



Start your own on-demand, online delivery service to support your new NCAA athletic budget.





10 REASONS

To start your own on and off campus on-demand, online delivery service.





1. DELIVERY IS THE NEW NORMAL FOR ALL DINING EXPERIENCES

Research shows that on and off campus food delivery is the preferred option for students. Providing service on and off campus allows you to extend your customer and merchant reach to increase your profits.

Online Food Delivery market in the United States is projected to reach US \$353.30bn in 2024. This is expected to show an annual growth rate (CAGR 2024-2029) of 9.76%, resulting in a projected market volume of US \$562.70bn by 2029.

Studies show the age group 18-25 embraces the convenience of online ordering more than any other age group.





2. A DELIVERY SERVICE HELPS WITH BUDGET SHORTFALLS

Offering your own delivery service is a viable option for athletic departments needing to increase their budget volume to help with increasing NIL deals , scholarship limit increases, unlimited official visits and the NCAA projected \$22 million athletic budget.





3. STUDENTS WANT AND WILL PAY A PREMIUM FOR FOOD DELIVERY

Students are willing to pay a premium for third-party food delivery. Especially if the money is going back into their school instead of the BIG BOX outside third-party delivery companies that charge outrageous fees.

More money will go into your athletic department and also into your own campus food and retail merchants. Food delivery reduces congestion within dining spaces and gives the staff a lower workload so they can focus more on food preparation and interactions with guests.





4. CAMPUS DELIVERY REMAINS AN UNTAPPED ARENA

Speaking of campus delivery as an alternative to pizza or Chinese take out, food delivery would seem to be a novice area of focus. Past examples show where students have taken the initiative to offer food delivery, despite the objections and failure to approve such actions by administrators.

One case, reports University Business:

“Last spring, Boston University administrators got a lesson from an entrepreneurial student. The college didn’t deliver meals to dorm rooms, so sophomore Aaron Halford stepped in to launch Stoovy Snacks, a company that employed students to make food deliveries.

Halford told The Boston Globe that administrators had sanctioned his startup, but they hadn’t. The incident served as a wake-up call, says Joseph LaChance, resident district manager for BU Dining Services. We needed to be more responsive to the fact that delivery is a requirement.”





5. DELIVERY GIVES STUDENTS MORE FREEDOM TO STUDY

Campus food delivery has a profound effect on students' ability to study. Students learn more when comfortable and able to focus, instead of taking time away from studying to visit a dining hall or off campus eating establishments. It's hard to review the chemical properties of industrial cleaning agents in a noisy, crowded space.

On or off campus food delivery gives students the freedom to order food to their dorm rooms or even communal or other tranquil spaces. In the end, it is all about the students and how universities can help them make their collegiate experience enjoyable and successful.





6. DELIVERY GIVES STUDENTS THE OPPORTUNITY TO EARN EXTRA MONEY

Students are always looking for ways to earn extra money to help cover their college expenses. What better way than to work for their school's delivery company instead of an outside third-party delivery company.

They will know they can contact you for support as it is difficult to get support from outside third-party delivery companies. With the ability to also deliver to off campus merchants, they will have the opportunity to make even more money.





7. DIVERSIFICATION IN SERVICES PROVIDED

Your delivery service provides more than just food delivery as an option.
You can provide service for:

- Merchants that sell retail products.
- Merchants that have reservations and booking services.
- Merchants that sell a service.
- Merchants that sell groceries.

Diversification increases your chances for greater profits.





8. Unlimited Reach

You can provide delivery service to all of your campuses regardless of where they are located. You can provide service nationwide as well.





9. YOUR STUDENTS ARE YOUR DRIVING FORCE

Students will be your biggest asset and driving force to grow your business.

- They will be your main consumers making orders for delivery and your drivers delivering the orders.
- If a student is ordering food as well as being a delivery driver, this basically pays for the food they order. (Use for promo)





10. KEEPING YOUR CURRENT ATHLETES IS THE KEY TO CONSISTENT SUCCESS.

Finally, this extra revenue can help you keep your current athletes from entering the transfer portal. Retention is the true key to success.





**GIVE YOUR STUDENTS, FACULTY AND YOUR COLLEGE COMMUNITY
THE CONVENIENCE OF DIGITAL ON AND OFF CAMPUS FOOD
DELIVERY**

Everyone wants convenience from their favorite restaurants on or off campus, and for those working and living on school grounds, campus food delivery rises to meet demand.

Take heed of these reasons and how they will benefit students, faculty, community and your athletic department.





\$Revenue Streams

- Merchant commissions
- Consumer delivery fees
- Consumer service fees
- Banner ad features in your app
- Create your own store to sell your products
- Payout transaction fees for drivers and merchants





Timeline

- Student & faculty survey to collect information on demand and the merchants they want to see on your platform.
- It will take a minimum of 9 months to build your delivery service
- Promote new service (get your students hand out flyers)
- Sign up students, faculty, and community as consumers
- Sign up college students as drivers but don't over saturate with drivers.
- Sign up merchants (hire students to sale your banner ads to merchants)





Call today for a consultation



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The logo features a stylized eight-pointed star or compass rose. The points are colored in alternating blue and red. The word "MID" is positioned to the left of the star, and "SERV" is to the right, both in a bold, black, serif font.

MIDSERV

SIGN UP TODAY