



DEMO
First chapter only

Build a Logistics Platform

The daily.delivery Playbook

Build a Logistics Platform

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Introduction: The Fairness Revolution

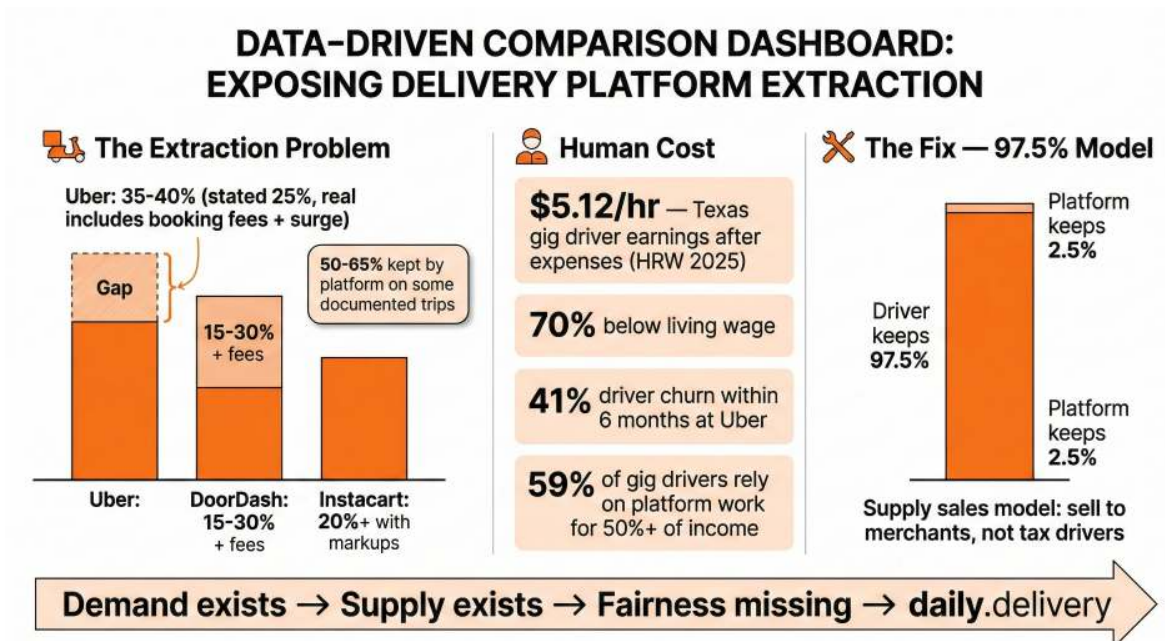


Figure 1. Comparison dashboard exposes platform extraction — Uber takes a real 35–40%, DoorDash 15–30%, Instacart 20%+ — leaving Texas gig drivers \$5.12/hr after expenses and 70% below a living wage, against daily.delivery’s 97.5% driver keep

1.1 An Industry Built on Extraction

The modern delivery economy is one of the great bait-and-switch stories in technology. Platforms like Uber, DoorDash, and Instacart recruited millions of drivers with the promise of flexible work and fair pay. Then, year after year, they squeezed the economics until the people doing the actual work—driving in traffic, hauling packages up stairs, waiting in restaurant lobbies—kept less and less of every dollar customers paid.

The numbers are stark. Uber officially states a 25 percent service fee, but independent analysis of actual trip data shows the real take rate is closer to 35 to 40 percent when booking fees, surge pricing adjustments, and route-based pricing are included.¹ In some trips documented in major cities, platforms kept 50 to 65 percent of what the customer paid. Drivers received the remainder—before fuel, insurance, vehicle depreciation, and self-employment taxes.

35–40%

average actual take rate by major delivery platforms, including hidden fees

The human cost of this extraction model is measurable. A 2025 Human Rights Watch report found that platform workers surveyed in Texas earn just \$5.12 per hour after expenses—approximately 70 percent below a living wage. Roughly 41 percent of drivers who join Uber leave within six months. DoorDash drivers report earning between fifteen and thirty dollars per hour before expenses, but after accounting for fuel, maintenance, insurance, and taxes, net hourly earnings often fall to nine to fourteen dollars—below minimum wage in many states.

Meanwhile, 59 percent of gig drivers now rely on platform work for at least half their income. These are not side-hustle hobbyists. They are workers trapped in a system

¹Working Washington, “Behind the Wheel: Decoding Take Rates of Gig Companies,” 2024; National Employment Law Project (NELP), independent analysis of gig-economy take rates, 2024–2025.

designed to extract maximum value from their labor while classifying them as independent contractors with no benefits, no protections, and no recourse.

Key Insight

The delivery economy does not have a demand problem. Consumers order more deliveries every year. It does not have a supply problem—millions of people want to drive. It has a fairness problem. The platforms that connect supply and demand extract so much value that neither side is satisfied. daily.delivery exists to fix this.

1.2 The 97.5% Model

What if the platform kept only 2.5 percent? What if drivers retained 97.5 percent of every delivery fee? What if the business model was built on selling services to merchants—the supply side—rather than extracting commissions from drivers?

This is not charity. It is a structural economic decision backed by a specific revenue model that reaches profitability through volume, merchant subscriptions, and premium driver services—not through taking a cut of every delivery. The math works, and this book will show you exactly how.

daily.delivery is the logistics platform in the Pragma.Vision ecosystem. It shares authentication, payment infrastructure (dual-protocol Google AP2 and Stripe ACP), and quantum-safe cryptographic identity with the broader ecosystem. But its economics are entirely its own: a radical rethinking of who should capture value in a delivery transaction.

1.3 About Pragma.Vision

Pragma.Vision is an AI-native commerce ecosystem where multiple platforms work together to fulfill human needs through intelligent orchestration. The ecosystem operates a growing family of interconnected platforms—from wish fulfillment (wish.now) to an AI agent marketplace (phantoid.com) to developer infrastructure (soft.house)—all sharing authentication, dual-protocol payments, and quantum-safe cryptographic identity. When a wish.now user needs something delivered, when a great.gift purchase requires shipping, when a profit.deals wholesale order needs last-mile fulfillment—daily.delivery provides the driver network. Cross-platform integration means drivers serving daily.delivery also serve the entire ecosystem, multiplying their earning opportunities without multiplying their overhead.

1.4 What You Will Learn

1. **The Economics of 97.5%:** How the supply sales model replaces driver extraction with merchant services revenue, and why 2.5% is enough.
2. **Driver-First Architecture:** Earnings transparency, instant payouts, and the technical systems that make drivers trust the platform.
3. **AI Route Optimization:** How machine learning reduces miles driven, increases deliveries per hour, and directly increases driver earnings.
4. **Premium Subscriptions:** Revenue diversification through driver tools, merchant analytics, and consumer convenience features.
5. **Supply-Side Economics:** Why selling to merchants instead of taxing drivers creates a more sustainable business.
6. **Revenue Model:** The path from launch to \$93,764 per month across five revenue streams.

7. **Trust and Safety:** Multi-layer protection without driver deposits—escrow, progressive trust, insurance, and real-time verification.
8. **Launch Strategy:** Market-by-market rollout, driver acquisition, and the critical mass formula for each city.
9. **Ecosystem Integration:** Cross-platform orchestration and cross-border logistics for global reach.

Pro Tip

If you are building a delivery platform, a gig economy marketplace, or any business where workers are the product, read Chapter 2 first. The supply sales model is the single most important strategic decision in this book—it changes everything downstream from pricing to retention to unit economics.

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