



## The Industry, Ordering Stats and ROI

**Below is some industry data and is a great example of the opportunity that is available with offering a TREC app.**

"The total food and grocery market in the U.S. is \$1.4 trillion. Currently addressed from that market on mobile: 1.4%. Less than 2%," Lehmann says. "I believe there will be companies in the food space bigger than Postmates or Instacart or Seamless and they don't exist today."

<http://bit.ly/2Q1QLIJ>

### GRUBHUB

- Features more than 80,000 online and mobile ordering restaurants in over 1,600 U.S. cities and London
- In 2017, sent nearly \$4 billion in gross food sales to local takeout restaurants
- Processes 436,900 daily orders
- Serves 15.1 million active diners
- Grubhub has sent more than \$1 billion in total tips to drivers
- More than 60 percent of Grubhub and Seamless orders are placed through mobile devices

<https://about.grubhub.com/about-us/what-is-grubhub/default.aspx>



## Trec2go vs Grubhub

### Grubhub Stats

\$4B / 80,000 (customers) = \$50k (per merchant / annually)

\$137 (per day / per merchant)

\$137 x 13.5% = \$18.49 Is what the average customer spends in fees per day - Grubhub daily fee.

**\$554.70** per month in Grubhub fees

### Compare the Grubhub Fees with Trec2go Fees

**Grubhub:** \$554.70 x 12 months = \$6656.40

**Trec2go:** \$995 setup cost plus 12 months x \$109 (Annual Package) = \$2303

**\$4353.40 Annual Savings with Trec2go**