Bento Station
a new food delivery service connecting customers and local restaurants on campus

The Student Situation (Demand)

Students need longer hours for food service on campus
They work in the library at all hours, but food service only lasts 8 hours on weekdays

Students need more food variety
Maximum of 4 food choices only

The Restaurant Situation (Supply)

Restaurants are limited by space and time
Transactions are only converged during dining hours. Space limits transactions.

Supporting local restaurants
Expand the market of local restaurants

New Delivery System that Matches Supply and Demand

Advantages for Students
- more food variety
- work at all hours without worrying about food
- fixed pick-up location, no delivery mix-ups
- with using storage machine, one picks at own convenience, less disturbances

Advantages for Restaurants
- gain in-campus presence
- kitchen capacity fully realized
- fixed delivery location, no getting lost, no waiting
- no tip embarrassment for delivery man

Advantages for Campus
- improved study environment for students
- reduced burden on campus food service
- better relationships with local restaurants

How Big is the Market?
According to Infoplease, there are more than 4000 colleges and universities and 17 millions of students in the United States. If one student uses Bento Station once every week at 50 cents per transaction, the revenue is 34 million dollars per month.

Business Extension
Bento Station would not only work in campus but also anywhere with a dense population day and night, like construction zones, hospitals, office buildings, and factories.