# The Launch Path Canvas

Name of Startup Venture: Fitaco. Inc

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Iteration: 8

Lorem ipsum

## **Problem**



#### Solution



How does your venture solve the problem you have articulated? Keep this short and consise!

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.

# Why it matters



Why is this a problem worth

The National Institutes for Health sau that today a fast food diet may kill more people prematurely every year than cigarette smoking.

## **Alternatives**



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.

There are many many food delivery services, from Uber Eats to Doordash to Grubhub.

See visualization at this link.

## Customer



It's all about understading customers. Write a one-sentence description of key customer personas and the problem we solve for each. Circle the one that is most influential.

Date: November 8, 2023

Adventurous Alex: A thrill-seeking foodie always on the hunt for unique and spicy taco creations to satisfy their daring palate.

Health-Conscious Haley: A fitness enthusiast looking for wholesome and fresh ingredient options that align with their nutritious lifestule at the taqueria.

Busy Ben: An on-the-go professional seeking quick, flavorful, and portable taco choices to enjoy during a busy workday.

Vegetarian Victoria: A plant-based eater in search of flavorful and creative vegetarian and vegan taco selections that cater to their dietary preferences.

Traditional Tony: A lover of classic flavors, Tony enjoys indulging in authentic and time-honored taco recipes that remind him of his cultural beritage

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.

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.

#### Path to PMF



What is our path to Product-Market Fit? Customer Development, MVP's, etc.

One clear sentence that articulates

the problem your startup solves.

Consumers in the US spend

\$331 billion/year on fast food,

The paradox is that consumers

today want to eat healthy, but

also have a busy life that often

drives them to resort to the

convenience of fast food.

and most of it is really unhealthy.

- 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.

## **Top 3 Benefits**



What are the top 3 benefits that your product or services provides to customers?

- 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.

## Distribution

resellers, or?



We intend to sell direct-to-consumer, via our mobile app and website, with delivery via our own

In the future, we may be open to distribution partnerships.

## **Positioning**



Our positioning can basically be summed-up in two words: healthy, and delicious.

There are many food delivery apps that can deliver something that is delicious but not very healthy. Or you could eat a kale

We serve delicious tacos designed by a nutritionist. That's our unique positioning.

## **Economics**



What are the Unit Economics for this venture, what do we expect the CAC<LTV to look like, and what are out capital needs? (Link to full spreadsheet).

One unit = one taco: Sell price \$5, on which our gross profit is \$.74

Early tests indicate CAC of \$11, and we expect an initial LTV of three orders per customer (\$25.50), which will grow with time.

Our initial capital needs are \$220K, which will get us through the pilot launch. We will propose to investors structuring this as a SAFE.

See full spreadsheet at this link.

#### **Team**

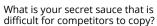


What are the characteristics of the right team to make this venture a success?

The right team aligns with our target demographic - people who want to eat healthy and also enjoy the conveniece of a quick taco meal.

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 anybodu.

## **Defensibility**



The fact that we own the customer and customer data is a big part of our defensibility.

A restaurant selling through a 3rd-party like Doordash owns neither the customer nor the data