Mobile
Strategy & Learnings
Forky
Giannakeas George CMO

Forky Values

Convenience

Easy & Quick

Health

Balanced Diet & Nutritional Value

Uniqueness

Culture & Goodness

Innovation

Disrupt the food industry

About Forky

a Food company

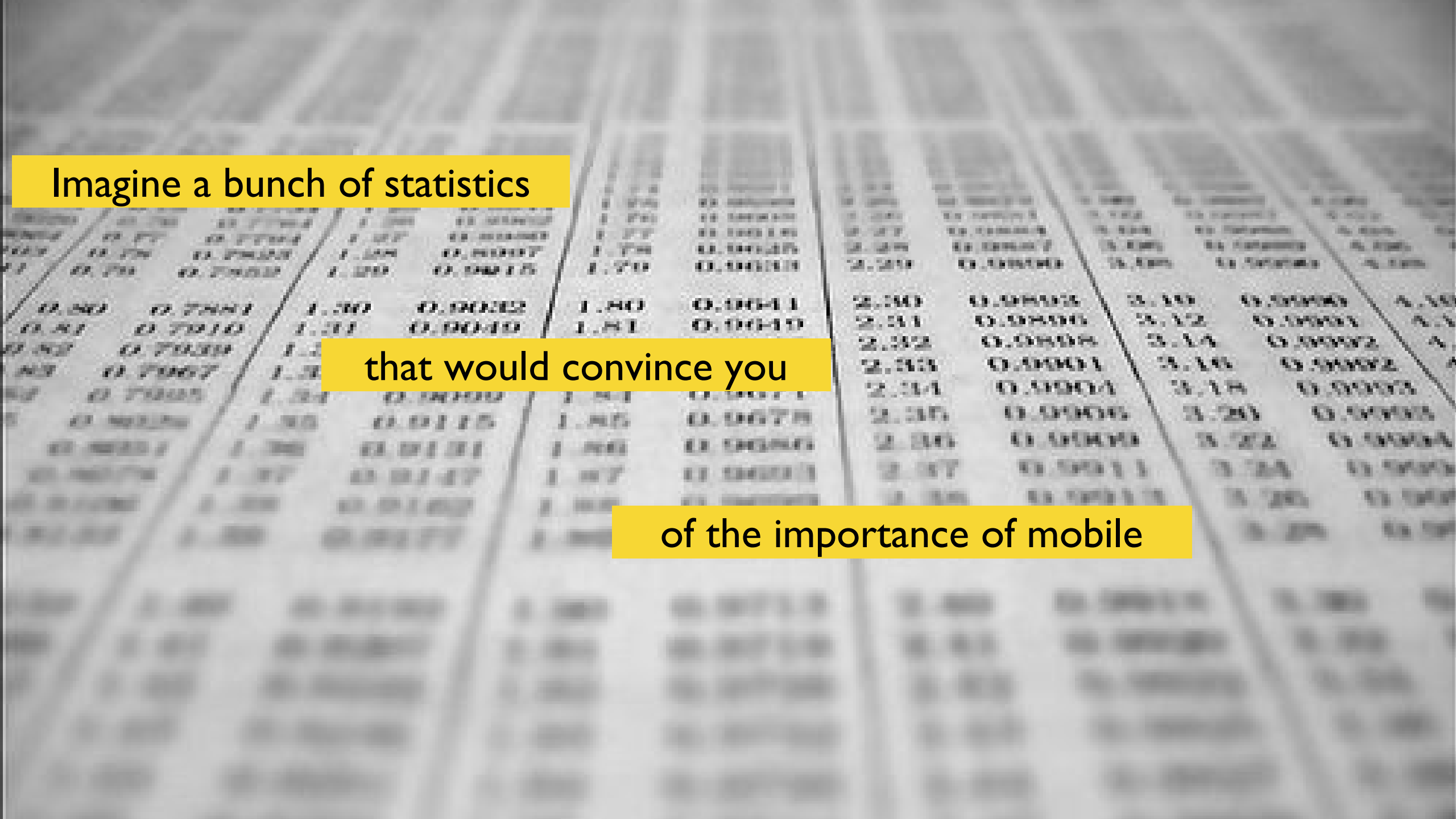
Healthy Well Cooked Delicious Food

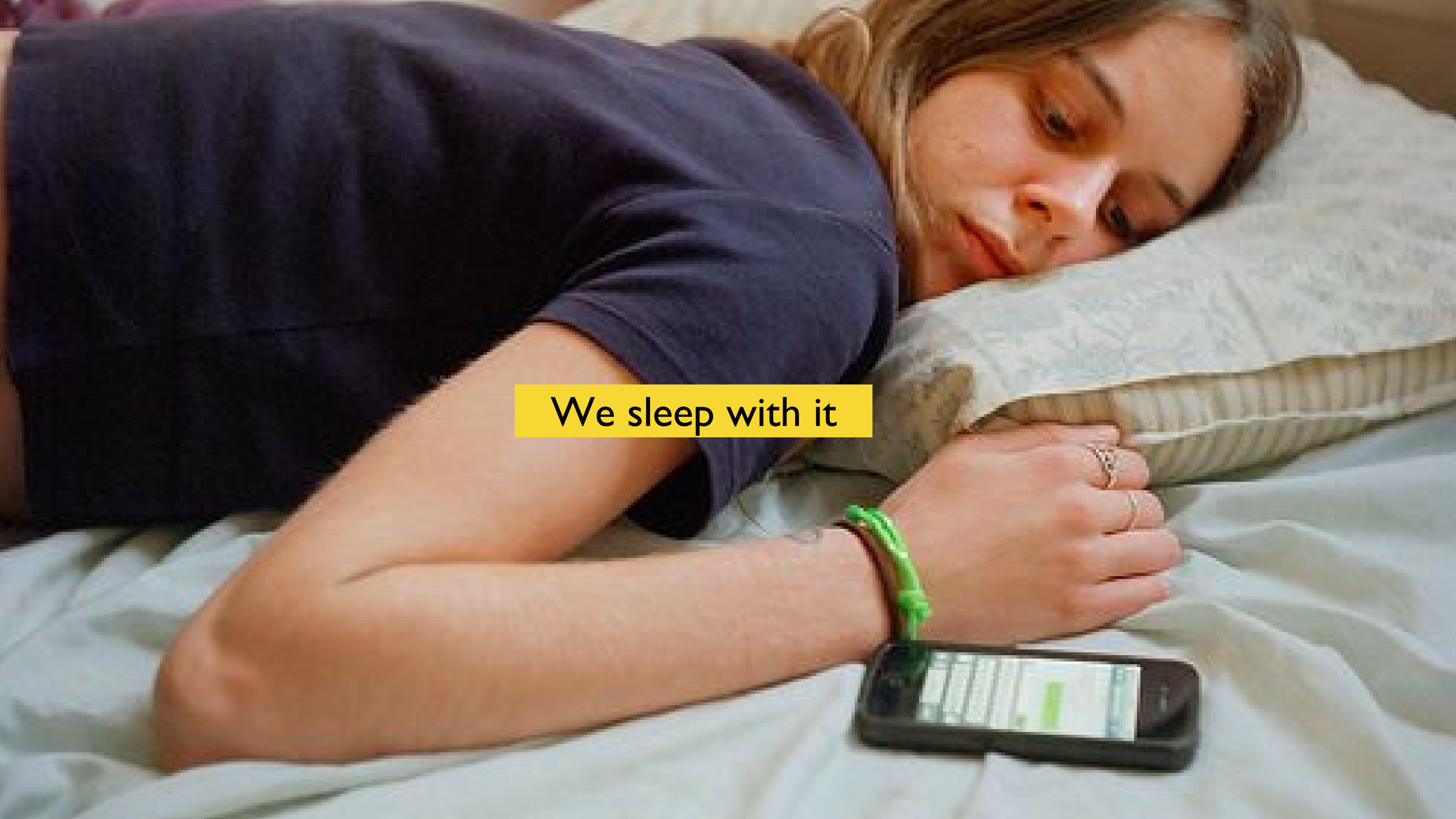
a Logistics company

Delivering in record time

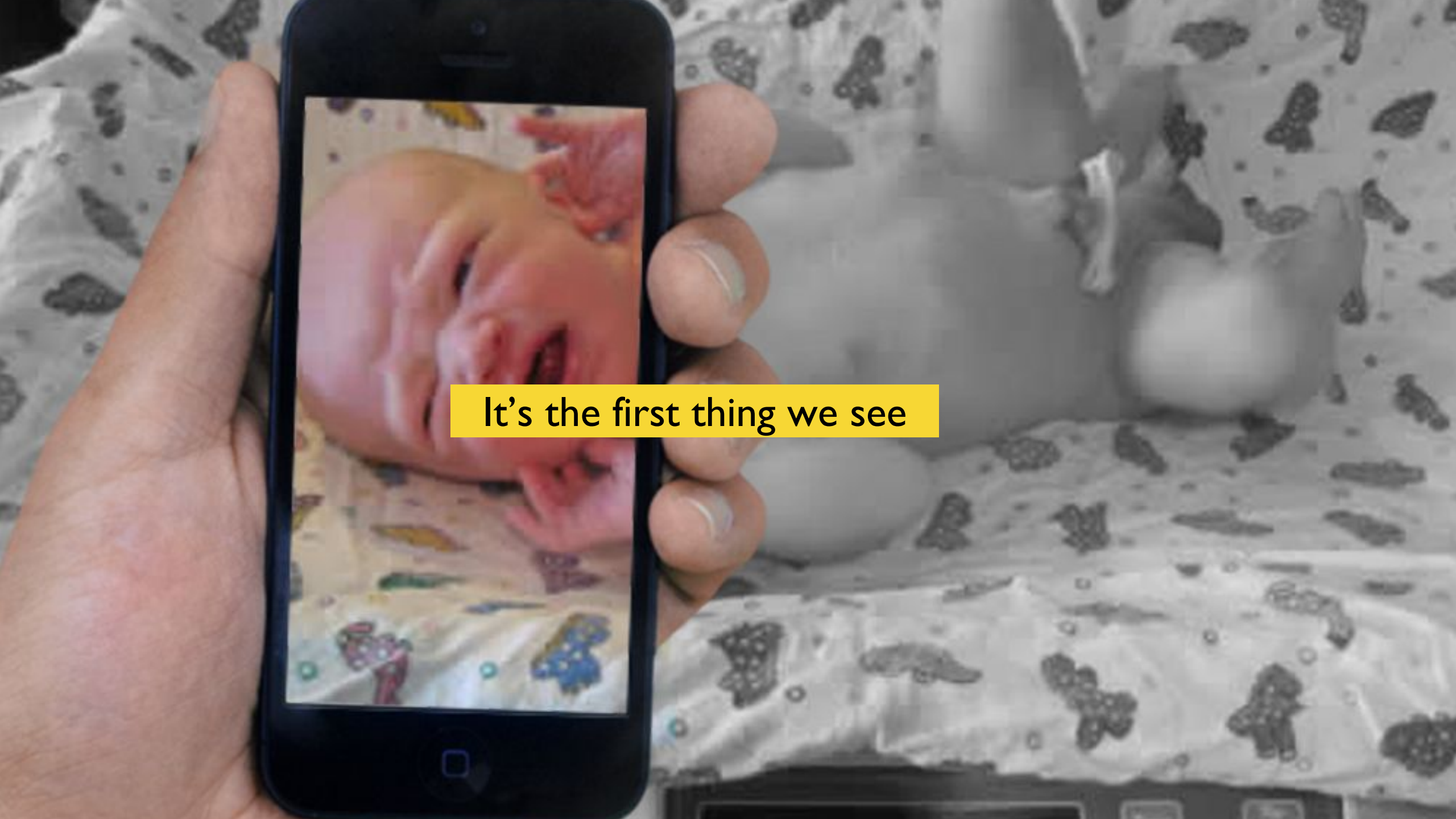
a Data company

Measure and iterate based on data and customer feedback


Imagine a bunch of statistics
that would convince you
of the importance of mobile


We sleep with it

we love it


It’s the first thing we see

2005
Hell...
you might even say...
who is this guy?
Luca Bruno

2013
It’s a religion

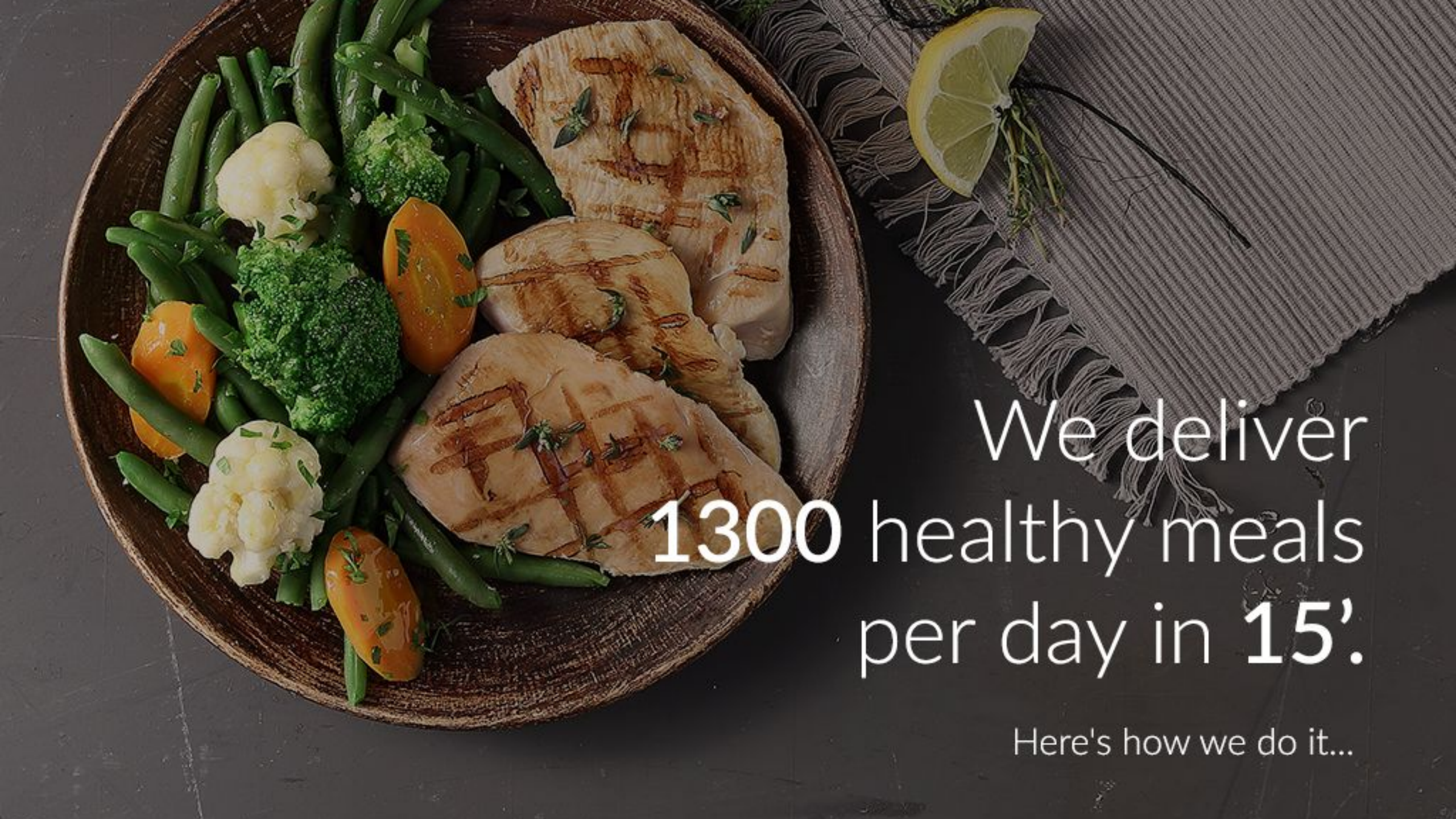
Mobile Phone & Smartphone Market Worth $341.4 Billion by 2015
The global app economy was worth $ 53Bn in 2012
$ 143Bn in 2016.

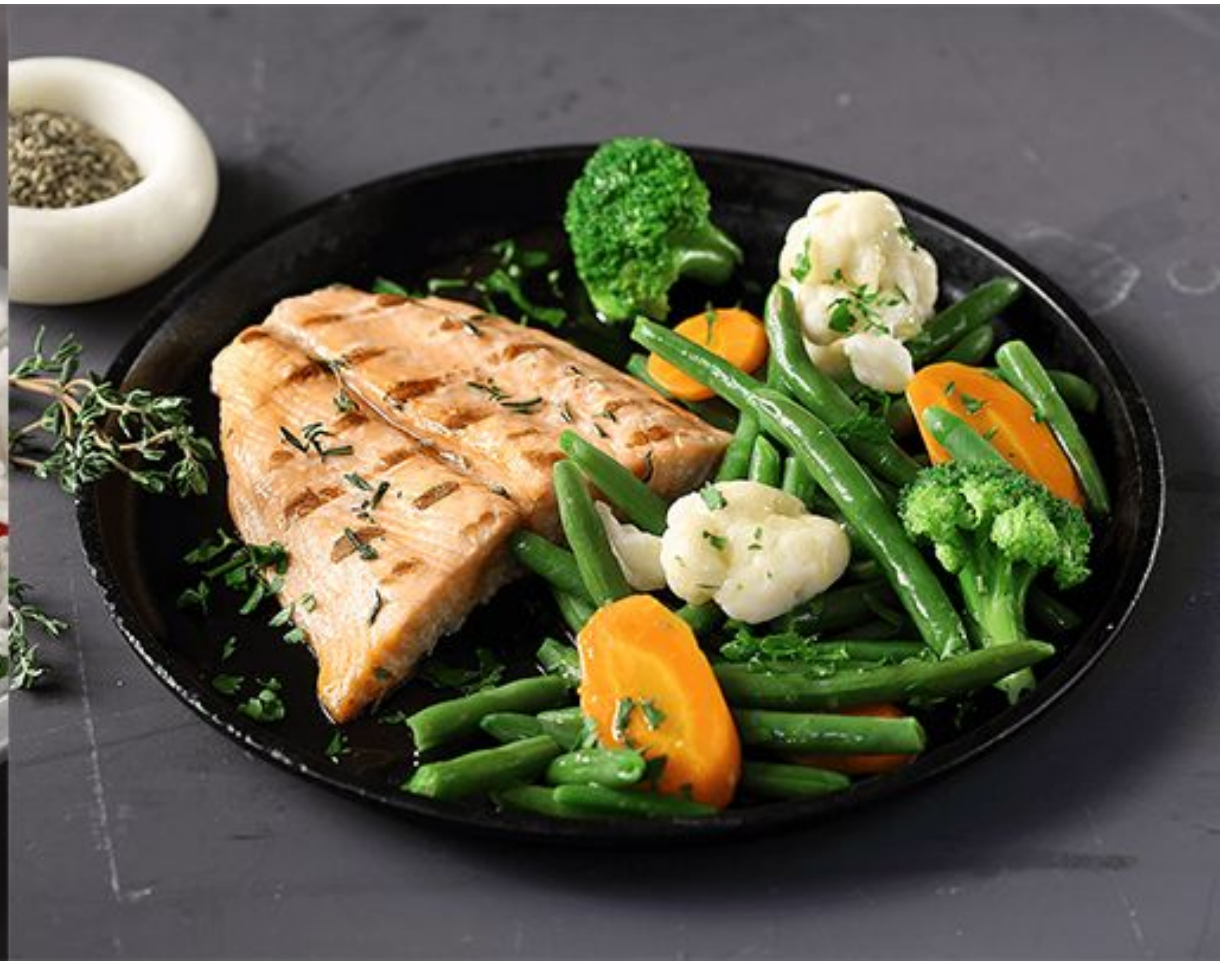
Photo Credit: Rodolfo Velasco

A new service that brings you

GREAT FOOD in 15 MINUTES

FOOD COMPANY


We deliver
1300 healthy meals
per day in 15'.
Here's how we do it...



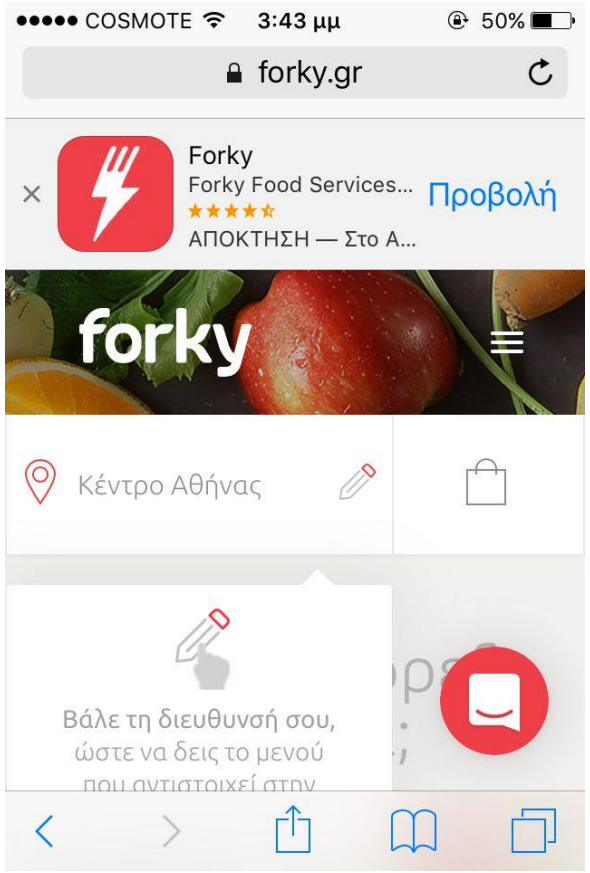
Επειδή
σου αρέσει
το καλό
φαγητό.
Ήρθε ο
Χριστόφορος
Πέσκιας.

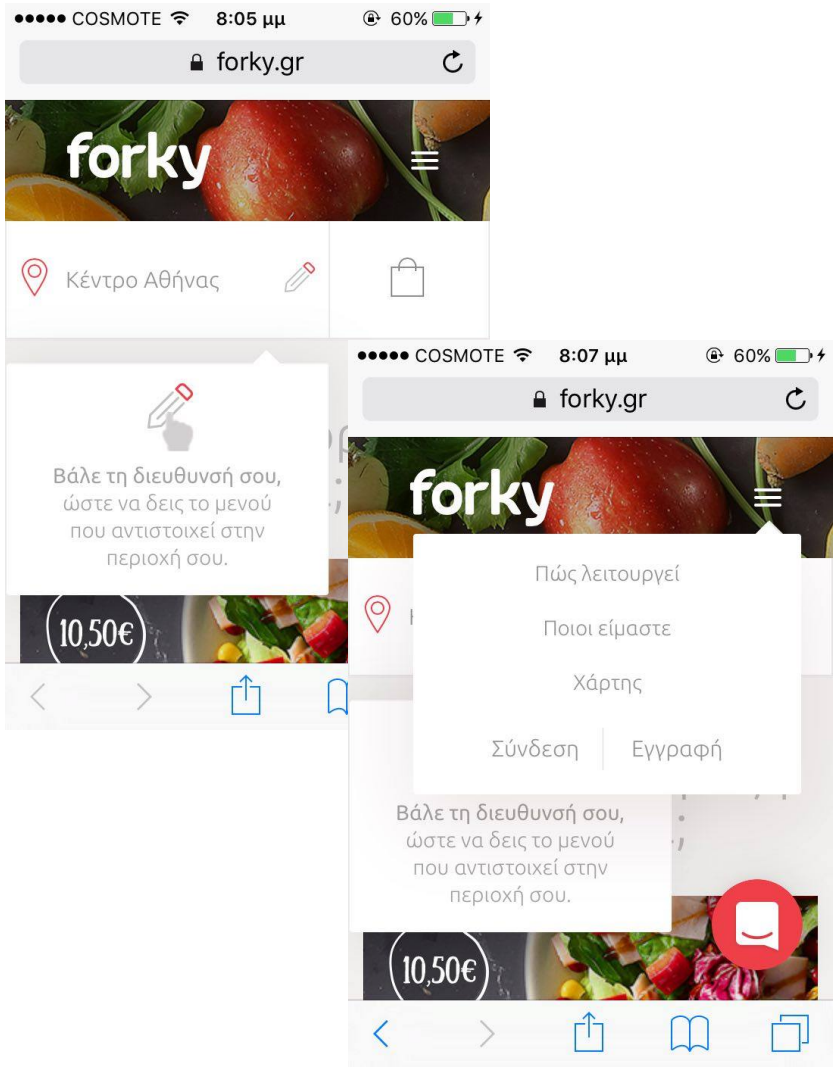
forky

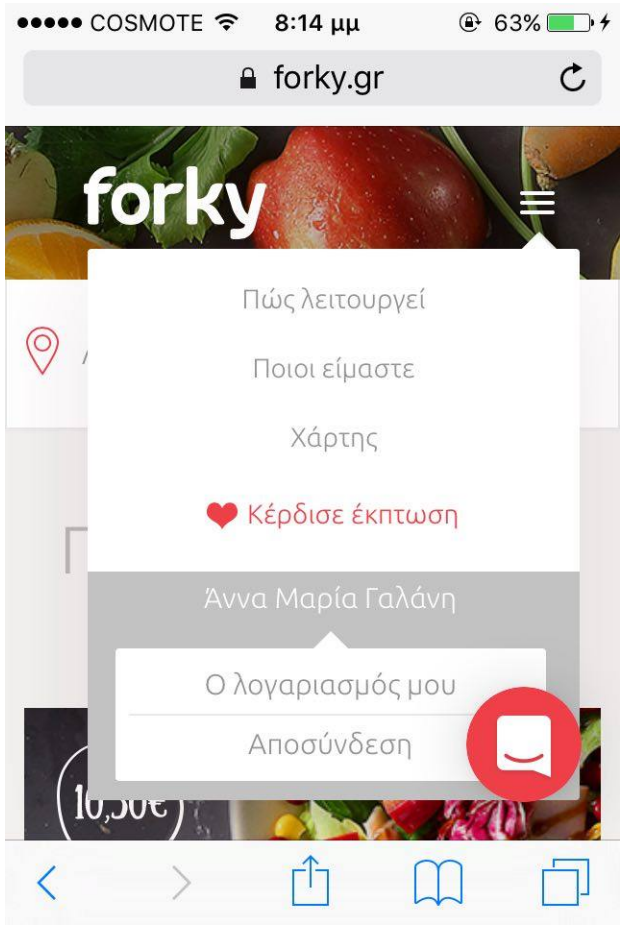
forky

MOBILE COMPANY

Mobile Optimized Site







BELL 4:21 PM 100%

Λ. Ποσειδώνος 137

ΚΥΡΙΩΣ ΠΙΑΤΑ

Μοσχαράκι Πηλιορείτικο
με πατατούλες

€ 7.50

€10 ΕΚΠΤΩΣΗ

Έχεις 10€ έκπτωση
στην παραγγελία σου!

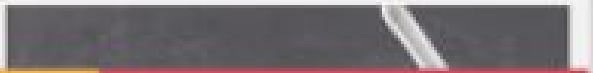
BELL 4:21 PM 100%

Λ. Ποσειδώνος 137

ΚΥΡΙΩΣ ΠΙΑΤΑ

Μοσχαράκι Πηλιορείτικο
με πατατούλες

€ 7.50



€10 ΕΚΠΤΩΣΗ

Δες το καλάθι

€ 12.50
€ 2.50

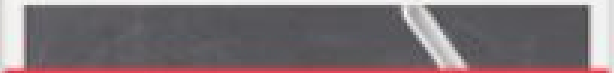
BELL 4:21 PM 100%

Λ. Ποσειδώνος 137

ΚΥΡΙΩΣ ΠΙΑΤΑ

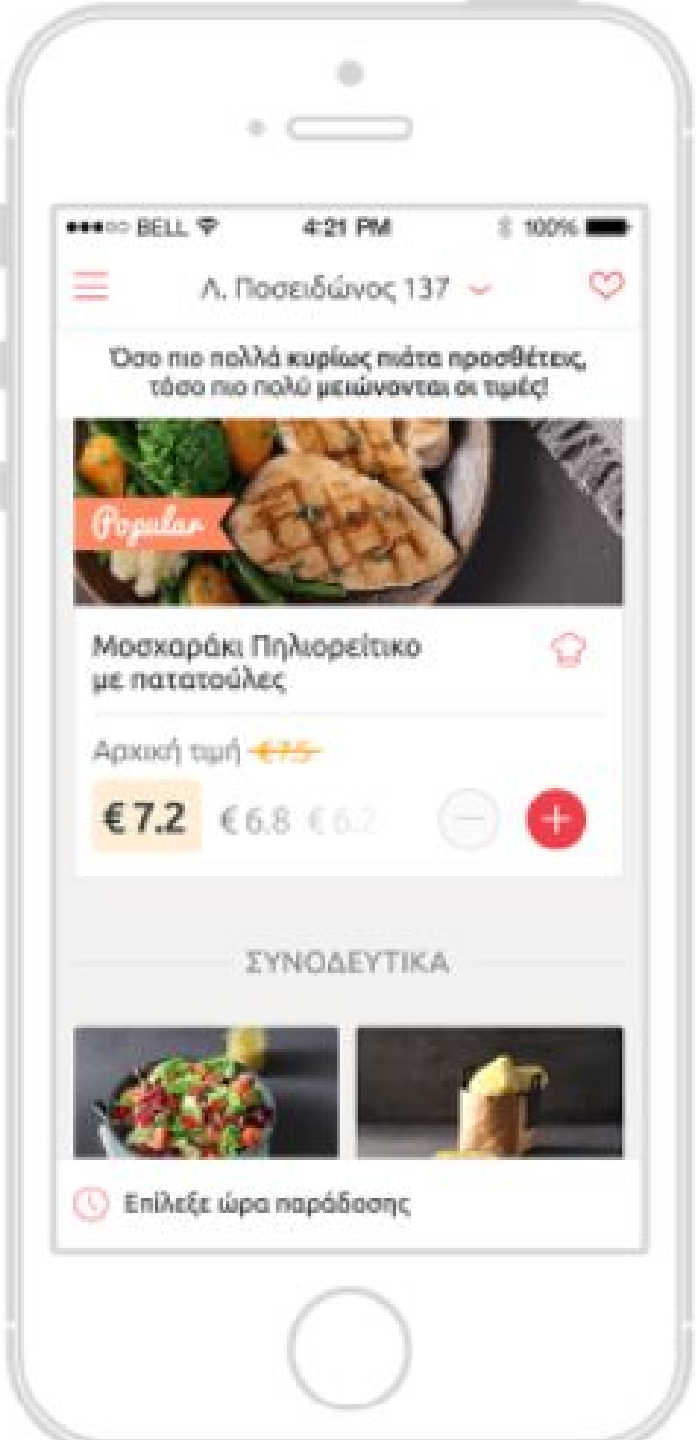
Μοσχαράκι Πηλιορείτικο
με πατατούλες

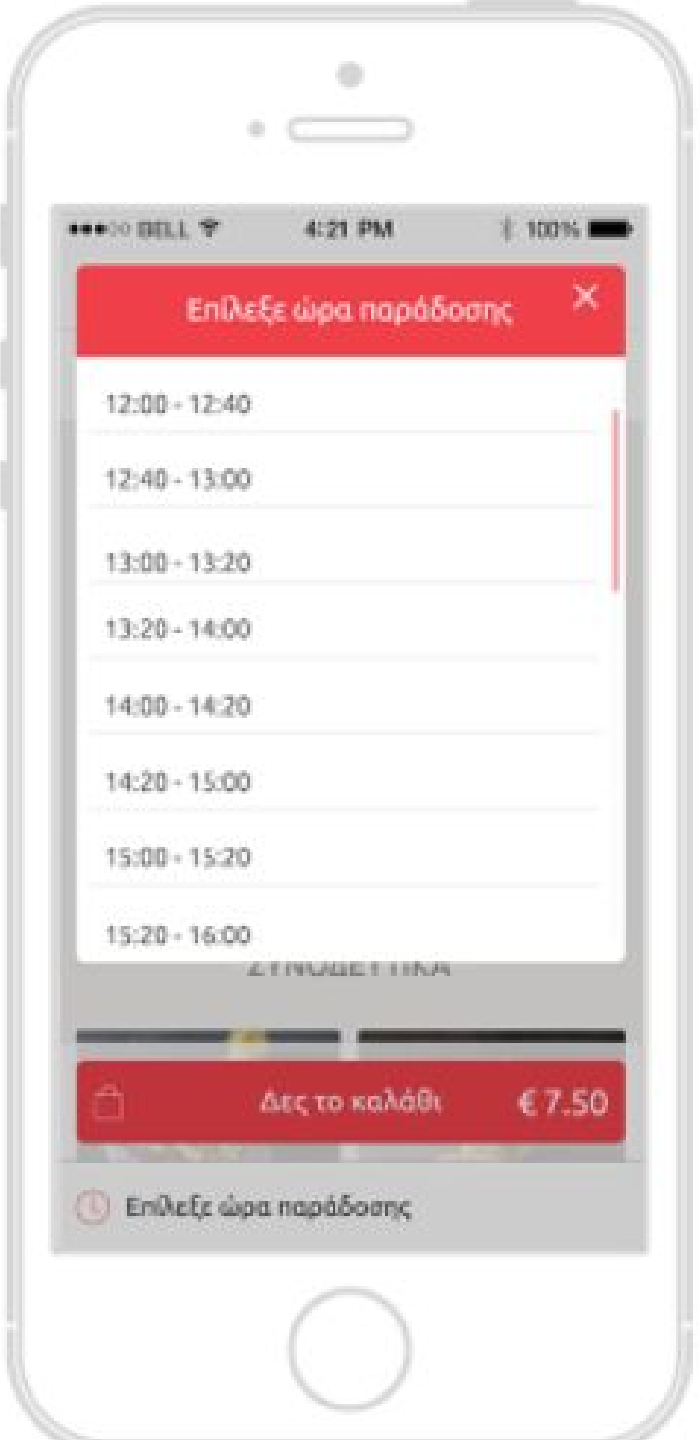
€ 7.50

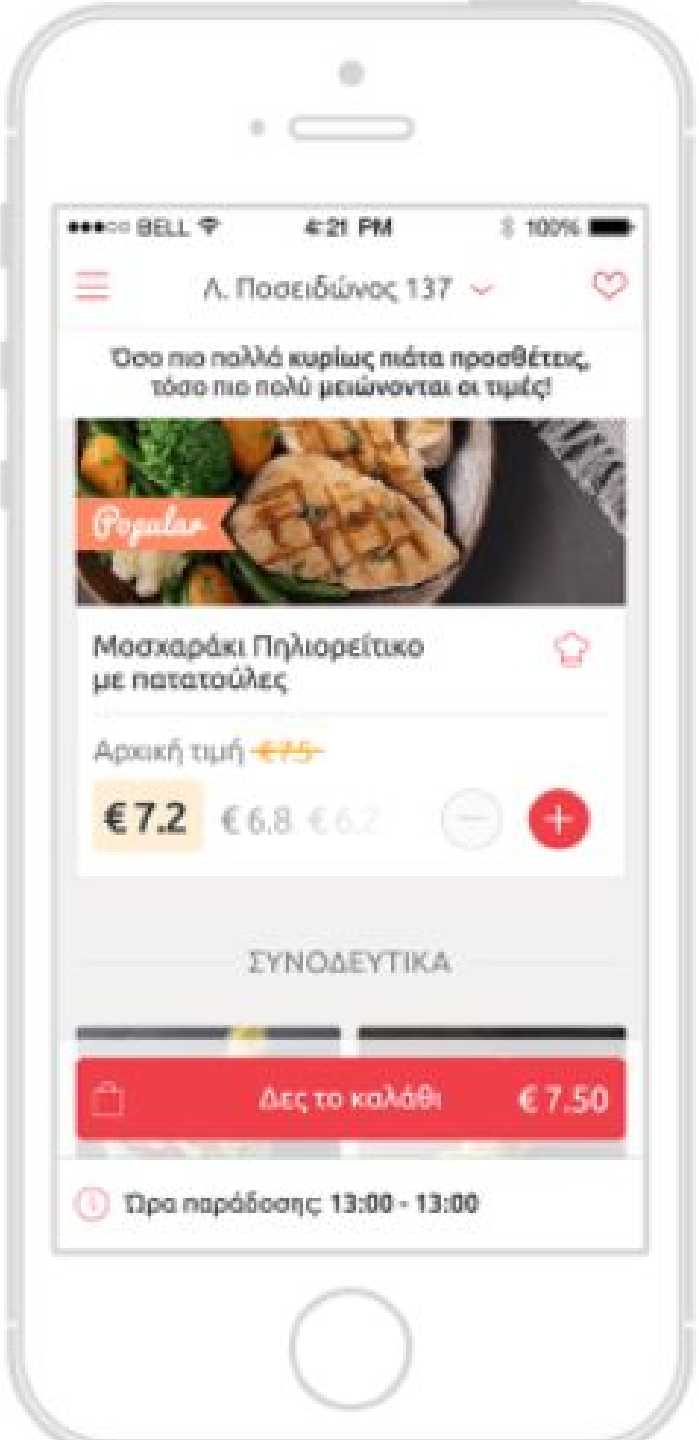


Δες το καλάθι

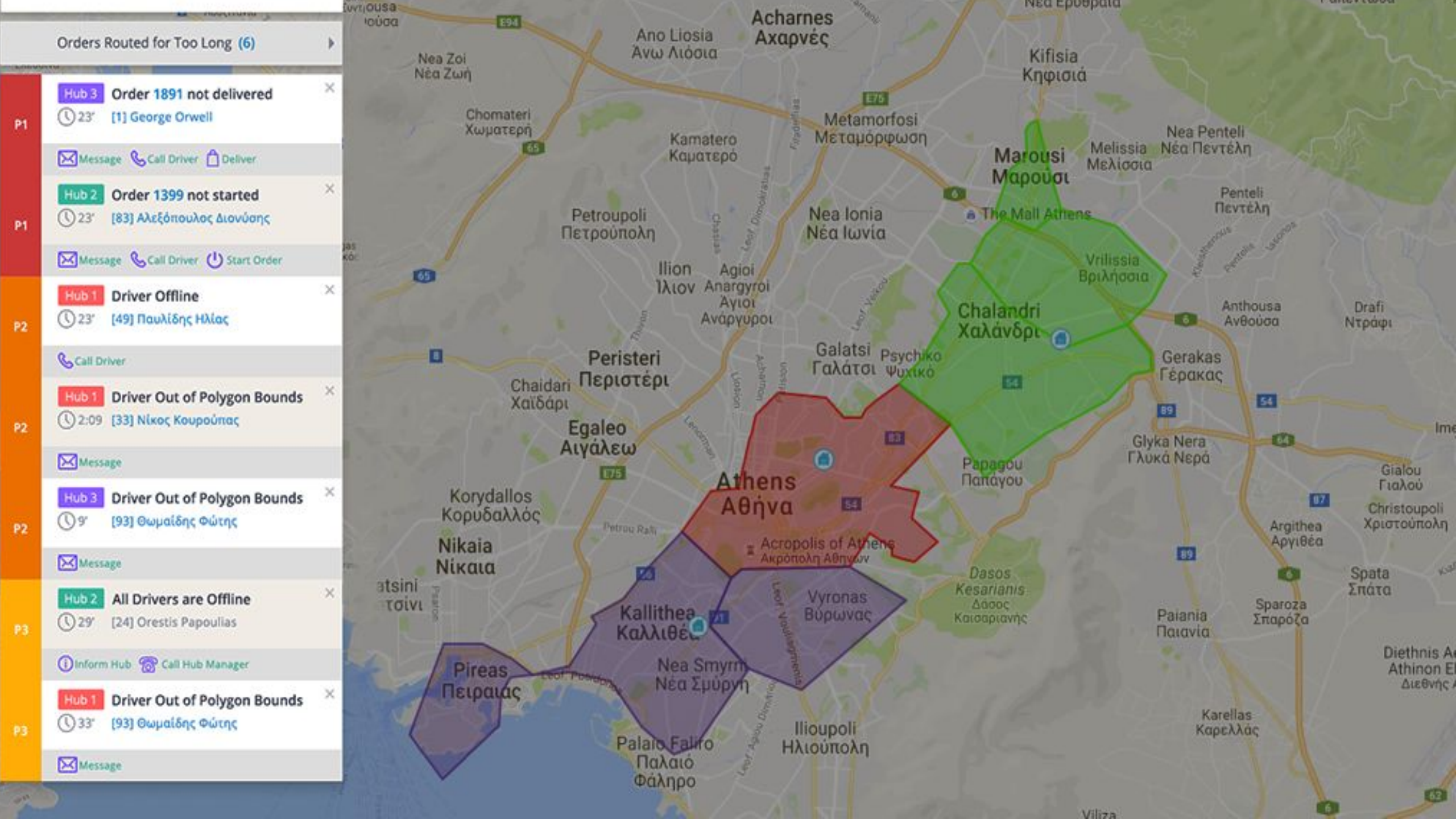
€ 7.50


BELL 4:21 PM 100%
Λ. Ποσειδώνος 137
Όσο πιο πολλά κυρίως πιάτα προσθέτεις, τόσο πιο πολύ μειώνονται οι τιμές!
Popular
Μοσχαράκι Πηλιορείτικο με πατατούλες
Αρχική τιμή €7.5
€7.2 €6.8 €6.2
ΣΥΝΟΔΕΥΤΙΚΑ
Επίλεξε ώρα παράδοσης

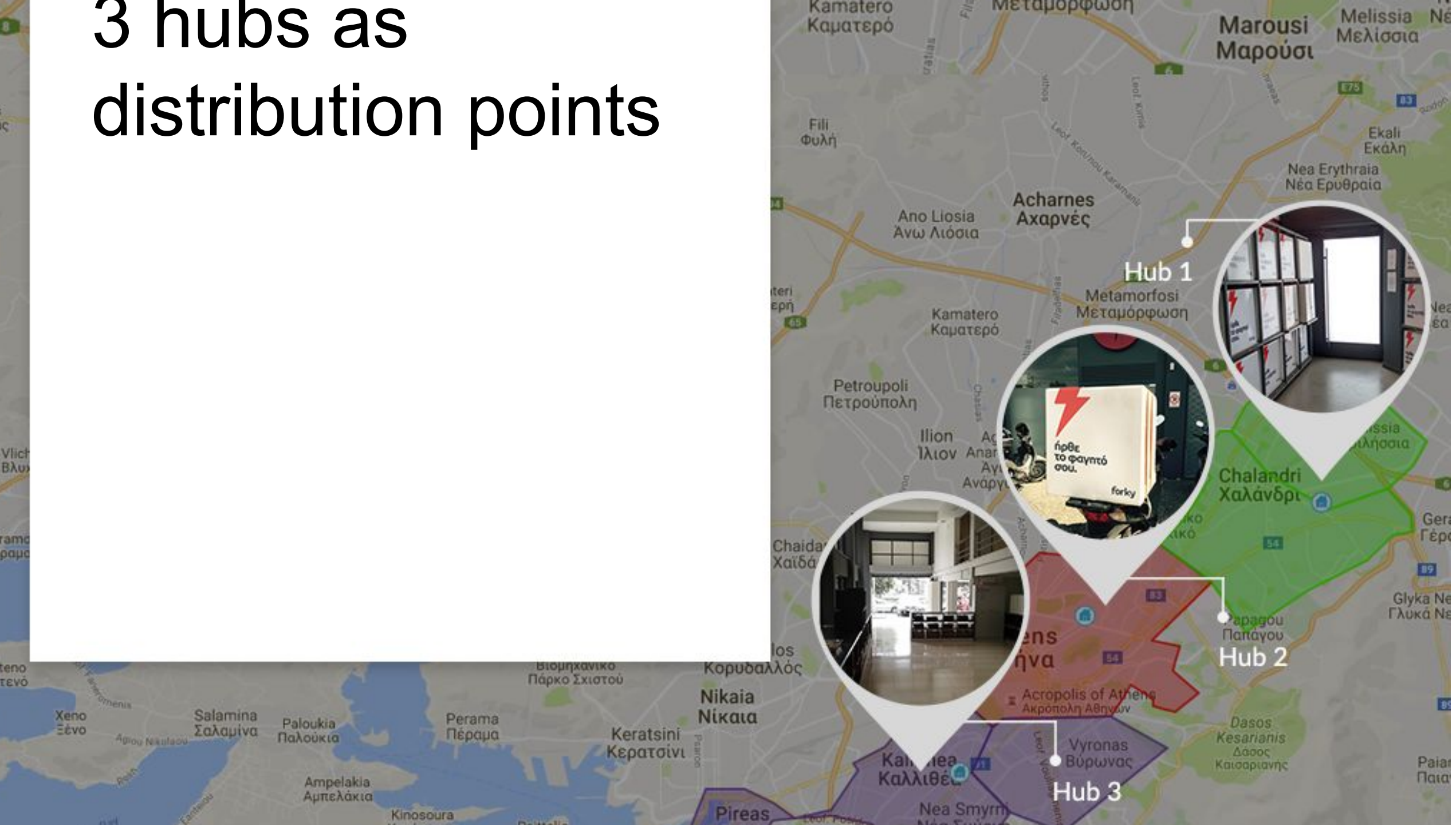

BELL 4:21 PM 100%
Επίλεξε ώρα παράδοσης
12:00 - 12:40
12:40 - 13:00
13:00 - 13:20
13:20 - 14:00
14:00 - 14:20
14:20 - 15:00
15:00 - 15:20
15:20 - 16:00
Δες το καλάθι € 7.50
Επίλεξε ώρα παράδοσης


BELL 4:21 PM 100%
Λ. Ποσειδώνος 137
Όσο πιο πολλά κυρίως πιάτα προσθέτεις, τόσο πιο πολύ μειώνονται οι τιμές!
Popular
Μοσχαράκι Πηλιορείτικο με πατατούλες
Αρχική τιμή €7.5
€7.2 €6.8 €6.2
ΣΥΝΟΔΕΥΤΙΚΑ
Δες το καλάθι € 7.50
Ώρα παράδοσης: 13:00 - 13:00

LOGISTICS COMPANY


Orders Routed for Too Long (6)
P1
Hub 3 Order 1891 not delivered
23' [1] George Orwell
Message Call Driver Deliver
P1
Hub 2 Order 1399 not started
23' [83] Αλεξόπουλος Διονύσης
Message Call Driver Start Order
P2
Hub 1 Driver Offline
23' [49] Παυλίδης Ηλίας
Call Driver
P2
Hub 1 Driver Out of Polygon Bounds
2:09 [33] Νίκος Κουρούπας
Message
P2
Hub 3 Driver Out of Polygon Bounds
9' [93] Θωμαΐδης Φώτης
Message
P3
Hub 2 All Drivers are Offline
29' [24] Orestis Papoulias
Inform Hub Call Hub Manager
P3
Hub 1 Driver Out of Polygon Bounds
33' [93] Θωμαΐδης Φώτης
Message
Acharnes Αχαρνές
Ano Liosia Άνω Λιόσια
Nea Zoi Νέα Ζωή
Kifisia Κηφισιά
Chomateri Χωματερή
Kamatero Καματερό
Metamorfosi Μεταμόρφωση
Maroussi Μαρούσι
Melissia Μελίσσια
Nea Penteli Νέα Πεντέλη
Penteli Πεντέλη
The Mall Athens
Petroupoli Πετρούπολη
Nea Ionia Νέα Ιωνία
Ilion Ίλιον
Agioi Anargyroi Άγιοι Ανάργυροι
Vrilissia Βριλήσσια
Chalandri Χαλάνδρι
Anthousa Ανθούσα
Drafi Ντράφι
Peristeri Περιστέρι
Galatsi Γαλάτσι
Psychiko Ψυχικό
Gerakas Γέρακας
Chaidari Χαϊδάρι
Egaleo Αιγάλεω
Glyka Nera Γλυκά Νερά
Papagou Παπάγου
Athens Αθήνα
Gialou Γιαλού
Korydallos Κορυδαλλός
Acropolis of Athens Ακρόπολη Αθηνών
Christoupoli Χριστούπολη
Nikaia Νίκαια
Argithea Αργιθέα
Dasos Kesarianis Δάσος Καισαριανής
Vyronas Βύρωνας
Kallithea Καλλιθέα
Spata Σπάτα
Sparoza Σπαρόζα
Paiania Παιανία
Pireas Πειραιάς
Nea Smyrni Νέα Σμύρνη
Ilioupoli Ηλιούπολη
Palaio Faliro Παλαιό Φάληρο
Karellas Καρελλάς

3 hubs as distribution points



Forky

forky

Ipokratous

Actions

Send Message

Exchange

Refill Suggestions

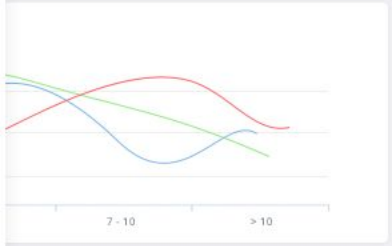
Force Refill Station

Bad Weather

Sub A | Sub B | Sub C

Closed Roads

Sold Out Dishes

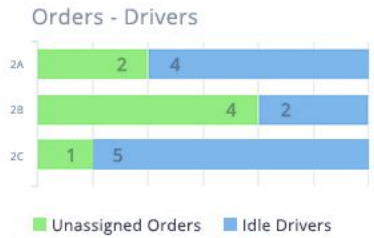


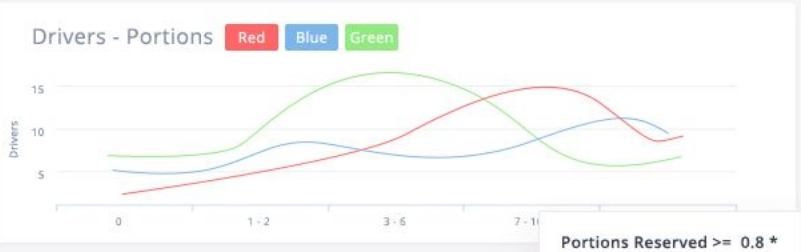
Σαλάτα Ζυμαρικών
a: 23 (2) k: 12 (1) r: 3 c: 20

Γλυκό
a: 3 (2) k: 1 (1) r: 0

Chalandriou

Actions





Portions Reserved >= 0.8 *

Dishes

2A

Ψητή πέρκα
a: 13 (5) k: 16 (1) r: 0 c: 40

Γαλοπούλα Σχάρας
a: 23 (2) k: 12 (1) r: 3 c: 20

Μεγάλη Σαλάτα
a: 23 (2) k: 12 (1) r: 3 c: 20

Συνοδευτική Σαλάτα
a: 5 (1) k: 9 (2) r: 3 c: 10

Ψωμάκι
a: 17 (9) k: 21 (9) r: 3

Γλυκό
a: 3 (2) k: 1 (1) r: 0

2B

Ψητή πέρκα
a: 13 (5) k: 16 (1) r: 0 c: 40

Γαλοπούλα Σχάρας
a: 23 (2) k: 12 (1) r: 3 c: 20

Σαλάτα Ζυμαρικών
a: 23 (2) k: 12 (1) r: 3 c: 20

2C

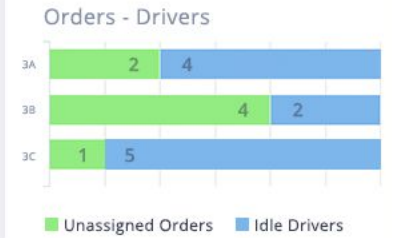
Ψητή πέρκα
a: 13 (5) k: 16 (1) r: 0 c: 40

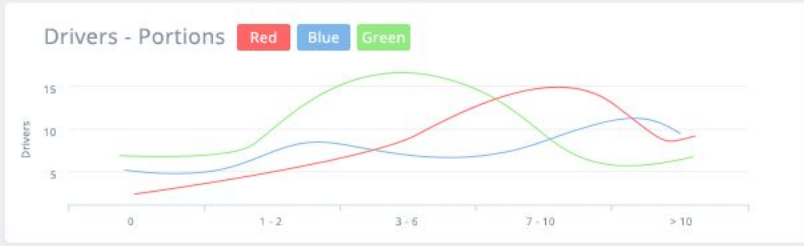
Γαλοπούλα Σχάρας
SOLD OUT

Σαλάτα Ζυμαρικών
a: 23 (2) k: 12 (1) r: 3 c: 20

Syggrou

Actions





Dishes

3A

Ψητή πέρκα
a: 13 (5) k: 16 (1) r: 0 c: 40

Γαλοπούλα Σχάρας
a: 23 (2) k: 12 (1) r: 3 c: 20

Σαλάτα Ζυμαρικών
a: 23 (2) k: 12 (1) r: 3 c: 20

Συνοδευτική Σαλάτα
a: 5 (1) k: 9 (2) r: 3 c: 10

Ψωμάκι
a: 17 (9) k: 21 (9) r: 3

3B

Ψητή πέρκα
a: 13 (5) k: 16 (1) r: 0 c: 40

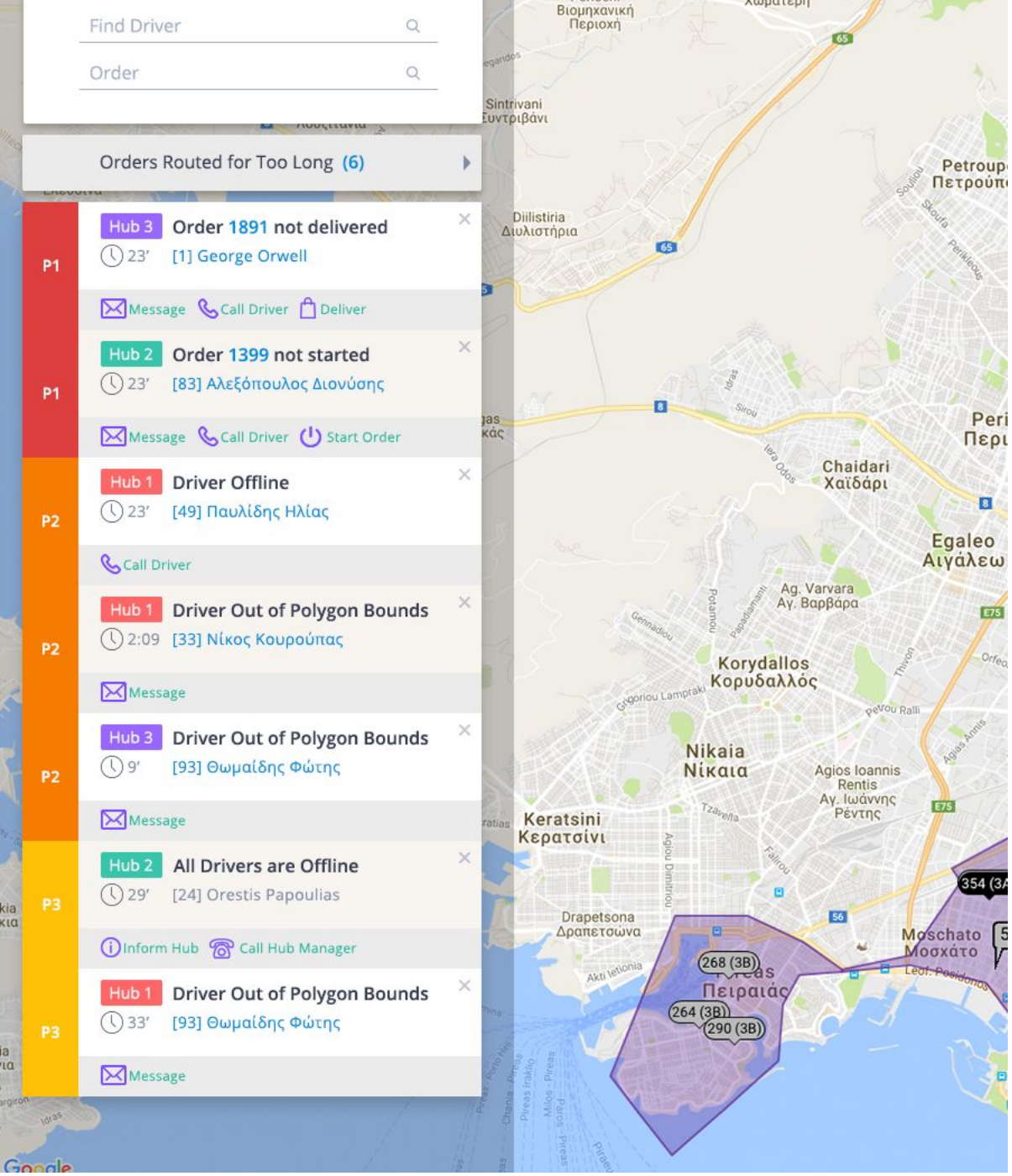
Γαλοπούλα Σχάρας
a: 23 (2) k: 12 (1) r: 3 c: 20

Σαλάτα Ζυμαρικών
a: 23 (2) k: 12 (1) r: 3 c: 20

Συνοδευτική Σαλάτα
a: 5 (1) k: 9 (2) r: 3 c: 10

Ψωμάκι
a: 17 (9) k: 21 (9) r: 3

Γλυκό
a: 6 (2) k: 8 (1) r: 2


Find Driver
Order
Orders Routed for Too Long (6)
P1
Hub 3 Order 1891 not delivered
23' [1] George Orwell
Message Call Driver Deliver
P1
Hub 2 Order 1399 not started
23' [83] Αλεξόπουλος Διονύσης
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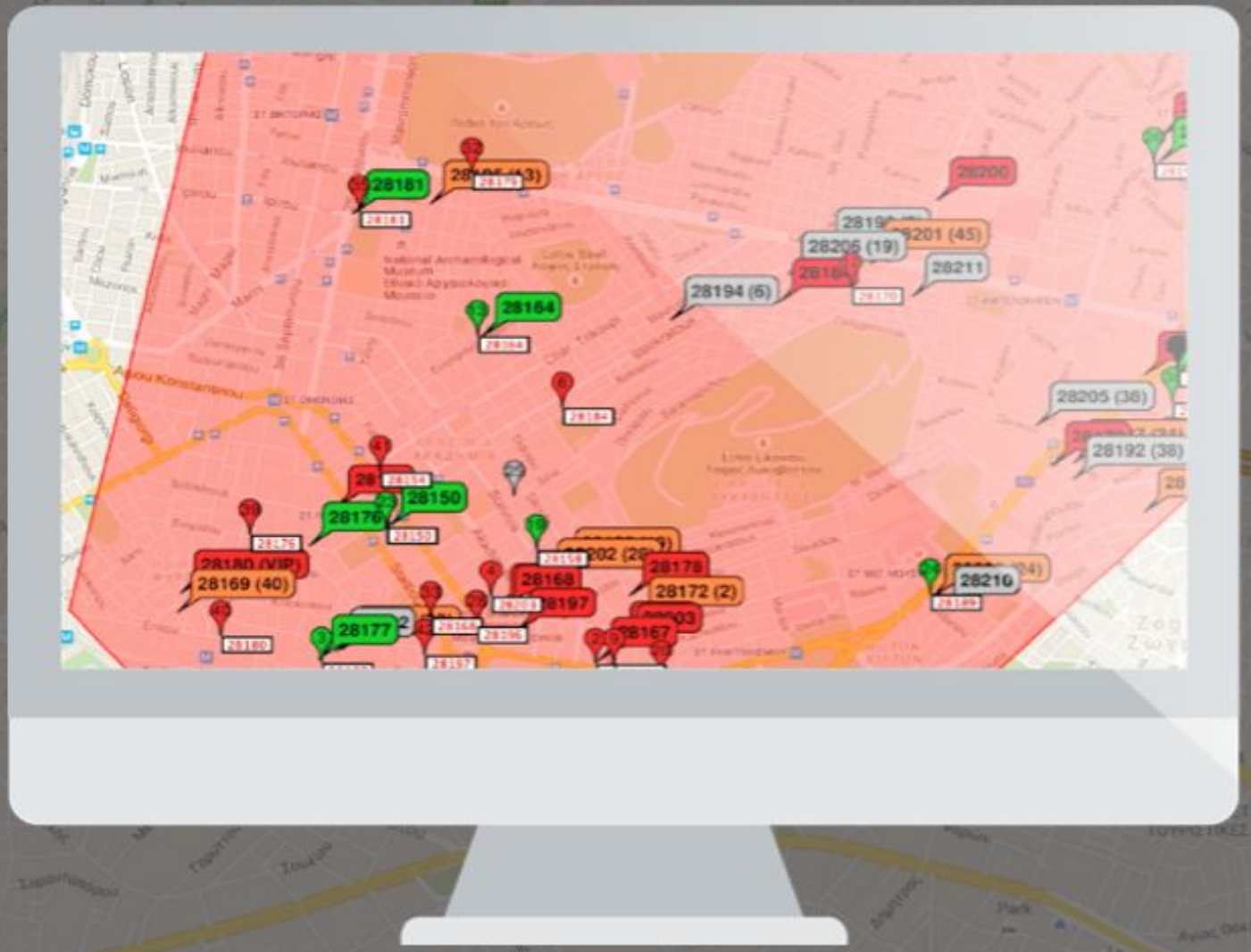
Hub 2 All Drivers are Offline
29' [24] Orestis Papoulias
Inform Hub Call Hub Manager
P3
Hub 1 Driver Out of Polygon Bounds
33' [93] Θωμαΐδης Φώτης
Message
Chaidari
Χαϊδάρι
Egaleo
Αιγάλεω
Korydallos
Κορυδαλλός
Nikaia
Νίκαια
Keratsini
Κερατσίνι
Moschato
Μοσχάτο
Drapetsona
Δραπετσώνα
Agios Ioannis Rentis
Αγ. Ιωάννης Ρέντης
Ag. Varvara
Αγ. Βαρβάρα
Diilistiria
Διυλιστήρια
Sintrivani
Συντριβάνι
Βιομηχανική Περιοχή
268 (3B)
264 (3B)
290 (3B)
354 (3A)
Google

Routing Algorithm

Our state of the art routing algorithm is capable of efficiently assigning and distributing a large number of drivers in real-time, while taking into account both current and future states. This means short waiting times and impressive responsiveness the moment an order is placed.

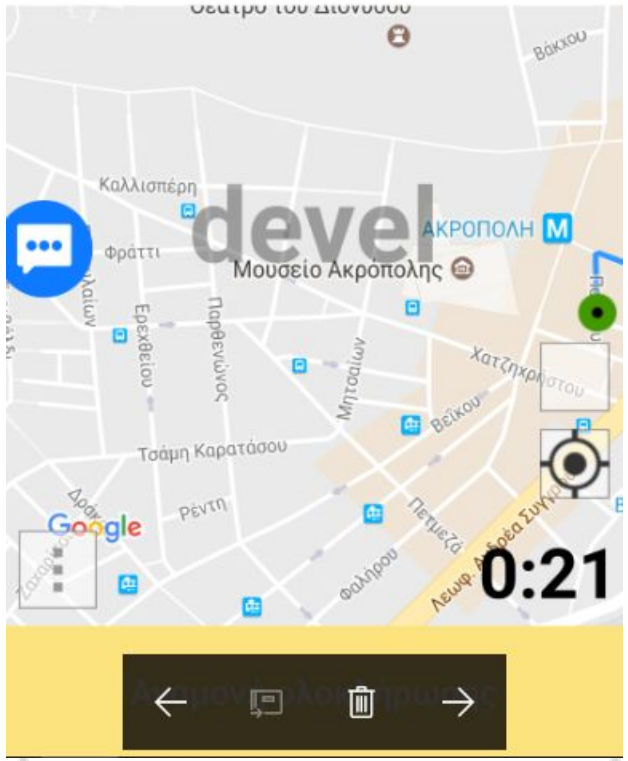


Check out our algorithm in action here: https://www.vimeo.com/139913660

παραγγελία.

1 Μπιφτεκ...	- Λεμονάτα	- μεγάλες...	- μικρές σα...	- ψωμάκι
- σάντουιτς	- γλυκά	- φρούτα	- ξηροί καρ...	- μπάρα
- χυμός	- coca cola	- σουρωτές	- κρασί	- Τυρί

Δεινοκράτους 91,
Αθήνα



Πάρε από **Βασίλης Βασιλείου** ώστε να παραδώσεις εσύ παραγγελία.

1 Μπιφτε...	8 Λεμονά...	4 μεγάλε...	2 μικρές...	7 ψωμάκι
2 σάντουι...	3 γλυκά	2 φρούτα	3 ξηροί κ...	3 μπάρα
2 χυμός	3 coca co...	2 σουρωτ...	2 κρασί	

Κάλεσε Βασίλης Βασιλείου

Κάλεσε κεντρικά (+306985111350)

Ακύρωση παραγγελίας

Αξιολόγηση

Αποσύνδεση

ΜΗΝ ΚΑΝΕΙΣ ΤΙΠΟΤΑ

71% 12:42

Πάρε από **Michalis:**

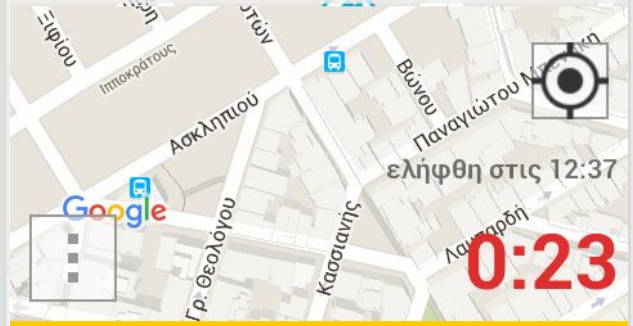
8 κόκκινα	2 μπλε	- σαλάτα	3 γλυκό	
- ψωμάκι	1 φρούτο	- cola	4 σουρωτή	5 τυρί

Πάρε από **Petros:**

8 κόκκινα	2 μπλε	- σαλάτα	3 γλυκό	
- ψωμάκι	1 φρούτο	- cola	4 σουρωτή	5 τυρί

Αν είχες παραγγελία περίμενε - για την παραλαβή μερίδων πρώτα

Πορίνου 16,
Αθήνα

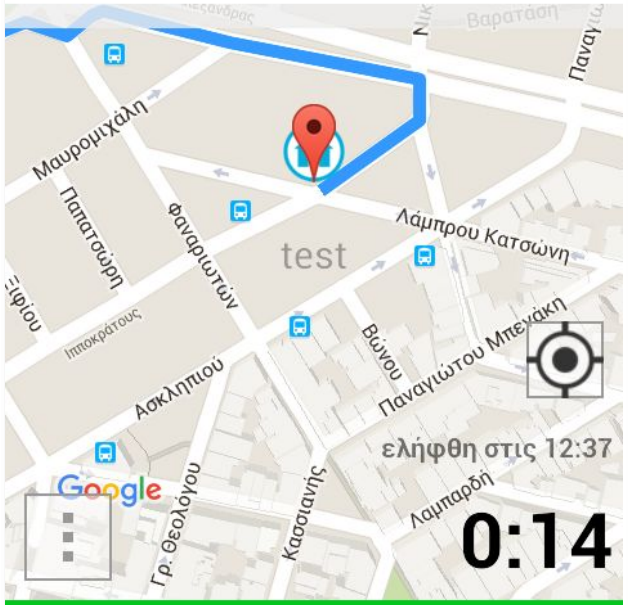


▸ Ξεκινάω

12:40

Πήγαινε στην ακόλουθη διεύθυνση για να δώσεις μερίδες σε άλλους οδηγούς:

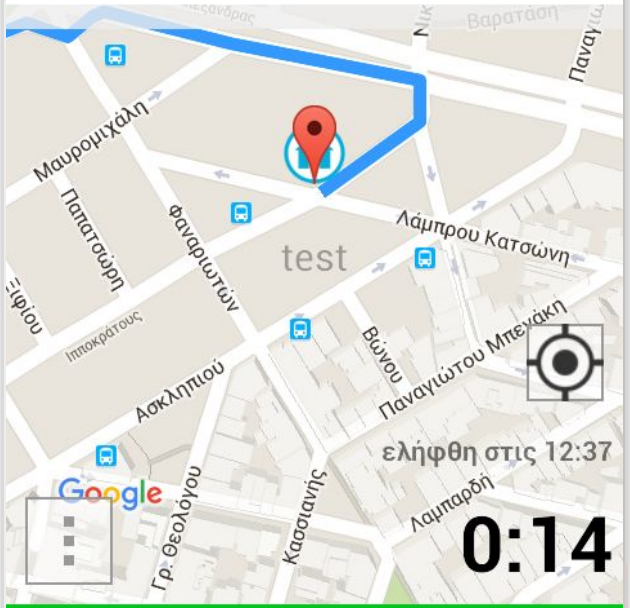
Επταπύργου 7, Αθήνα



Ξεκινάω

12:40

Μόλις φτάσεις θα δεις τη λίστα με τους άλλους διανομείς.



Έφτασα

12:40

ΠΙΣΩ

Ορέστης Παπούλιας

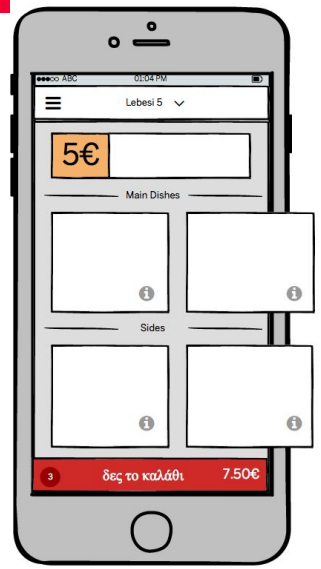
Δώσε στον διανομέα:

8 κόκκινα	2 μπλε	- σαλάτα	3 γλυκό	
- ψωμάκι	1 φρούτο	- cola	4 σουρωτή	5 τυρί

Παρέδωσα τις μερίδες

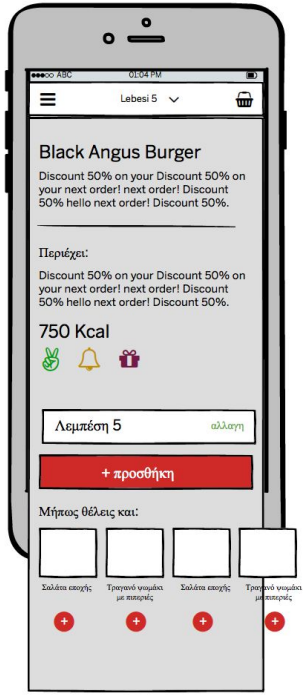
Mobile A

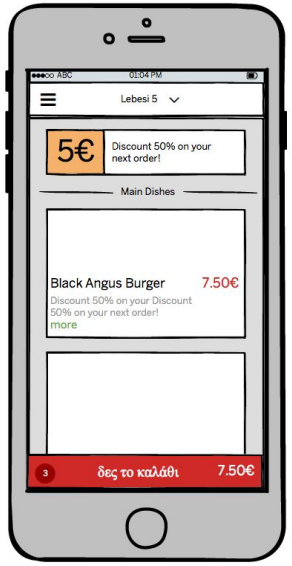
menu screen layout



1

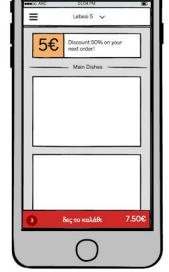
inner page

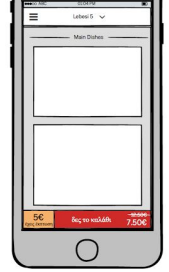




2

more → expand or open modal





→ sticky bar

↳ when taping, a modal opens with more info | X button?

Basket (icon | footer | both)

1

always displaying: total price | discounted price | portions (helpful for preorders)

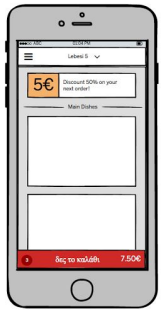
2

displaying: total price | discounted price | assigned promo (we may want to add number of portions)

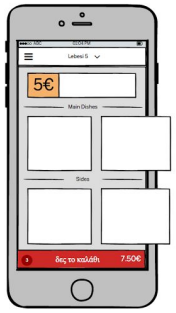
3 displaying: number of portions (no total price | no discounted price)

message section

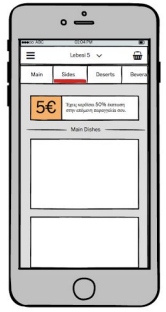
menu screen layout



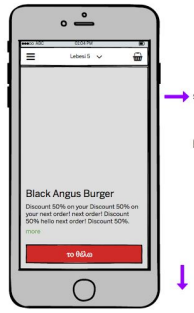
1



2



3

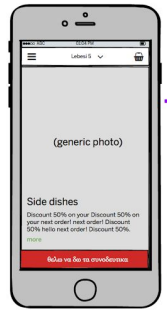


4

→ swipe to see more main dishes + side dishes

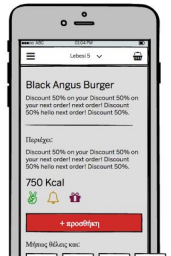
βοηθάει στα preorders. έχουμε πιο πολύ χώρο.

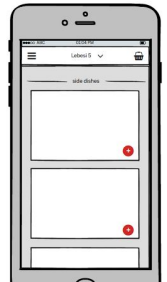
↓ scrole to see the description

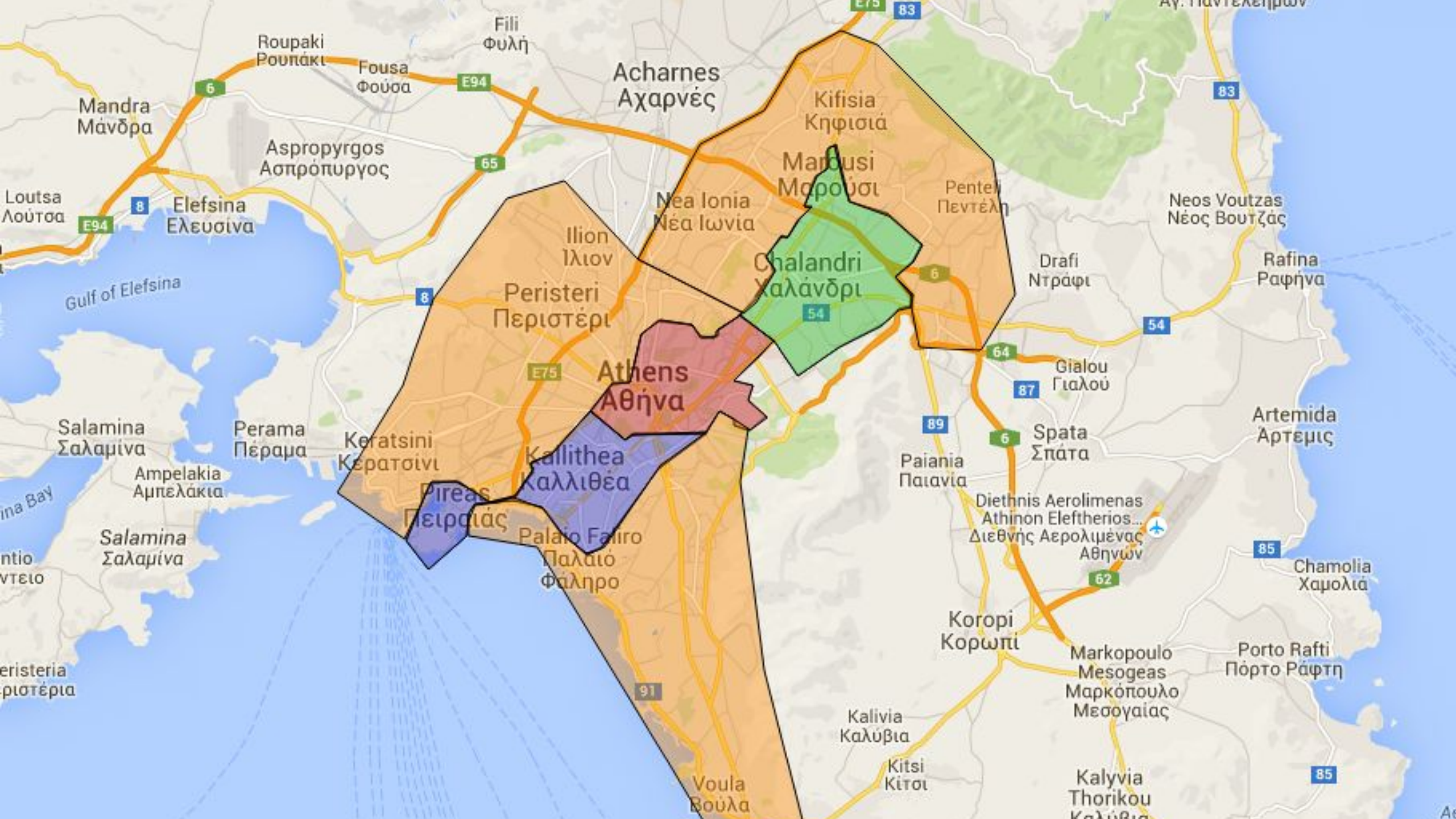


→ swipe to see the deserts

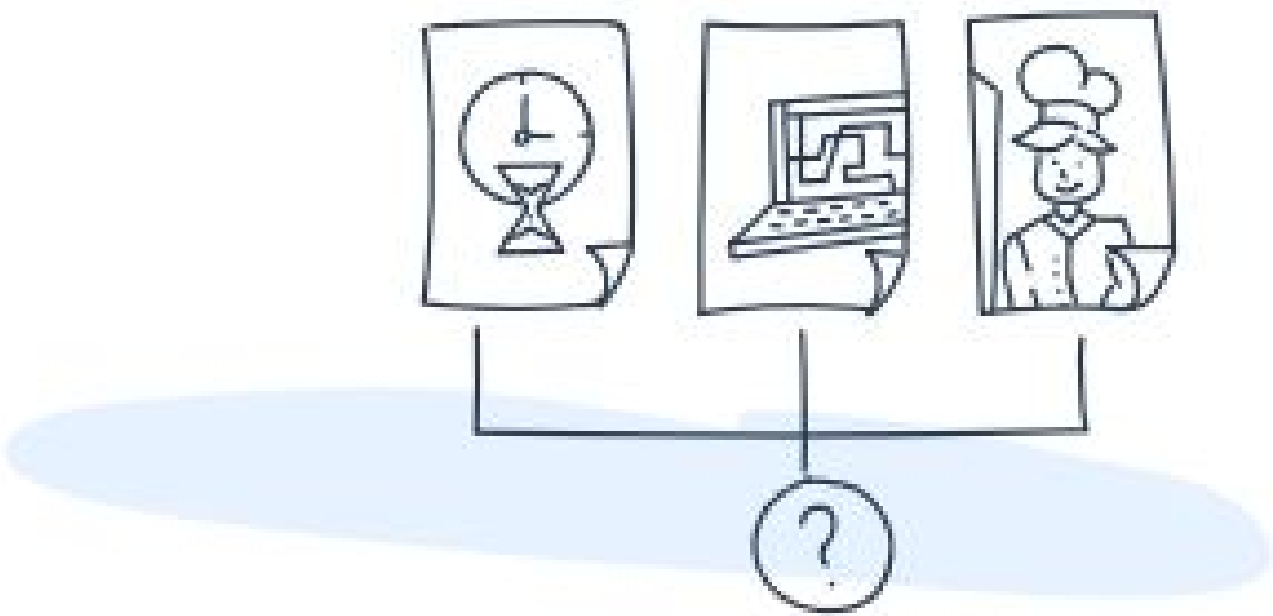
↓ scrole to see the side dishes






Fili
Φυλή
Roupaki
Ρουπάκι
Fousa
Φούσα
Acharnes
Αχαρνές
Mandra
Μάνδρα
Aspropyrgos
Ασπρόπυργος
Kifisia
Κηφισιά
Loutsa
Λούτσα
Elefsina
Ελευσίνα
Nea Ionia
Νέα Ιωνία
Ilion
Ίλιον
Peristeri
Περιστέρι
Chalandri
Χαλάνδρι
Pentel
Πεντέλη
Neos Voutzas
Νέος Βουτζάς
Drafi
Ντράφι
Rafina
Ραφήνα
Gulf of Elefsina
Athens
Αθήνα
Gialou
Γιαλού
Spata
Σπάτα
Artemida
Άρτεμις
Salamina
Σαλαμίνα
Perama
Πέραμα
Keratsini
Κερατσινί
Kallithea
Καλλιθέα
Ampelakia
Αμπελάκια
Piraeas
Πειραιάς
Paiania
Παιανία
Diethnis Aerolimenas
Athinon Eleftherios...
Διεθνής Αερολιμένας
Αθηνών
Chamolia
Χαμολιά
Palaio Faliro
Παλαιό
Φάληρο
Koropi
Κορωπί
Markopoulo
Mesogeas
Μαρκόπουλο
Μεσογαίας
Porto Rafti
Πόρτο Ράφτη
Kalivia
Καλύβια
Kitsi
Κίτσι
Voula
Βούλα
Kalyvia
Thorikou
Salamina
Σαλαμίνα

Food delivery models



Grocery Delivery
Prepared Groceries
Food Delivery
Restaurant Bookings
Meal Substitutes
Agritech
Waste Reducing
Delivery & portal
HUBBUB
instacart
Peapod
We Deliver Local .co.uk
honestbee
HappyFresh
Online Supermarkets:
redmart
ocado
freshdirect
PICNIC
HelloFresh
Blue Apron
SIMPLY COOK
MARLEY SPOON
Abel & Cole
Riverford farm shop
plated
Own fleet
UBER EATS
foodora
Wolt
deliveroo
DOORDASH
delightful delivery
Delivery software
GRUBHUB
EAT.CH
Takeaway.com
JUST EAT
Delivery Hero
LA RUCHE QUI DIT OUI !
Vertically integrated
forky
MUNCHERY
MAPLE
PRONTO
SPOONROCKET
sprig
OpenTable
tripadvisor
yelp Reservations
Quandoo
Bookatable by Michelin
zomato
reserveout
VELOCITY
soylent
Insect
PROTIX
BEYOND MEAT
LUVO
Be good to you.
Hampton Creek
Simris
fairlife
azotic TECHNOLOGIES
AgriViet.com
Farmeron
PlantLab
VITAL FIELDS
ECF FARMSYSTEMS
GAMAYA
Too Good To go
FROODLY
Buffet GO
YOUR LOCAL
OptiMiam
food loop
Save it all!
OLIO

Kitchen
Delivery
Customer
Order Management
Inventory Managment
Route Optimization
Ordering Platform
Packaging
Driver App
Customer Notification

Home cooking		No cooking		
Supermarkets	**Prepared groceries**	**Software only**	**Own fleet & logistics**	**Vertically integrated**
ocado	HelloFresh	JUST EAT, Delivery Hero, Takeaway.com	foodora, deliveroo, amazon.com, UBER EATS	forky, sprig, MAPLE
Online supermarket eCommerce	Weekly boxes of around €50-100 / box	12-15% commission / restaurant does delivery	30% commission + delivery fee	Own kitchen and delivery logistics

Mobile Apps

 # Apple 22 October 2013 1 million apps

 # Google Play July 24, 2013 1 million apps

Mobile Apps

Do you really need an app?

Mobile Apps

#App for apps sake?

If your purpose for developing a mobile app is to only increase your brand impressions and grow your potential client list, think again.

Photo Credit: <a href="http://www.flickr.com/photos/73645804@N00/6305470569/">woodleywonderworks

Does it have value?

The first step is to identify exactly what the app's for, and what you want it to achieve.

Is it to enhance customers' interactions with you, improve your brand presence, or generate revenue through paid downloads, in-app advertising or purchases?

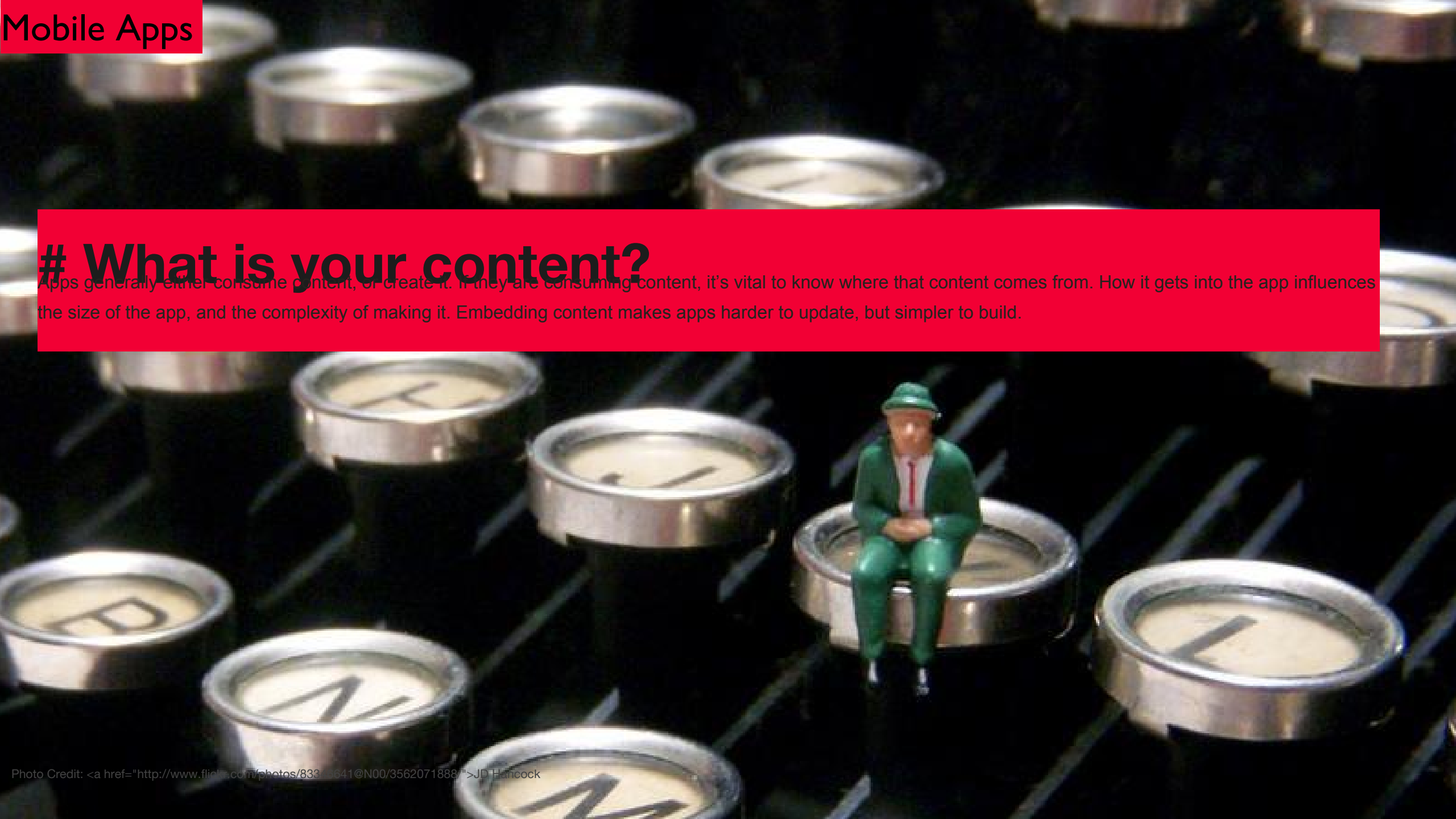
Photo Credit: http://www.flickr.com/photos/38745062@N02/4158746991/">IronRodArt - Royce Bair ("Star Shooter")

Mobile Apps

Do you know your users?

Will the app's users be web-savvy or novices? What will their usage patterns be, and on what devices? When do you expect them to use the app, and for how long?

Photo Credit: Lucas via Compfight cc



What is your content?

Apps generally either consume content, or create it. If they are consuming content, it's vital to know where that content comes from. How it gets into the app influences the size of the app, and the complexity of making it. Embedding content makes apps harder to update, but simpler to build.

Photo Credit: <a href="http://www.flickr.com/photos/83[illegible]641@N00/3562071888/">JD Hancock

Mobile Apps

What'll it do?

Successful apps are simple, usable and reliable.

It's better to launch a simple application that does one thing well, than one that does several things badly. The more focused the app's purpose, the better.

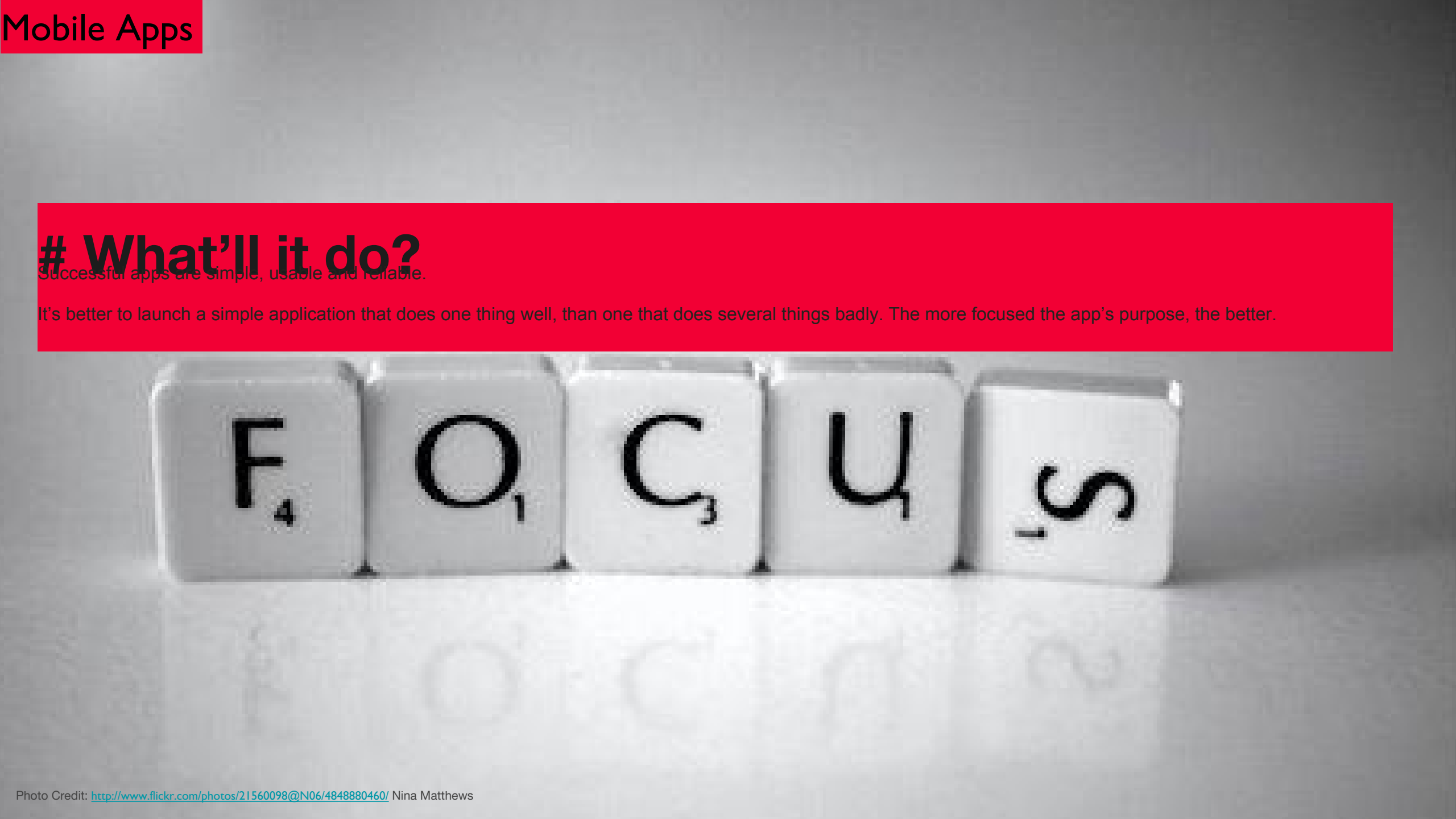


Photo Credit: http://www.flickr.com/photos/21560098@N06/4848880460/ Nina Matthews

Mobile App Marketing and Advertising

Acquisition Channels and advertising technology