

SAMPLE • FICTIONAL BRIEF

ReLoop

Returnable packaging for 10-minute grocery delivery.

Seed round • \$1.2M SAFE

Asha R., CEO • asha@reloop.example • October 2026

THE PROBLEM

Every 10-minute order leaves 1–3 single-use bags behind.

Apps pay for packaging on every order, customers dislike the pile-up, and city plastic rules are tightening.

Three people lose on single-use packaging

Rs 6–9

The app

Packaging cost on every order, per two ops managers we interviewed.

1–3

The customer

Bags and insulated pouches per order, piling up at home.

Rules

The city

Plastic restrictions keep tightening, so the status quo carries compliance risk.

Totes that come back on the next delivery



Pack

Dark store packs the order in a QR-tagged ReLoop tote.



Deliver

Rider hands over the tote; the scan links it to the order.



Collect

On the customer's next order the rider takes the empty tote back. No extra trip.



Wash & return

Our hub washes, checks and returns totes to the dark store.

An 8-week pilot with one quick-commerce partner

41,200

Orders in ReLoop totes

Across 3 dark stores in 8 weeks

92%

Totes returned

Within 14 days of delivery

Rs 4.10

Cost per use

vs Rs 7.40 for current single-use packs

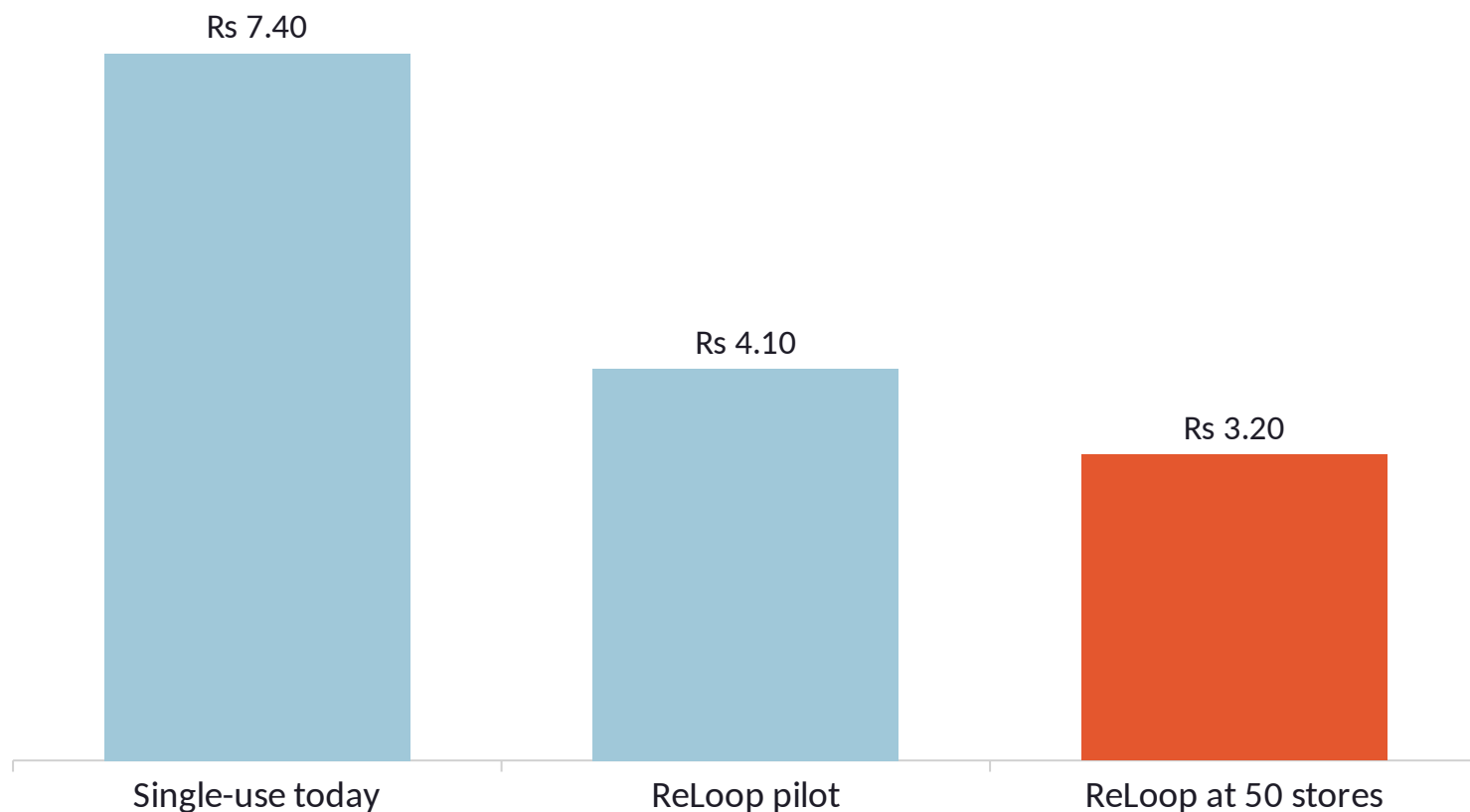
71%

Prefer totes

Customer survey, n = 1,180

Cheaper per order than single-use today, before any scale savings.

Cost per use falls as we scale washing and tote life



PRICING

We charge Rs 5.50 per use. That is Rs 1.40 margin per use today, and Rs 2.30 at 50 stores (tote life of 120 uses plus washing at scale).

Bengaluru alone is a large starting market

~1.1M

Q-comm orders / day

Bengaluru, our estimate from public statements

55k

Uses / day at 5% share

5% of Bengaluru orders

~Rs 11 Cr

Annual revenue

55k uses × Rs 5.50 × 365 days

The top 8 metros add up to roughly 6M orders a day (rough estimate).

Nobody local is built for rider-collect reuse

	Single-use bags	EU reuse services	ReLoop
Built for 10-min delivery	Yes	No	Yes
Return without an extra trip	n/a	No	Yes, next order
Cost per order	Rs 7.40	n/a in India	Rs 4.10, falling
Plastic-rule exposure	High	Low	Low

TEAM

We have run the exact operations we are fixing

Asha R. • CEO

4 years running dark-store operations at a quick-commerce company.

Vikram S. • CTO

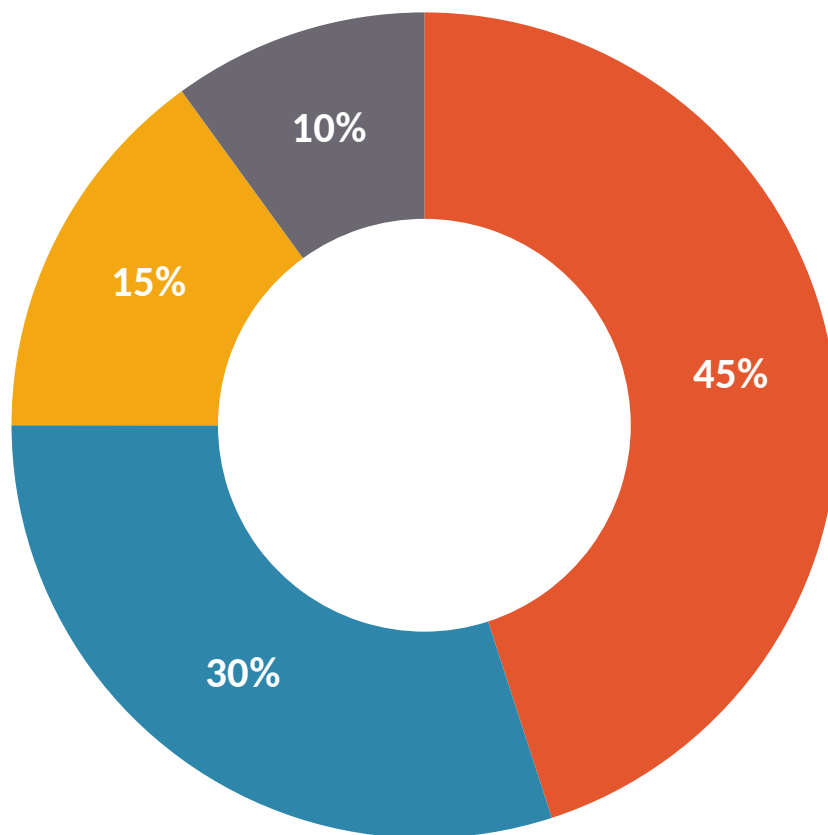
Built reverse-logistics systems at a third-party logistics firm.

Neha K. • Operations

Washing and sanitation background in the food industry.

THE ASK

\$1.2M seed for 18 months of runway



USE OF FUNDS

- Ops & wash hubs**
45% · \$540k
- Tech (tote tracking)**
30% · \$360k
- Tote inventory**
15% · \$180k
- G&A**
10% · \$120k

MILESTONES

What the round gets us

Aug 2026

Pilot done



3 stores, 41,200 orders, 92% returns.

Month 9

Contribution positive



Positive contribution on every use.

End 2027

50 stores • 2 partners



Target network size, with cost per use at about Rs 3.20.

Join us in taking the bag out of 10-minute delivery.

- Raising \$1.2M on a SAFE
- 18 months of runway to 50 stores and 2 partners

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