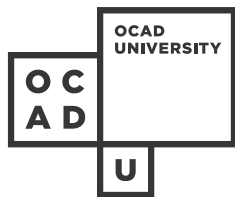


MAY 2020

OpenLocal

Easy, affordable delivery
Built to support local businesses

DEVELOPED WITH THE SUPPORT OF



CODE for
CANADA



“Designing a dream city is easy; rebuilding a living one takes imagination.”

– Jane Jacobs

OpenLocal is a software platform cooperative created in response to the COVID-19 pandemic. It provides businesses with a simple, cost-effective way to deliver their goods to local customers.

OpenLocal maximizes benefit to three key community stakeholders—**businesses, delivery people, and customers**. Through partnerships with municipalities, community organizations, and BIAs, OpenLocal can set up instances of the platform to provide needed delivery services for any community.

We are applying for funding from NGOs, provincial, and federal governments through our current partners; including OCAD University (research and design), TWG (product and platform development), Code for Canada (community implementation) and the Centre for Social Innovation (operational support).

The funding will support three phases of deliverables:

- i. Research and pilot phase conducted in one of our urban communities
- ii. Feedback iteration, design and launch of the beta platform for a larger community
- iii. OpenLocal open source project, for use at scale across multiple communities and municipalities.

The issue

Many local retailers and restaurants that rely on foot traffic have seen a precipitous drop in revenue due to shelter-in-place restrictions. These restrictions will likely be a recurring fact of life over the next year.

Rent support and other government programs to support workers are helping keep families housed and fed during this unprecedented time. There remains, however, an urgent need to support the local small business infrastructure; lest it close permanently and hollow out our communities.

The delivery market is currently served by a range of private ordering and delivery services with a mixed bag of costly options; some take up to a 35% commission on each sale. Local businesses like restaurants and retail shops now more than ever need a better, affordable way to get their goods to their customers.

The solution

The OpenLocal platform offers a simple and intuitive means for a customer to request home delivery or curbside pickup from any participating business.

It's designed to complement both low-tech phone orders and goods sold online through ubiquitous SMS messaging, or an optional smartphone app.

Our platform supports local businesses with affordable delivery, provides fair-wage opportunities for delivery people, and ensures that money continues to circulate locally, helping communities thrive.



What we do

- Keep local businesses and economies running during closures and economic restart
- Provide businesses with a simple delivery option without overhead
- Simple, affordable delivery for customers
- Easy access to part-time, fair-wage labour for drivers

How it works

OpenLocal Delivery is an open-source platform that provides restaurants and businesses with fast, local delivery service without cutting into their margins.

Businesses will be able to use OpenLocal's platform for local deliveries at no cost*. Customers who sign up on the platform using their mobile phone # can pay drivers directly for delivery. Most importantly, **if a restaurant sells a \$50 food order, they will get \$50 from the customer for that order** whether it is picked up by the customer or delivered via OpenLocal. Customers who request an OpenLocal Delivery are billed through the OpenLocal platform, and the delivery driver receives 100% of that delivery fee.

Note that **OpenLocal Delivery does not attempt to replicate existing online stores or food delivery aggregators** like UberEats or SkipTheDishes. We do not provide customers with online menus or a selection of items, only delivery of completed purchases from point A to point B.

* Our intent is to have customers pay directly for delivery costs, but as we test the business model it may be necessary to charge businesses a nominal fee to maintain the platform. As a non-profit we would be targeting a fee in the range of 2% per order.

There are three participants in our ecosystem:

Customers register their location (or multiple locations) where they want deliveries sent to, along with their mobile # (which serves as their OpenLocal ID) and a payment method.

Businesses will similarly register their business name and a mobile number for each location. Each business location will be able to initiate an OpenLocal pickup via the OpenLocal app by entering the customer's mobile number. Businesses do not pay to use OpenLocal. Functionally and financially it's identical to a takeout order, except an OpenLocal driver is picking up instead of the customer.

Drivers (and cyclists) will be able to self-register online to deliver for OpenLocal. OpenLocal will validate their identity, drivers licence and insurance as required. Once registered, drivers will be sent pickup and delivery requests from businesses through the app. Drivers will be paid directly from OpenLocal (via the customer's billing method) for each delivery.



Transaction overview

In the following scenario, the business, customer and driver have already registered for OpenLocal and each have accounts on the platform.



1

A customer places an order online (or over the phone) with a local business. The customer requests OpenDelivery for delivery and confirms the delivery fee.

2

The business initiates an OpenLocal delivery request via web or app. The request is sent to nearby OpenLocal drivers with a pickup time.



3

The delivery is picked up and the customer is notified that their delivery is in progress. Purchased goods are delivered to the customer and the driver is paid/customer's OpenLocal account is debited.



What is needed today—or more accurately, what has been needed for months—is a sustainable service that delivers purchased products to customers. We plan to launch the first iteration—the ‘Pilot’ rollout of OpenLocal using an existing fleet management platform, which gets a local delivery service up in weeks, not months.

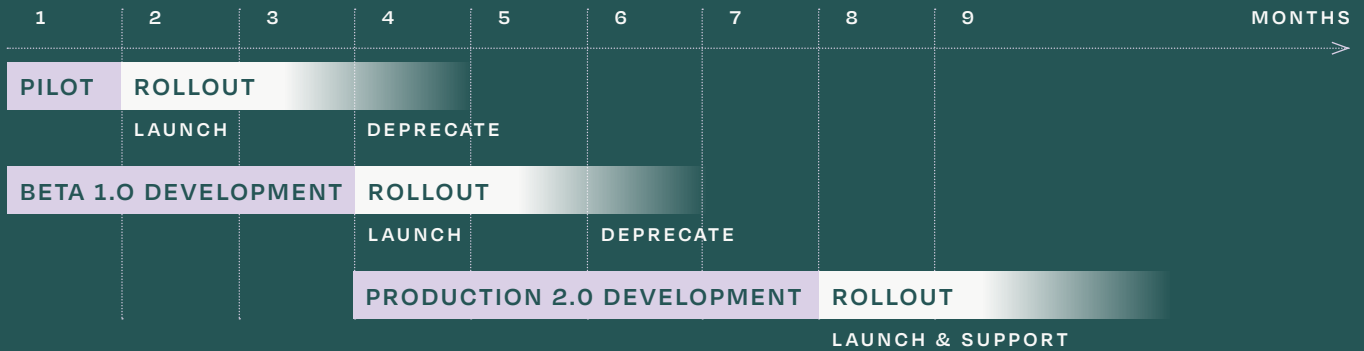
It allows us to quickly get businesses and drivers on board using production-tested software, delivering bigger economic impacts sooner.

It also supports the OpenLocal team learning at scale about the operational and economic considerations that will inform the open-source ‘OpenLocal Beta 1.0’ and full production ‘OpenLocal Delivery 2.0’ platform we will build.

Delivery charges in the Pilot version will be subsidized* so that neither businesses nor customers have to pay for delivery, although customers will be sent a no-charge invoice so they are aware that delivery charges would typically apply to the service.

* This is partly a technical constraint—payments aren’t supported in existing fleet software and would incur delays to build. The subsidy also promotes customer acquisition and onboarding of a critical mass of users for the OpenLocal 1.0 / 2.0 platform.

Timeline overview



It should be noted that there are emerging low cost food delivery initiatives in a number of Canadian cities — including **LoveLocal** in Ottawa, **Radish** in Montreal and **FromTo** in Vancouver. We have already begun to reach out to these local initiatives and hope to co-develop our platform with their cooperation. To scale

this operation we will need local organizations to provide feedback and support. Connecting these disparate efforts with our national community and technology partners to develop an open-source platform is the most effective way to provide scalable support for Main St. businesses across the country.



Team & partners

Founding team

Richard Switzer

Product and Strategy Lead

Dr. Robert Luke

VP of Research and Innovation,
OCADU

Dominic Bortolussi

Founder, TWG; Co-founder, Briza

Platform partners

OCAD University

Research and Design

TWG

Product and Platform
Development

Code for Canada

Community Implementation

Centre for Social Innovation

Finance and Operations Support

OCAD U will lead the research and design aspects of the project, initially focusing on the user experiences of the beta platform participants and using those findings to inform the design, features and user experience of the OpenLocal 1.0 and 2.0 platforms.

Technology partners **TWG** will focus on the core OpenLocal platform build as well as the product and application development, working closely with OCAD U.

Community partners **Centre for Social Innovation** and **Code For Canada** will lead the community implementation efforts, getting businesses set up on the system and providing user training (including support for work integrated learning programs).



OpenLocal

Support for OpenLocal is an investment in tens of thousands of businesses that need effective local delivery during the current crisis and in an uncertain future.

It's an investment in an open-source software platform that will be owned by the businesses and drivers that use it, not a single company.

It's an investment in building resiliency into local economies, creating access to public digital services for customers, businesses and drivers.

"We're excited to partner with OpenLocal and OpenTransit to support their work helping communities across the country. What OpenLocal is proposing will empower municipalities to deliver adaptable and convenient transportation options, create dignified flexible work opportunities, and keep economic benefits local. It will be an impressive contribution to public digital infrastructure and an excellent example of using technology for the public good."

Gabe Sawhney, Executive Director, Code For Canada

"OpenLocal is a significant opportunity for our faculty and students to showcase the power of design and its practical application to a real-world challenge. We look forward to continuing the work with our partners on this important and innovative initiative"

Ana Serrano, Incoming President, OCAD University

"I work with many small business owners and social entrepreneurs and I am concerned with the devastating impact of COVID-19 on local businesses. I am in full support of the OpenLocal initiative to provide an accessible and affordable platform to help sustain our local businesses and serve our diverse communities. I will be happy to provide meaningful community engagement support, research and advisement to help this effort succeed"

Shilbee Kim, Social Enterprise Coach, Innoweave

for more information visit openlocal.ca

