

# Executive Summary

March 2026

## The Problem

Toronto's delivery landscape is fragmented. Food apps deliver meals; courier services handle documents; traditional logistics companies focus on B2B freight. There is no single platform that enables a consumer, a business, or a professional to \*send or receive any legal item up to suitcase size\*—reliably, in real time, anywhere across the Greater Toronto Area (GTA).

## This gap creates friction and lost opportunity every day:

A traveller halfway to Pearson Airport realizes their passport is at home. Turning back means missing a flight. With PortGo, they open the app, generate a pickup order, and the passport meets them at the curb—no delay, no panic.

A real estate agent showing multiple properties discovers they left the access key for the next listing at the office. Leaving the client behind is not an option. PortGo dispatches a driver to retrieve the key and deliver it directly to the property in time for the showing.

These are not edge cases. They are daily realities for millions of people and thousands of businesses in the GTA. The absence of a unified "deliver anything" platform leaves a massive market underserved.

## Our Solution: PortGo

PortGo is a technology platform that connects senders, receivers, and gig drivers for on-demand delivery of any legal item. Both the sender and the receiver track the package live on the app. Drivers are vetted, paid a premium, and managed through a proprietary system that ensures reliability at scale.

## PortGo vs. Rideshare/Food delivery App a Clear Distinction

At first glance, one might confuse PortGo with Uber Connect or Lyft's delivery offerings. The differences, however, are fundamental:

Category	PortGo	Rideshare/Food delivery App
<b>Service Model</b>	White-glove, door-to-door concierge delivery	Curb-side handoff only—drivers never exit vehicle
<b>Driver Interaction</b>	Driver exits vehicle, picks up from sender, delivers to recipient's door	Sender meets driver at curb; recipient meets driver at curb
<b>Package Handling</b>	Single delivery per trip—one-to-one focus	Frequent batching (2-3 deliveries per trip), degrading service
<b>Package Limits</b>	Suitcase-size, any reasonable weight	30 lbs max, \$100 max value, must fit in trunk or shoulder bag
<b>Prohibited Items</b>	Only illegal items	Broad restrictions: no perishable food, no medications, no fragile items, no alcohol
<b>Screening &amp; Safety</b>	Active package screening, sender verification	Drivers report transporting drugs, unable to get support
<b>Pricing</b>	Transparent per-delivery rate	Surge pricing, unpredictable fees
<b>Coverage</b>	Full GTA door-to-door	Ride-share network not optimized for package delivery

**Why This Matters:** Rideshare/Food delivery App drivers are trained to move people quickly. They stay in their vehicles. A PortGo driver is trained to handle packages with care, retrieve them from reception desks, deliver them to apartment doors, and serve as the trusted intermediary for high-value or time-sensitive items. Uber batches deliveries to maximize driver throughput—often leaving one customer waiting while the driver delivers another order first. PortGo dedicates one driver to one package for one customer at a time. That is the difference between "it arrived" and "it arrived when and how I needed it."

## Market Opportunity

- The **GTA** is home to over **7.3 million** people, with a growing gig economy and a sophisticated urban-suburban mix. The addressable market spans:
- **Medical laboratories** needing urgent transport of samples and results—a category Uber explicitly prohibits.
- **Businesses** of all sizes moving documents, retail inventory, or equipment between locations with predictable, non-surge pricing.
- **Residences** receiving anything from groceries to forgotten keys—delivered to the door, not the curb.
- **Professionals** (real estate agents, lawyers, contractors) who need last-mile logistics to keep their day moving without leaving clients behind.
- **Peer-to-peer deliveries**—from a friend's home-cooked meal to a sold item on a marketplace.
- **PortGo** serves every zone within the GTA, from the downtown core to the outer suburbs, creating a unified logistics network where any participant—business or resident—can generate a delivery order with a few taps.

## How We Win: The PortGo Advantage

We have stress-tested every operational assumption through a rigorous devil's advocate process. What emerged is a defensible, execution-ready model.

### 1. Zone Strategy That Creates Density First

We launch with a \*5-zone hub model\* (Downtown + four spokes). This builds density where it matters, allowing drivers to flow naturally to demand without being forced to return to a central point. We scale based on \*deliveries per square mile per hour\*, not arbitrary calendar targets. Downtown will achieve instant matching; spokes will offer reliable 20–25 minute ETAs—a transparent, tiered service that sets correct expectations.

### 2. Driver Management System – Our Core Moat

We don't just hire drivers; we engineer their attention.

- **Highest pay in market:** Our per-mile rate + 60% of revenue ensures drivers prioritize our offers.
- **Queue discipline:** Drivers see their position in line. Refusing orders moves them down—a self-cleaning mechanism that rewards good behaviour.
- **Real-time targeted incentives:** When a zone is undersupplied, we offer a bonus to a specific driver, not a blanket surge. This is surgical, cost-effective, and harder to copy.
- **Star rating system:** Drivers are scored on punctuality, behaviour, and cooperation. Poor performers are flagged daily and removed; good drivers earn more visibility.

### 3. Embracing the Multi-App Reality

Gig drivers run Uber, DoorDash, and Skip simultaneously. Instead of fighting deadhead miles, we hire \*3x the needed supply\* and compete for their "next 30 seconds." Our compensation and queue system make PortGo their first choice when they are available.

### 4. Competitive Moat Beyond Payout

While any competitor can match pay, they cannot replicate overnight:

- 12+ months of GTA-specific behavioural data (refusal patterns, zone preferences, driver performance).

- Proprietary queue algorithms calibrated to GTA traffic and density.
- A lean, tech-enabled management layer (one Driver Manager + India-based ops) that scales without ballooning overhead.
- A true door-to-door service model that existing ride-share platforms are not structured to provide.

## Traction & Next Steps

We have built a detailed, stress-tested financial model and are ready to execute a \*60-day pilot\* in the downtown core. The pilot will validate real-world driver behaviour, zone density thresholds, and unit economics before scaling to the full 5-zone hub. This approach minimizes risk while giving us live data to refine the engine.

## The Ask

We are raising a seed round to fund the pilot, initial zone launches, driver acquisition, and technology build. We are seeking a lead investor who understands marketplace dynamics and wants to back a defensible, operationally focused logistics leader with a clear path to profitability in the GTA.

## Investment Highlights

- **First-mover in the "deliver anything" category\*** within the GTA, capturing a fragmented market with a differentiated service model.
- **Proprietary driver management system** that solves retention, supply imbalance, and quality—all through technology, not just cash.
- **Lean, scalable operations** (tech-first, India-based support) that keep unit economics healthy.
- **Clear differentiation from incumbents:** door-to-door service, one-to-one delivery, no restrictive package limits, and proactive safety screening.
- **Exit optionality:** Positioned as an attractive acquisition target for existing gig economy players seeking expansion beyond food and rides.

**Founder team** with deep operational logistics and fundraising experience.

## Why Now

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*The gig economy in Toronto has matured; consumers and businesses are accustomed to on-demand services. Yet no player has unified the market for "anything, anywhere" with a service model that prioritizes reliability over volume. Uber's package service remains a secondary feature with significant restrictions and safety gaps. Food apps batch deliveries, degrading the customer experience. PortGo fills this gap with a model that has been stress-tested, a go-to-market strategy rooted in operational reality, and a clear path to scale.*

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We invite you to discuss how you can be part of building the GTA's definitive logistics platform.