

## Teaser: **Yotto.in** (Hyper-Local Portal & Mobile App) -- Start-up seeking Equity Funding

Buying everything online is the trend of the day, induced by extremely well-funded E-commerce Players & Aggregators, and now having been made mainstream & permanent by COVID19, redefining the new 'normal' for the foreseeable future. With the right demographics, India is the new hotspot for Online Delivery opportunities, for Food as well as Non-food segments.

Unlike many global peers, the dominant Indian Food Delivery Aggregators (Swiggy/Zomato – "SZ" -- having raised about USD 2.5 Billion from investors already), are not pure-play 'Aggregators', but have shifted gears to become more of price-driving Food Suppliers, through huge numbers of Dark/Cloud/Central Kitchens owned /& controlled directly or indirectly by them -- becoming seriously harmful competition to the established Restaurant ecosystem. This, coupled with the big-brotherly attitude of SZ through their Discounting & Rating game leading to Brand- & Customer-Hijacking, has been pushing many good traditional/local restaurants out of business, ending millions of jobs, and negatively impacting tax-collections and all stake-holders. All this has forced the vast legacy Restaurant ecosystem to start scouting for alternative non-competing aggregators & delivery partners.

While there's much to be admired about the proven success of SZ's business model and attractiveness to investors (and the sheer vastness of the market they serve), we believe it is time to address the extant flaws.

This is where we were conceived, with our long experience of developing & selling our complete Sourcing-To-Sales Automation Platform to Restaurateurs for years. **Yotto.in's** Hyperlocal Aggregation Project commits not to compete with its Client Businesses (Restaurants & Retailers) by making sure that the latter's customers continue to belong to them, with direct access, yet bringing in cost-efficiency of delivery, (in part) by using distributed ownership of delivery logistics (by smaller local partners, owned by local Entrepreneurs)! This distributed Partner Ecosystem is a part of what can **DISRUPT** the current monolithic model of the existing Aggregators, which suffers serious inefficiency of management because of large delivery fleets, forcing them to explore conflicting business interests for survival.

The Internet has always been about connecting people to people, lessening the need for intermediaries. Any consumer should be able to reach any producer anywhere, so long as there are affordable delivery partners which can deliver the physical products. **YOTTO.in** is (being) built with that goal, to become a truly cost-efficient hyperlocal aggregator delivering on behalf of the producers.

Unlike SZ, which depends (for revenues and profits) primarily on selling and delivering restaurant-style food to customers, the Yotto Labs group has been in the business, for many years, of developing software solutions and IT services serving the restaurant industry, and other parts of the MSME sector, generally on a revenue-sharing basis. In this model, when the small local restaurants and retail businesses do well, Yotto shares their success, taking only a miniscule cut of their revenues as consideration. This Start-up is an implementation of this alternative strategy and business model -- to address the exact same (enormous) market currently being hijacked by predators like SZ. In this scenario, we would be an alternative "Aggregator-cum-Delivery-Service", which will monetize this venture both through its Aggregator / Delivery-related revenues, and also on its software and IT Services backbone, thereby avoiding becoming overly dependent on just any one source of revenue and earnings.

Serious investors -- interested, able and ready to participate in funding this Start-up -- are requested to explore the materials in our [Data Room](http://www.gairik.com/3/work/yl/hl/) (<http://www.gairik.com/3/work/yl/hl/>), and then contact Gairik Banerjee ( +91 988 34 34 900 | Skype: gairikbanerjee | [gb2345@gmail.com](mailto:gb2345@gmail.com) | or email invitation to meet on Zoom) to discuss how we can together create this new **YOTTO.in** Platform to grab a (substantial) part of the USD 154 Billion (2023) Global Food Delivery Ecosystem.