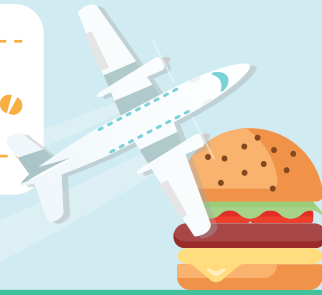# bistroo
In a Nutshell

PROBLEM

Merchants in the food ordering & delivery industry are being held in an ever-tightening chokehold by intermediaries. While charging high commissions on regular base, these intermediary parties also keep full control over the consumer generated data.
They hereby prohibit direct customer relations to be built through their platforms, and effectively increase the business merchants' dependency upon them. This same skewed dynamic is present in the modern-day wholesale and retail food industry.

SOLUTION

Bistroo is a direct-to-consumer, peer-2-peer marketplace for food & beverages that significantly reduces commission fees and enables direct online interaction between all process stakeholders on the online platform. It is envisioned as the ecosystem where food consumption can be easily organized and personalized to cater to the needs of individual customers and merchants alike. The BIST token allows direct peer-2-peer payments, data & review rewards, smart advertising, staking and more - without the need for third party payment processors.

Results

March 2020
Launch

May 2020
$100,000 in orders processed

December 2020
$1,000,000 in orders processed
25,000 orders
12,500 unique customers

Roadmap

Q1 2021
FOUNDATION

Premium dashboard features

User profile finetuning

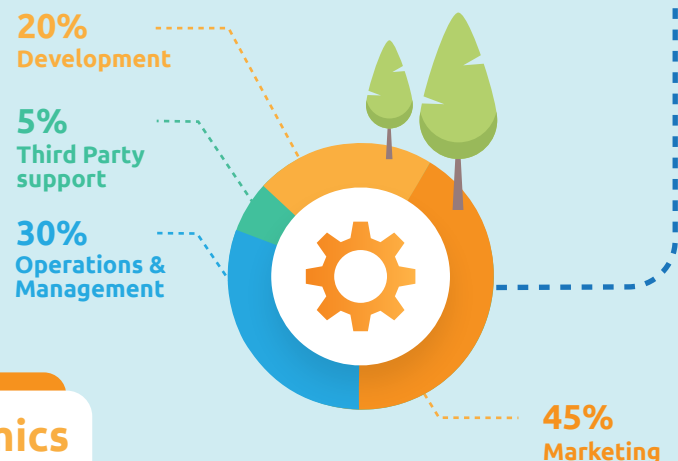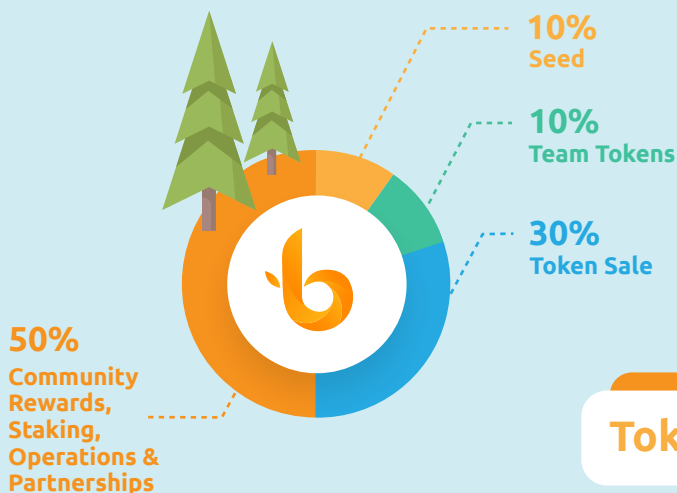Search & matching algorithm optimization

Q2 2021
COMMUNITY

Ambassador & community reward systems

Q3 2021
EXPANSION

Global Self Service Portal launch

Q4 2021
STAKE

Staking protocols & advertising systems

Tokenomics

10%
Seed

10%
Team Tokens

30%
Token Sale

50%
Community Rewards, Staking, Operations & Partnerships

20%
Development

5%
Third Party support

30%
Operations & Management

45%
Marketing