













The Launch Path Canvas

Name of Startup Venture: **Fitaco, Inc**

Date:

Prepared by: **Bret Waters**

Iteration:

<p>Problem </p> <p>One clear sentence that articulates the problem your startup solves.</p> <p>Consumers in the US spend \$331 billion/year on fast food, and most of it is really unhealthy.</p> <p>The paradox is that consumers today <u>want</u> to eat healthy, but also have a busy life that often drives them to resort to the convenience of fast food.</p>	<p>Solution </p> <p>How does your venture solve the problem you have articulated? Keep this short and concise!</p> <p>Fast food doesn't need to be unhealthy. Our startup is developing a new brand of health-conscious fast food (healthy tacos!), delivered directly to your home or office.</p>	<p>Why it matters </p> <p>Why is this a problem worth solving?</p> <p>The National Institutes for Health say that today a fast food diet may kill more people prematurely every year than cigarette smoking.</p>	<p>Alternatives </p> <p>When a customer looks at alternative ways to solve the problem we solve, what will they see? This is a list of competitors and alternatives. Link to a graphic representation of the landscape.</p> <p>There are many food delivery services, from Uber Eats to Doordash to Grubhub.</p> <p>See visualization at this link.</p>	<p>Customer </p> <p>It's all about understanding customers. Write a one-sentence description of key customer personas and the problem we solve for each. Circle the one that is most influential.</p> <p>Adventurous Alex: A thrill-seeking foodie always on the hunt for unique and spicy taco creations to satisfy their daring palate.</p> <p>Health-Conscious Haley: A fitness enthusiast looking for wholesome and fresh ingredient options that align with their nutritious lifestyle at the taqueria.</p>
<p>Path to PMF </p> <p>What is our path to Product-Market Fit? Customer Development, MVP's, etc.</p> <ol style="list-style-type: none"> 1. Farmers' markets where we can get input on our menu items. 2. One truck in the Palo Alto area for a pilot project. 3. Scale slowly to additional markets, based on our learnings. 	<p>Top 3 Benefits </p> <p>What are the top 3 benefits that your product or services provides to customers?</p> <ol style="list-style-type: none"> 1. Convenience. Use our mobile app to place a custom order and it's delivered directly to you. 2. Healthy food, designed by a nutritionist. 3. Tacos. Everybody loves tacos. 	<p>Distribution </p> <p>What are our distribution channels? Direct to consumer, via resellers, or?</p> <p>We intend to sell direct-to-consumer, via our mobile app and website, with delivery via our own vans.</p> <p>In the future, we may be open to distribution partnerships.</p>	<p>Positioning </p> <p>Within this landscape of competitors and alternatives, how is your venture positioned?</p> <p>Our positioning can basically be summed-up in two words: <u>healthy</u>, and <u>delicious</u>.</p> <p>There are many food delivery apps that can deliver something that is delicious but not very healthy. Or you could eat a kale salad.</p> <p>We serve delicious tacos designed by a nutritionist. That's our unique positioning.</p>	<p>Busy Ben: An on-the-go professional seeking quick, flavorful, and portable taco choices to enjoy during a busy workday.</p> <p>Vegetarian Victoria: A plant-based eater in search of flavorful and creative vegetarian and vegan taco selections that cater to their dietary preferences.</p> <p>Traditional Tony: A lover of classic flavors, Tony enjoys indulging in authentic and time-honored taco recipes that remind him of his cultural heritage.</p>
<p>Economics </p> <p>What are the Unit Economics for this venture, what do we expect the CAC<LTV to look like, and what are our capital needs? (Link to full spreadsheet).</p> <p>One unit is one average order: \$15, on which our gross profit is \$8.50.</p> <p>Early tests indicate CAC of \$11, and we expect an LTV of three orders per customer (\$25.50), which will grow with time.</p> <p>Our initial capital needs are \$220K.</p> <p>See full spreadsheet at this link.</p>		<p>Team </p> <p>What are the characteristics of the right team to make this venture a success?</p> <p>The right team aligns with our target demographic - people who want to eat healthy and also enjoy the convenience of a quick taco meal.</p> <p>The economics of our venture are such that we'll need drivers and cooks who are affordable, so we will work hard to make it an attractive part-time job for students, and a great evening second job for anybody.</p>	<p>Defensibility </p> <p>What is your secret sauce that is difficult for competitors to copy?</p> <p>The fact that we own the customer and customer data is a big part of our defensibility.</p> <p>A restaurant selling through a 3rd-party like Doordash owns neither the customer nor the data.</p>	<p>Family-Oriented Felix: A parent looking for a family-friendly meal delivery with a variety of options to cater to the taste preferences of both kids and adults.</p> <p>Budget-Conscious Bella: A student or frugal diner in pursuit of affordable yet flavorful taco choices that won't break the bank at the taqueria.</p>