



## IMPACT REPORT: APP-BASED COMPANIES ECONOMICALLY BOOST SMALL BUSINESSES

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Small businesses have faced growing challenges over the last few years, escalated by the COVID-19 pandemic, rising inventory costs, and a supply chain crisis. Despite this uncertainty, the app-based industry has remained committed to providing key services and earning opportunities to tens of millions of small businesses and their owners.

When the pandemic threatened livelihoods and local economies, Flex member companies invested millions of dollars in additional relief to restaurants and small businesses around the country. App-based platforms have drastically transformed the way small businesses connect to their consumers, with 54% of consumers using app-based platforms for food delivery, 60% for package delivery, and 47% for access to convenience items. These platforms allow small businesses to reach a wider audience and expand their customer base.

Additionally, for earners pursuing their own entrepreneurial goals, app-based work has empowered them by providing opportunities to build economic independence and resources on their own schedule and on their own terms. The app-based industry is a critical portion of the global economy – contributing \$348 billion overall – that small businesses and their consumers alike value and rely on for income and meeting community needs. With over 84% of earners satisfied with using app-based platforms, 42% cite flexibility of hours as their main reason for choosing to earn on these platforms. The autonomy and freedom embedded in the app-based economy provides earners with the flexibility they need to achieve their long-term goals and foster entrepreneurship.

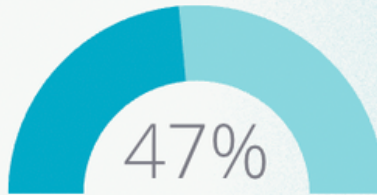
**Learn more about ways that app-based companies are supporting small business owners across the country:**



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## DOORDASH

- In 2022, there were **1.74 billion** orders fulfilled through DoorDash's platform, generating billions of dollars in earnings for Dashers and tens of billions of dollars in sales for local businesses within their communities.
- In DoorDash-branded markets, the platform generated over **12%** same store sales growth for merchants, while reducing average consumer transaction fees per order by over **8%**.



In a 2022 survey, 67% of independent merchants agreed that DoorDash has helped them reach new customers they would otherwise not have been able to reach.

- To highlight the breadth of ways restaurants can grow on the platform, DoorDash reimaged their DoorDash Merchant Suite, in addition to debuting a new Learning Center, to provide supplemental education about how to successfully grow online.
- Through its Merchant Benefits program for small businesses, DoorDash has teamed up with industry-leading companies to offer custom discounts on valuable benefits and resources that will help small businesses grow and thrive. The program connects merchants with third-party providers of educational benefits; healthcare benefits; personal and mental health benefits; and hiring and staff management platforms.
- Through the Most Loved program, DoorDash celebrates local restaurants in the United States, Canada, and Australia that go above and beyond for their customers.
- DoorDash is also launching self-serve advertising tools and services for the consumer packaged goods (CPG) space, enabling brands to market their products across the convenience and grocery categories of the DoorDash Marketplace, reach more consumers, and drive incremental revenue.
- By launching DoorDash Capital, the platform provides convenient access to revenue-based financing, empowering merchants to support expenses like equipment, marketing, rent, hiring, payroll and more, with access to funds in as little as one day.
- Partnering with local and national economic development organizations, DoorDash facilitated business accelerator cohorts of **123** total entrepreneur participants in **seven** U.S. states. Each participant received six to eight weeks of cohort-based education along with a business grant.
- Through the Accelerators and other initiatives like the Restaurant Disaster Relief Fund, DoorDash distributed more than **\$2 million** in direct capital, with a significant portion dedicated to businesses owned by women, immigrants, and people of color.

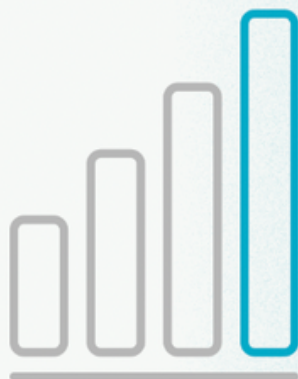


- Today, Instacart partners with more than **1,100 retailers of all sizes**, including many small and independent grocers, to deliver from nearly 55,000 stores across all 50 states and Canada. Instacart's platform is available to over **85%** of U.S. households and **80%** of Canadian households.
- A disproportionately large number of the jobs Instacart helps create in the U.S. grocery industry go to underrepresented populations – including women, seniors, and workers without higher education.

- Since its founding, Instacart has created nearly 100,000 grocery jobs for women, representing 12% greater female representation than in the grocery industry overall







**Instacart has helped brick-and-mortar grocers of all sizes — including small, independent grocers — create more than 186,000 jobs and increase their revenue by \$6.4 billion, according to a study conducted by Dr. Robert Kulick from the National Economic Research Associates (NERA).**

- That includes approximately 116,000 jobs in the U.S. grocery industry—representing 70% of net grocery job creation—and \$2.9 billion in additional grocery revenue before the pandemic began.
  - Instacart has created more than **27,000** jobs for seniors, accounting for **15%** of the grocery jobs created by Instacart, compared to **7%** for the grocery industry overall and **6%** for the U.S. economy
  - Instacart has created **180,000** jobs for workers without a college degree, these workers accounting for **95%** of the grocery jobs created by Instacart.
- During the early months of the pandemic, Instacart helped U.S. grocers create **70,000 jobs and increased their revenue by \$3.5 billion.**
- At a time when so many retail sectors were forced to pull back, Instacart helped the U.S. grocery industry, including small and local grocers, not only survive but grow. This well-documented ‘Instacart Effect’—the causal relationship between Instacart’s growth and the growth of the grocery industry—is “a national phenomenon benefitting retailers, workers and consumers,” according to Dr. Kulick
- Instacart in 2022 launched [Instacart Platform](#), a suite of technologies to power grocery retail experiences for small and large businesses. It includes existing products to help retailers create new digital revenue streams, implement more flexible local fulfillment models, and assist in making more informed business decisions. Instacart Platform also offers ways for independent grocers to get online more feasibly with customizable storefronts, fulfillment, and customer support in one place.

- Instacart also helps small businesses access the food and office essentials they need to run and grow their companies. Launched earlier this year, [Instacart Business](#) offers a new suite of features and business-centric retailer offerings to empower businesses to save on costs, time, and resources. Instacart Business partners with more than **1,100** retail banners to deliver from more than **80,000** stores across more than **14,000** cities in the U.S. and Canada. The service provides small businesses access to stock lists, easy re-ordering and auto-order capabilities, flexible delivery options, business credits, and tax exemption benefits
- Instacart is partnering with the [U.S. Black Chambers](#), [U.S. Hispanic Chamber of Commerce](#), [U.S. Pan Asian American Chambers of Commerce EF](#), [Women's Business Enterprise National Council](#), and [Black Enterprise](#) in its efforts to help businesses expand their networks and provide access to training.
- Instacart also supports small, emerging CPG brands across the country. The [Instacart Ads Initiative](#) is committed to supporting historically underrepresented, emerging brands and leaders by leveraging its advertising products. In 2021, the program committed up to **\$1 million** to support digital advertising for emerging Black-owned consumer packaged goods (CPG) brands on Instacart.
- Instacart similarly announced an additional **\$1 million** to amplify women-owned CPG brands. Since then, nearly **100** brands from across the country have leveraged the initiative to unlock new growth opportunities and customer engagement across the Instacart marketplace.

**“Platforms like Instacart help level the playing field for small brands like ours. When you're at this stage, there's not room in the budget for big out-of-home campaigns or celebrity partnerships. With Instacart Ads, we can reach so many retailers and regions of the country we wouldn't be able to with a grassroots approach alone.”**

– Denise Woodard, Founder & CEO, Partake Foods



- This year, Shipt launched its [LadderUp](#) accelerator program to provide local retailers with capital, e-commerce focused technical assistance and education from industry leaders, with the goal of at least **50%** being in the food, beverage, and grocery categories, and **50%** of businesses being owned by people of color and LGBTQI+ people.
- [Shipt's Community Impact and Innovation grant program](#) invests in nonprofits that are working to support the growth of local minority owned businesses. Supported programs provide capital, mentoring and business training to minority owned businesses.





“I shop with Shipt to keep my business successful. Because there is so much flexibility, I can focus my energy into growing my business. As a wedding photographer, I am able to keep incoming flowing during the slower months. Shipt has been a lifesaver in preparing for our growing family, and knowing that I can always turn to Shipt when we need a little extra income. It is so nice to create availability in my schedule and shop for families and elders who need help. And I know that I won’t have to try and juggle being a mom, business owner, and part time employee. I can have the flexibility to shop and deliver for Shipt when I have time, and still run my business. I am so grateful.”

– Erika S., Michigan shopper and owner of a photography business

# Uber

- Uber features **780,000+** total active merchants on the platform in more than **9,000** cities across **6** continents with over **60%** being small or medium sized businesses.



95% of small businesses report that working with Uber Eats has had a positive impact on their business during the pandemic



86% say that Uber Eats has been beneficial to their bottom line



84% report that offering delivery or pickup with Uber Eats has increased their revenue by an average of 15%

- Uber Eats helps small and medium businesses to achieve their two biggest priorities: growth and new customer acquisition. **94%** believe that Uber Eats helps to expose their business to new customers, **90%** feel that Uber Eats helps them serve a larger community than they could serve on their own, and **88%** feel that Uber Eats has driven more sales than they would have otherwise had.
- To further address merchant needs, along with Visa, Uber launched Grants for Growth, a \$1 million grant relief program focused on restaurant recovery and entrepreneurship.



- This program builds off of [Uber's Eat Local Efforts](#), continuing a commitment to US merchants. The program gives priority to veteran, minority, women, and LGBTQIA+ business owners. With this funding, **100** merchants will receive **\$10,000 grants**, which can be used toward immediate needs like meeting payroll, paying outstanding debt to vendors, upgrading technology infrastructure, and other immediate operational costs.
- Read more about Uber's commitment to merchants in its first [Merchant Impact Report](#).



- Grubhub is committed to supporting small and independent businesses by providing them with the tools they need to reach new diners. Nearly **half** of Grubhub's restaurant partners across the country are small businesses. In New York City, more than **70%** of partners are small businesses.
- Creating access to capital and business development opportunities for local, family-owned businesses is at the core of Grubhub's independent restaurant-focused philanthropic support.
- Since 2020, the Grubhub Community Fund (GCF) has dedicated more than **\$30 million** in grants to support over **3,500** independent restaurants.
- These efforts have helped local independent establishments close gaps in payroll, replace broken equipment and update kitchens, and market their spaces.
- This has also included providing winterization grants that in 2022 enabled **70** restaurants in New York, Chicago, Boston and Philadelphia to adapt to the colder months and expand outdoor areas.
- Already in the works in 2023, Grubhub is supporting **130** new winterization grants, providing over **\$1.25 million** in grants to support small, single-unit restaurants and in continuing their partnerships with diverse business partners, are prioritizing equitable access to opportunity across Grubhub Community Fund programs.
- Among the organizations Grubhub supports are the Greg Hill Foundation's Restaurant Strong Fund and Feed the Soul Foundation.
- Grubhub also partners with diverse business organizations including National ACE, National Gay & Lesbian Chamber of Commerce, US Black Chambers and the United States Hispanic Chamber of Commerce to drive programs and opportunities for AAPI-, Black-, Hispanic- and LGBTQ+- owned restaurants. Read more on Grubhub's [website](#).



- To increase access to Lyft vendor contracts for diverse small business suppliers, Lyft launched the [Supply Chain Equity Supplier Portal](#). The Supplier Inclusion Program has incorporated over 170 diverse small business vendors.
- For companies that qualify as a diverse business but are not certified, Lyft has created the [Lyft Certified Diverse Business Program](#) to start the certification process and allow these companies to be included in Supplier Inclusion efforts and metrics, even without official certificates.
- Read more about how Lyft drivers are using the platform to achieve their goals in Lyft's [2023 Economic Impact Report](#)