

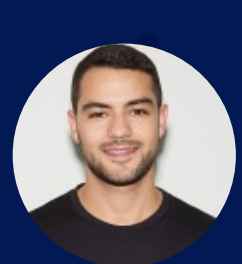
The main objective of My Idea by Sigma is to generate tons of disruptive and innovative ideas so together we can create new business models for Sigma. During the next few weeks you will be receiving business cases, stories about startups, articles, etc. With **the objective for you to start thinking about the next new business model of Sigma.**

Let's think **beyond imagination.**

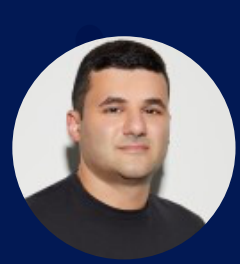
# How do you turn midnight munchies into a 8 billion dollar company?



**Business Model: Digital delivery service**



**Yakir Gola**  
co-CEO



**Rafael Ilishayev**  
co-CEO

[www.gopuff.com/go](http://www.gopuff.com/go)

Launched: 2013

Headquarters: Philadelphia

Funding: \$2.4 billion

Valuation: \$8.9 billion

Key technologies: Machine learning, robotics

Late-night munchies may be a joking matter, but satisfying needs is a serious 24/7 business in the app economy. The Philadelphia-based company began in 2013 as a craving of two college students at Drexel University, Yakir Gola and Rafael Ilishayev, who wanted M&Ms and soda late into the night without a car and a trip to the convenience store being necessary.

Gopuff is a digital delivery service designed to deliver daily essentials within minutes. They have a \$1.95 flat delivery EVERY TIME and are open 24/7 in many areas and late night everywhere else to bring you what you need, when you need it most.

Gopuff, now delivers to over 650 cities and within 41 U.S. states (plus D.C.), and has 250 micro-fulfillment centers, the company just announced a partnership with Uber that will allow customers in more than 95 U.S. cities to order items through Uber Eats.



Find out more by scanning the QR code

