

## Fresh organic groceries on WhatsApp. Delivered within 12 hours of harvesting.



[leapclub.in](http://leapclub.in) San Diego CA  

[Retail](#) [Food](#) [Technology](#) [Marketplace](#) [Food Tech](#)

[OVERVIEW](#) [UPDATES](#) [WHAT PEOPLE SAY](#) [ASK A QUESTION](#)

## Highlights

- 1 📈 10% WoW growth since January
- 2 🇮🇳 \$15B total addressable market in India
- 3 👥 Founding team from IIT Delhi with machine learning & agriculture supply chain expertise
- 4 📈 1000 monthly active users in April
- 5 🚀 Put groceries on autopilot & manage subscriptions easily on WhatsApp

## Our Team



**Shubham Bansal** Co-Founder

Led development of a machine learning product to help families make sense of their electricity bills. Deployed it across 10,000 households in Germany. IIT Delhi (India) & EPFL (Switzerland) alum

After spending two years in an organic farming community, we realised that many millions of us need to switch to organic food to create a better world. Hence we started Leap Club.



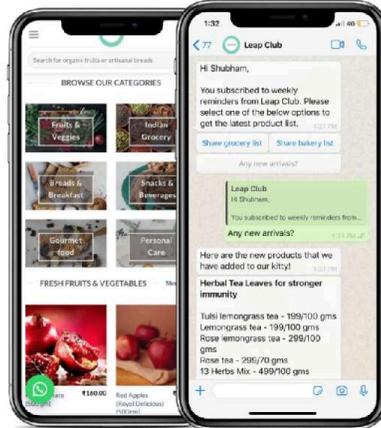
**Divish Gupta** Co-Founder

Founding member of the team that built a tech platform to provide market access for 21k farmers. Secured funding from BMGF to the tune of \$5M. IIT Delhi alum

## Pitch

### Leap Club

- Organic food delivered to your doorstep
- Order from Whatsapp or Web
- Only organic & healthy products
- Farm-to-fork in 12h



With rising incomes & health concerns, urban Indian consumers want to move to organic healthy food.

But current options offer zero visibility on supply chain, pesticide content and freshness of food.



### We promise fresh & healthy food

- Sourced from verified organic farms
- Delivered within 12 hours of harvesting
- No shady preservatives
- Tested for pesticide content

**Live in Delhi**



**10%** WoW Growth since Jan

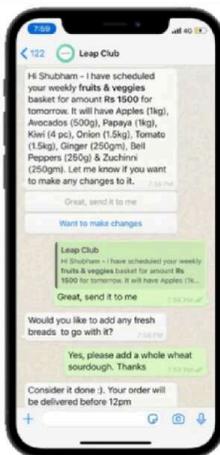
**20%** Weekly User Cohort Retention

**~1000** Monthly active customers

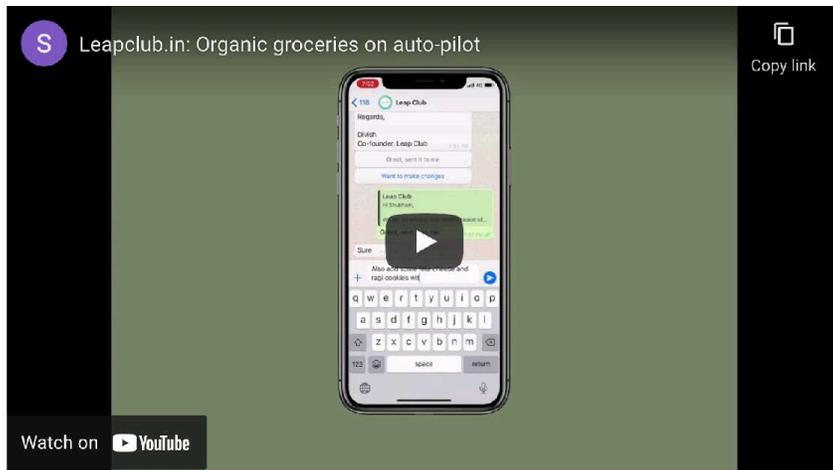
## Personalised weekly subscriptions encourage repeats

1. We create baskets based on user's preferences
2. Users review it on Whatsapp & confirm

Avg. Monthly Basket ~\$85



Check out our how our product works!



**\$15B**

**\$3,000/year x 5M families**  
across top 10 cities in India  
(Net Revenue)

## Positive Unit Economics

<b>Average Order Value</b>	<b>\$10</b>	-
Gross Margin	\$3	30%
- Payment Gateway Fees	\$0.2	2%
- Customer service	\$0.3	3%
- Delivery costs	\$1	10%
- Hub costs	\$0.08	0.8%
<b>Contribution margin</b>	<b>\$1.42</b>	<b>14.2%</b>

## Operationally lean model

- Zero inventory model
- Offer a full basket but curated assortment (500 SKUs)
- Zero capex on last mile deliveries
  - Outsourced to Delhi's largest last mile service
  - Geographic clustering keeps delivery costs low  
(Delivery cost: \$1/order, AOV = \$10)

## Team with machine learning & agriculture supply chain expertise



### Shubham Bansal

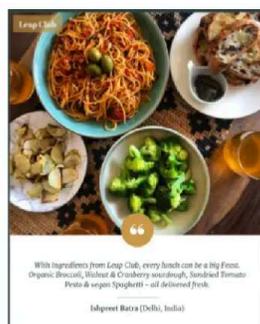
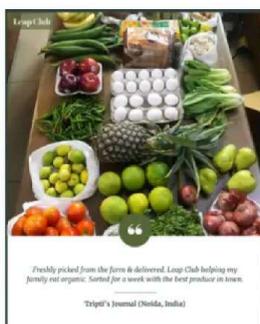
- Built ML tool to help 10k families reduce their energy consumption
- IIT Delhi, EPFL (Switzerland)



### Divish Gupta

- Built a tech platform to provide market access for 21k farmers. Funded by **Bill & Melinda Gates Foundation**
- IIT Delhi

## Our Users Love Us!



\_\_\_\_\_

\_\_\_\_\_