

GRUBBY.CITY

The food intelligence layer for West African cities.

Restaurants · Home Chefs · Meal Plans · Corporate · Drivers

West Africa eats out more every year — but food tech still treats it like a side market.

\$25B+

Regional urban food spend
by 2030

70%

Of orders still placed by
phone or WhatsApp

7

Launch cities, one unified
platform

Discovery is broken across every side of the table.

Customers

Can't find what's good nearby, in their language, in their budget.

Restaurants

Pay 25–30% to global apps with no audience ownership.

Home chefs

Run via WhatsApp, no tools, no scale.

Corporates

Manual meal programs, no per-city visibility.

Drivers

Multi-app juggling, opaque pay, no career path.

One marketplace. Five sides. One food brain.

Grubby.city unifies on-demand restaurants, home chefs, meal plans, corporate programs, and drivers — powered by a proprietary Food Intelligence Layer™ that learns every city's cuisines, dishes, neighborhoods, and trends.

Restaurants

Home Chefs

Meal Plans

Corporate

Drivers

A living knowledge graph of every city we serve.

Cuisines

Regional palettes, signature plates, history.

Dishes

Recipes, spice levels, calories, allergens.

Neighborhoods

Delivery zones, ETA, popularity.

Trends

Weekly demand signals per city & area.

Preferences

Customer taste graph for personalization.

Relationships

Edges between people, places, and plates.

From browsing to plate, in one app.

01

Discover

Trending dishes, top-rated kitchens, neighborhood favorites.

02

Order

On-demand, scheduled, or a recurring meal plan.

03

Deliver

City-native driver network with live tracking.

04

Learn

Every order strengthens the food graph for next time.

Seven launch cities. One platform.

Lagos

Nigeria

Cotonou

Benin

Accra

Ghana

Dakar

Senegal

Lomé

Togo

Abuja

Nigeria

Abidjan

Côte d'Ivoire

Five revenue streams from day one.

Restaurants

15-18% commission on completed orders

Home Chefs

12% platform fee with on-platform discovery

Meal Plans

Subscription margin + scheduling fees

Corporate

Per-seat SaaS + curated catering markup

Drivers

Take-rate from delivery fee, tipped to driver

TRACTION

Building the food graph, one city at a time.

7

Cities live or staged

6

Regional cuisines mapped

15+

Signature dishes catalogued

EN · FR

Bilingual from day one

From launch to regional default.

2026 H1

Foundation

Marketplace + Food Intelligence Layer in 7 cities.

2026 H2

Personalization

AI recommendations, taste graph, meal plan engine.

2027 H1

Corporate scale

B2B programs, payroll integrations, catering.

2027 H2

Regional default

AI assistants, partner APIs, new market expansion.

Operators from across food, tech, and West Africa.

We are a distributed team of product, engineering, growth, and operations leaders building Grubby.city from inside the cities we serve. Hands-on with restaurants, drivers, and home chefs every single week.

Local first

Every feature is shaped by on-the-ground reality.

Bilingual

EN/FR by default, more languages on the way.

Open data

Public food graph for partners and researchers.

LET'S BUILD TOGETHER

Partner with Grubby.city.

Restaurants, home chefs, corporate teams, drivers, investors — we want to hear from you.

hello@grubby.city

grubby.city