

Small Radius (smallradius.com) is a new membership-driven delivery service based out of Columbia County, NY. Small Radius seeks partnerships with local providers to provide curbside, door-to-door delivery of local, Hudson Valley products to New York City residents.

We offer customers the convenience and diversity of choices to which they are accustomed at a click. Customers will get a text when the delivery is downstairs in the city. However, our level of freshness, quality, sustainability, and community connection goes beyond anything currently available. Largely outside the global supply chain, Small Radius links the city, suburbs, and countryside as they should be, with the same professional convenience you find on any other app delivery service on your phone.

We are currently seeking local producers. From vegetables from the farm, to meat, to beer, cannabis, coffee, dairy products, frozen, fresh, pickled, and baked: we want anything made in the broader region that we can post on our site and put in a box.

Thinking out loud about how it might work:

- 1) Producers log into their portal and post items available for sale, quantity, and price on, say, Monday until midnight.
- 2) Small Radius marks up all items X% for delivery. Producers set the price and the mark up is automatic.
- 3) Members (customers) log in Tuesday, starting at 9 AM or something. \$100 minimum order. Orders close at midnight Tuesday.
- 4) The members for each van have to be geographically limited: one van for the upper west side, another for the east side of Manhattan. Another day would be for a different neighborhood, as delivery would be too slow if the van had to travel far between stops.
- 5) Wednesday morning, vans are stocked with shelves and cardboard boxes such that 50 customers (maybe). Load ordered items (vegetable shares from Roxybury, yogurt, kimchi and bread from Hawthorne Valley, coffee and nuts from Tierra Farms, meat from Kinderhook Farms, etc.). The van would be refrigerated - cooled. Now the boxes are filled with the orders.
- 6) Producers would bring products to our location to refill orders every week. Or pay us to pick up.
- 7) Meanwhile, automated messages go out to customers with ETAs and confirmations.
- 8) Each van returns to base at 1 PM. Local driver gets out and city driver gets in and heads off to city. Makes stops from 5PM to 10PM and gets back to camp at 12:30AM.

Average order: \$120. Small radius: \$40

40 x 50: \$2000 per van trip

Labor 7 hours local, 11 hours to city - 18 hours @ \$25: \$450

Support for orders and automated ETAs: \$150

Gas, depreciation, van expenses: \$150

Website: \$12,000 to set up, per trip: \$50

Other supplies, chargebacks: \$200

$\$2000 - \$450 - \$450 - \$200 = \$900$ per van trip @50 customers buying \$120 each