Complete Guide To Fuel Delivery Startup
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What Is On Demand Fuel Delivery?

On demand fuel delivery is nothing but the concept of Amazon or GrubHub applied to fuel refill. You order gasoline on demand or schedule it to be delivered to your parked car with a subscription or delivery fee. The concept of gas without gas stations is found to be highly convenient for many people with busy schedules - a pain point many startups today are banking on.

It all started in the year 2015 when Filld launched their business in the Silicon Valley. Today, more than a dozen companies, all operating with the same motto - of bringing gas to your car operated in the United States alone.
Startups and business entrepreneurs around the world are looking for ways to expedite their profits through an online platform. Gas delivery startups that exist today were built with one pain point in mind: driving to gas stations is not a task people look forward to. Therefore, the idea of a gas station driving to you instead of you going to one became highly popular.

There are several challenges that Uber for gas delivery services are tackling successfully. Let us analyse these:
**Saving Time And Money:** On demand services are gaining popularity due to the efficiency it provides compared to services that lack an online platform. Fuel delivery systems are helping customers with a rapid solution that is fast and cost effective.

Gas stations often have scores of vehicles lined up for a tank refill. If you want to avoid waiting in the queue, fuel delivery services will come to your rescue. Wondering how such services save you money? Apps like Booster Fuels aim to refill vehicles parked in the parking lots of companies, universities, health clubs, and others. And they have no subscription or delivery charge for this service.

**Solves A Real Life Problem:** Imagine that you are in the middle of a highway or someplace far away from a gas station. And you are out of fuel. 5 years back, this could have been a tricky situation. But now, help is just a few clicks away. Put your location, fuel details, and you are good to go in a few moments. Fuel delivery companies like Filld even let you schedule fuel delivery and refill at your doorstep.
The idea of a gas station driving to you instead of you driving to the gas station hit the market in 2015 and took the users by storm. In a bid to provide an alternative solution to what is commonly perceived as an inconvenience, numerous businessmen and startups saw this demand as an opportunity to cash in. Several Uber for gas delivery startups mushroomed all over the world and tried to grab a share of this untapped market.

As business owners realize the potential of giving users access to their service through an online platform, it is quite a challenge to survive the market without one.
Fuel delivery industry too is shifting online at a slow pace. Early market adopters like WeFuel, Yoshi, Booster Fuels, and Gas Ninja are currently operating in several cities across the United States and Europe.
Current market leaders

Millennials want everything at their fingertips and a few entrepreneurs are smart enough to realise the potential of this market.

They have built and launched their fuel delivery systems, becoming the early adopters of this technology. A few of the largest stakeholders of this market are:

**WeFuel:** With a brand slogan of “Gas, unstationed” WeFuel is a fuel delivery system that provides on demand gas refill to your parked car within an estimate of 30 minutes. Launched in January 2016, this Uber for gas startup currently operates in San Francisco, California.

They charge you $7.49 per change while the price of gas per gallon may depend on the pin code.
WeFuel uses GasBuddy as the primary source for this data. Extra security measures like keeping a fire extinguisher nearby while refilling your tank makes them a trusted service in the city.
**Filld:** This Silicon Valley startup will fill your tank for a $7 delivery charge. The founder of Filld believes that they are more like Amazon, rather than Uber as reported to The Verge. He believes they are doing what Amazon did with books, to gas.

This startup was founded in 2015 and since then, it has been serving customers in Washington D.C. and Vancouver. Filld also provides B2B service to fleets in Portland, Washington D.C. and Vancouver. You can get your car’s tank filled on the destined days of the week. They text you on those days to know if you need a refill. On replying yes, Filld will come to your location and do their job.

**Booster Fuels:** This app based service fills gas to vehicles in office parking lots. Founded in 2015, it operates in 20 cities across the U.S. FuelOS, that powers the entire networking system of this business is a software responsible for routing, dispatch system management, and built in predictive analysis.

Fortune 500 companies like eBay, PayPal, and Oracle are using Booster fuels’ services for their employees. Health clubs, retail centres, and university campuses are also using the facilities of Booster Fuels to their benefits. They charge no delivery fee, which is a major USP of this startup.
**Yoshi:** Yoshi, a gas, wash, and service provider startup raised about $15 million in funding and expanded from just 3 cities to 16 in just one year. They charge a monthly subscription fee of $20 and provide services like changing tires and car wash apart from delivering gas.

Customers get additional discounts if they choose ancillary services and a free fill up upon referring to friends or family.
Business Scope

“.... there is a push within the auto industry to remove the pain points from the car-ownership experience.” - Alistair Weaver

The fuel delivery industry’s untapped potential is tremendous. With the right strategy and development partner, investing in this growing market can return good revenues. As we already discussed, fuel delivery startups has already entered several cities throughout the world.

On demand gas delivery apps are adding fuel to the uber for X market with innovative fuel delivery dispatch softwares. As the on demand app industry was estimated to be valued at $335 billion by the end of 2015, the user base for instant services is expected to see a hike in recent years.
Uber for gas delivery is one such industry that is gaining the spotlight for all the right reasons.

Here are a few business models doing quite well in the market:

**WeFuel Model:** Their business plan is pretty simple and quite similar to on demand food delivery services. You open the app, allow the software to access your location, choose fuel type, quantity, pay the bill, and you are good to go. WeFuel promises to come to your parked car on an average response time of about 20 minutes. They charge a delivery fee for their service.

**Booster Fuels Model:** “Park your vehicle, pin your location, gas delivered”, read a poster of Booster Fuel. All you need to do is park your vehicle, pin your location, pop the fuel door open. Go about doing your job and they will fill your tank in a matter of few minutes. Booster Fuels has tie ups with companies that have their own parking lot like Facebook, Pepsi, PayPal, and eBay.

They have their own fleets that are smaller in size compared to regular fuel vehicles, that can fit into any parking space. What makes them popular is the fact that they don’t charge any delivery fee for their services.
**Yoshi Model:** Yoshi is more than just your regular fuel delivery company. They provide complete car services like car wash, oil change, tire check, engine cleaning, and of course, fuel delivery. You can get your tank filled on a regular basis for a subscription fee of just $16. The price per gallon drops if you get other services as well.

They also have a free 30 day free trial for anyone who is willing to try their services. Yoshi has incentive programs like a free refill if you refer a friend or family member to try their service.

**Filld Model:** Filld does not come to your parked car for a refill service anywhere, but rather to your neighbourhood on destined days every week, twice. This way, they are able to provide wholesale rate in a given area, thus reducing the overall cost.

They charge a small delivery fee as well, which covers every vehicle registered on your account. You get a text message from them, asking if you want your tank filled. On replying “yes”, they come to your locality and do their job.
Location is one of the most important factors contributing to your app’s success. Launching a business in a saturated market is not a good idea and your business will struggle to gain a large user base. Where can you launch your fuel delivery business?

- In any city where a gas delivery system is present, but people are not happy with their services.
- Locations where the fire department laws regarding fuel delivery are not stringent.
- Any location where gas delivery businesses are not currently present.
- In big cities where price of land is high, maintaining gas stations are exorbitant.
- Locations like New York city or California, where people are mostly busy and has little time for running errands like driving to the gas station for fuel refill.
Challenges And Solutions

The fuel delivery industry, like all the other ones has its own set of problems. But don't let this discourage you, cause you know - where there is a will, there's a way. Working with app based startups and billion dollar companies for Almost a decade, we have the right solutions to any challenge.

Challenge 1: Fire code

The fire department imposes rules and regulation on any businesses that do not comply with the safety regulations and delivering large quantities of a toxic and flammable liquid is significantly more complicated and regulated than delivering sandwiches.
In various cases, they have shut down fuel delivery systems from operating in a given location.

To combat this issue, you can go the Booster way. Booster Fuels delivers fuel only to cars parked in open spaces instead of garages. Another solution would be adopting extra security measures like carry fire extinguishers like Filld.
Challenge 2: Knowing the network system

The network system or network effect is essentially the positive or negative impact an additional user has on your app. In order to gain new users and eventually expand your app's services to other cities, there are a few steps proven to be effective.

- Reduce barriers to login/registration
- Provide sign up incentives and coupons on sharing
- Make your app easily shareable
- You can start by launching in a smaller market initially before expanding to larger locations. This will also help you understand the market and improve your app with help from user feedback.

Challenge 3: Fleet management

For any delivery or transport business, efficient management of their mobility assets could be a concern. Parking, damages, theft, are just some of the issues that businesses face.

The solution for efficient fleet management is quite simple - the admin panel of your software is not just a control centre of your business. It a powerful tool that helps you manage your delivery fleet via real-time vehicle tracking and dispatch schedules.
How Apps Spike Your Profits

Business owners are rapidly shifting the availability of their services online which makes sense given the immense benefits online platforms provide. How can an app solution help your e bike rental business?

**Improved Visibility:** About 97% of all customers look up a local business online. If you index your app on the popular platforms, users will find the application when they look bike rental services. Since everyone today has access to the internet, it is more likely to be visible to users compared to non indexed services.

You can set up a website for a small investment, or a blog for free.
**Enhanced Accessibility:** Carrying a device around is undoubtedly much more feasible and easier for the user to interact with the bike service and functions. Smartphones are easily carried around, which makes accessing your product's services hassle free.

**Beat Competition:** If your competitors are offering a solution that your business is not, your users are likely to abandon you for the competitor, and with lesser number of users, eventually you will be wiped out of the market! We recommend buying a pre build app solution for your business.

**Build Your Brand:** Brand building is an essential strategy for growing your business, it helps service providers gain the trust of their customers. It is a well known fact that customers will opt for big, popular names over local ones. How does an app help you grow your brand?

As stated before, the vast majority of customers look up a service they are looking for in an online platform. Users will install your bike rental software if it shows up in a Google search. Downloading is the first step towards building a brand. If the customers are satisfied, they will refer to other people and thus help you expand your solution to multiple cities.
**Easy Fleet Management:** If you want to upgrade your bike sharing business with reliable technology, a mobile app solution is the smartest option.

Any vehicle rental service needs substantial fleet maintenance and management for its automobile assets. Manual monitoring is tremendously challenging and expensive.

The admin panel of your mobile app makes the entire task smooth, uncomplicated, and effortless. With smart monitoring hardware that collects data on location, attempt at stealing, battery levels, and other physical damage, you get full control of your fleet.
**Business Expansion Analysis:** Increase your profits, expand your business, and create a strategy for sustainable growth of your business with an app.

The web admin panel is more than just a control center for your business, it is a powerful tool that generates useful data and statistics. This helps you to work up an estimate of the locations with higher demand, features that users love and issues with the overall service. When you plan to expand your business to other cities, this data will prove to be remarkably useful.

**Advanced User Experience:** An app will allow users to report damage, issues regarding service satisfaction. For any other issues, they can contact customer care and solve it instantly. A good experience equals to higher customer retention rate.

**Hassle Free Payment:** The world is moving towards a future of cashless transactions. Business owners are upgrading payment options to a smarter and advanced one. Fuel delivery systems in the current market have auto payment deduction systems in their solutions. Most pre build solutions come with payment gateway integration, so will not burn a large hole in your pocket.
How App Solutions Work

Fuel delivery apps functions similar to food delivery solutions. For a fully functional business, you need three panels - one each for the rider, driver, and admin. The user flow journey looks like this:

- Account setup: first time users should create their account with vehicle details.
- Set location: help the service know where your car is parked for easy tracking.
- Choose delivery frequency and date: some gas delivery businesses allow you to avail their service by setting date and time for delivery that will be convenient for you.
- Select fuel amount: Choose how much gasoline you want in your vehicle.
● **Pay online:** pay for your order using secure payment gateway apps.
Chapter 8

App Solution Cost Estimate

The final price of your eBike app depends on a number of factors that include the features, development partner, technology used, and time taken to build it. To get an overview of the features, see this list.

User app features

Needless to say, this is an important panel as the success of your business depends on the performance of the user app. No one likes a buggy app or a poor user-experience, which can be avoided by hiring a gas delivery app development company that tests a product thoroughly before delivery.
Here are the features for the user app. You can add more features or remove some according to your business needs:

- Easy Login
- Service Type Details
- Booking And Cancellation
- Vehicle Information
- Location Access And Tracking
- Gasoline Details
- Subscription
- Auto Cost Calculator
- Secured Online Payment
- In App Chat Or Chatbot
- Referrals And Coupons
- Push Notifications
- Account Management

Image: Yoshi app, play store
Driver app features

The driver app is the software through which your business runs smoothly. It connects your users to the fuel delivery service providers. A good app experience equals happy workers and better service.

What features must you consider for the driver software?

- Driver Registration
- Order Alert
- View Orders in detail
- Account Management
- Availability Toggle
- Gps Integration
- Payment
- In App Chat
- Emergency button alert
Web admin features

The admin panel of your gas delivery app is the control centre of your entire business. You can handle, manage, and do a lot more through a powerful web admin software. As the owner, you will have control over a number of functions. What are the most important functions of the admin panel?

- Secured Login
- Manage Drivers
- Complaint Management
- Vehicle Management
- Payment Management
- Route Management
- Data And Revenue Analysis
- Fuel Management

You can add more features as per your business needs. The cost estimate for a fuel delivery app is roughly around $40000 to $50000. Buying a pre built white label solution can drastically reduce your final cost.
You have created the application and the fleet is ready to be deployed for delivery. But how will you reach out to your customers? Or create a trusted customer base?

“Make your marketing so useful, people would pay for it” - Jay Baer

Nothing works out without a proper plan. So you need to work on your app launch strategy in a systematic manner.

So what a basic checklist of your app pre launch marketing plan must have? We have discussed them in little details, hope this helps you to guide throughout the product development journey. It worked for most of our clients (both startups and mid-size companies).
Competitor analysis is a crucial step not just for application based business but any industry you can think of. This does not mean blindly following their models and features.

- Snoop around their reviews and find out why users love it. Include those features in your own app.
- Click on the negative reviews and try to find out in which areas the users are facing problems. Apart from the big names, don’t forget to look up the failures as well. You can learn plenty from their failures. So do make a note of all of it and create a working plan before developing your app.

User personas helps you understand your customers, so spend as much time as required to make sure that your product fulfills the requirements of your customers well. You must answer certain questions before spending money on development of your app, like for example;

- Who are your target customers?
- What language do they speak?
- Why would they download your app?
- What features will solve their pain points?
- Why did they uninstall a competitor’s app?
Indexing your app plays a huge role in terms of visibility. Indexing means connecting your app to your website or social media accounts. This helps your app it will come on Google's search results and ultimately increase downloads. Create an SEO optimised website for your app, a landing page to connect with your users and keep them updated. Social media accounts are a free way of popularising your product.
**Reaching out** is an excellent method of getting your app to the right audience. Contact influencers, publications, and other media for backlinks, reviews, and featuring. Talk about your product in the forums of micro mobility industry.

**App store optimization** cannot be missed out, and we mean it. If you want more users to download your app, there are a few things that needs to be taken care of, like:

- Put the keyword in the title and description.
- Write a good, engaging description. We can even write one for you!
- Use screenshot and videos from your app.
- Keep updating your software with inputs from users.
- Size matters: make sure your app’s size not too big. It discourages users from downloading.
- Did you know that better icon can boost your downloads up to 560%? Put as much time and effort required to make an icon that is catchy. Try out a new one if something doesn’t work.
There are too many companies out there promising to build the most amazing product in the market. It is perfectly reasonable to believe that only a handful will deliver a product that is flawless. But how do you know whom to hire?

We have a list of to do’s for you to make your job a little easier. Just follow these and you are good to go.
✔ Ask feedback from people who hired someone to build a mobile app.

✔ Consider the mobile app developer’s expertise and experience in the relevant industry before you hire.

✔ Snoop around and peep into their website & client testimonials. Do a research of your own to find out if those are real.

✔ Before you hire mobile app developers, make a note of their payment methods & costs. Ask what their AMC (annual maintenance charges) are.

✔ Make sure that they deliver you the app after relevant testing.

✔ If they have developed a similar app, download it from the app store and check out the stability and overall quality.

✔ Don't be a cheapskate, even if the budget is an issue for you. Many companies have suffered the consequences of choosing money over quality.
Chapter 11

Technology Stack

The technology that goes into creating your app is responsible for its functional stability and the overall quality.

Compromising on technology will result in a poor use experience as a result of which your business will suffer.

You should use the most popular, latest, and strategically accurate technology to power your business. What tech stack is used for building a fuel delivery system?

Here is a table for you to understand the backbone of your business better.
Technology stack for building an fuel delivery app like Booster or Yoshi:

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<th>Description</th>
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<td>Twilio, SNS</td>
<td>SMS gateway</td>
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<td>Stripe/ Paypal/ CCAvenue</td>
<td>Payment gateway</td>
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<td>G maps</td>
<td>Routing and navigation</td>
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<td>Firebase Analytics/ crashlytics</td>
<td>Analytics</td>
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<tr>
<td>Smart locks</td>
<td>iOT integration</td>
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<tr>
<td>MQTT</td>
<td>Real time messaging</td>
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<tr>
<td>Atlas, RDS</td>
<td>Database</td>
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<tr>
<td>AWS EC2</td>
<td>Web server</td>
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<tr>
<td>AWS S3</td>
<td>Media server</td>
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<tr>
<td>APNS/ FCM</td>
<td>Push notifications</td>
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The purpose of a business is to create a customer who creates customers.” – Shiv Singh

Customer retention and attraction is no easy task but no rocket science either. With time and strategy, your business has the potential to reach unimaginable heights. So post launch, what needs to be taken care of?

Communication is key: users are likely to keep using your app’s services if they feel connected to the product. It is therefore vital to establish a two way communication system that ensures your user does not switch to a competitor.
Everyone wants to pay less: Ace the game of customer retention with occasional discounts, coupons, and free first trips on signups.

Listen to improve: Listen to your user’s complaints and feedbacks. Use sentiment analysis tools to get a general idea of your product’s issues. Work on those to improve the overall quality of your app.
Have an app idea? Get in touch with our experts.

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