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Tech-y Takeout Startup 9/17/2007

Darren Testa and Bryan Gadol were tired of waiting in line when they ordered food to go and figured other people might be too. That's why they started Live On The Go Inc.



The Costa Mesa-based company runs a free Web site called liveonthego.com, where people can place and pay for takeout orders at more than 120 upscale and casual OC restaurants including Irvine's Taléo Mexican Grill, Ten Restaurant and Tradition by Pascal, both of Newport Beach.

The company's goal is to cut wait time and bring accuracy back to the takeout order, according to Testa.

"We're trying to get people in and out of that restaurant in less than two minutes flat," Testa said.

On liveonthego.com, customers can search for restaurants based on menu and proximity. They can place their orders for takeout or delivery, depending on the restaurant. All of the restaurants listed on the company's Web site don't charge extra fees, Testa said.

The Web site has a memory function that allows customers to look up items that they've ordered in the past. It also offers corporate accounts, which help customers arrange luncheons with spending limit options, group and individual payment processes and customized orders through a pre-organized menu.

Testa and Gadol started the company last February. It took them about two years to develop liveonthego.com, Testa said. Both used their own money and turned to family and friends for funding.

Before starting liveonthego.com, Testa was the chief operating officer and chief financial officer for Torrance-based American DataMed, a national document management company. Gadol was and still is a corporate and securities attorney at Greenberg Traurig LLP's Irvine office.

Testa is president and chief executive. Gadol is chairman.

Liveonthego.com is sort of like a restaurant's back office. It takes and processes takeout orders for restaurants that don't have the time to take the orders themselves, Testa said. The company processes and sends their orders directly to the restaurant through fax, e-mail, text message or directly to their point of sale equipment for a fee with every transaction, Testa said.

Testa is mum about how much the company has generated in sales since he and Gadol started the company. He did indicate that liveonthego.com has three full-time workers and about 10 part-time employees.

So far the company's had interest from outside investors but neither Testa nor Gadol are interested in taking the company to that level just yet, he said.

"Right now we're just focused on signing up more restaurants so that we can expand in other regions outside of Orange County," Testa said.