



Innovation Spotlight: Doordash



Tent's Innovation Spotlight series features companies that are leveraging their core business operations to integrate refugees around the world in new, exciting ways. We hope it inspires your company to consider new ways to support refugees.

This spotlight may be most useful to retail or technology companies that source from or support refugee-owned businesses.

The project in a nutshell



DoorDash's Kitchens Without Borders

Kitchens Without Borders harnesses DoorDash's on-demand delivery platform to help immigrant- and refugee-owned restaurants reach new customers and grow their businesses. DoorDash customers can easily find immigrant-owned businesses on the DoorDash app and website by searching "KWB" in the search field, which displays local restaurants participating in the program. Kitchens Without Borders supports food entrepreneurs with

immigrant and refugee backgrounds through a variety of initiatives, including DoorDash-funded marketing, matched business loans, and a dedicated [website](#) that tells the stories of the people and food behind the businesses through personal interviews, photographs, and films. Launched in 2019, today Kitchens Without Borders promotes nearly 1,000 businesses across the U.S. and Canada, of which approximately 20% are owned by refugees.

The Innovation



Extending the DoorDash platform to promote and scale up refugee-owned food businesses

Kitchens Without Borders is innovative because it extends DoorDash's successful platform and marketing influence to

promote immigrant and refugee restaurant owners, while meeting its customers' demand for diverse food options.

The Results



Kitchens Without Borders currently features nearly 1,000 restaurants across the U.S. and Canada, with business-owners originating from 96 different countries. By spotlighting immigrant- and refugee-owned restaurants, DoorDash is responding to increased customer demand for a diversity of cuisines.

Beyond helping refugee- and immigrant-owned businesses reach new customers, DoorDash also provides resources to Kitchens Without Borders restaurants to help them flourish. By strengthening the restaurants and helping them succeed, DoorDash enhances its competitiveness and helps customers connect with the diversity of their neighborhoods.

What made the project a success?



Kitchens Without Borders gives small businesses run by refugees and immigrants increased visibility on its platform and drives revenue to these restaurants – which benefits restaurants, diverse communities, and helps DoorDash enhance its own business offering.

Kitchens Without Borders restaurants drive more customers, revenue, and increased visibility, from being featured on the DoorDash platform. On the other hand, DoorDash is able to offer customers authentic food from all over the world made by refugee- and immigrant-owned businesses. DoorDash fuels the growth of these restaurants by leveraging its platform to share the stories of immigrant restaurant owners and featuring them on their platform, helping to motivate local communities to support these businesses. Through in-store marketing materials, blog posts, direct-to-consumer emails, and social media promotions, the program has driven thousands of customers to Kitchens Without Borders restaurants since its launch.

Doordash has run a number of campaigns to support these businesses. During Immigrant Heritage Month in June 2020, for example, DoorDash provided a platform for personal reflections from Kitchens Without Borders restaurant owners. At the same time, DoorDash partnered with streaming provider Hulu to promote participating restaurants, waiving the usual delivery fee on orders placed from Kitchens Without Borders restaurants, increasing awareness and driving customer action to support featured businesses.

To drive momentum for historically under-resourced entrepreneurs, the program provides resources like access to capital and business advice. In 2020, DoorDash established a fund to match 0% interest, no-fee loans for Kitchens Without Borders merchants through a partnership with Kiva, a non-profit organization that crowdfunds loans to enhance financial access for under-served populations.

NEXT STEPS

To develop a similar project - or brainstorm about other ways your company can work with refugees - reach out to the Tent team at info@tent.org!



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