

**Name** Kitch  
**Website** [eatkitch.com](http://eatkitch.com)  
**Year Launched** 2019  
**Area** Food Services



## Description

Kitch is a Lisbon-based technology startup building the platform for restaurants to own and to make the most of their digital orders, including delivery and take-away. Kitch reconnects restaurants to their customers in the online space, supporting and enhancing their presence across multiple channels, and bringing simplicity and transparency to their digital operations.

Kitch's full stack solution improves the efficiency of food delivery, reducing its carbon footprint, whilst providing small and medium restaurant owners with an additional online revenue channel.

## SDG Analysis

Given the systemic nature of its solutions, Kitch is focused on two sub-goals: 9.4, by upgrading and retrofitting the online food production and delivery industry to make it sustainable through resource efficiency; 8.2, by achieving higher levels of productivity through technological upgrading for small and medium restaurant owners.



## Impact Management Project assessment

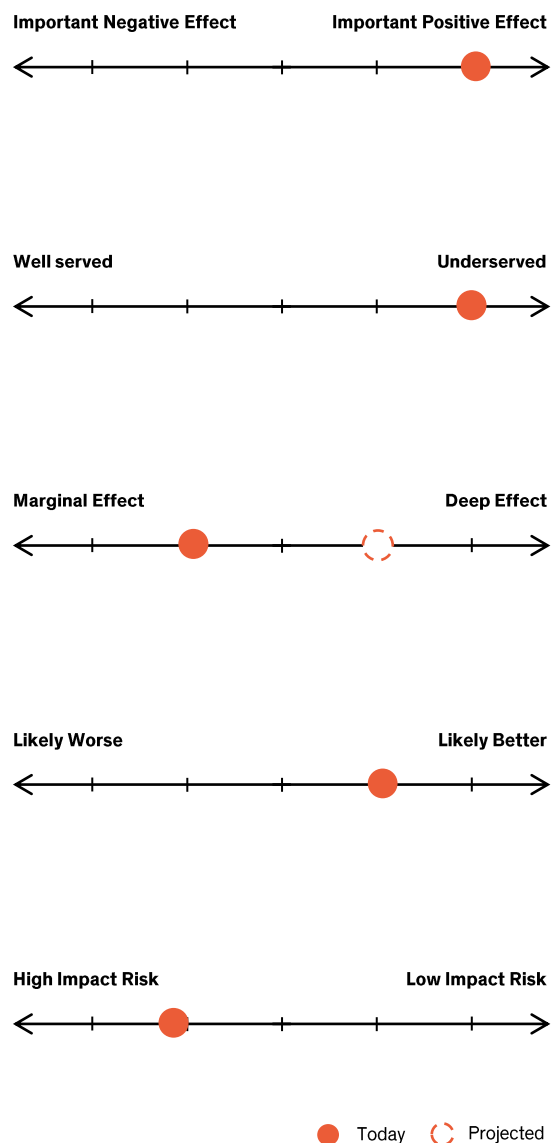
**What:** Kitch focuses on the reduction of the carbon footprint in delivery by reducing food waste, optimising energy consumption of operations, eliminating plastic packaging and optimising route delivery. As a result of the pandemic, Kitch has learned that its solution was fundamental for small and medium restaurant owners to keep their income by enabling them to have an online presence.

**Who:** Given the exponential growth of the online food sector and the lack of sustainable solutions in the space, the planet is underserved in relation to this outcome. In addition, small and medium restaurant owners are underserved of solutions to take their businesses online, limiting their growth and access to new revenue channels.

**How much:** Kitch has the potential to achieve impact at scale because of timing – the online food market is relatively new – and macro tailwinds – it is a sector facing exponential growth. As such, through its focus on both the carbon footprint of online food delivery and the convenience of its solution for small and medium restaurant owners, Kitch has the potential to achieve impact at scale.

**Contribution:** Despite the number of alternatives within the online food industry, Kitch has sustainability at its core which positions the company to contribute to better social and environmental outcomes.

**Impact Risk:** There is evidence risk, given the early stage nature of the business and the lack of data to demonstrate a counterfactual. As the company grows in the coming years, we expect data to prove that Kitch has enabled its users to increase their income whilst reducing the carbon footprint of their operations.



## Conclusion

According to the IMP framework, the impact classification of Knok is a B (Benefiting stakeholders). In the long term we expect Kitch to become a C (Contributing to solutions) as its impact scales, potentially disrupting the food industry.