WHY YOU SHOULD USE INSTACART

NOAH PEARSON
THE BEGINNING

- Instacart was founded in 2012 by Apoorva Mehta, a former Amazon employee
- Apoorva was born in India and moved with his family to Canada in 2000
- Studied engineering at University of Waterloo
- Instacart was originally launched in San Francisco and since then has expanded throughout the U.S. and Canada

“Fear not, picky produce pickers—your groceries are in good hands. Over the past four months, I have always been satisfied with my un-bruised produce and soft loaves of bread.” - Courtney Cheng, a four year Instacart user from UC-Berkeley
1. Sign up online or on the Instacart mobile app
2. Pick a local grocery store in your area to choose items from
3. Pick different items you want to have delivered to you
4. You will be assigned a driver to drop the items off at your house
5. The driver will deliver your items in under an hour
6. You eat!
HEALTHY LIFESTYLE

- Better to get fresh food from the grocery store
- You do not need to settle for unhealthy dining hall food
- Helps eliminate the need for quick fast food when food is already at your house
- Although it may be a bit more expensive than fast food, it is worth it to stay healthy

“Shopping online helps us avoid making impulse purchases since we don’t get the instant gratification of buying that expensive chocolate-covered snack on the way out” -Sam Schulz, co-founder of the HoneyFi
Time Saver

- Your fresh groceries are brought right to your door
- Do not have to stop to pick up food yourself
- No need to go out for lunch or dinner when you have food at home
- Can save a student precious time to study instead of buying food

“Apps like Instacart offer personalized and seamless shopping experiences” - Dmytro Brovkin of The Startup
Instacart Facts

- 5,500 cities in North America
- 20,000 stores across United States
- Operates in all 50 states
- $7.6 billion evaluation
- 8% of U.S. Online Consumer Goods
- 50,000 Instacart shoppers
- 300 Instacart grocery store partners
- Largest online delivery service for alcohol

“This grocery delivery startup has become so famous in the on-demand sector that a lot of budding entrepreneurs are interested to learn more about Instacart business model and understand its overall working in order to develop the next big thing in the sharing economy” - Jungleworks writer
Instacart’s retail partnerships expand
Select partnerships between Instacart and retailers
Conclusion

- Time Saving
- Healthy
- Convenient
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Questions?

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