



HEI-TRAIN. HEI Transformation for
Entrepreneurship and AI-Driven Innovation



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LOADINN

LOADINN is a commission-free food delivery platform that empowers restaurants to earn more and deliver better.



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Fast Bites, Delivered Right!



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Problem

Pain Points (Restaurants):

- High commissions (25–35%) reduce already thin margins.
- Little control over delivery operations and pricing.
- Smaller restaurants struggle to compete on big platforms.

How It's Addressed Today & Shortcomings:

- Restaurants rely on food delivery platforms or manual orders.
- These solutions are expensive, restrict ownership, create operational inefficiencies, and keep restaurants dependent on third-party platforms.



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Solution

LOADINN provides a fair, commission-free food delivery platform that helps restaurants earn more, customers pay less, and couriers get transparent, higher payouts.



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What makes us special?

- **Commission-Free Model:** Restaurants keep their profits instead of losing 25–35% per order.
- **Restaurant Ownership:** Full access to enabling loyalty, remarketing, and direct relationships.
- **Fair Pricing & Transparency:** Simple subscription + small platform fee → predictable, sustainable costs.
- **Built for Small & Local Restaurants:** Levels the playing field against big brands on major platforms.
- **Customers Pay Fair Prices:** Because restaurants aren't charged heavy fees, they don't need to inflate menu prices — customers get the *real* restaurant price on LOADINN.
- **A Win–Win Ecosystem:** Lower costs for restaurants + fair prices for customers = stronger loyalty on both sides.



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Competitors

Direct Competitors (Europe)

Uber Eats

DoorDash (Wolt)

Deliveroo

Glovo

Bolt Food



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Competitors

Comparative Advantage Table:

Feature / Model	LOADINN	Bolt/Wolt	Uber Eats
Commission Fees	0%	25–35%	25–35%
Menu Price Inflation	None	High	High
Cost Predictability	Transparent (subscription + small fee)	Unpredictable	Unpredictable
Support for Small Restaurants	High	Low	Low



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Business model

How We Thrive:

Commission-free model attracts restaurants fast.

Customers pay real menu prices → higher loyalty and order volume.

Growth loop: more restaurants → more customers → more restaurants.

How We Earn:

Monthly restaurant subscriptions (€23–€203).

Small fixed platform fee per order (no commissions).

Customer delivery fees.

Add-ons: marketing tools, priority placement.



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Market potential

Primary Customers (Restaurants):

Small and medium-sized restaurants across Europe

Looking to increase profits and gain control over delivery

Frustrated by high commissions and lack of customer data

Secondary Customers (End Users / Diners):

People who want **fair prices** (no inflated menu fees)

Value **fast, reliable delivery**

Interested in supporting **local restaurants**

Market Opportunity:

European food delivery market: €60–70B annually and growing

Restaurants underserved by high-commission platforms: tens of thousands across Europe

Inventing a new market: Commission-free delivery + restaurant-owned customer data → creates a **win-win ecosystem** that doesn't exist today



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Team

Anmol Gupta– Founder & CEO

Years of experience in **sales, customer service, and business operations**

Skilled at **building partnerships**, understanding restaurant needs, and scaling operations

Daniels – Potential Co-Founder /Operations Lead

Extensive experience in **sales, customer service, and corporate teamwork**

Strong background in **process management, team coordination, and operational efficiency**

Why We're the Right Team:

Deep understanding of **restaurant challenges and customer expectations**

Hands-on experience in **sales, operations, and service delivery**

Complementary skills to **build, launch, and scale LOADINN successfully.**



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What we need

Funding Ask: €300,000 – What It Achieves

Use of Funds:

Product Development & Tech Team

- Complete MVP, enhance platform, integrate delivery management system

Marketing & Customer Acquisition

- Onboard restaurants, attract early customers, run targeted campaigns

Operations & Initial Hiring

- Support staff, customer service, basic operations setup

What €300K Gets You:

Launch **LOADINN** in **1–2 countries** and prove the model

Onboard **hundreds of restaurants** and thousands of users

Validate **subscription + per-order revenue model**

Build a **scalable foundation** for European expansion



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Thank you



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