

CASE STUDY · MVP DESIGN & DEVELOPMENT

Building the MVP for a Local Delivery Platform in Romania

How a lean product engineering team took a local delivery concept from zero to a live, multi-sided marketplace in months, not years.

INDUSTRY

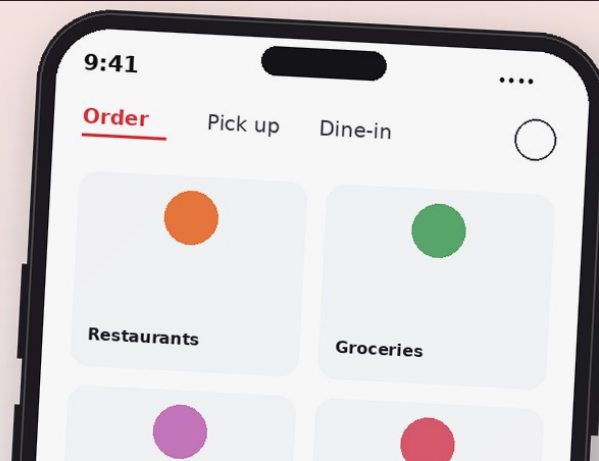
Local Delivery & Q-Commerce

MARKET

Romania, Launch Market

SERVICES

Product Strategy & MVP Engineering



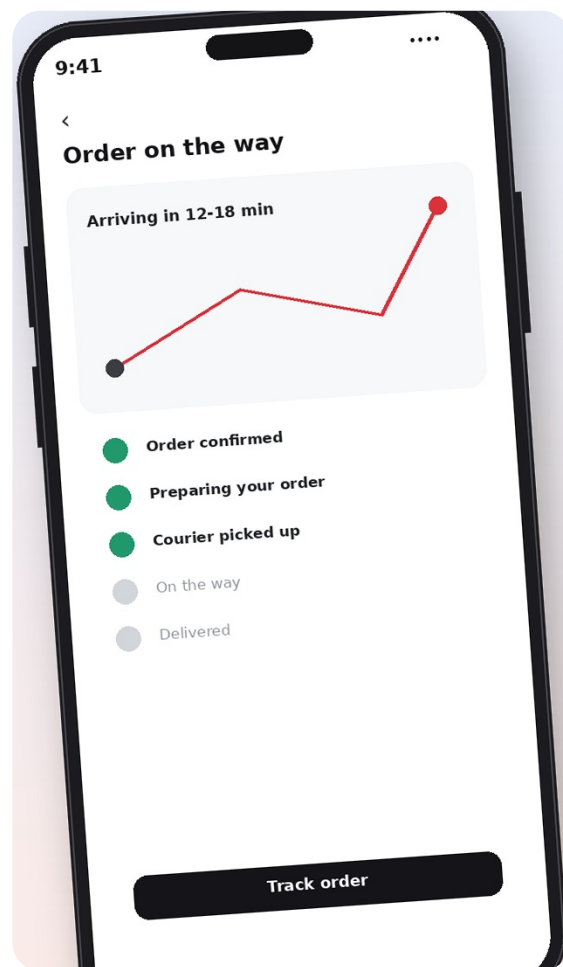
THE CLIENT

A local delivery brand starting from a blank slate

The client set out to launch a local delivery brand in Romania, aiming to connect everyday customers with restaurants, grocery stores, and other local partners through a single, easy-to-use app. The idea was validated, the market opportunity was clear, but there was no product yet: no app, no backend, no courier network, and no internal engineering team to build any of it.

Rather than spend the better part of a year assembling an in-house team before writing a line of code, the founders brought in an outside product engineering partner to design, build, and ship a working MVP fast enough to start testing the business with real customers, real restaurants, and real couriers.

The goal was not a polished, feature-complete platform on day one. It was a lean, reliable core product that could go live quickly, prove out the delivery model in its first city, and give the founding team the data they needed to decide what to build next.



THE CHALLENGE

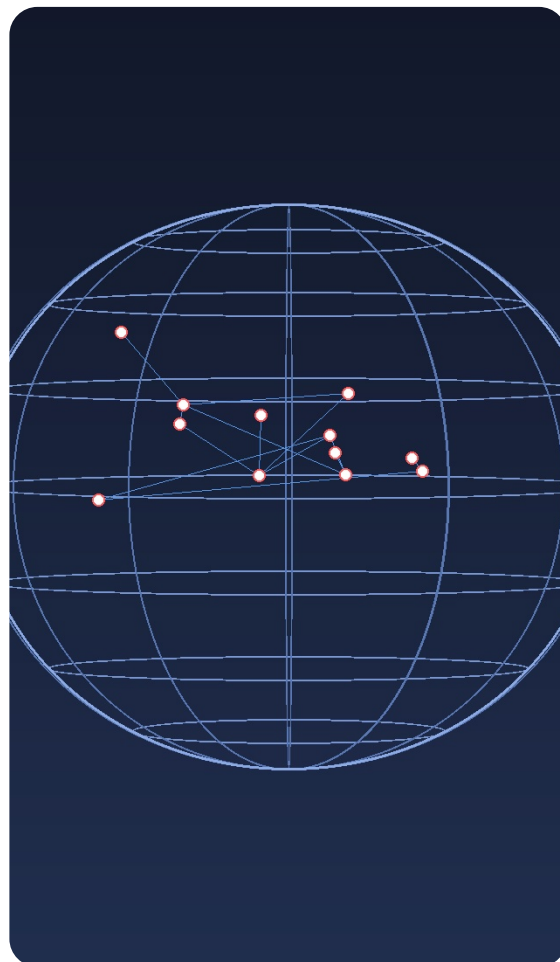
A three-sided marketplace, a tight runway, and no room for a false start

Building a delivery platform from scratch meant designing for three different users at once: customers who needed a fast, trustworthy ordering experience; restaurants and shops who needed a simple way to manage orders; and couriers who needed clear, real-time job assignments. Getting any one of these wrong risked stalling the whole launch.

On top of that three-sided complexity, the team faced constraints common to any early-stage launch:

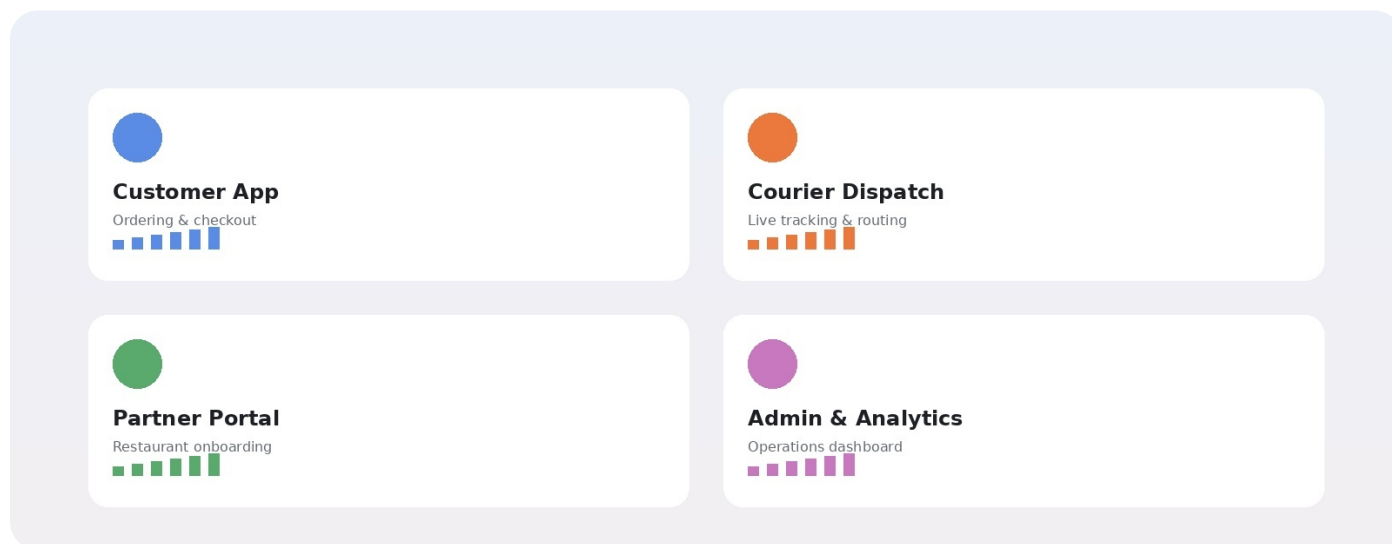
- **Limited runway.** Every month spent building was a month of burn before the business model could be validated with real orders.
- **No existing infrastructure.** Payments, live order tracking, courier dispatch, and partner management all had to be built, integrated, and made reliable from day one.
- **Room to grow.** The MVP needed a foundation that could later support new cities and categories without a rebuild.

The client needed a technical partner who could move at startup speed while still making architectural decisions that wouldn't need to be undone six months later.



Four building blocks, shipped as one connected MVP

Rather than build each piece in isolation, the team designed the MVP as four connected modules sharing a common backend, so a change to one, like a new payment method, or an updated dispatch rule, would flow through the whole platform rather than needing to be rebuilt in each corner separately.



1. Customer app

A streamlined ordering experience covering browsing, cart, checkout, and payment, plus live order status, built to get a first-time customer from download to their first completed order with as little friction as possible.

2. Courier dispatch

A real-time dispatch engine that assigns incoming orders to available couriers, tracks each delivery on a live map, and gives couriers a simple in-app flow for accepting jobs, navigating to pickup and drop-off, and confirming completion.

3. Partner portal

A lightweight onboarding and order-management tool that let restaurants and shops list their menu or catalog, manage availability, and receive and confirm incoming orders without needing extra hardware or training.

4. Admin & analytics

An internal dashboard giving the founding team visibility into orders, delivery times, courier utilization, and partner performance in real time, so early decisions about pricing, coverage area, and staffing were based on live data rather than guesswork.

THE RESULTS

A working platform, live orders, and a validated model

The MVP gave the founding team what they needed most: a real product in the hands of real customers, restaurants, and couriers, fast enough to start learning before the runway ran out.

Months, not years

Time from kickoff to a live MVP handling real orders in its first city

3-sided marketplace

Customer app, courier dispatch, and partner portal launched as one connected platform

Built to extend

Architecture designed to support new cities and categories without a rebuild

With a working product live in the market, the founding team could test pricing, coverage, and courier operations against real demand instead of assumptions, and make a grounded case for the next round of investment and expansion.