




















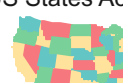





































# US Instant Needs Commerce Market Overview

		 DashMart		 Gorillas		 Foxtrot				 Food Rocket
Years in Operation	8 years	more than 1 year	more than 1 year	less than 1 year	less than 1 year	8 years	less than 1 year	less than 1 year	less than 1 year	less than 1 year
Headquarters:	Philadelphia, PA 	San Francisco, CA 	Irving, TX 	Berlin 	Berlin 	Chicago, IL 	Moscow 	Brooklyn, NY 	Manhattan, NY 	Palo Alto, CA 
Funding:	\$3.4b 	Undisclosed	Undisclosed	\$335m	\$170m	\$67m	\$46m	\$17m	\$15m	\$2m
US States Active In:	 42	22	Undisclosed	1	1	3	1	1	2	1
# US fulfillment locations:	More than 500	49	Undisclosed	10-15 locations	10-15 locations	13 locations	5-10 locations	5-10 locations	10-15 locations	5-10 locations
Estimated US category share (%):	75%	9%	15%	less than 1%	less than 1%	less than 1%	less than 1%	less than 1%	less than 1%	less than 1%
Method of purchase	  	  	 	 	 	  	 	 	 	 
Total app reviews	71k	Undisclosed	169k	9794	1610	1632	49	1293	329	685
Average monthly webtraffic	2.3m visits	Undisclosed	286k visits	790k visits (global)	Undisclosed	80k visits	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Estimated hours of operation:	24/7	24/7	24/7	8am - 11pm	8am - 11pm	Mon-Thur: 9am-10pm Fri: 9am-11pm Sat: 8am-11pm Sun: 8am-10pm	8am - 11pm	Undisclosed	8am - 11pm	9am - 9pm
Minimum order total	\$10.95	\$15	\$15	✗	✗	\$15	✗	✗	✗	✗
Average speed of delivery: 	20 - 40 minutes	40 - 60 minutes	30 minutes	10 minutes	less than 15 minutes	30 minutes	15 minutes	less than 15 minutes	20 minutes	10 -15 minutes
Delivery fee	\$1.95 per order	Free for orders <\$12	\$1.99 for less than <\$15			\$3 per order				
Deliver Alcohol?	✓	✓	✓ Minibar partner	✗	✗	✓	✗	✗	✗	✗
Use ghost kitchens?	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗
Category selection:	Snacks, Grocery, Drinks, Alcohol, Cleaning & Home Essentials, Ice Cream & Deserts, Quick Meals, Bath & Beauty, Health, Home & Office, Pets, Baby, Medical supplies	Fruit & Vegetables, Bakery, Vegan, Drinks, Meat and Seafood, Dairy, Frozen, Health & Beauty, Baby, Pets, Medical Supplies	Beer, Wine, Liquor, Snacks, Ice Cream, Baked Goods, Frozen Foods, Grocery, Household, Health, Personal Care, Mobile Gadgets, School & Office Supplies	Fresh fruit, dairy, ice cream, quick meals, grocery, bakery, snacks, vegan, health, baby, pets	Grocery, snacks, beverages, cleaning & housewares, health, baby, meat and seafood, baked goods, medical supplies	Snacks, grocery, ready to eat foods, craft beer, wine	Fruit & vegetables, bakery, drinks, meat and seafood, dairy *	Fruit & vegetables, bakery, drinks, meat and seafood, dairy **	Fruit & vegetables, bakery, drinks, meat and seafood, dairy, frozen, health & beauty **	Fruit & vegetables, bakery, vegan, drinks, meat and seafood, dairy, frozen, health & beauty, baby, pets
Loyalty program?	✓ Puff points	✗	✓ 7REWARDS	✗	✗	✓ Foxtrot Perks	✗	✗	✗	✗
Subscription plan?	✓ Puff points	✓ Dashpass	✗	✗	✗	✗	✗	✗	✗	✗
Subscription price?	\$5.95/month	\$9.95/month	✗	✗	✗	✗	✗	✗	✗	✗
Amount of SKUs available to consumers	3000-5000 SKUs	3500 SKUs	3000 SKUs	More than 2000 SKUs	1800 SKUs	800 SKUs	2000 - 3000 SKUs	More than 2000 SKUs	Undisclosed	2500 SKUs
Advertising platform for brands	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
Support in-person shopping?	✗	✗ Supports pick-up	✓	✗	✓	✓	✗	✗	✗	✗
Delivery only?	✓	✓	✗	✓	✗	✗	✓	✓	✓	✓
Acquisitions	    									

Sources: Company press releases, apps, websites, press articles, Crunchbas, Blue Cape Ventures estimates

\*\* Unable to access company app

All data correct as of September 2021