



A CASE STUDY

Commercial Due Diligence: Gig-Economy Delivery Platform

Market Sizing, Competitive Landscape Analysis, and Unit Economics

CHALLENGE

A private equity firm wanted to evaluate a potential investment in a gig-economy delivery platform that operated a white-label offering for grocery delivery.

Key diligence questions included:

- Validation of the market size and future growth
- Competitive landscape within target's core geographies
- Target's business model and typical unit economics

THE GLG APPROACH

GLG assembled an engagement team of former commercial due diligence consultants from top-tier firms, along with a 25-year logistics and supply chain veteran executive who served as an advisor.

During the three-week effort, the GLG team facilitated:

- 20 expert interviews from the competitor and customer perspectives
- Desk research of company websites, industry reports, and press releases

OUTCOME

GLG's commercial due diligence team helped synthesize findings into an 80-page report outlining the target's positioning based on industry growth prospects, competitive makeup, and unit economics moving forward.

FEATURED PRODUCTS



GLG Integrated Insights



GLG Calls

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Why GLG?

Unique Engagement Model

Using GLG's engagement model, our client gained access to an industry veteran advisor and top-tier commercial due diligence consultants. This accelerated the "get-smart" phase of diligence and ensured final insights were nuanced with first-hand expertise.

Targeted Scope, Precise Methodology

GLG partnered with our client to pinpoint the critical investment thesis questions, designed a research approach consisting of 20 expert calls and secondary research, and helped deliver an 80-page report within three weeks.

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision

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