Our Value Proposition

Mobile + Groceries + Lowest Price + On-Time + Home = "PIC Nic"
Innovating on Behalf of Customers

@daniel_gebler
@picnic
WHY
EXPENSIVE
WAITING
CUMBERSOME
1.5%
Traditional Supermarket

Producers

Consumers

WAREHOUSE

SUPERMARKET

SUPERMARKET

SUPERMARKET

SUPERMARKET

SUPERMARKET

SUPERMARKET

SUPERMARKET

SUPERMARKET

SUPERMARKET

SUPERMARKET

SUPERMARKET
PEOPLE WHO ARE REALLY SERIOUS ABOUT SOFTWARE MAKE THEIR OWN HARDWARE

Alan Kay
PEOPLE WHO ARE REALLY SERIOUS ABOUT ECOMMERCE MAKE THEIR OWN LOGISTICS

Picnic
Picnic
From 0 to 1
Day 1
From 1 to n
Technology is overestimated on the short term but underestimated in the long term.

Roy Amara
Picnic Technology: sophisticated business model with extensive activity footprint

### Activities
- Range
- Price & promo
- Marketing
- Store
- Purchasing
- Fulfillment
- Distribution
- Customer service
- Finance

### Key Questions
- What products to sell?
- How to optimise margins?
- How to attract & retain customers?
- How to order in 2 mins?
- How to increase average order value?
- How to get the right stock?
- How to achieve 99% completeness?
- How to increase productivities?
- How to be 99% on-time?
- How to maximise drops per hour?
- How to respond quickly and accurate?
- How to achieve low payment cost?

### Challenges
- Orchestration
- Prediction
- Planning
- Optimization
- Tracking
- Insights
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<th>3rd party</th>
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Proprietary platform with best-in-class 3rd party services
Challenges
The Mobile Shopping Challenge

30 Articles in 3 Minutes
The Co-Creation Challenge

Each week

100s of products
1,000s of suggestions
10,000s of interactions
Data Science is the MVP for AI Products
The Distribution Challenge

20 min window

99% on-time

1% no show
Bezorging

Marco is over 5 minuten bij je

Bomberg 4
The Interface Challenge

Everything

Everytime

Everywhere

Convenient
Learnings from a disruptive Scale-up

1. Dream Big, Act small
2. Mission first, Data as support
3. Data Science first, AI second
4. Launch first, Scale second
5. Great products come from small teams
Creating a mobile super service

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