



InstaShop

convenience delivered



Intro, CEO of InstaShop

John Tsioris is the founder & CEO of InstaShop, the leading grocery shopping app in the GCC, operating in the region since 2015 and having been nominated by Forbes for 3 consecutive years as one of the most promising startups in the Arab world.



Education

Masters Mechanical Engineering & MScBA General Management



Work experience

Head of global competitive intelligence - PHILIPS Consumer Lifestyle. Head of marketing Intelligence for PHILIPS Middle East & Turkey Lighting



Entrepreneurship

Voice social network app, InstaShop



So what is InstaShop?

A hyper-local on-demand marketplace delivering groceries, pharmacy products, pet supplies and more in 60 minutes or scheduled at your convenience.



Forbes
Middle East
2016

Forbes
Middle East
2017

Forbes
Middle East
2018



InstaShop a 5-year journey



The idea that nobody wanted



Our first reputable retail partner



1st year anniversary 30 shops live



Most promising startup in the Arab world 2016, 2017, 2018



Support for MENA expansion



New Verticals



1,500 shops live



5th year anniversary Delivery Hero acquisition



Global expansion



How does InstaShop work?



InstaShop partners up exclusively with selected supermarkets



Extensive **marketing** is done in the targeted areas



People Download the **app**
(free on iOS & Android)



Local Partner **employees** prepare the order



Local Partner receives the order directly



Users place **orders** in **3** simple steps



Quality assurance & substitution processes are followed



Customers receive the order within **60 min** average time or as **scheduled**



InstaShop - Partner

- New customers
- Higher basket value
- Better delivery processes



Why InstaShop?

Retailers

Sales Growth

Online channel
Delivery area

Pain points solved

Technological gap
Economies of scale
Competitive pressure



Shoppers

Convenience

On-demand delivery
One-stop shop
Easy UI/UX

Pain points solved

Lack of time
Variety
Trust





Questions?

