We transform franchise networks from fragmented operations into intelligent ecosystems where data drives decisions, AI automates excellence, and every business achieves its maximum potential.

The Operating System for Franchise Intelligence

Awase Khirni Syed Ph.D.

TM

Franchise Operations Control & Unified System (FOCUS)

An AI-Native Franchise Management Operating System (FMOS)

From fragmented operations to intelligent, unified growth.

™

Executive Summary

Transforming Franchise Operations at Scale

The Fragmentation Crisis

The Problem

Multi-unit franchisees struggle with fragmented systems, inefficient operations, and lack of real-time visibility across their portfolio. Legacy solutions fail to adapt to modern demands.

Market Opportunity

Targeting the $300B franchise industry with focus on multi-unit operators managing 10-500 locations across QSR, retail, and service segments.

Our Solution

FMOS delivers a unified, AI-powered platform that integrates 63 modular components into a seamless operating system designed specifically for franchise scale.

Key Differentiators

- Adaptive AI learning from franchise network data
- 30-day rapid deployment methodology
- Network effects creating sustainable competitive moat

$42K

Lifetime Value

Per customer unit economics

$8K

Customer Acquisition Cost

Efficient go-to-market motion

28

Months to Breakeven

Clear path to profitability

The Problem

Fragmented System & Opaque Operational Visibility

Vulnerabilities of Operational Inefficiencies

GAP: absence of a unified system that transforms fragmented operational data into actionable intelligence, leaving brands without real-time insights and predictive automation needed to drive consistent growth and maximize network potential.

Manual & Fragmented Technology Stack

Problem: Disconnected POS, HR, Inventory and accounting Systems

Impact: 5-8% of revenue lost to reconciliation errors, double entry, delayed decisions (Operators spend 10-15 hrs/week managing tech silos (McKinsey)

Poor Inventory & Waste Management

Problem: Over-ordering, stockouts, spoilage (especially in food)

Impact: 3-6% of COGS wasted => 1.5-3% of total revenue directly lost (Avg. food waste =4-8% of food purchases, National Grocers Association)

Compliance & Regulatory Risk

Problem: Labor laws, health codes, data privacy (e.g., GDPR, CCPA) vary by region

Impact: fines + legal fees average 0.5-2% of revenue; reputational damage can reduce sales by 5% + temporary suspensions. DOL audits increased by 30% in 2024; franchise heavy sectors targeted.

Ineffective Marketing Spend & Attribution

Problem: inability to track ROI across digital/offline channels

Impact: 20-30% of marketing budget wasted (~1-2%) of revenue due to poor targeting or attribution. Typical franchise spends 4-8% of revenue on marketing; upto 30% in inefficient.

Cash flow volatility & Financial Opacity

Problem:Delayed royalty reporting, inconsistent P&L visibility

Impact: Corporate forecasting errors lead to suboptimal capital allocation, costing 1-3% in missed growth opportunities. (franchisees with poor cash flow tools are 2x more likely to default)

Labor Shortages & Scheduling Inefficiencies

Problem: Difficulty hiring/retaining staff: over or under-staffing due to manual scheduling

Impact: 8-12% of revenue lost to overtime, turnover, or poor service => resulting in reduced sales (National Restaurant Asssociation 2024); QSR labor costs average 30-35% of sales –inefficiency adds 3-5 pts.

Third-Party Delivery Platform Dependence

Problem: High commissions (15-30%), loss of customer data, brand dilution

Impact:4-7% of total revenue eroded in net margin; up to 10% when including hidden costs (packaging, errors) (A $1M/year location pays $40-$70K in commissions alone)

Inconsistent Operational Execution Across Locations

Problem: Brand standards drift due to lack of real-time monitoring/training

Impact:Underperforming units generate 15-25% less revenue than top quartile; system-wide, this drags network revenue by 3-6% (Top 25% of franchisees outperform bottom25% by 2.3x)

Franchisee-Corporate Misalignment

Problem: Conflicts over fees, innovation pace or local autonomy

Impact: low-engagement franchisees show 1—20% lower same-store sales growth; litigation costs add 0.3-1% in legal overhead (IFA: 68% of franchisors cite "frnachisee relaitons" as top strategic risk)

Cybersecurity & Data Vulnerabilities

Problem:POS breaches, ransomware, weak access controls

Impact: Average breach costs = $4.5M (Src: IBM, 2024); for a mid-sized breand, this equal 2-5% of annual system revenue. Franchisees often lack IT resources creating a network-wide exposure

Franchise networks today are paralyzed by fragmented data and manual processes that prevent branches from achieving consistent execution, intelligent scaling, and data-driven growth demanding a unified intelligence platform to transform potential into performance. A typical franchise system leaves 15-25% potential revenue unrealized due to these combined inefficiencies.

The Problem

Franchise Networks are Breaking under Operational Complexity

The Fragmentation Crisis

Franchise networks are drowning in siloed systems, manual processes, and reactive management that prevent scalable growth.

Third-party platforms like Uber Eats extract margins up to 30%, limit data ownership, and fragment the customer experience across touchpoints.

Corporate headquarters lack real-time visibility into unit performance, while franchisees struggle without adequate operational support.

85% of franchise operators report wasting more than 10 hours per week reconciling data across disparate platforms.

— *Franchise Industry Survey 2025*

The Problem

Company Overview & Foundation

The Fragmentation Crisis

MISSION

To revolutionize franchise management by providing the world's first AI-native operating system that transforms fragmented networks into synchronized, intelligent ecosystems where every franchise thrives and every brand achieves unprecedented growth. To be the trusted partner that franchise owners and brand executives rely on to navigate complexity, predict opportunity, and achieve operational perfection turning daily challenges into sustainable competitive advantage.

VISION

To become the indispensable central nervous system for every franchise organization on the planet, creating a future where data-driven decisions, automated excellence, and collaborative intelligence redefine what's possible in business ownership and brand expansion. To build the definitive platform where franchise networks transform from collections of independent businesses into intelligent, responsive organisms that learn, adapt and excel together.

Core Values

- **Franchisee-First Design:** Every feature built from operator feedback
- **Operational Excellence:** Precision and reliability in every interaction
- **Adaptive Innovation:** Continuous evolution with market demands
- **Transparent Partnership:** Clear ROI and collaborative success

Current Stage

Growth stage with proven product-market fit, expanding customer base, and clear path to market leadership

We provide franchisors with unprecedented visibility and control while giving franchisees the tools to run their businesses effortlessly creating perfect alignment between brand strategy and local execution.

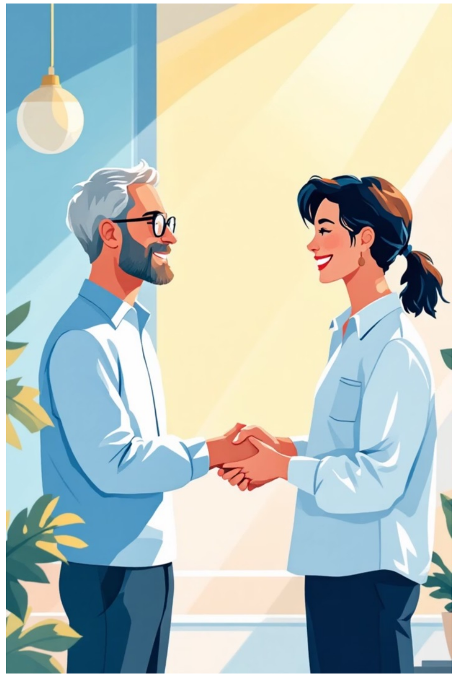
The Problem

Value Proposition & Value Drivers

Dual Value Proposition-Empowering Both Sides

Franchisors

- Transform oversight into network optimization
- Replace fragmented systems with unified intelligence
- Drive brand consistency while enabling adaptation



Franchisees

- Personalized guidance from network best practices
- Reduced burden through intelligent automation
- Data-driven insights for local market success

Network Intelligence

Every franchisee's experience makes the entire system smarter for all. Collective learning creative exponential value across the network

Franchisee-Centric Design

Tools built specifically for the people running locations daily. Intuitive interfaces that reduce training time and increase adoption.

Value Drivers

Four Unique value drivers setting us apart

Predictive Operations

Move from fixing problems after they occur to preventing them before they happen. Anticipate challenges and opportunities

Compliance Automation

Stay ahead of regulatory changes across multiple jurisdictions automatically. Reduce risk while freeing up management time.

Customer Segments

Tailored Solutions for every stage

Enterprise Franchisors

Profile: 100+ locations, complex operations, global presence

Solution: Enterprise-grade scalability, regulatory intelligence, and sophisticated network optimization capabilities

Mid-Market Franchisors

Profile: 10-100 locations, high-growth phase, resource constraints

Solution: Cost-effective implementation with predictive capabilities and comprehensive franchisee support systems

Emerging Brands

Profile: 1-10 locations, establishing systems and processes

Solution: Scalable foundation with best practice implementation and growth enablement tools from day one

MARKET ANALYSIS

Massive Market Opportunity in Franchise Tech

The Fragmentation Crisis

1 — **TAM: $45B**

Global franchise management software

2 — **SAM: $12B**

Multi-unit operators (10+ locations)

3 — **SOM: $1.8B**

QSR, retail, service franchises in North America

Target Franchise Segments

Quick Service Restaurants

Fast food, coffee shops, and fast-casual dining concepts requiring real-time operations management

Retail Franchises

Specialty retail, convenience stores, and consumer services with inventory complexity

Service Franchises

Fitness, automotive, education, and professional services with scheduling demands

Key Market Trends Driving Adoption

AI Adoption

Operators demanding predictive analytics and automated decision-making

Direct Ordering

Shift to proprietary channels reducing third-party dependency

Labor Optimization

Rising costs forcing intelligent scheduling and productivity tools

MARKET SEGMENT

MARKET : Top 11 Market Statistics

Market Insights

A Massive, Underserved Market Waiting for Innovation

Rank	Country	Franchise Sales (USD)	Est.# of Franchise Outlets	Key Sectors	Notables Notes
1	USA	$897 billion	785,000	QSR, Retail, Fitness	World's largest market; ~10% of all businesses are franchises
2	China	$250 billion	300,000+	F&B, Education, Retail	Heavy use of "quasi-franchising"; KFC = largest foreign brand
3	Germany	$130 billion	100,000	Automotive, Retail, Services	Highest franchise revenue in Europe
4	Japan	$215 billion	350,000	Convenience Stores, F&B	7-Eleven, FamilyMart dominate; high system standardization
5	France	$81 billion	75,000	Fashion, Hospitality, F&B	First EU country with franchise disclosure law (1989)
6	Brazil	$45 billion	150,000	Education, Health, F&B	Fastest-growing in Latin America; 14% CAGR projected
7	UK	$25 billion	48,000	Food, Home Services, Fitness	90% franchisee profitability rate
8	Australia	$123 billion	95,000	Retail, F&B, Services	Strict Franchising Code of Conduct since 1998
9	Canada	$78 billion	78,000	QSR, Automotive, Retail	6 provinces require franchise disclosure
10	Mexico	$25 billion	90,000	QSR, Retail, Education	Top franchise market in Latin America by brand count
11	India	$15 billion	100,000	QSR, Education, Fashion	Growing at 14% CAGR; Domino's = largest pizza chain

$4.3T

Global Franchise Market

2025 market size, expanding at 6.2% CAGR through 2030

1,871K+

Top 11 Locations in the World

Representing massive deployment potential

$28B

Annual Digital Spend

Food & retail franchising transformation investment

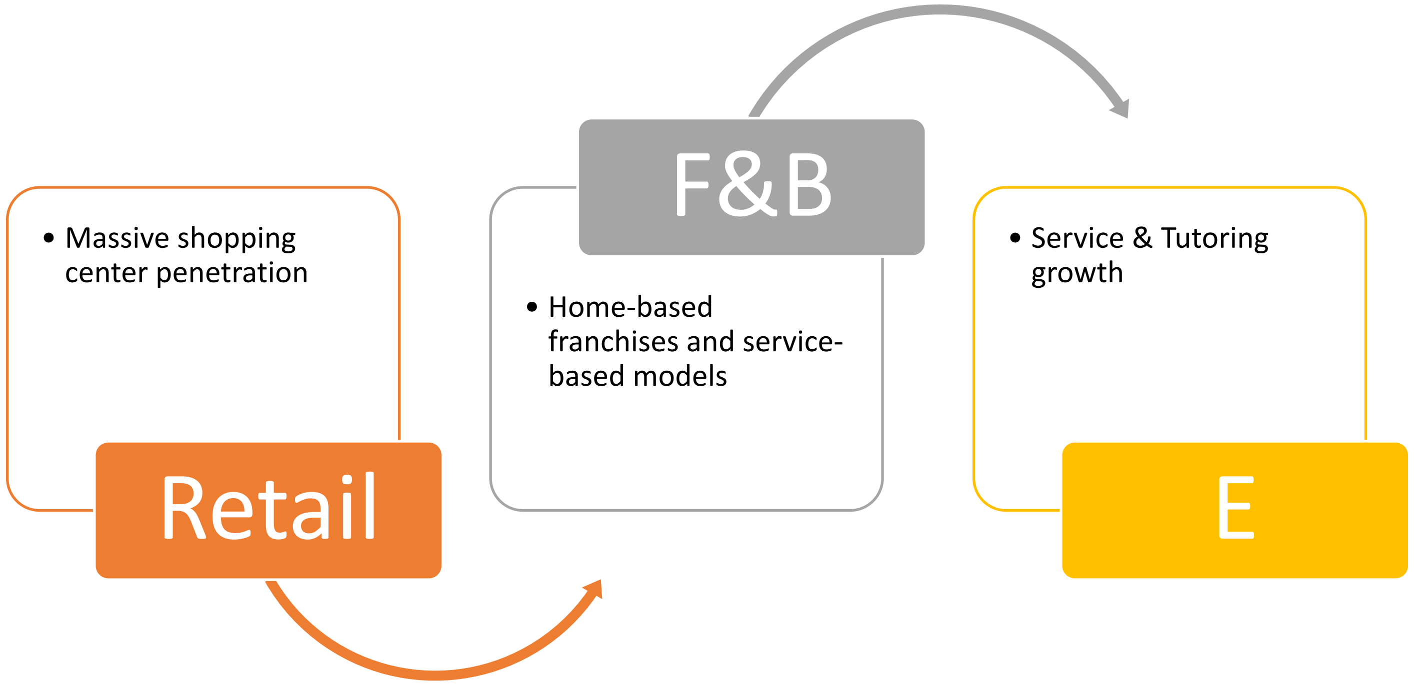
CAGR- compound Annual Growth Rate

MARKET SEGMENT

MARKET : CANADA

Market Insights

- A mature franchise sector with 1300 franchise brands operating over 90,000 units to generate $ 81.4 billion USD
- Franchise sector directly employs more than 1.9 million Canadians representing a significant portion of the national workforce
- Quick Service Restaurants continue to anchor the market, while retail, health and fitness and home service show robust expansion.



Franchise sales	CAD 105 billion
Franchise establishments	78000+
% of private-sector GDP	~10%
Key Sectors	QSR, Automotive, Retail
Notes	High density of food franchises per capita, . 6 provinces have franchise disclosure laws (e.g., Ontario, Alberta).

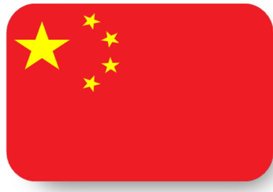
Micro-Franchises Reshape Entry Points

An emerging trend is noted where home-based franchises, service-based models and innovative “micro-franchises” that lower capital requirements and attract first-time entrepreneurs. This democratization of franchise ownership is expanding market participation across demographics.

MARKET SEGMENT

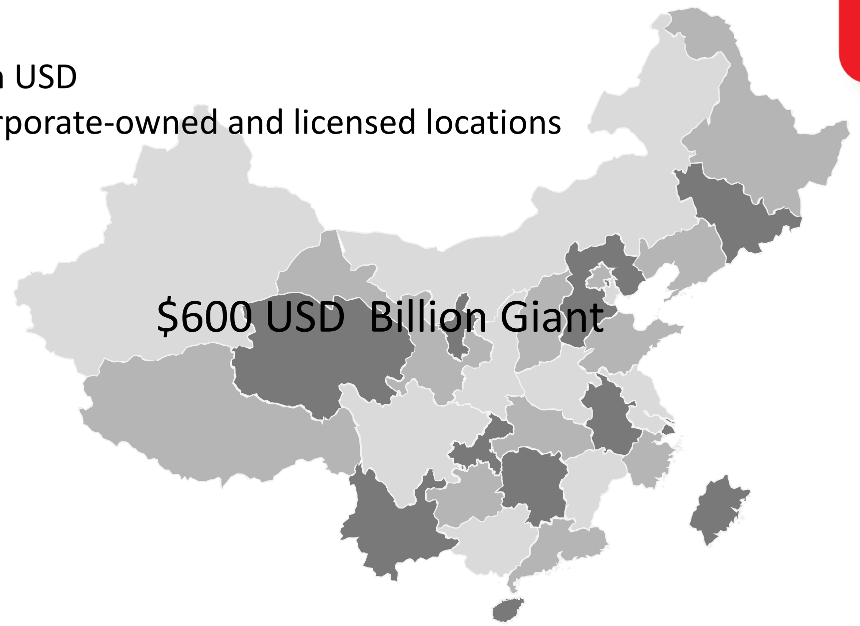
MARKET : CHINA

Digital Integration meets massive scale



Market Insights

- World's largest consumer population and unprecedent urbanization where franchise market has surpassed $600 billion USD
- Chinese model differs fundamentally from western franchising, with many "franchises" actually operating as hybrid corporate-owned and licensed locations



Retail
- Massive shopping center penetration

F&B
- Fierce Quick Service Restaurants (QSR) and Coffee Competition

Education
- Service & Tutoring growth

Franchise sales	US$ 250B (approx.)
Franchise establishments	300,000+
Key sectors	F&B, Education, Retail
Notes	Luckin Coffee, Mixue Bingcheng using asset-light franchise-like models, KFC (2000+ stores), McDonald's expanding.
	Heavy use of "quasi-franchising"; KFC = largest foreign brand

The Digital-First Franchise Revolution

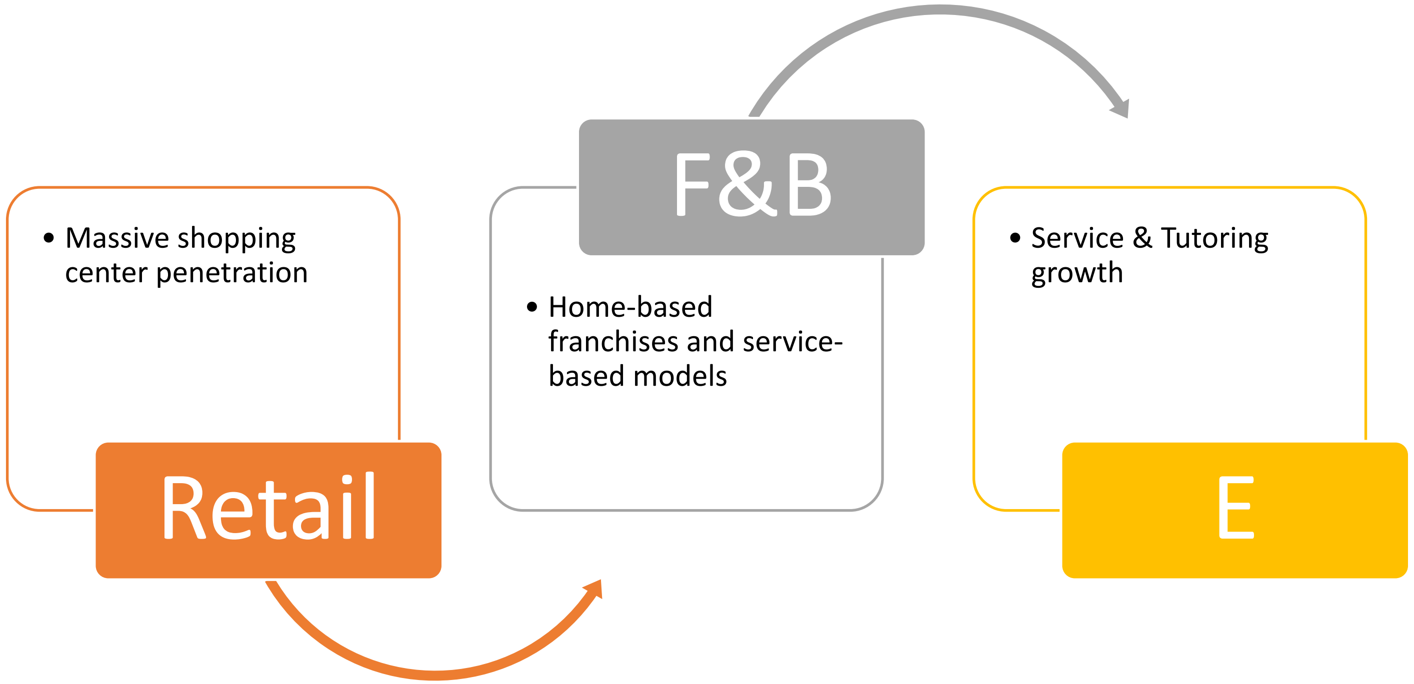
China's distinguishing characteristic is complete integration with digital ecosystems. WeChat and Alipay super-apps power ordering, payment, loyalty programs, and marketing in ways unimaginable in Western markets. This digital-first approach creates operational efficiencies while generating unprecedented customer data. International brands entering China must adapt to local tastes, digital expectations, and consumer behaviors—those that succeed unlock enormous market potential.

MARKET SEGMENT

MARKET : USA

Market Insights

- A mature franchise sector with 8000 franchise brands operating over 790,000 units to generate $ 860 billion USD
- Franchise sector directly employs more than 1.9 million Canadians representing a significant portion of the national workforce
- Quick Service Restaurants continue to anchor the market, while retail, health and fitness and home service show robust expansion.



Franchise sales	**$897 billion (USD) 2024Y**
Franchise establishments	785000+
Employees in franchised businesses	8.4 million
Top brands	McDonald's, Subway, 7-Eleven, Dunkin', Anytime Fitness

Strategic Evolution: Multi-Unit and Non-Traditional Models

Investor focus has shifted toward multi-unit ownership strategies that leverage economies of scale. Non-traditional franchise concepts including boutique fitness studios, senior care services, and specialized business solutions are capturing significant market share. This trend reflect both market saturation in traditional categories and evolving customer preferences toward specialized, experience-driven services.

MARKET SEGMENT

MARKET : EUROPE

Market Insights

- A mature, fragmented franchise landscape with over 6500 brands operating ~500,000 units across 30+ countries, generating an estimated Euro 380 billion in annual sales
- Franchising directly employs over 5 million people, making it a critical engine for SME growth and regional employment.
- Food & Beverage (F&B) remains dominant, but health/wellness, education, and eco-friendly services are seeing accelerated growth post-pandemic

Retail

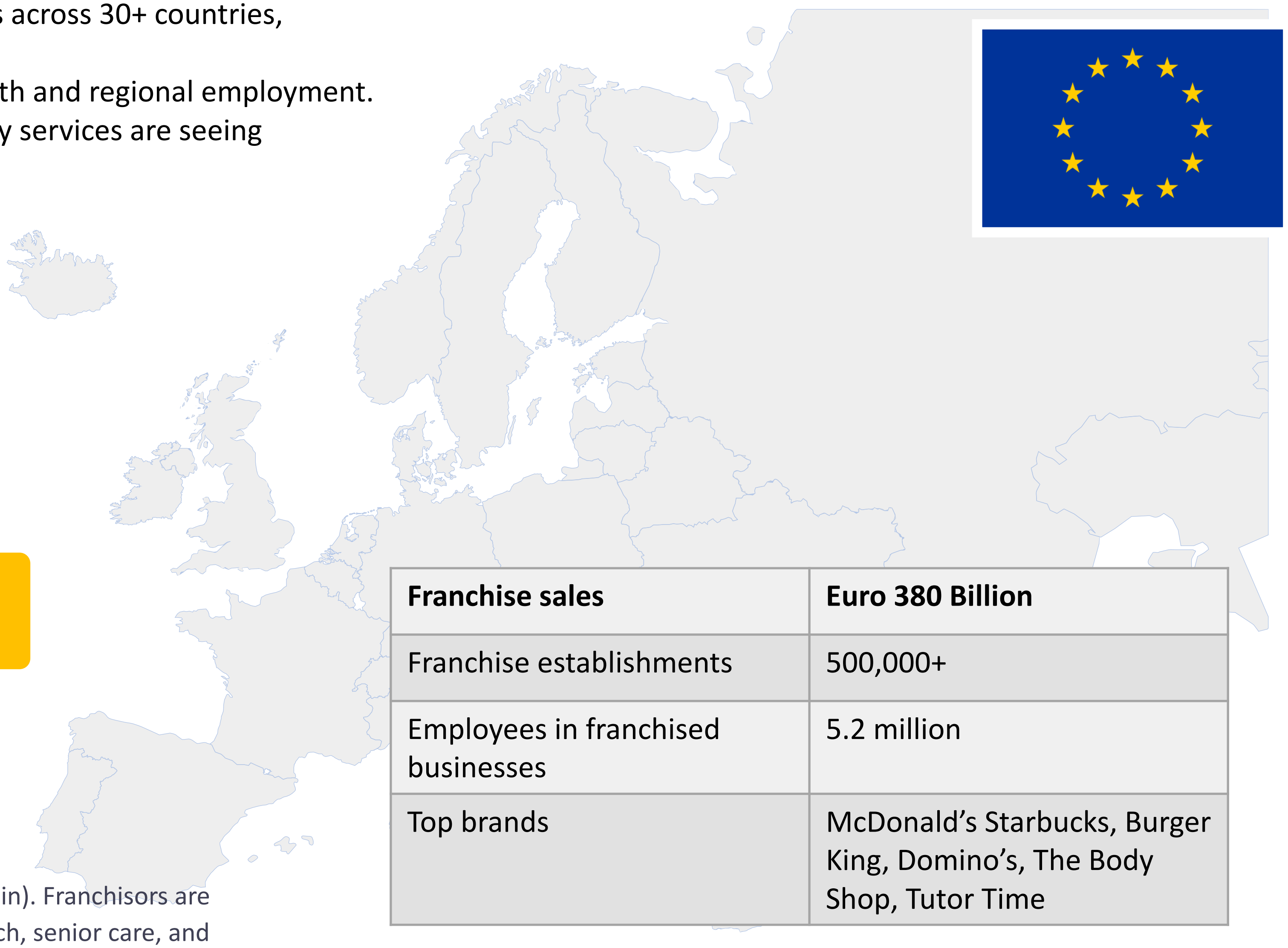
- High street penetration with fashion, beauty and convenience stores
- E-commerce integration driving "click and collect" hybrid models

F&B

- Fast-casual chains and coffee shops
- Strong presence of global brands + local champions

E

- Service & Tutoring growth, language schools
- Experiential services gaining traction in urban centers



Franchise sales	Euro 380 Billion
Franchise establishments	500,000+
Employees in franchised businesses	5.2 million
Top brands	McDonald's Starbucks, Burger King, Domino's, The Body Shop, Tutor Time

Strategic Evolution: Multi-Unit & Cros—Border Scaling

Investors increasingly favor multi-unit operators managing portfolios across borders (e.g., France, Germany, Spain). Franchisors are adapting to regional regulations while standardizing core operations. Non-traditional sectors like sustainable tech, senior care, and pet services are emerging as high-growth verticals.

MARKET SEGMENT

MARKET : BRAZIL

Market Insights

- Rapidly maturing with ~2900 brands and 170,000+ units generating ~40 billion USD annually.
- Employs over 1.5 million Brazilians one of the largest franchise workforces in Latin America.
- F&B dominates (45% of units), but service-based franchises (education, beauty, home services) are expanding fastest due to urbanization and rising middle class.

Retail

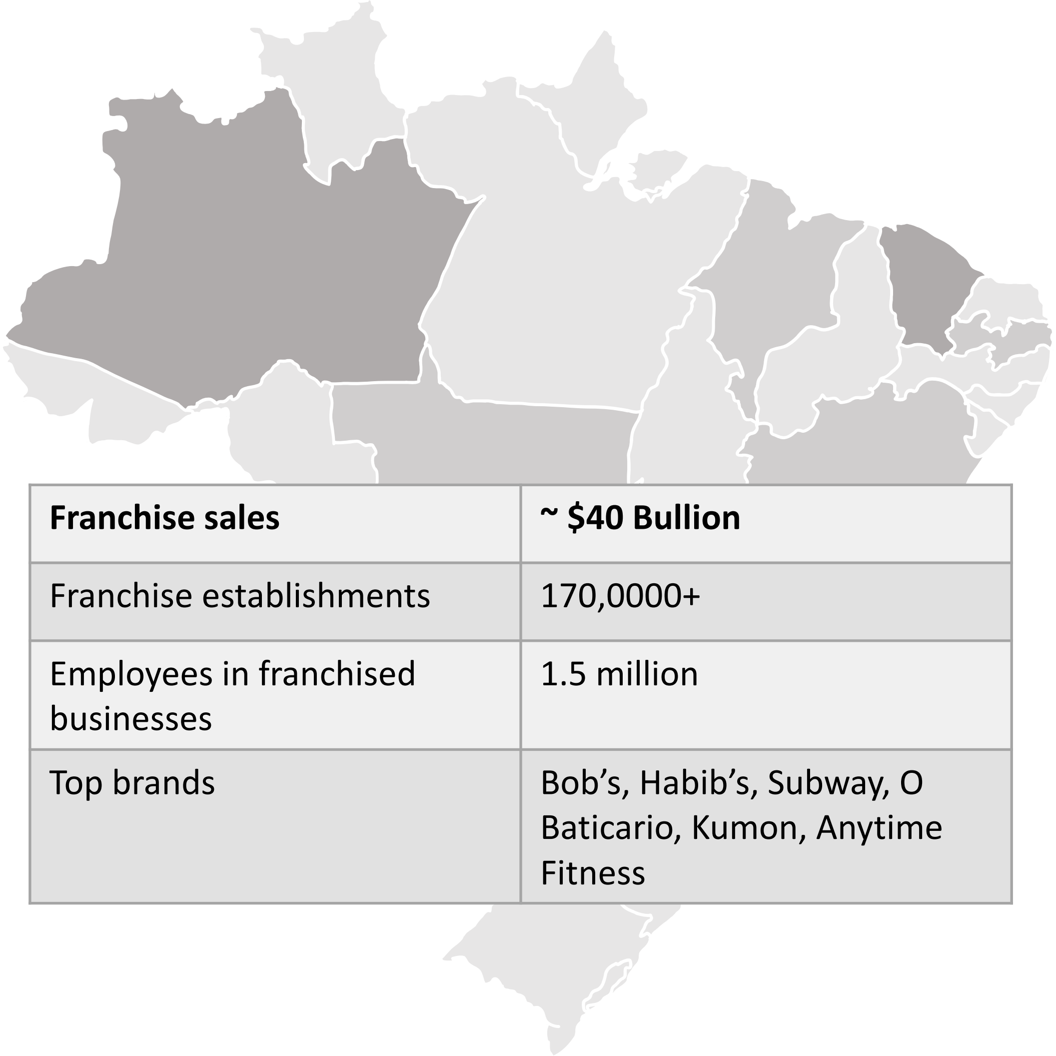
- Fashion, footwear, and mobile accessories show strong mall penetration
- Growth in "pop-up" and kiosk formats in transit hubs

F&B

- Coffee shops, fast food, and bakery chains dominate
- Local giants, Bob's, Habib's Giraffas; international; subway, KFC

E

- Tutoring academies (e.g. Kumon, Anglo) and beauty salons (e.g., Beleza Natural) booming
- Home services (cleaning, repairs) gaining traction via app-integrated franchises



Franchise sales	~ $40 Bullion
Franchise establishments	170,0000+
Employees in franchised businesses	1.5 million
Top brands	Bob's, Habib's, Subway, O Baticario, Kumon, Anytime Fitness

Strategic Evolution: Urban Density & Digital Integration

Investor focus has shifted toward multi-unit ownership strategies that leverage economies of scale. Non-traditional franchise concepts including boutique fitness studios, senior care services, and specialized business solutions are capturing significant market share. This trend reflect both market saturation in traditional categories and evolving customer preferences toward specialized, experience-driven services.

MARKET SEGMENT

MARKET : INDIA

Market Insights

- Hyper-growth with over 1800 brands and 85000 units, generating ~14.5 billion USD
- Employs over 1 million people with rapid job creation in Tier 2/3 cities.
- F&B leads (40% of units), but edutech, healthcare, and retail are accelerating due to digital adoption and demographic dividend.

Retail

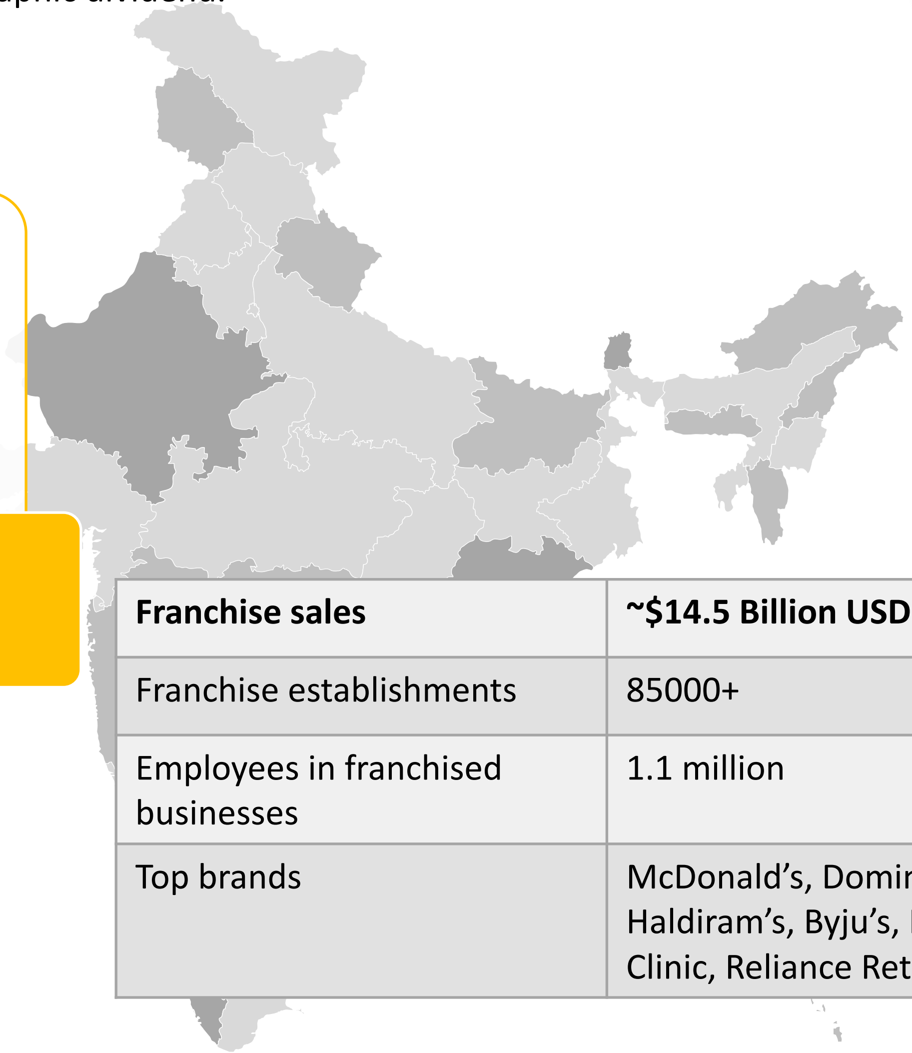
- Apparel, footwear, and electronics seeing explosive growth in tier 2/3 cities
- "Store-in-store" and kiosk models popular in malls and metro stations.

F&B

- Quick service restaurants (QSR) and cloud kitchens dominate
- Local stars: Haldiram's, Wow! Momo, Chaayos; global, McDonald's, KFC, Domino's

E

- Coaching centers (Byju's, Allen Career Institute0, fitness (Cult.fit0, and beauty (Kaya Skin Clinic) expanding aggressively.
- Franchise models enabling access to quality services in underserved regions



Franchise sales	**~$14.5 Billion USD**
Franchise establishments	85000+
Employees in franchised businesses	1.1 million
Top brands	McDonald's, Domino's, KFC, Haldiram's, Byju's, Kaya Skin Clinic, Reliance Retail

Strategic Evolution: Tier 2/3 Expansion & Tech Enablement

Franchisors are shifting focus form metros to Tier 2/3 cities, leveraging mobile apps, AI-driven logistics, and micro-financing to support franchisees. "Hybrid franchisees" blending physical and digital touch points are becoming the norm.

OUR SOLUTION

FOCUS: Franchise Operations Control & Unified System

Transform franchise networks from collections of independent operators into intelligent, adaptive ecosystems

Unified Intelligence

A single, AI-native operating system that seamlessly unifies people, data, channels, and decisions across your entire franchise network.

Strategic Co-Pilot

Not just software—a strategic partner that works alongside every stakeholder, from franchisees to corporate executives.

Embedded AI

Intelligence woven into daily operations as a native capability, not bolted on as an afterthought.

Standardized Excellence + Local Intelligence

Brand consistency meets market-specific adaptation

Human-AI Collaboration

Augmenting capabilities, not replacing people

Enterprise-Grade Foundation

Zero-trust security, open integration architecture, mobile-first UX

CORE CAPABILITIES

FIVE PILLARS OF FRANCHISE EXCELLENCE

72 modules for world-class enterprise grade end-to-end solutions

1

Unified Data Fabric

Seamlessly connects POS, HR, finance, delivery platforms, and IoT devices into one intelligent data layer.

2

AI Engine

Predictive analytics, prescriptive recommendations, and self-learning algorithms that improve with every transaction.

3

Franchisee Empowerment Suite

Intelligent scheduling, inventory optimization, compliance automation, and adaptive training modules.

4

Corporate Command Center

Real-time network health monitoring, risk detection, and strategic planning dashboards.

5

Direct Commerce Layer

Brand-owned customer relationships and zero-commission marketplace—own your customer, own your margin.

Product Architecture & Innovation

72 modules for world-class enterprise grade end-to-end solutions

FMOS Platform Architecture

Our modular operating system integrates seamlessly with existing franchise infrastructure while providing unprecedented visibility and control. Built on cloud-native architecture with enterprise-grade security and 99.9% uptime SLA.

Core capabilities include: real-time multi-location dashboards, predictive inventory management, automated compliance monitoring, integrated financial reporting, and intelligent workforce scheduling.

Module Ecosystem

70 specialized modules covering every aspect of franchise operations

- Operations & Compliance (14 modules)
- Financial Management (12 modules)
- Customer Experience (11 modules)
- Supply Chain & Inventory (10 modules)
- Workforce & HR (9 modules)
- Analytics & Reporting (7 modules)

Innovation Roadmap: Next-Generation Features

1

Q2 2025: Generative AI

Natural language operations assistant and automated report generation with predictive insights

2

Q4 2025: Blockchain Audit

Immutable compliance trails and transparent multi-party transaction verification

3

Q2 2026: AR Support

Remote expert assistance and visual training modules for complex procedures

Strategic Market Entry & Growth

70 modules for world-class enterprise grade end-to-end solutions

Ideal Customer Profile

Multi-unit franchisees operating 10-500 locations seeking operational efficiency and scalability. Typically generating $50M-$500M in annual revenue with dedicated operations leadership.

Sweet spot: 25-150 units with recent expansion plans and existing tech stack frustrations.

Sales Motion

Hybrid approach combining inside sales with strategic partnerships. Direct team focuses on mid-market operators while channel partners target enterprise accounts.

Average sales cycle: 45-90 days with pilot-to-production conversion rate of 73%.

Pricing Architecture

Starter Tier

$299/location/month

Core modules: operations dashboard, basic reporting, compliance tracking. Ideal for 10-25 units.

Professional Tier

$399/location/month

Full module access, AI-powered analytics, priority support. Best for 25-100 units.

Enterprise Tier

Custom pricing

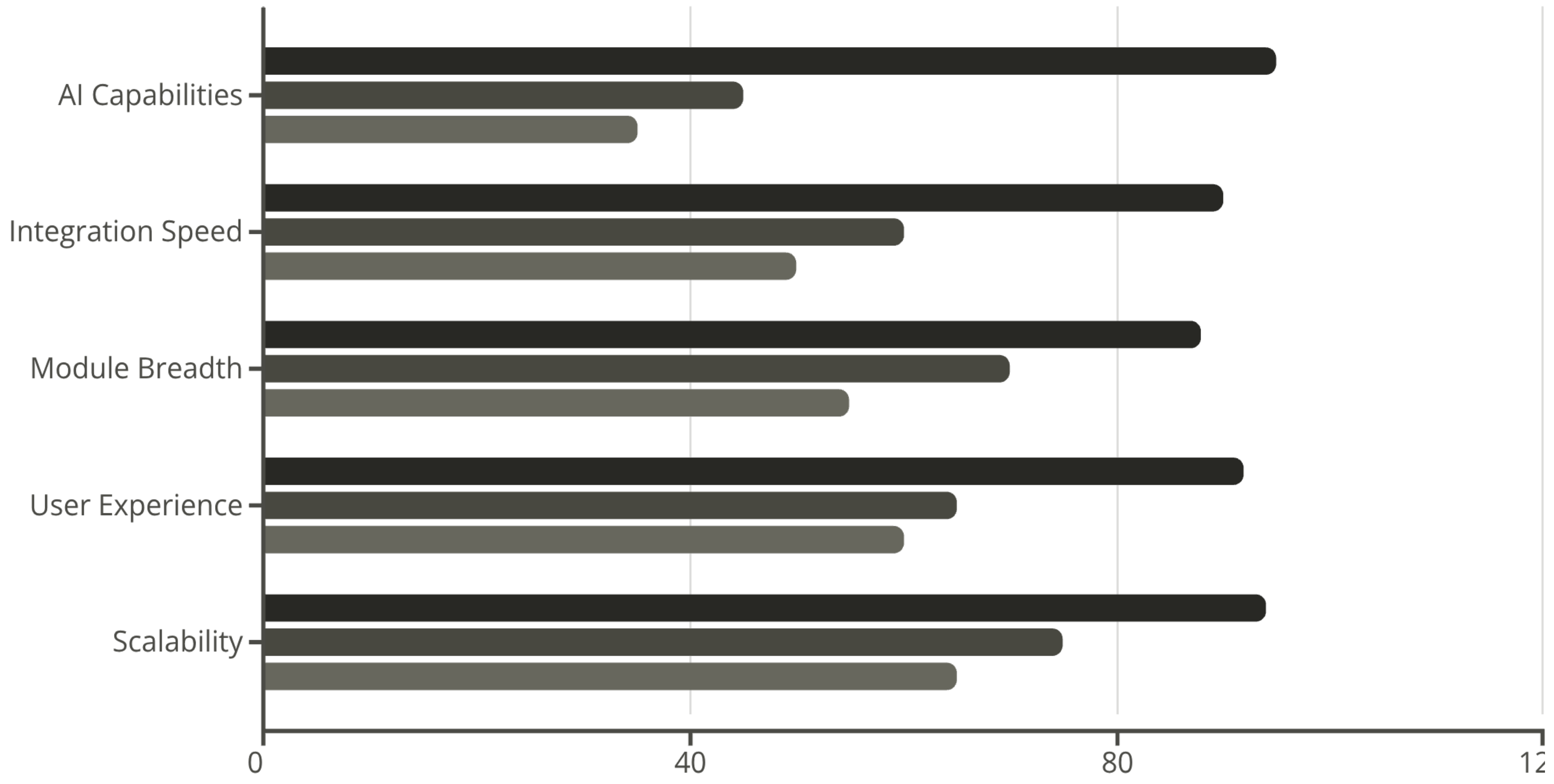
White-label options, dedicated success team, custom integrations. For 100+ units.

MARKET POSITION ANALYSIS

Competitive Landscape & Differentiation

70 modules for world-class enterprise grade end-to-end solutions

We compete in a fragmented landscape where legacy players offer incomplete solutions and modern entrants lack franchise-specific depth. Our sustainable competitive advantage comes from network effects and continuously learning AI.



Network Effects Moat

Each new franchisee strengthens our AI models with anonymized operational data, creating insights impossible for competitors to replicate. The platform becomes more valuable as the network grows.

Adaptive AI Engine

Our proprietary machine learning continuously optimizes recommendations based on millions of franchise transactions, seasonal patterns, and regional variations across our customer base.

Operations & Delivery Excellence

70 modules for world-class enterprise grade end-to-end solutions

01

30-Day Rapid Deployment

Proprietary onboarding methodology with pre-built integrations, automated data migration, and dedicated implementation team ensuring zero operational disruption

02

Hybrid Support Model

AI-powered chatbot handles 70% of queries instantly, escalating complex issues to specialized human experts with full context and priority routing

03

Enterprise Security

SOC 2 Type II certified with ISO 27001 roadmap, ensuring bank-level encryption, regular penetration testing, and compliance with franchise data requirements

Implementation Timeline

- **Days 1-7:** Discovery, data mapping, integration planning
- **Days 8-14:** System configuration, initial data migration
- **Days 15-21:** User training, pilot location testing
- **Days 22-30:** Full rollout, optimization, success metrics

Support Metrics

Average response time: **under 2 minutes**

First-contact resolution: **85%**

Customer satisfaction score: **4.8/5.0**

24/7 availability with multi-language support

PROACTIVE RISK MANAGEMENT

RISK MITIGATION & EXIT STRATEGY

70+ modules for world-class enterprise grade end-to-end solutions

Integration Complexity

Risk: Difficult technical integrations delaying customer value

Mitigation: Pre-built connectors for 40+ major POS, accounting, and supply chain systems with automated testing frameworks

Franchisee Resistance

Risk: Adoption challenges due to change management

Mitigation: 90-day ROI guarantee, gamified onboarding UX, and dedicated success managers ensuring rapid value realization

Data Privacy Concerns

Risk: Security breaches damaging customer trust

Mitigation: Zero-trust architecture, role-based access control (launching M12), and comprehensive compliance framework

Exit Opportunities & Value Creation

Strategic Acquisition Path

Natural acquirers include enterprise software leaders seeking franchise vertical expansion:

Expected acquisition multiples: 8-12x ARR at scale based on comparable SaaS transactions in vertical software.

IPO Trajectory

If we achieve $200M+ ARR by 2030 with strong unit economics and market leadership, public markets become viable path.

Comparable public comps trading at 10-15x revenue multiples.

FINANCIALS

FINANCIAL PROJECTIONS & UNIT ECONOMICS

70 modules for world-class enterprise grade end-to-end solutions

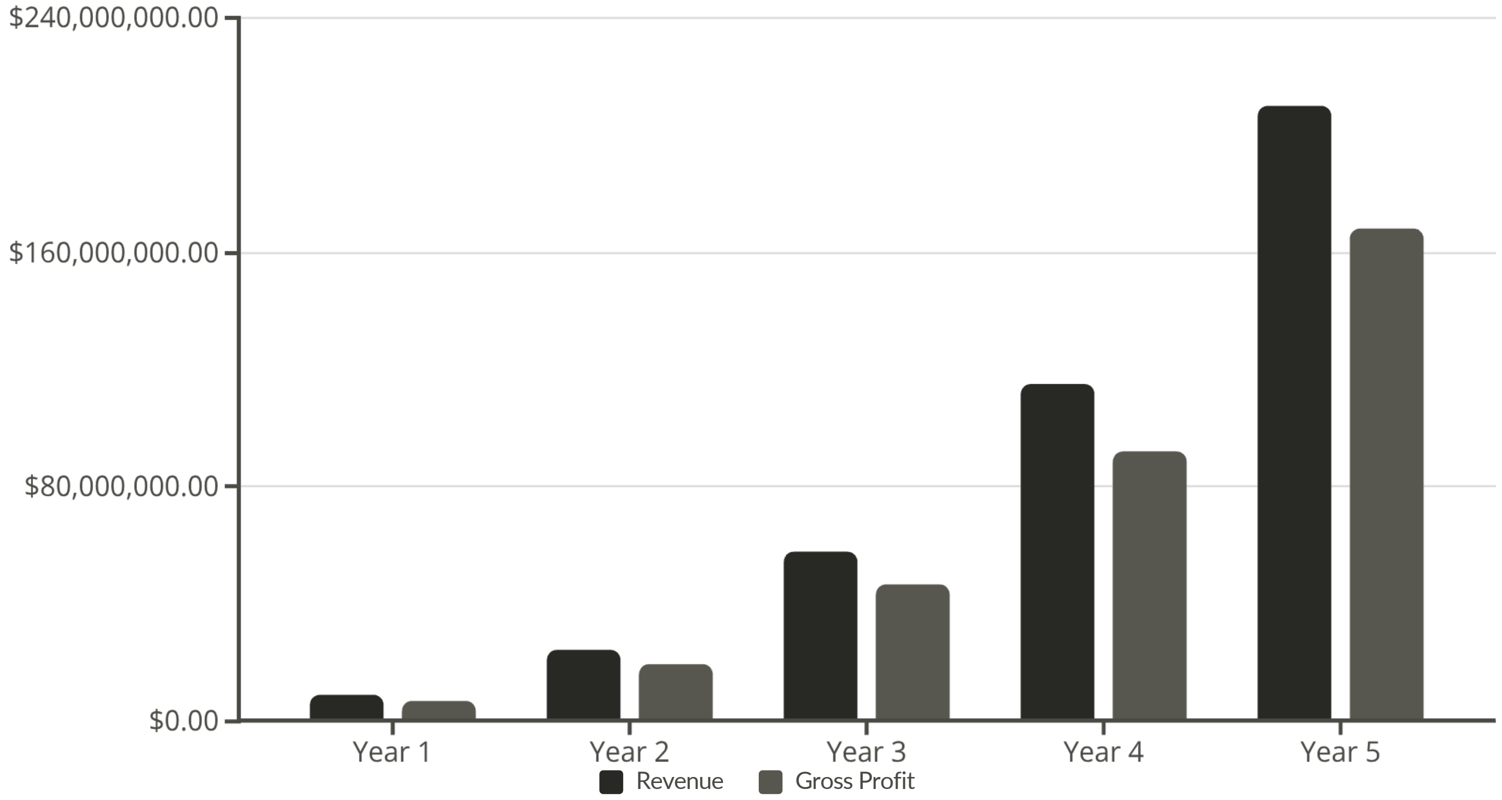
$42K
Customer LTV
Based on 3.5 year average retention

$8K
CAC
Blended acquisition cost

5.25x
LTV:CAC Ratio
Best-in-class SaaS economics

28
Months to Breakeven
Payback period per customer

5-Year Revenue Projection



Key Financial Assumptions

- 80% gross margins (typical SaaS)
- Annual churn rate: 8-12%
- Average contract value: $96K annually
- 30% net revenue retention expansion

Capital Requirements

Series A: $15M for product development, sales expansion, and market penetration

Path to profitability by month 36 with disciplined growth strategy

CORE CAPABILITIES

Feature Spotlight

70 modules for world-class enterprise grade end-to-end solutions

Integrated Procurement & Health Compliance

Regulatory & Health Compliance

Integrated Risk Management & Taxation

Franchise Risk & Taxation

Delivery & Direct Commerce: M61–M63

Three integrated modules that transform how franchises manage off-premise dining and customer relationships.

M61: Unified Delivery Aggregation
Single interface for all delivery platforms—like Otter, but native to FMOS with deeper intelligence.

M62: Marketplace Intelligence
Optimize performance across Uber Eats, DoorDash, and other platforms with AI-driven insights.

M63: In-House Marketplace
Zero-commission ordering with full CRM control and customer data ownership.

25%

Sales Increase

Growth in direct customer orders

18%

Cost Reduction

Lower off-premise operational costs

CORE CAPABILITIES

Business Model

Built for Predictable Growth

SaaS Subscription

$299 per location/month

Tiered pricing based on feature access and franchise size, ensuring flexibility and value at every scale.

Value-Based Pricing

ROI guarantee or money back

We're confident enough in our impact to offer performance-based guarantees.

Transaction Fee

0.5% on marketplace orders

Optional revenue share on in-house marketplace transactions—aligned incentives for mutual growth.

Per franchisee annually

$10K

Minimum ACV

Enterprise tier potential

$50K

Target ACV

VALIDATION

Proven Results across Real Franchise Networks

Built for Predictable Growth

Pilot Program Scale

3 multi-unit QSR brands representing 120+ locations currently deployed

14% Labor Cost Reduction

Achieved within 90 days of implementation

92% Adoption Rate

Franchisee adoption vs. industry average of 45%

Letters of intent secured from 2 national franchise groups representing 500+ units, validating product-market fit and scalability.

ROAD AHEAD

Global Expansion Roadmap

A strategic 3 year journey to transform franchising across continents

01 Year

LAUNCH, FOUNDATION & REGIONAL EXAPANSION

Establishing product-market fit and early adopter traction across five strategic regions: Canada, USA, UAE, Saudi Arabia, and India. Focus on core verticals including QSR, retail, automotive services, and fitness.

Product Readiness

Launch MVP FMOS Core with 24 essential modules, localized UI/UX in English, Arabic, and Hindi. Full PCI-DSS Level 1 certification and compliance with regional data protection laws.

Market Strategy

Partner with top franchise aggregators in North America, form strategic alliances with royal family-backed groups in Middle East, deploy freemium model in India.

Compliance Foundation

Certify regulatory intelligence and food safety modules for each jurisdiction. Enable multi-currency royalties across USD, CAD, AED, and INR.

Regional Go-to-Market Approach

North America

Verticals: QSR, Fitness, Retail

Strategy: Partner with top 3 franchise aggregators; land-and-expand with multi-unit franchisees

Middle East

Verticals: Luxury F&B, Automotive, Education

Strategy: White-glove onboarding with royal family-backed franchise groups

India

Verticals: Cloud kitchens, Pharma, EV service

Strategy: Freemium for sub-5 unit franchisees; bundle with MSME digitization grants

50+	2K+	$18M	95%+
Franchise Brands	Live Locations	Annual Revenue	Payment Success
Onboarded across five strategic markets	Actively using FMOS platform	ARR target for year-end 2026	Across all embedded gateways

ROAD AHEAD

Global Expansion Roadmap

A strategic 3 year journey to transform franchising across continents

02 Year

VERTICAL DEEPENING & EMERGING MARKET PENETRATION

Expanding into seven new strategic markets while deepening vertical expertise in regulated industries. Focus shifts to healthcare, education, automotive, and AI-native workflow embedding across UK, Germany, Australia, Mexico, Brazil, South Africa, and Indonesia.

01

Specialized Module Launch

Deploy healthcare, automotive, retail assortment, and supply chain resilience modules. Enable blockchain audit for royalty transparency in high-trust markets.

02

Emerging Market Innovation

Roll out AR training and voice AI for non-tech-savvy users. Add French, German, Portuguese, and Bahasa language support for regional penetration.

03

Ecosystem Integration

Deploy API marketplace enabling third-party ISV integrations with Zoho, Tally, and Odoo. Activate government incentives optimizer for EU and India.

Regional Expansion Strategy

Europe

Co-sell with SAP and Oracle partners, emphasizing GDPR-compliant data governance. Target established franchise brands seeking digital transformation.

Latin America

Bundle with Mercado Pago and Stone POS systems. Focus on Brazilian food franchises with high growth potential and digital readiness.

SEA & Africa

Partner with regional cloud providers like Telkom SA and GoTo. Offer offline-first Edge Platform for connectivity-challenged environments.

200+
Franchise Brands
Global portfolio expansion

$75M
ARR Target
Triple revenue growth

10K+
Active Locations
Operational worldwide

40%
International Revenue
From outside North America

ROAD AHEAD

Global Expansion Roadmap

A strategic 3 year journey to transform franchising across continents

Cementing position as the de facto operating system for global franchising. Expanding to Japan, South Korea, Nigeria, Poland, Chile, and Vietnam while monetizing data network effects and launching autonomous operations capabilities.

03 Year

GLOBAL LEADERSHIP & ECOSYSTEM MONETIZATION

Complete Platform Maturity

All 72 modules live, including quantum-safe security vault and sustainability ROI tracking. AI Agent Layer provides autonomous "Franchise Copilot" functionality.

Content Automation

GenAI engine auto-generates localized marketing, training, and compliance documentation in 20+ languages with cultural adaptation.

Enterprise Intelligence

Network health ecosystem delivers board-level risk dashboards with predictive insights and scenario modeling capabilities.

Diversified Revenue Streams

Platform Revenue

- Per-location SaaS subscriptions
- Embedded payments take rate
- Procurement margin sharing

Data & Insights

- Anonymized benchmarking marketplace
- Industry intelligence reports
- Predictive analytics licensing

Strategic Partnerships Powering Growth

Mastercard

BNPL and B2B payment solutions for franchisee financing and supplier payments

Cloud Providers

Sovereign cloud deployments ensuring data residency and compliance

Franchise Associations

IFA and WFA partnerships for certification programs and market credibility

DREAM TEAM

TEAM

A Powerhouse combination of Domain expertise, technology, innovation and mission-driven leadership.

[Awase Khirni Syed Ph.D.]

Chief Executive Officer & CTO

Technology Researcher and Entrepreneur with 18+ years of International academic and industry experience. He solely built the platform and is scaling it up.

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Global Experience Officer

Ex-[Tech Unicorn] architect. Expert in building secure, scalable fintech platforms and leveraging AI for intelligent underwriting and risk assessment.

[COO Name]

Chief Operating Officer

Seasoned operator from [Education/Non-Profit], with deep experience in public-private partnerships and last-mile distribution in emerging markets.

Advisory Board: Supported by Researchers, Subject Matter Experts, Technologists, Global Franchise Owner Club