



About GloriaFood

We believe food lovers should have an amazing ordering experience for their food without restaurants being charged high commissions for every order. It is our goal to solve this problem and provide a solution that restaurant owners and their customers love.

GloriaFood has created the world's first FREE online ordering system for restaurants worldwide. With the help of a website widget and a Facebook app, small and medium restaurants can take online orders straight on their smartphones or tablets.

Designed to make online food ordering a smooth and amazing experience for both the hungry customer and the restaurant owner, GloriaFood helps restaurant owners cash in big time by enhancing their online presence.

Born in TechHub Bucharest, the awarded GloriaFood startup has developed an online ordering system which provides the best TCO reasons for being integrated on restaurants' website or Facebook page. GloriaFood is currently formed by a handful of passionate web professionals, dedicated to find the best possible solutions for restaurants all over the world.



Who are the people behind the GloriaFood?

Oliver Auerbach – Founder & CEO

Oliver started his IT career 15 years ago analysing PC viruses at Avira malware labs. In 2004 he started to use web technologies to create automation processes for virus analysis and this is when he realised which is the true potential of web technologies.

Later on getting involved in the development of the web infrastructure of what was back then in 2006 a revolutionary new way of doing Antivirus business: the online freemium business model. Since then, the freemium line of Avira business became the main and most profitable revenue generator of the company, reaching to more than 100 million users around the world.

During this period Oliver acquired extensive knowledge about conversion focused UX designs, SEO techniques and big-data scalable cloud technologies.



Mihai Anghel – Business Developer & Co-Founder

Throughout his career Mihai was primarily involved in new business generation and international start-up processes, sometimes growing new business lines inside larger organisations, other times assuring a solid launch for independent startups, always winning with „the underdog“.

His most notable contributions were on the initial growth of RAV Antivirus (IPR acquired from GeCAD by Microsoft in 2003), establishing and stabilizing the Avira R&D operations in Romania. (branch founded in 2004), the development of the international sales channel for Axigen.com (another GeCAD Group start-up initiative) and more recently the foundation of the global division of technological deals (this time again for Avira.com).



Founder's story

This is how I noticed that placing food orders online is not a local but a global problem

Over the last couple of years I managed teams in different countries around the world. Travelling on a weekly basis was part of my job so I spent a lot of time in hotels or guest houses.

Sometimes I would attend business dinners during the evenings, but usually I would simply return to my room and order food online for delivery.

What can I say... I like technology but I also like trying local cuisine everywhere I go. Typically I prefer ordering online to avoid communication issues.

This is how I noticed that placing food orders online is not a local but a global problem. I've seen online ordering systems requiring a 12 step process to place an order or others forcing me to remember a password set 3 months ago. I've come across systems where the delivery time was only a general guidance rather than a real individual estimation; and then there were some systems not working at all.

I was a deeply dissatisfied customer, but a customer with a keen eye for technical issues and with an IT&C background. So the failing online food ordering experience got me very curious over time. I started talking with restaurant owners to ask them why they make the experience so painful for their customers.

The vast majority replied the same thing: they had hired a web agency to do it for them or went with the big established players.

So it became clear to me that none of those had put user experience first, all to the disadvantage of the restaurant owners and their customer base. This problem had to be fixed and to make sure that we really reach all restaurant owners around the world we decided to offer our system for free. And so we started GloriaFood.

Oliver Auerbach Founder & CEO - August 2013



The alternatives:

Pay & get orders, not clients

Similar solutions promise restaurants new customers to keep them in business. For that, they expect getting 10-20% commission of the order amount. However, in the long run, small restaurants become "captive" in this new online ordering business world. More and more of their customers, including the old and loyal ones, start placing their orders online. Thus, slowly but surely restaurants become dependent on the ordering system vendor and pay again and again for the same customer.

This is the moment when they either settle for carving out their profits or start raising prices which ironically has a boomerang effect on the volume of orders.

GloriaFood Unique Proposition:

That's the first time for restaurants keeping a FREE online touch with their precious frequent clients.

Many aspects of our life are now better handled online. Food ordering and dining are no exception. This trend is set by the new generation's behavior to become mainstream very soon, so restaurants have to get prepared. But access to advanced technologies is often prohibitive for regional businesses or family owned establishments. Competing locally with global chains is getting more difficult without having awesome sales tools like the big players afford to have.

GloriaFood stands for a "simplified" online client experience for small and medium restaurants, designed to be easily set-up and handled by any staff member. Although we are neither the first, nor the last innovating the food industry, what sets us apart is our commitment to helping small restaurants gain back control over their customer base, their financial independence and profits. This is why at GloriaFood we felt that an online food ordering system should be available FOR FREE to food eaters as well as to restaurants.

In addition we are continuously looking for new ways of helping restaurants connect with their loyal customers in a free and non-invasive way. We seek to finance our operations with the help of enthusiasts going for value-added services and restaurants choosing premium features as it makes business sense for them to opt-in.



So how come so much is free?

Yes, free is how we all can make money .

This is called “the freemium model” and we are the first bringing this model to food ordering industry. We provide for free almost all useful features that are essential for getting orders and creating traction.

We charge only if restaurants that have enough reasons (aka orders) to decide for upgrading to the next level of complexity.

Basically we let restaurants set-up themselves in a “self-service” flow and encourage most on-site services and upselling to be performed by local partners that “have room” to serve and earn on top of the ordering solution.

This way we are able to charge less restaurants with a smaller fee than competitors but with hundreds (soon to be thousands) of member restaurants plus ecosystem partners around the world we are able to earn enough to operate our business and allow a large number of local partners to earn their share too.

So paid features will always be:

- features that kick-in with additional variable costs for us too (e.g. online payments, sms, calls, etc)
- features that are hard to configure, needs expert support and makes sense only for large chains or high-end restaurants that are not requested by the mainstream but these special dining places want to have it and pay for it (e.g. 3rd party delivery tracking integration, some special reporting, account classes for granular administrative rights, custom automations for complex "electronic kitchen" flows, promo plans, couponing campaigns, loyalty programs, contextual export of customer profile to 3rd party DB, etc)



Milestones - Fact sheet

Sept 2014: Release the Take orders in iPhone app for restaurants

August 2014: Release the mobile version HTML of the end-user ordering widget

July 2014: Reach „word of mouth” awareness mass to be THE „ordering system” in any Google search

June 2014: Release the Android end-user app in technology preview

May 2014: **First Product Launch** - The Complete Free Ordering System with Self-Management

April 2014: Release the multiple-delivery areas

March 2014: Release high-availability heartbeat technology over the orders taking app

February 2014: Release of self-service menu publisher

January 2014: Release of Facebook ordering app

December 2013: Release of self-service administration panel

November 2013: First restaurant implements the GloriaFood MVP system

October 2013: Founder of GloriaFood wins award for Best Pitch in TechHub’s Demo Night

September 2013: GloriaFood website goes live

August 2013: Product development starts