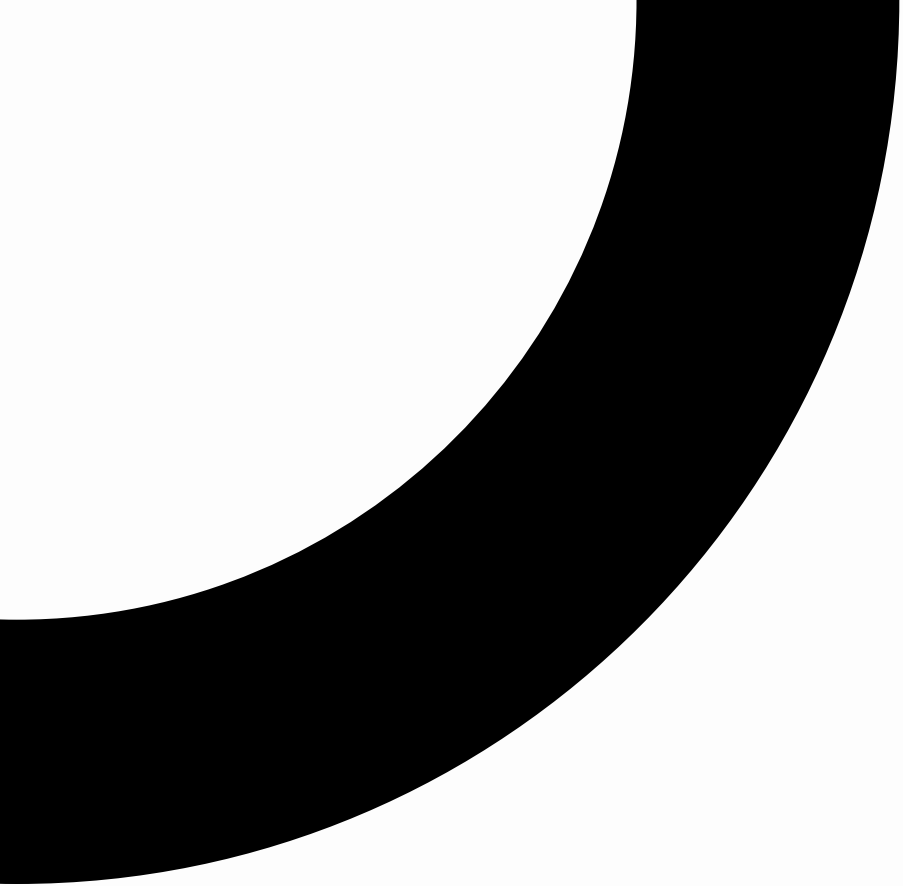
Referral Program ROI:

Measures the profitability of the referral program by comparing revenue from referred customers against total referral program costs

Average Order Value (AOV) of Referred Customers:

Represents the average amount spent by customers acquired through referrals per order





THANK YOU

Use my referral link to sign up for the NextLeap Product Manager Fellowship and join me in learning more about product!

