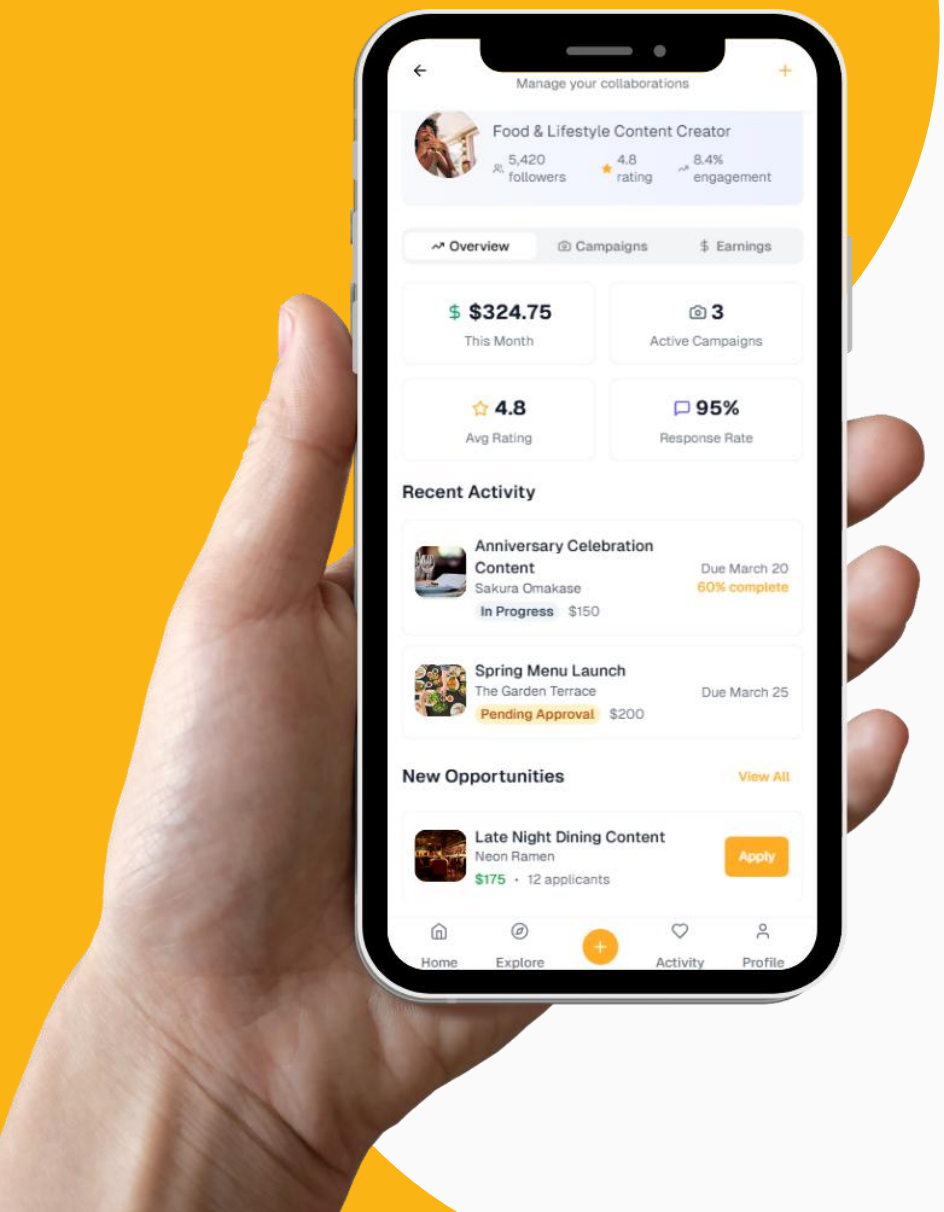


Troodie

AI-powered social commerce for restaurant sales attribution

Kouame N'Dri, CTO
kouame@troodieapp.com

THE PAIN POINT

$80B spend but 1 in 3 restaurants won't survive their first year

Diner behavior has shifted

Lack of data and tools

Pay up, or get left behind

Status quo is broken

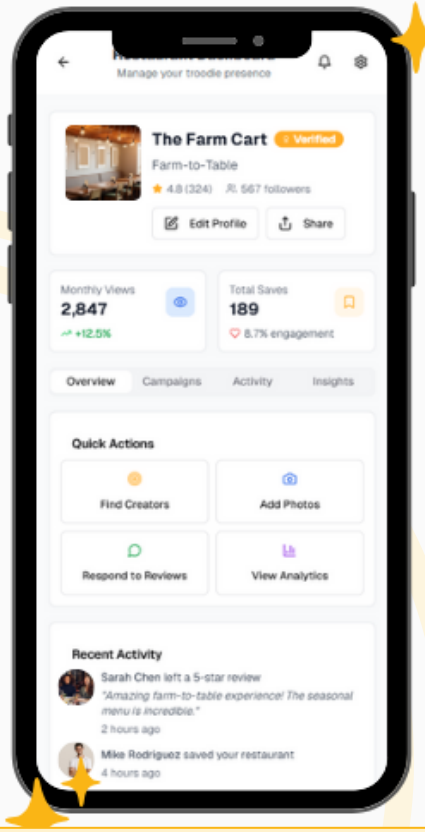
Flying blind on ROI

Lack of data is costing them their business

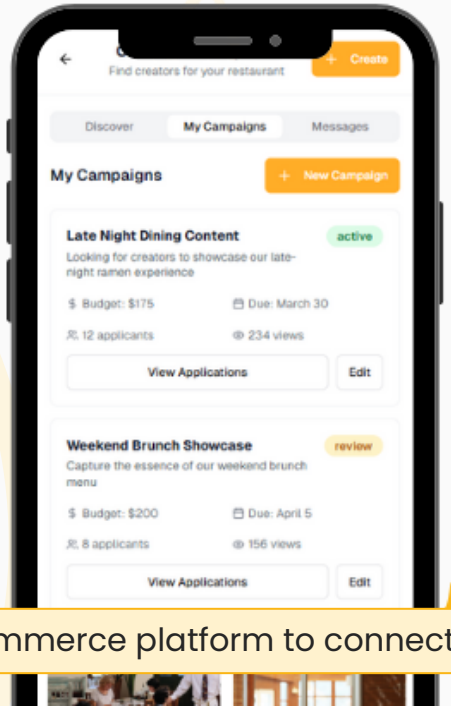
OUR SOLUTION

AI social commerce platform connecting content to sales

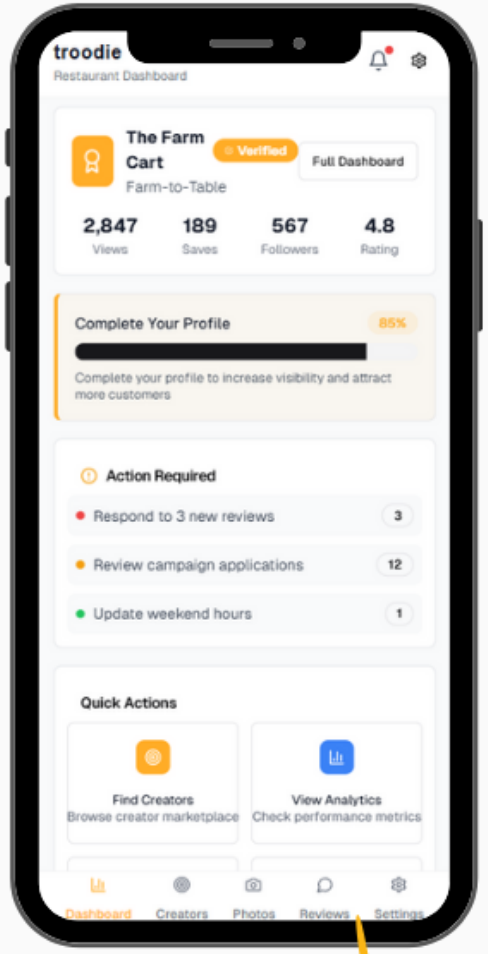
Sales Attribution Engine



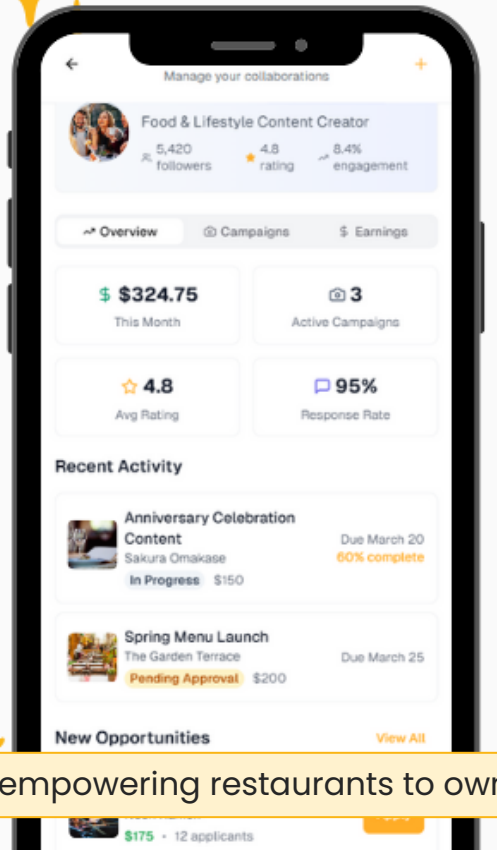
Personalization Algorithm



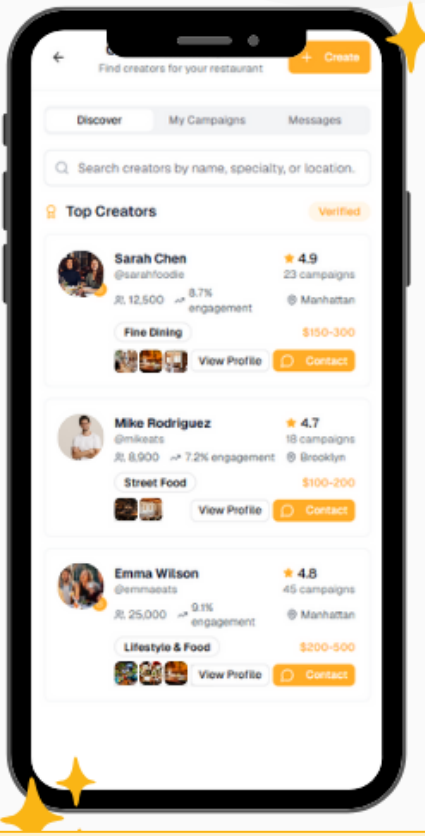
AI Campaign Manager



First-Party Diner Data



Creator Marketplace



Troodie is the first social commerce platform to connect creator content to real sales—empowering restaurants to own their marketing outcomes

AI powered personalization and attribution

First-party data powers the algorithm

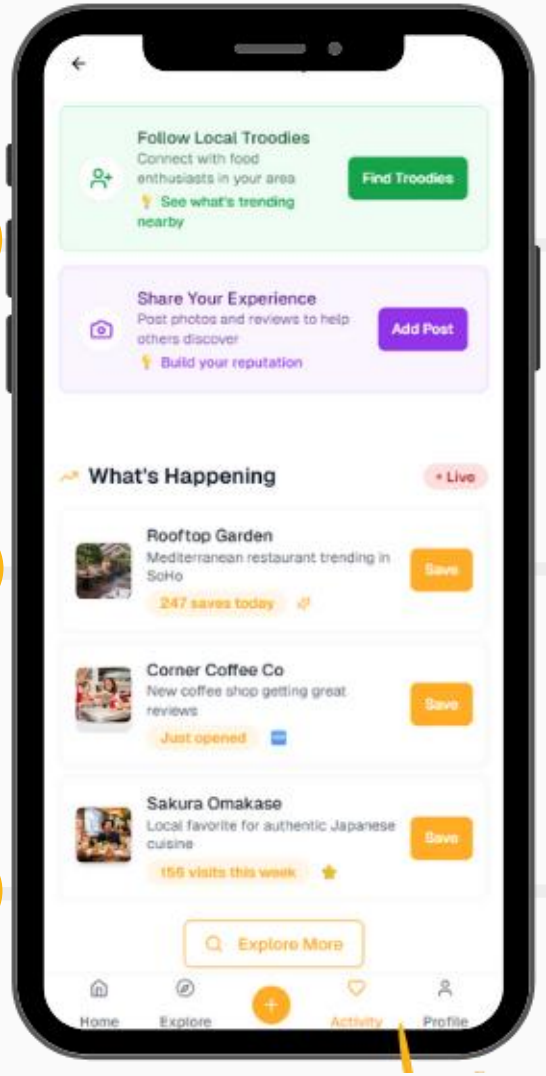
1

Sales tracked through unique live campaigns

2

Data flywheel from saves, clicks, spend, and visits

3



4

Data insights into campaign results and visits

5

ROI increase measured and applied at scale

6

Increased traffic from smarter algorithm that drives sales

The more users engage, the smarter the platform becomes → creating better matches, stronger ROI, and scalable growth for restaurants and creators

HOW IT WORKS

AI powered personalization and attribution

First-party data powers the algorithm

Sales tracked through unique live campaigns

Data flywheel from saves, clicks, spend, and visits

Data insights into campaign results and visits

ROI increase measured and applied at scale

Increased traffic from smarter algorithm that drives sales

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BUSINESS MODEL

Harnessing the influencer economy and social commerce

Troodies

Access to personalized recs

Free

Influencers

Access to opportunities

$9.99/mo

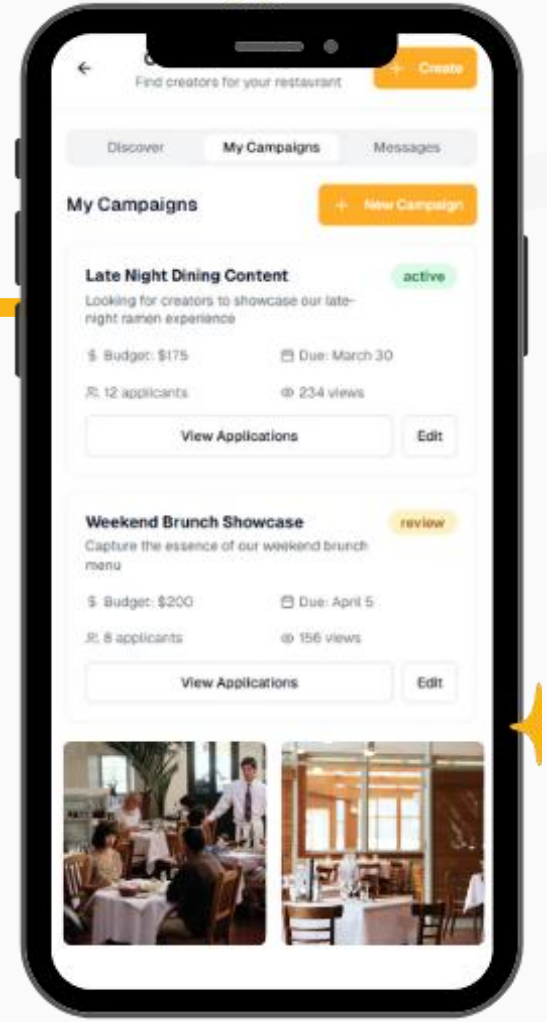
$84 annually

Restaurants

Access to data and social media marketing

$49/mo

$450 annually



COMPETITIVE LANDSCAPE

The missing link in social commerce for restaurants

Platform	Hospitality Focus	Influencer Marketplace	ROI Attribution	Automated Campaign Manager
	✓	✓	✓	✓
LTK		✓	✓	
Mustard	✓	✓		
Sircles				
Neon Coat	✓	✓		
Yelp	✓			
Beli	✓			

OUR TEAM

Food, travel, and business enthusiasts

Taylor Davis
Founder & CEO

2x founder with 9+ years of experience in building new ventures, app development, consulting, and guiding businesses through M&A transactions

Co-founder @ GWEI
Investor @ Charlotte Fund
Investment Banking @ KeyBanc Capital Markets
BBA @ Howard University
MBA @ Cornell University

Kouame N'Dri
CTO

Senior software engineer with 8+ years of experience building scalable, high-performance systems across fintech and media

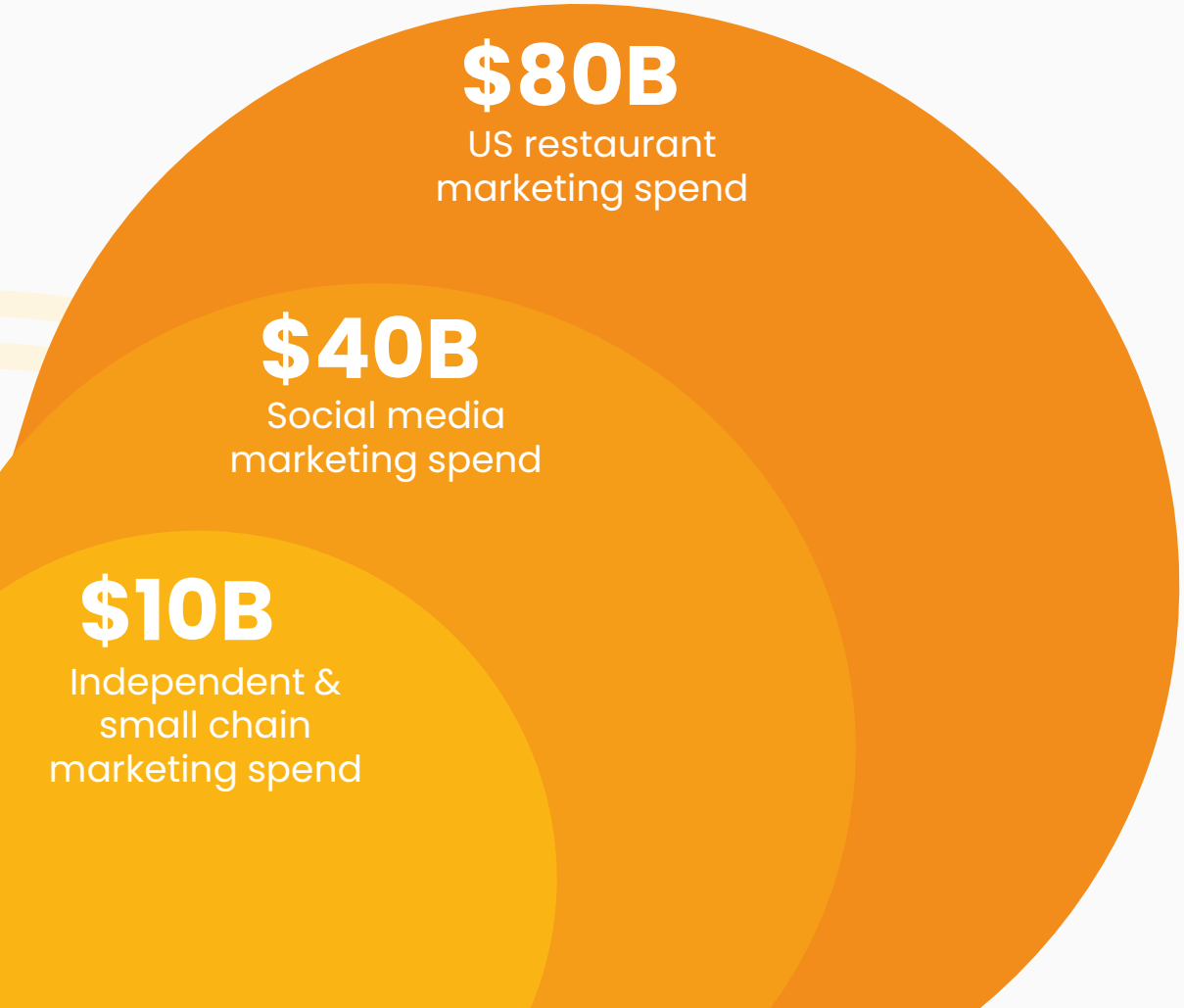
Senior Software Engineer @ Ally Lending
Engineering Manager @ Union
Software Engineer @ Red Ventures
Web Analytics Developer @ Autodesk
Software Engineer @ Midan Marketing

Advisors

Aabid Shariff
AI / ML
-PhD in Computer Science Carnegie Mellon
-15 years in Fortune 500 and startups building AI technologies that have led to over 10 patents

Dr. Ariel Smith
Marketing
-PhD dissertation on food truck marketing
-Professor at Wake Forest University

A $10B SOM at the intersection of food and influence



$45K
Pipeline ARR

30%
Attendance increase in pilot

250+
Partnership restaurants

$40K+
Funding raised

35%
YoY customer retention

3x
Creator waitlist growth

ROADMAP

Join us in transforming restaurant marketing from guesswork to guaranteed ROI

Live Beta

AI Campaign Manager Beta App Store this month

Now

AI Campaign Manager Launch

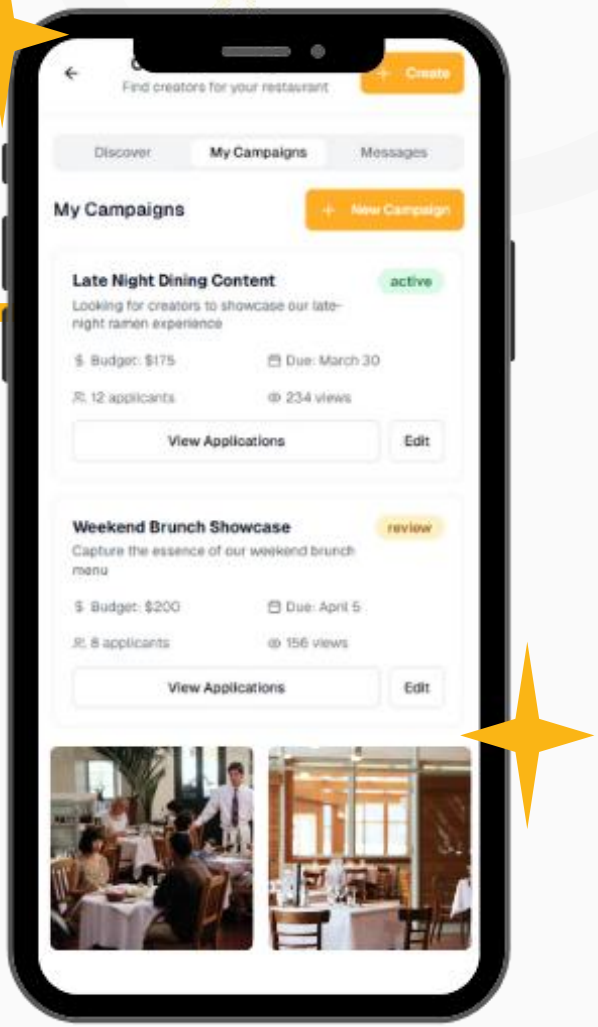
$125K ARR

Year 1

$1M ARR

National expansion + new verticals

Year 3



OUR ASK

Bridging restaurant marketing and social commerce

$500K

Pre-Seed

Build out Enterprise SaaS IP and expand marketing reach

$1M

2028P Revenue

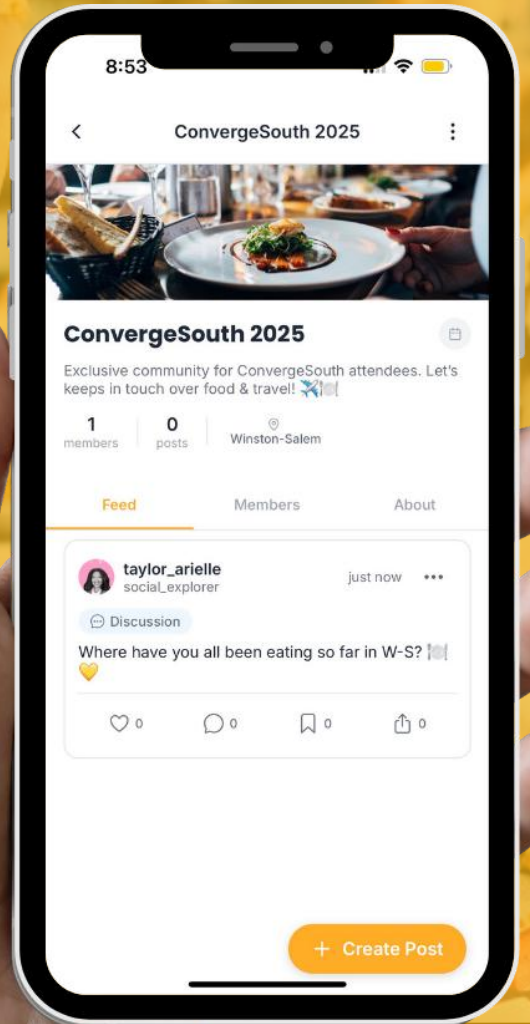
Reach 1M+ users

250% YoY Growth

SAFE terms available upon request

Troodie

Join the
ConvergeSouth
Community
on Troodie

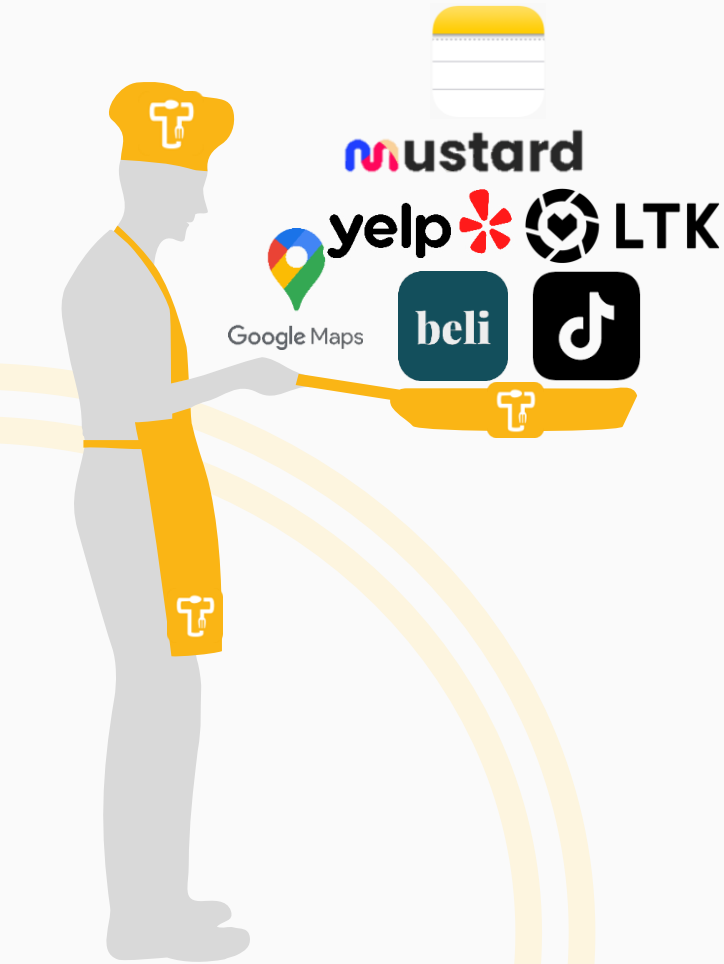


Download our Beta

Kouame N'Dri, CTO
kouame@troodieapp.com

COMPETITIVE ADVANTAGE

How we win – our recipe to scale



1 Differentiated Go-to-Market Strategy

- Scaling fast with mass onboarding via city-level & org partnerships
- User acquisition model focused on in-person marketing and social media

2 Building our data moat

- **First-party data advantage**: collects direct consumer behavior data - giving us unique insights no other review or social platform can offer
- **AI-powered personalization engine**: defensible flywheel of proprietary data that improves discovery, deepens user trust, and increases the value of our analytics

3 Yelp ≠ Personal. Mustard ≠ Sales-Based. Instagram ≠ Actionable.

- Hyper-personalization through food & travel personas that tailor each user's experience
- Turning influence into measurable sales outcomes

CURRENT PROBLEM

Yelp might be the default, but it's broken

yelp	Troodie
x Ads-driven directory	✓ Community-powered social commerce platform
x Conflicting reviews from strangers	✓ Recs from people you trust
x No ROI tracking	✓ Actionable insights + sales ROI tracking
x Forces pay to rank	✓ Allows for earned visibility
x Web-heavy, dated UI	✓ Mobile, modern, community-based