



YELLO™

HAPPY CUSTOMERS



TRACTION



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\$200,000 Driver Revenue
\$25K MRR
25% MoM



40,000 Deliveries

TRACTION

\$200,000 Driver Revenue

\$25K MRR

25% MoM

1.7M Funding



40,000 Deliveries

OUR CUSTOMERS

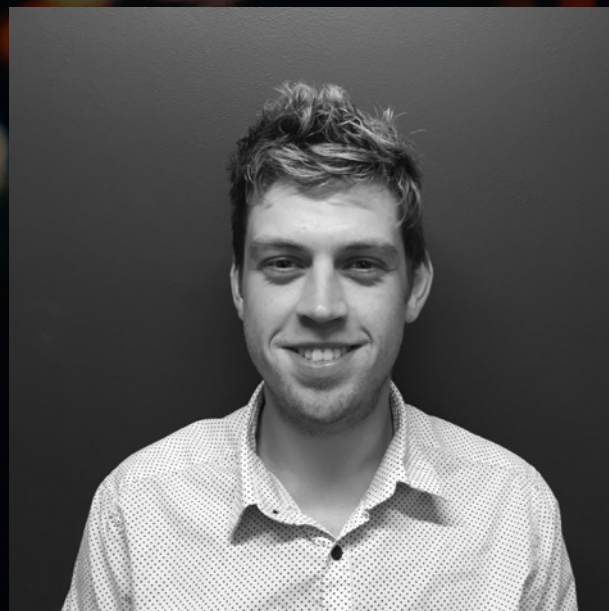
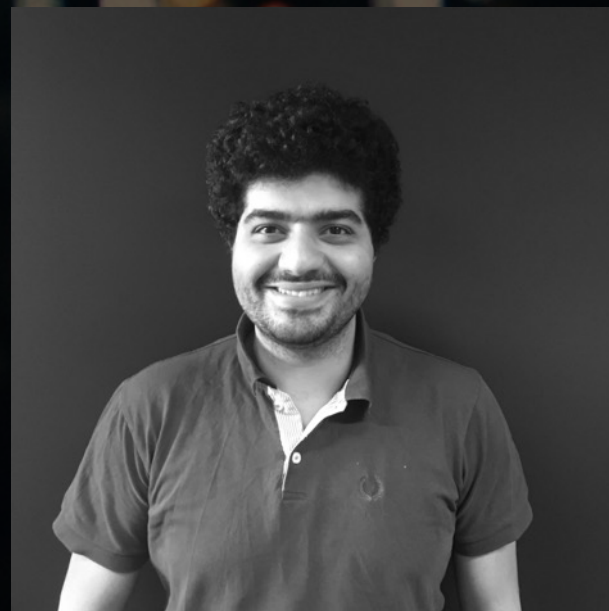


POTENTIAL

YELLO™



20+ Million deliveries a year





THE PROBLEM

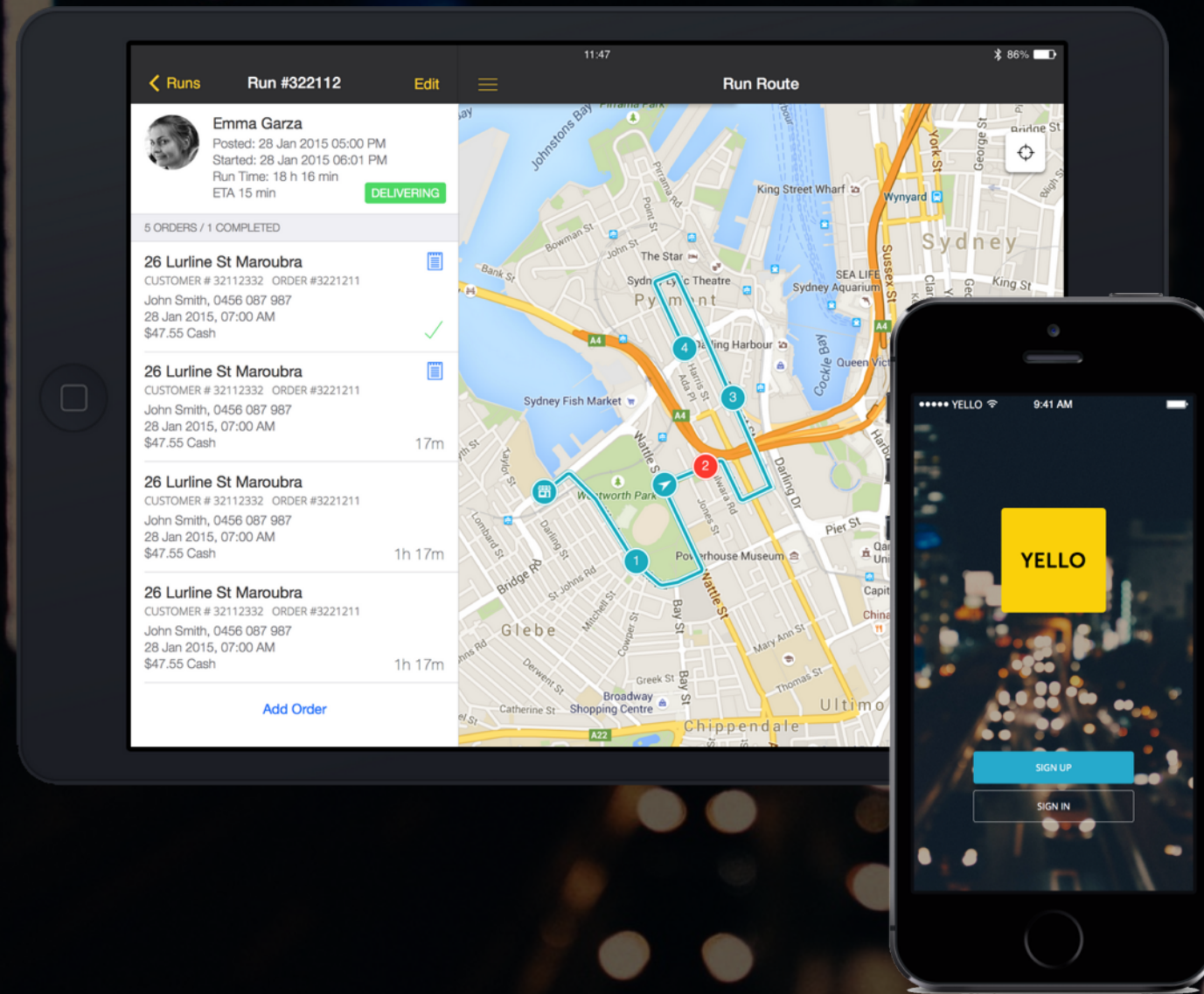


Providing an

efficient, reliable & quality

delivery service is

complex



- recruit
- train
- track
- manage
- pay drivers

One-off deliveries or Shifts

3 ways to ENGAGE with Yello

1. **SAAS** to manage your own team

YELLO™

3 ways to
ENGAGE
with
Yello

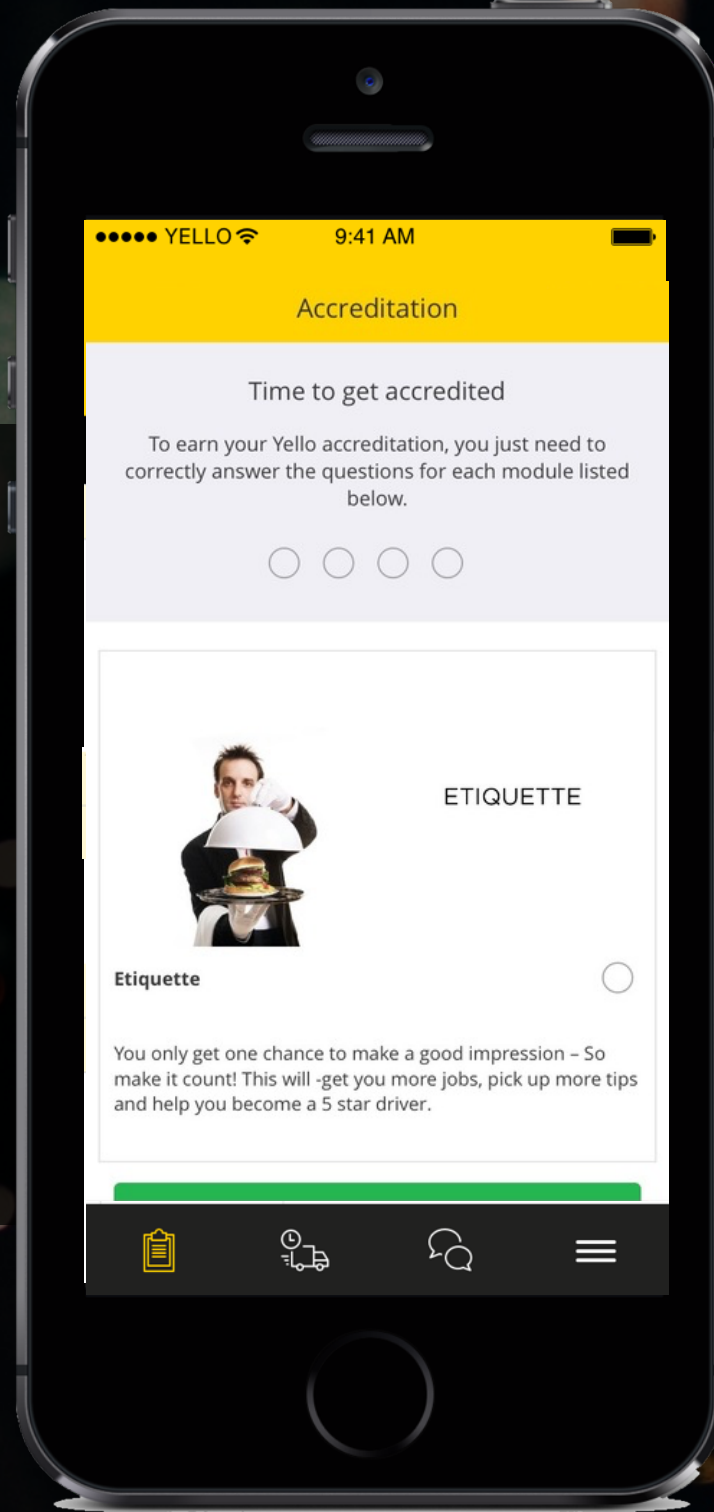
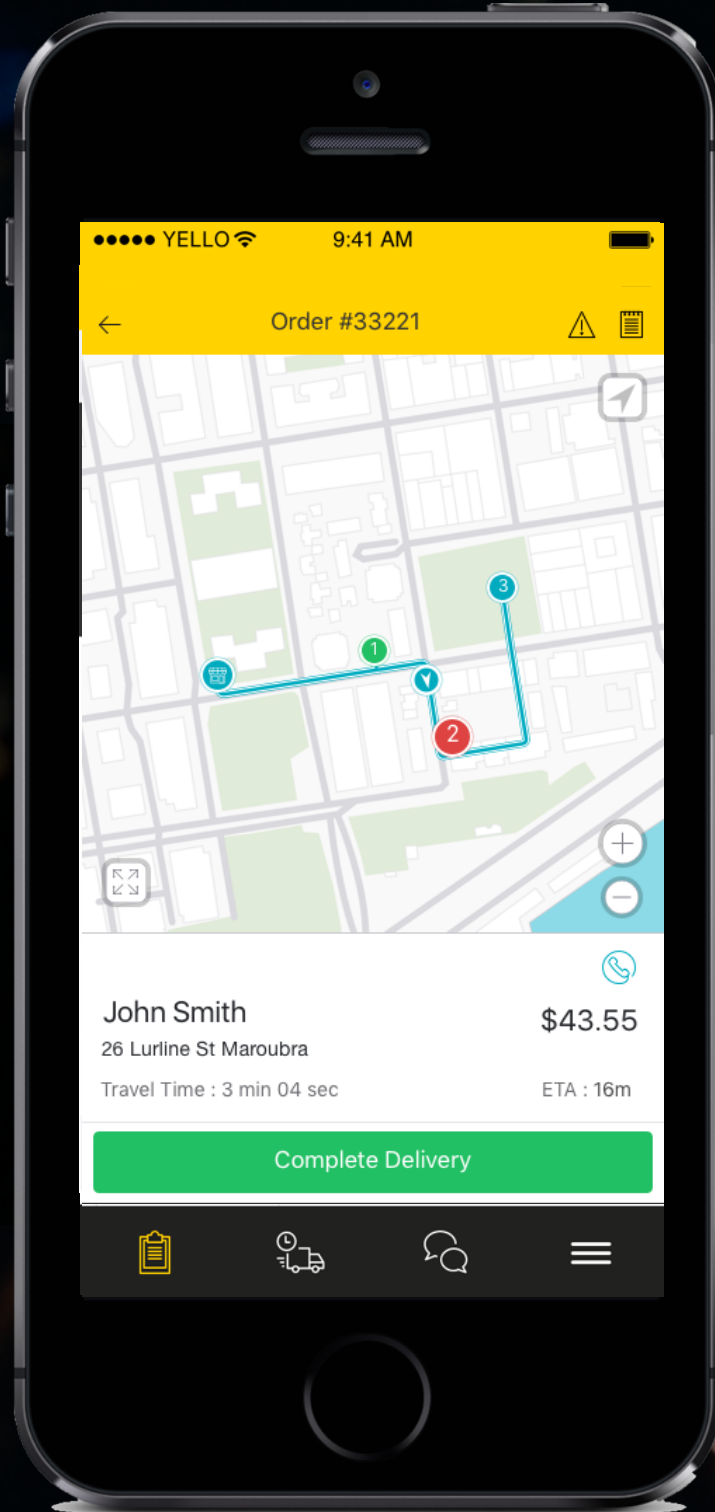
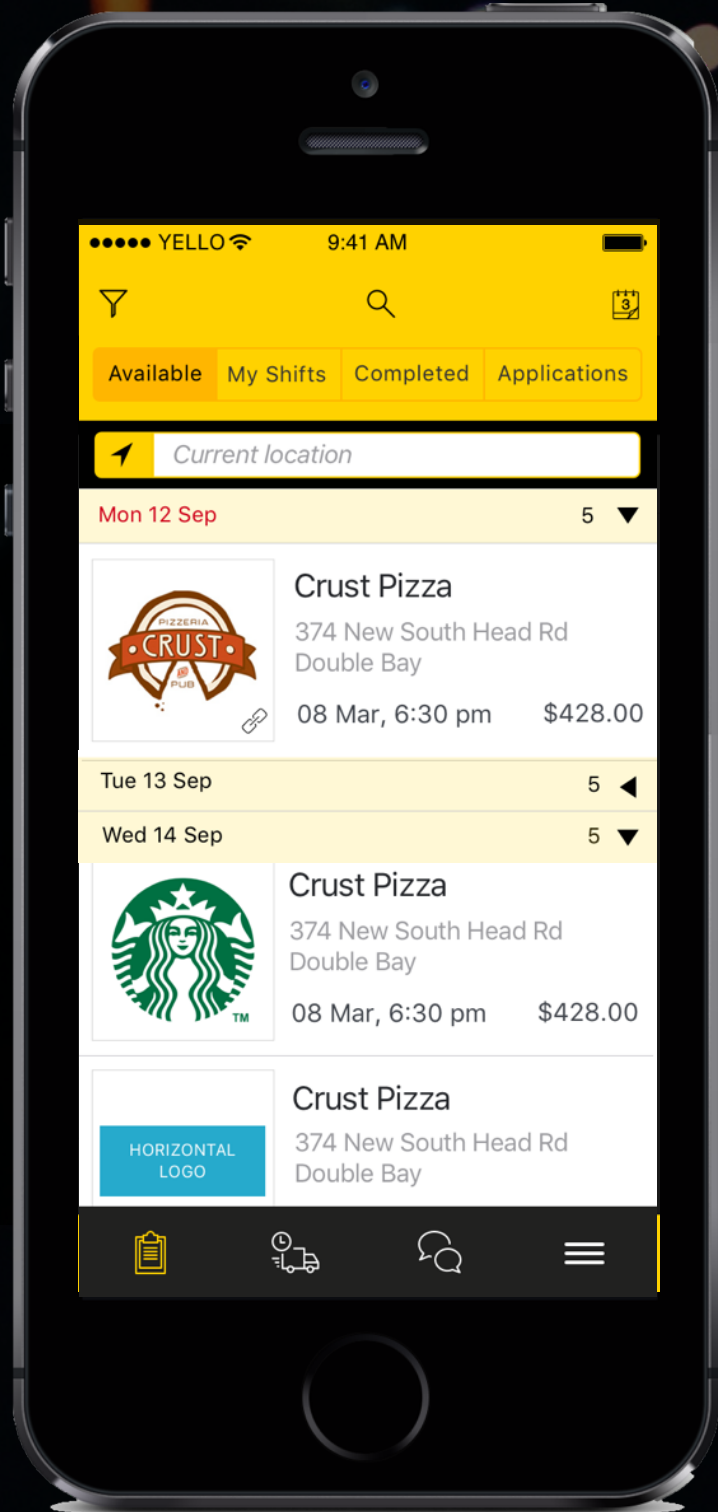
2. Book a driver for a **SHIFT**

YELLO™

3 ways to
ENGAGE
with
Yello

3. Book a driver **ON DEMAND**

YELLOTM





Delivery
COMMUNITY

Business	Investment
Postmates	\$138M
Instacart	\$274.8M
Shutl	\$8.7M
Order up!	\$10M
Good Eggs	\$52.5M
Favor	\$16.9M
Onfleet	\$2.3M
Take Eat Easy	\$18.1M
Deliveroo	\$99.6M
DoorDash	\$59.7M
Bringgapp	\$2.5M
Deliv	\$12.4M



MARKET VALIDATION



\$210 Billion
US MARKET

5%

YELLO™

What if all food could be
delivered as easily as pizza?

Morgan & Stanley

MARKET POTENTIAL

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US MARKET

5%

YELLO™

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MARKET POTENTIAL

B2B – BRAND FRIENDLY



“Yello provides significant benefits for the McDelivery platform by continuing customer engagement.”

Matt Sawyer MD McDelivery

FOCUSED ON FOOD



“We want to partner with Yello because their product and service is perfect for delivering food”

Alistair Venn CEO Menulog



WHY?