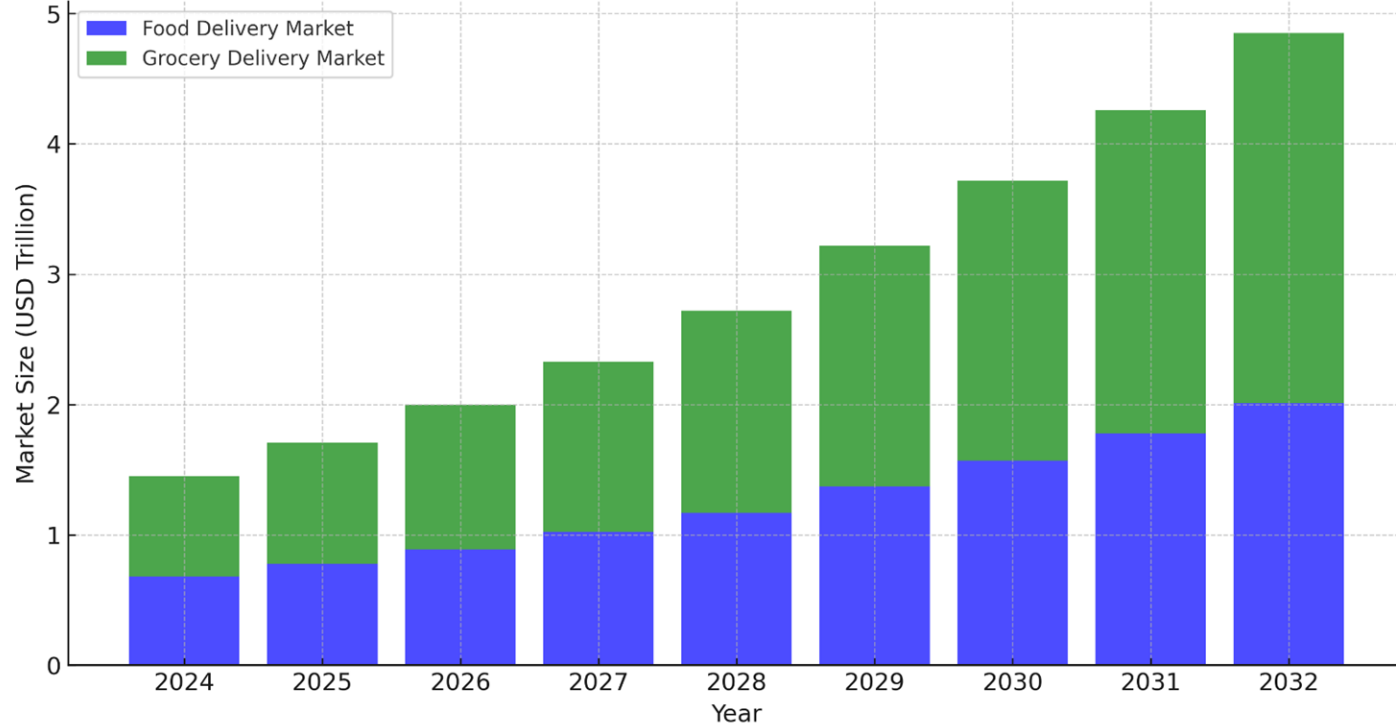






Projected Growth of Combined Food and Grocery Delivery Markets (2024-2032)



Sources of Data

- **Statista:** Provides comprehensive market and consumer data, including projections for the global food and grocery delivery market.
- **Mordor Intelligence:** Offers in-depth reports and market analysis, covering the growth of online delivery markets.
- **McKinsey's S-Curve Growth Report:** Discusses growth patterns and market dynamics relevant to the global delivery industry.



AE08 PVS



sentance

**Saving
lives every
mile.**





sentiance 1 accident every 143k orders

350k accidents per year

35,000
fatalities
per year





MOST DANGEROUS JOBS: DELIVERY DRIVERS

Of all occupational
fatalities

20%

1.8x

More likely to be killed
on the job than police
officers



Experience

Time Pressure

Driver Fatigue

App Distraction



Delivering hot food on motorcycles: A mixed method study of the impact of business model on rider behaviour and safety

Nicola Christie , Heather Ward 


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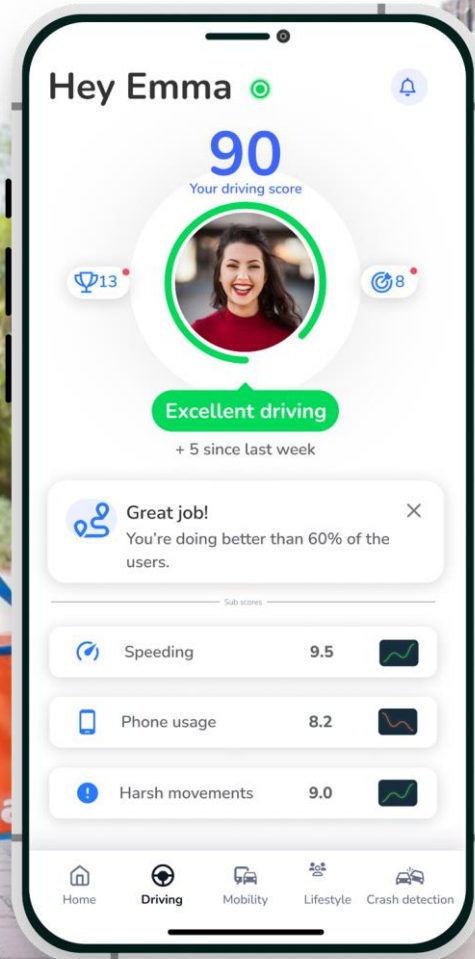
Highlights

- Motorcyclists delivering food report via apps feel pressurised and take risks.
- The app causes a high level of distraction for motorcyclists delivering food.
- Motorcyclists delivering food via apps report that they violate traffic laws.
- Employed riders feel less pressure, violate less and report less collisions.
- There is no oversight of risk for app-based food delivery workers.



The meal and grocery delivery motorcycle road safety charter

Commitments by meal and grocery delivery companies to help keep couriers and other Londoner's safe on the roads





Khee Lim • 2nd

Senior Director, Regional Oper... [+ Follow](#)

10mo • Edited •



2023... what a year! Looking back, I am amazed by what the talabat Logistics teams have accomplished:

RIDERS: We've doubled down on Safety-centricity this year, effectively reducing incident rates by a whopping 56% year on year! This is achieved by the introduction of telematics and associated operational processes, bolstered by the ongoing Road Safety Week campaigns.

Rider Satisfaction has also hit all-time high, with their Net Promoter Score 21 points higher than 2022! This is a testament to the seamless collaboration between Logistics and the other functions to maintain an attractive value proposition, while executing ...more

347

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**Why is
adoption
slow?**





Conflict in Driving Behaviour & Delivery Volume

Predictor	Lift** (Number of times a certain factor increases the likelihood of a road accident) <small>Crashes* captured in the worst 16% (1 std) of users</small>
Number of trips	3
Average shift duration	4
Legal score	2
Smooth score	2
Call while moving score	0.2
Overall safety score	4



VISION ZERO

Zero fatalities. Zero excuses.

TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behaviour

Prevent **COLLISIONS**

INDIVIDUAL responsibility

Saving lives is **EXPENSIVE**

VS

VISION ZERO

Traffic deaths are **PREVENTABLE**

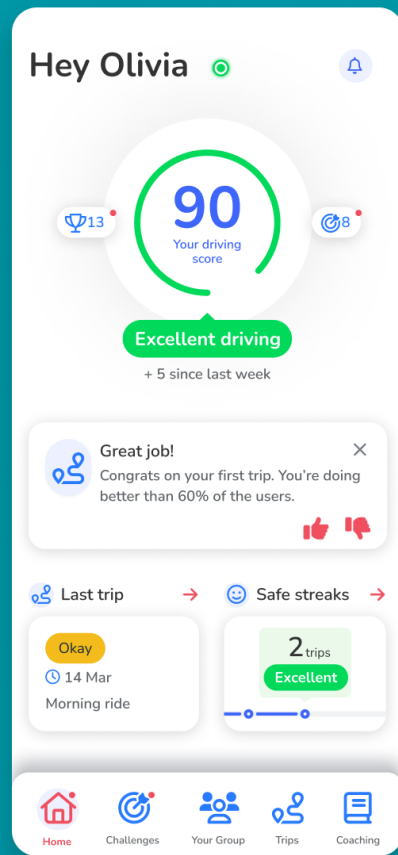
Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

Saving lives is **NOT EXPENSIVE**

Is it time to think
about a regulated
Safety Score for
the industry?



sentiance

