

STARSHIP

From First to 600K Deliveries:

How George Mason University and Starship
Pioneered the Future of Campus Dining.



INTRODUCTION

In 2019, George Mason University made history as the **first university** to introduce Starship's **autonomous robot food delivery**.

What was once a futuristic concept is now commonplace on college campuses nationwide.

Six years later, Mason continues to lead the way, transforming campus dining with nearly 600K deliveries and 30K customers served.



UNIVERSITY

George Mason University



LOCATION

Fairfax, Virginia



DINING PROVIDER

Sodexo



ENROLLMENT

40,000 students



NUMBER OF ROBOTS

65



NUMBER OF DINING LOCATIONS

20+



CHALLENGES

Prior to **being the pioneer** in autonomous campus food delivery, Mason Dining faced multiple challenges in ensuring a seamless and innovative dining experience across its large campus:



Some areas had limited food options, creating **"food deserts"** with inconvenient access.



Popular dining spots (Starbucks, Dunkin', Blaze Pizza) were often overcrowded, leading to **long wait times**.



Managing orders across multiple channels was complicated due to the **lack of a streamlined system**.



STARSHIP SOLUTIONS

Starship is not just about robots. For George Mason University, Starship provided a comprehensive solution that simplified life for **university campus managers, students, and merchants alike**.

The streamlined order orchestration ensures smooth kitchen workflows, reducing wait times and inefficiencies. Students enjoy flexible digital ordering, multiple payment options, and real-time tracking, while autonomous delivery robots bring unmatched convenience.

Meanwhile, both campus managers and merchants benefit from centralized financial reports, customer insights, and inventory analytics for smarter decision-making.



Robot Delivery.

Providing autonomous, on-demand food delivery across campus.



Self-Order Kiosks.

Streamlining the ordering process in dining locations.



Mobile Pickup.

Enabling students to order ahead and pick up food without waiting in line.



360 Order Management Platform.

Centralizing all ordering channels through a single platform to increase efficiency.



RESULTS

George Mason University introduced Starship’s autonomous delivery service in January 2019, paving the way for a new era of campus dining innovation.

Since then, Starship robots have completed nearly **600,000 deliveries** and experienced a **75% increase in monthly delivery volume**. The robots quickly became a popular solution for students seeking convenient, on-demand meals, with **91% of users placing repeat orders**.

Starship’s world-leading technology combines AI and computer vision to allow the robots to navigate autonomously and operate reliably at scale. With **12,000 monthly deliveries** and an average drive time of **11 minutes**, the robots have reduced congestion at dining locations while making food more accessible across campus.

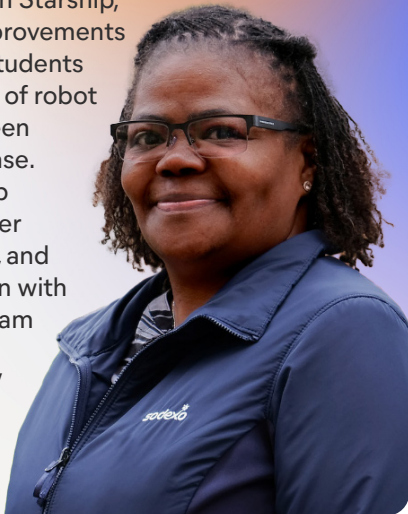
The demand for robot delivery has also led to increased meal plan sales for Mason Dining, as students use dining dollars for their Starship orders. Additionally, Starship’s presence has boosted social media engagement, with students actively sharing their delivery experiences online.

In 2024, George Mason further streamlined their dining experience by implementing Starship’s mobile pickup, self-order kiosks, and 360-order management platform. These additions have been widely adopted, with students placing nearly **8,000 monthly pickup orders** and **over 7,000 monthly kiosk orders**, improving in-store efficiency.

CLIENT TESTIMONIAL

“Since partnering with Starship, we’ve seen major improvements in dining efficiency. Students love the convenience of robot delivery, and we’ve seen dining revenue increase. Adding mobile pickup and kiosks have further streamlined ordering, and their latest integration with the Reuse Pass program has expanded our sustainability efforts.”

Roshanda Alexander,
Retail General Manager
for Mason Dining



STUDENT TESTIMONIAL

“Having the convenience of robot delivery is a game-changer when I’m stuck in the library studying or rushing between classes. I can order anytime and get my food delivered quickly, no matter where I am on campus!”

Daniil Osipov, George Mason University Student

IMPACT & RESULTS



600,000

Total robot deliveries since 2019



75%

Growth in monthly delivery volume since 2019



91%

Reorder rate, showing high user engagement and satisfaction



12,000

Monthly deliveries, reducing congestion at dining locations



15,000

Monthly pickup and kiosk orders, improving in-store ordering efficiency



11 minutes

Average robot drive time



Increase in meal plan sales, as students utilize dining dollars for robot deliveries



Increase in social media engagement, with students sharing their delivery experiences online.

CONCLUSION

George Mason University's decision to partner with Starship paved the way for robot delivery adoption at universities across the U.S.

By leading the charge in campus dining innovation, Mason not only improved operational efficiency but also enhanced student experience and engagement. Their success proves that universities embracing bold, forward-thinking solutions are the ones shaping the future of campus dining and beyond.



CONTACT

Elevate your dining
program with robot
delivery

Robert Buehler
DIRECTOR OF SALES

robert.buehler@starship.co
214-437-7137

For more information visit
www.starship.xyz

