WHY WEBVAN FAILED:
IT WASN'T A REAL INTERNET COMPANY

... AND WHAT TO DO WITH ALL THOSE PLASTIC CRATES!

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COMPAQ URL
DIAGRAM OF WEBVAN DELIVERY NETWORK

T drops off full \( \square \)s at clients, picks up the empties.
Diagram of WebVan Delivery Network

T drops off full boxes at clients, picks up the empties.

Ugh, looks like token ring —Van says these are bad!
NEW INTERNET-LIKE DESIGN FOR FOOD DELIVERY
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- To limit congestion, use red crates
- Return empties with payments (i.e., "acks")
RESEARCH CHALLENGES

- Dropped packages
  - Where do they go?

- Delay + jitter
  - Brown lettuce
  - Exploding sodas

- NACKS - A form of cheating?

- MTU issues
  - How do you fragment a large frozen turkey?

- Viruses
  - Yuck!