The
FutureList

RaschGo

Innovation Memo

Innovation In Words

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A note from the CEO & Co-Founder of RaschGo, Santiago Melendez:

RaschGo is the new era of e-commerce platform created for the consumer through immersive content. RaschGo is designed and focused on the consumer who is on the move around the city so that they can always receive their purchases in the best possible quality at the moment they arrive at the store without unnecessary additional manipulations

RaschGo

Agtech

Online Marketplace

raschgo.com

USD 300,000

2023

Executive Summary

RaschGo is a marketplace platform designed to enhance urban dining experiences by integrating multiple restaurants and stores into a single app. The platform enables customers to pre-order meals for pick-up, reducing delivery costs and wait times. By offering tools for restaurants to manage orders efficiently and ensuring food quality through partnerships, RaschGo supports both consumers and businesses in the evolving food service landscape.

The company operates in a competitive sector with challenges such as adapting to technological advancements, ensuring consistent food quality across partners, and maintaining relevance in a dynamic marketplace. To address these challenges, RaschGo has implemented integrations with restaurant POS systems, adopted strict food safety measures, and emphasized pre-ordering to optimize inventory and minimize waste.

As RaschGo expands, it plans to strengthen its presence in urban centers with a focus on convenience and operational efficiency. Future initiatives include launching AI-driven personalization tools and exploring physical consumption stations in transit systems. By prioritizing customer needs and supporting local businesses, RaschGo is positioning itself as a practical solution in the restaurant and food marketplace industry.

Santiago Moncada Melendez
CEO & Co-Founder

Santiago, the CEO of RaschGo is a serial Entrepreneur and also a lawyer and international business manager with an LLM in Private Law and Intellectual property, with experience in private, corporate, and international business law as well as corporate finance, foreign trade, and business strategy.

Miguel Arenas
CFO & Co-Founder

Miguel is the Group Chief Financial Officer & Co-Founder of RaschGo. He has an MBA and Industrial Engineer from Los Andes University, with experience and knowledge oriented to strategic and financial planning, handling and analysis of large-scale numerical data, and innovation management through technological tools.

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Innovation Spotlight

Innovation in Business Model:

- Integration of Multiple Restaurants and Stores: By integrating multiple restaurants and stores into one platform, RaschGo provides users with a wide variety of options to choose from. This increases the likelihood of satisfying diverse customer preferences and needs.

- Pre-Ordering and Pickup: RaschGo allows customers to pre-order food from multiple restaurants before arriving at their destination. This eliminates the need to wait in lines or deal with long wait times, enhancing convenience for users moving in the city.

- Cost Reduction for Customers: Customers benefit from RaschGo's model by eliminating the costs associated with home delivery. By pre-ordering and picking up their food, users can avoid delivery fees, making the dining experience more affordable.

- Efficiency and Convenience: The app streamlines the ordering process, making it more efficient for customers and partner restaurants/stores. Users can browse, select, and purchase food easily through the app, saving time and effort.

- Quality and Freshness Assurance: RaschGo's model emphasizes the delivery of fresh, quality meals by enabling restaurants and stores to sell in advance.

Safety and Sustainability:

- Food Safety Guidelines: RaschGo ensures that partner restaurants and stores adhere to strict food safety guidelines and regulations. This includes proper handling, storage, and preparation of food items to maintain hygiene and prevent contamination.

- Quality Assurance: The platform prioritizes quality by partnering with reputable restaurants and stores that are committed to using fresh, high-quality ingredients.

- Reduced Food Waste: By enabling pre-ordering and pickup, RaschGo helps reduce food waste by allowing restaurants and stores to better manage inventory and production.

Market Impact & Future Outlook

Since its inception, RaschGo has generated great interest from different governments being seen as a dynamic of the local economy. They have reached alliances and agreements with 7 different city governments in the United States, European Union, and MENA for the implementation of RaschGo.

RaschGo has entered its second phase, marked by the acquisition of B2B businesses and restaurants. This expansion is geared towards strengthening their marketplace model, enhancing offerings, and broadening our reach.

In line with its growth trajectory, RaschGo is gearing up to launch its services to the final consumer in New York, slated for the late half of the year (2024).

As part of their city-by-city activation strategy, they aim to ensure widespread accessibility by establishing a robust presence near subway stations. To achieve this, their goal is to offer a diverse selection of dining options with a target of 4 restaurants per subway station.

RaschGo remains on track to meet its ambitious goal.

In the near term as well, RaschGo plans to introduce an AI-powered tool designed to revolutionize the immersive consumer experience, making every interaction with their platform more personalized and engaging. Looking further ahead, they also plan to explore the development of physical consumption stations strategically located in transit systems, offering unparalleled convenience to users.

Societal & Environmental Impact

Societal Impact

- Support for Local Businesses: RaschGo's model may prioritize partnering with local restaurants and suppliers, supporting the local economy, and fostering community connections. This can have a positive impact on small businesses, helping them thrive in the competitive restaurant industry.

- Convenience and Time Savings: RaschGo's platform offers convenience to consumers by streamlining the food ordering process. This can lead to time savings for busy individuals, allowing them to order and pick up meals efficiently, reducing stress, and enhancing productivity.

Environmental Impact

- Reduced Food Waste: By enabling pre-ordering and pickup, RaschGo helps minimize food waste by allowing restaurants to better manage their inventory and production. This can contribute to reducing the overall environmental footprint associated with food production and disposal.

Potential Funding & Partnership Opportunities

As RaschGo progresses through its growth phases and seeks to expand its operations, there are various potential funding opportunities it could explore:

- Strategic Partnerships: RaschGo could explore strategic partnerships with larger companies or organizations in the food industry. These partnerships could drive them in the expansion and evolution of the market that they seek to make in favor of the consumer and allied businesses.

- Venture Capital (VC) Funding: RaschGo could also seek investment from venture capital firms specializing in technology startups or the food industry. VC funding can provide significant capital for expansion, marketing, and product development in exchange for equity.

- Angel Investors: Angel investors can offer expertise, industry connections, and capital to help fuel growth.

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Potential Roadblocks & Risks

- Tech Adaptation: RaschGo, like other technology companies, often faces a series of challenges in implementing its technology. One of the main obstacles they would need to adapt quickly to is a market in constant change coupled with technological evolution. This implies being aware of the latest trends and best practices in software development, data management, and cybersecurity, among other aspects will be essential to mitigate the technological risks.

- Market Competition: The online food delivery and marketplace sector is highly competitive, with established players and new entrants constantly vying for market share. RaschGo must differentiate itself and offer compelling value propositions to attract and retain customers amidst intense competition.

- Quality Control: Maintaining consistent food quality across multiple partner establishments can be challenging for RaschGo. Ensuring that partner restaurants adhere to quality standards, handle food safely, and provide accurate descriptions of their offerings is critical to prevent customer dissatisfaction and negative reviews.

Conclusion

RaschGo presents a structured approach to modernizing the restaurant industry by integrating multiple restaurants and stores into a single marketplace. Its platform streamlines food ordering for customers while providing partner establishments with tools to enhance operational efficiency and broaden their market reach.

With its business model emphasizing convenience, sustainability, and collaboration, RaschGo has positioned itself to navigate the dynamic restaurant marketplace effectively. As it continues to expand and refine its offerings, RaschGo's emphasis on addressing consumer needs and operational challenges underscores its relevance in an increasingly competitive industry.

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Innovation In View

How **RaschGo** brings innovation to life
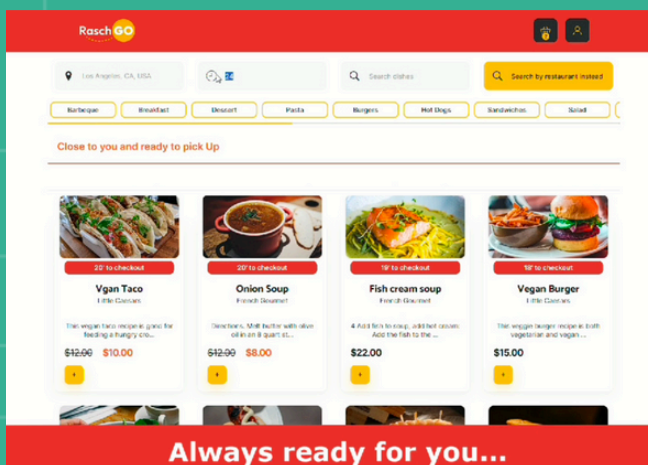
RaschGo App Interface

Mobile & Desktop App

The app serves as a marketplace designed to integrate multiple restaurants and stores to allow customers to select and purchase food before arriving at their destination.

Features of the App

Amongst its features, the **RaschGo app** offers;
- Product Listing - descriptions, images, pricing, and availability.
- Search and Discovery
- Shopping Cart and Checkout
- Location Placement
- Order Management
- Admin Dashboard
- Dine-in or Takeaway option
- Rating & Ordering Scoring System

Integrations

RaschGo utilizes GPS coordinates / Google Maps integration to tell the customer's real-time location and where he/she is heading. This also enables the platform to pull up the relevant stores and restaurants within the location provided.

RaschGo also has a smart integration with restaurants' POS systems for efficient order transmission and inventory updates.

Contributors

The FutureList

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RaschGo

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Notes
on our methodology

About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.

Scaling Innovation

How **The FutureList** identifies and scales innovation globally

Ecosystem and sector mapping

Our Ecosystem team identifies the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.

Innovation memos and platform profiles

Our Research team interviews founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.

Introductions to strategic opportunities

Our Ecosystem team shares company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.

Private dinners and fireside chats

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.

Global summits & learning trips

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.

Sponsor

The FutureList platform and events are sponsored by partners.

SAND TECHNOLOGIES

Sand Technologies, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

Learn more at www.sandtech.com

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