

Spain's Glovo, Another On-Demand Local Delivery Startup, Picks Up €2M Funding

Posted Nov 24, 2015 by [Steve O'Hear \(@sohear\)](#)



There's little doubt in my mind (and industry experts and VCs I talk to) that the local on-demand delivery space will soon get messy given the number of startups entering the space Spain's [Glovo](#).

The Barcelona-based company, which in some ways can be compared to U.S.-based [Postmates](#), has picked up €2 million in funding. Investors in the round include Zaryn Dentzel (Tuenti), Bernardo Hernandez (Idealista, Flickr, ex-Google, Fever), Felix Ruiz (JobandTalent, Tuenti), Antai Venture Builder, and Cube Investments.

Founded in January 2015, Glovo began taking orders in March. Like [Jinn](#) and [Quiqup](#) in the U.K. and yet-to-launch [Stuart](#), the startup promises to get you anything you want from any shop or restaurant in your city and "get it to on your doorstep in less than an hour."

"Our platform allows our users to buy or deliver almost anything in their city at the press of a button on their smartphone, the platform connects the order to the nearest available couriers and therefore optimizing distance and time," Glovo co-founder Sacha Michaud tells TechCrunch.

So far this has seen a wide range of orders, including food from boutique restaurants that don't offer delivery, high street department stores, late night pharmacies, and alcohol and cigarettes. "What is clear is that our customers really know exactly what they want and in most cases where we need to pick it up from," says Michaud.

For the privilege, Glovo currently charges a flat delivery fee of €5.5 with no mark-up on the price of the product purchased. Couriers get between 70-80 per cent of that fee as well as any tips.

In the future, Michaud says the startup will be working with premium partners and charging them a commission of products purchased. It's also built an API so that stores or e-commerce sites can plug their delivery needs directly into the platform.

"By using the resources that a city already has (citizens with free time), we have created a network of on-demand couriers that offer a solution for urban stores looking for a delivery service or for ecommerce sites that want to deliver in 60 minutes to their urban customers. Our goal is to create a hyperlocal marketplace with integrated immediate delivery," he adds.

In terms of competitors, Michaud cites Postmates as a reference point, although the company still hasn't launched in Europe, noting that [Uber Rush](#), Amazon or even Google are also potential competitors.

"Our major difference we believe is we actually go out and buy exactly what you need from the restaurant or store you want, we want to be hyperlocal and by focusing on just that we think we will do it better," says Michaud.

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Crunchbase

Glovo App

FOUNDED
2015

OVERVIEW

Glovo App does the urban daily errands that people don't have time to do. The app uses a color-coded urban and express system. It allows its users to send or obtain any product in less than a hour. A mobile app connects users with independent couriers and allows them to acquire products from a restaurant, coffee place or store in their city, as well as sending urgent packages. In other words,

LOCATION

Barcelona, 56

CATEGORIES

Delivery, Local, Transportation, Mobile

FOUNDERS

Oscar Pierre, Sacha Michaud

WEBSITE

<http://www.glovoapp.com>

[Full profile for Glovo App](#)

Antal Ventures

Bernardo Hernandez

Cube Investments

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