

The Instacart logo is written in a green, cursive script font.The AARP logo is written in a bold, red, sans-serif font with a registered trademark symbol (®) to the upper right.

On Demand Grocery Marketplace

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Infrastructure Free Grocery Ecommerce



Order anywhere,
dedicated site

1 hour / Same-day
Delivery & Pick-up

Multiple Local
Stores

16 Major US Metros

Instacart: Grocery Same-Delivery



- Founded in 2012 by former Amazon engineer Apoorva Mehta
- Headquarters: San Francisco, CA
- ~200 Employees, 12 offices
- 9000+ Personal Shoppers

Service

Concierge Experience

Quality

Best Product from Best Retailers

Efficiency

Fast (1-hr. Delivery) + Low Cost

ANDREESSEN
HOROWITZ

SEQUOIA CAPITAL®

KPCB

khosla ventures

Geographic Snapshot

Instacart is currently in 16 major metropolitan areas with many more planned in 2015



www.instacart.com/locations

★ Current City

Meeting “Consumer Truths”

Instacart solves four major online grocery pain points and has attracted four core user groups

Quality



“I don’t trust produce picked in a warehouse. I’ll end up with nearly expired or leftover items.”



Urban Professionals

Speed



“If I miss the morning deadline my groceries won’t be delivered until 10pm”



Busy Parents

Choice



“I have very specific tastes - only a few stores in my neighborhood carry these items”



Office Managers

Ease



“I don’t have space for these big crates left on my doorstep”



Elderly

Concierge Personal Shoppers

Needs of the “Sandwich Generation”

Brands They Know & Trust

Personal Touch With Food

Friction-less Tech: Payment, Mobile

3rd Party Ordering

Exploring - Content & Recipes