CASE STUDY · ZERO TO ONE · 2015–16

Pronto

15-minute healthy food delivery, London · Backed by Playfair Capital and Seedcamp · Head of B2B Sales & Partnerships

0 → 60%
of company revenue from the B2B business I built

40%
of early revenue through Seamless, one of its best-rated providers

Wise · Telefónica
among the business clients won

Before

A consumer app with a cult following and no business customers at all.

What I did

- Went in through the consumer and worked up. I looked at the work email domains of our biggest fans, found their employers, and pitched: “your team already orders from us, so how about lunch for the whole office?”, with offers to feed whole teams.
- Built an office lunch service around a gap nobody filled: staff ordered by a cut-off and everything arrived together at lunchtime, hot and healthy. For some offices it replaced the canteen.
- Won clients including Wise, a regular for team lunches, and Telefónica, which came in looking to replace its in-house canteen.
- Used my network to get Pronto onto Seamless years before others were allowed on. The clincher: many of Seamless's own clients were already ordering from us off the platform. We became one of its best-rated providers.

After

B2B grew from zero to 60% of company revenue, and Seamless alone brought 40% of early revenue. The B2B playbook is one I've reused ever since.

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