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GTM Deep Dive Briefing: MyTab (Hospitality SaaS)

TL;DR Summary:
- **Robust All-in-One Platform:** MyTab offers a combined **online ordering + in-app advertising + customer insights** solution for hospitality venues, enabling higher sales and direct marketing to customers [1] [2] . Its value prop is clear: **"Sell more, market smarter, know your customers"** in one platform [1] .
- **Founder-Driven & Award-Winning:** Founded by sisters (ex-pro surfers Mikaela & Eliza Greene) in Western Australia, MyTab has won multiple innovation awards (e.g. Xero's Emerging Small Business 2022) [3] . The founders are first-time entrepreneurs with **deep passion and resilience**, navigating a male-dominated tech space [4] and leveraging hospitality experience to solve **pain points of traditional ordering** [5] .
- **Strong Product-Market Fit Signals:** Venues using MyTab report **significant sales lifts** (e.g. +13% revenue in 7 months [6] , +20% vs previous ordering system [7]) and praise MyTab's **ease of use and support** [8] [9] . High venue retention and repeat customer usage indicate satisfied users, though overall user base (~40k app users) is still modest.
- **GTM Challenge – Low Awareness & Limited Marketing:** MyTab's biggest obstacle is **scaling venue acquisition** nationally. To date growth came via manual outbound (cold calls, in-person signups), which doesn't scale. **Minimal brand awareness outside WA** and no prior marketing investment mean organic inbound leads are low. The **competitive landscape is crowded** with well-funded rivals (e.g. me&u, HungryHungry), making it harder to break into new markets without a clear niche or stronger promotion.
- **Competitive Edge & Gaps:** Unlike rivals, MyTab charges **no commission fees** to venues (just a flat SaaS fee + payment processing) [10] , positioning itself as a more venue-friendly, cost-effective solution. It also uniquely offers a **targeted in-app ad network** for tourism/event businesses [2] – a differentiator if leveraged. However, MyTab must sharpen its positioning to avoid "just another ordering app" perceptions. There's an opportunity to own the **"community-driven hospitality platform"** angle (support local venues, customer loyalty focus) which competitors aren't emphasizing.
- **Ready for Strategic Guidance:** The founders show **coachability and self-awareness** – openly admitting gaps in marketing and fundraising experience. They seek mentorship to craft a structured plan for raising ~$1M and accelerating growth. With the right guidance on GTM strategy (positioning, ICP focus, scalable lead-gen, partner channels) and fundraising narrative, MyTab can capitalize on its strong product foundation.
- **Advisory Fit:** This prospect is a **Good fit** for GTM advisory. They have a real product solving a known problem, some traction and social proof, and are **highly motivated to learn**. Potential concerns include heavy competition and the need for significant effort to raise awareness. Overall, with targeted GTM improvements and fundraising support, MyTab has a path to scale – making this an impactful engagement opportunity.

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1. Company & Product Deep Dive

Product & Value Proposition: MyTab is a multi-sided SaaS platform for the hospitality industry that **"goes beyond online ordering"** [11] . It combines three core capabilities into one solution: - **Digital Ordering:** A web/app system for customers to order food & drinks (for table service, pickup, or

takeaway) directly from their phone [12] . The interface features visual menus, two-tap reorders, and seamless payments (Apple Pay, Google Pay) to make ordering **"effortless"** and even habit-forming [13] . This addresses the pain of long wait times and clunky QR code menus by centralizing many venues into one app [14] [15] . - **Advertising & Marketing:** An in-app advertising module that lets businesses (venues, events, tourism operators, even brands) create targeted campaigns to reach MyTab's user base [2] [16] . With **43+ hospitality-specific customer segments** (by demographics, behavior, etc.), advertisers can precisely target promotions [17] . Venues can re-engage lapsed customers, promote specials, and reward top spenders via in-app ads, email, or SMS – all through MyTab's platform [18] [19] . - **Analytics & Insights:** A central management portal provides real-time data on sales, customer behavior, and ad performance [20] [21] . By integrating data from both the consumer app and venue operations, MyTab gives venues actionable insights to improve service and marketing. (Notably, they received an innovation grant to further develop this analytics dashboard to merge customer and venue stats for smarter decision-making [22] .)

In short, MyTab pitches itself as an **all-in-one growth platform for hospitality**, enabling venues to **"sell more, market smarter and know your customers better than ever"** [1] . The mission and vision reinforce this: *"one platform where venues grow stronger, advertisers connect deeper, and customers discover experiences they love"*, leading to a world of "seamlessly connected hospitality" [23] [24] . This succinctly captures the problem they solve: traditional hospitality has fragmented tools (separate systems for ordering, loyalty, advertising) and poor customer data – MyTab aims to unify these, helping venues drive revenue and loyalty in a single ecosystem.

Problem vs. Claim: MyTab's messaging aligns well with real industry pain points. They saw "common pain points with traditional ordering methods" – long wait times, no customer data, clunky processes – especially in regions slow to digitize [25] . The product clearly addresses these: customers get faster service (order at their convenience, skip queues), and venues get a direct digital relationship with patrons (owning the transaction and data). The value prop is clearly stated and *benefit-oriented* ("more orders, more revenue; know more, grow more" [26] [20]). There is little fluff – it's evident MyTab is solving **revenue loss from slow service and lack of repeat business** by offering convenience and loyalty features.

One could argue MyTab slightly *underplays* the ordering convenience in its tagline by emphasizing "advertising" up front ("Advertising & Online Ordering for Venues..."). The true hook for a venue owner might be *increasing sales* or *building loyalty* rather than "advertising" per se. However, in content they do highlight revenue growth and customer loyalty frequently, which is good. Overall the value proposition comes through as **"a platform to drive sales and loyalty via easy ordering and targeted marketing."** This seems on-point for their target users.

Target Market & Positioning: MyTab targets businesses in the hospitality sector broadly – they explicitly mention **cafés, restaurants, bars, breweries, food trucks, events and tourism operators across Australia** [27] [28] . Initially, the founders launched in **regional Western Australia** to help venues that were hesitant about digital ordering [25] . Now the aim is national expansion to **"650 venues nationally"** (from current dozens) as per the founder's 6-month goal.

On the consumer side, MyTab targets a community of "foodies" and local explorers – it pitches the app to users as a way to *"discover new venues, order favorites, enjoy exclusive offers, and find events"*, building a **40,000+ strong community** of diners [29] . This two-sided approach (attract consumers to drive value for venues) is similar to marketplace dynamics seen in food delivery apps, though MyTab focuses on in-venue experiences.

Market Focus & Clarity: Currently, MyTab's **market focus is fairly broad within hospitality**, which has pros and cons: - *Broad category:* "Venues, events, tourism" covers a lot – from a small coffee cart to a large event or winery tour. This suggests MyTab wants to be a horizontal platform for any experience involving food/drink and customers. The upside is a large addressable market; the downside is messaging risk. It's challenging to speak to all these segments at once. For example, a pub owner and an event promoter have different needs. MyTab attempts to address this by sectioning its site: e.g. a page for Venues vs. Advertisers vs. Customers, each with tailored messaging. The **venues page** emphasizes operational benefits (faster orders, loyalty, control) [26] [30], while the **advertisers page** speaks to tourism/event businesses about reaching new customers via ads [31]. This segmentation helps, but on first glance, a visitor to the homepage might be a bit confused by the multiple audiences. MyTab's tagline tries to unite them under "hospitality, connected" – implying they connect all parties. It's an ambitious positioning that might need simplification as they approach specific customer acquisition campaigns. - *Niche or Mainstream?* So far, MyTab's **actual traction seems strongest with independent hospitality venues** (small chains or single-location restaurants). The case studies are local venues in WA – Peace Pizza (a single pizzeria), Peko Peko (small restaurant chain), Little Wave café, etc. These are **SME venues** that value personal support and low cost. That appears to be MyTab's sweet spot now. In contrast, they have not announced signing large enterprise hospitality groups. Competing in the enterprise segment would require different sales/process (and they'd face the likes of Mobi/LOKE there). Given limited resources, MyTab likely should focus on **independent venues and small groups** where their hands-on support and community angle resonate. Their messaging of "supporting local venues" [32] and the fact that travelers use MyTab to explore local stops [33] underscores this local/ community positioning. It feels authentic and could differentiate them if they lean into it.

Product Maturity & Features: The polish and feature set on MyTab's site suggest a fairly mature product for an early-stage startup: - They highlight **wide integrations**: The site shows a wall of POS and payment logos (dozens of systems) [34], implying MyTab integrates with major POS providers (likely via APIs). For example, Stripe is the payment processor (1.7% + $0.30 card fees) [35] and they mention Epson printers integration for kitchen dockets [36]. This integration breadth is a **strong maturity signal**, as many small startups can only handle a few systems – MyTab investing in POS integrations shows product depth and understanding of venue needs (venues hate siloed systems). - They have **both web portal and native apps** (iOS/Android) for venues and customers [37] [38]. Maintaining multiple platforms is non-trivial, so this indicates a solid tech capability (likely a small dev team or outsourced dev). The customer app has >10,000 downloads on Google Play [39], and a 5-star rating per their blog [40], suggesting user satisfaction (though volume is modest). - **Features like personalization and segmentation** (e.g. app "learns your preferences" to recommend dishes [41]) show a forward-thinking roadmap. If truly implemented, that's advanced (many larger competitors only dream of AI-driven recommendations). It's unclear how fully this is live, but mentioning it is smart to position MyTab as more than a generic ordering app. - Overall, from a product standpoint, MyTab appears feature-rich and reliable (venues testimonials praise it as "robust" and "reliable" [6]). This aligns with the founder's statement that **product development is a strength and the platform is "robust [and] reliable"** with data proving high repeat orders and loyalty 【0†Enquiry】. It's a solid base to build on.

Pricing Strategy: MyTab's pricing is **freemium with subscription tiers**, designed to be venue-friendly. Notably, **they do *not* charge commission fees on orders** – a major differentiator from typical competitors [10]. Instead: - Venues pay a **monthly SaaS fee** depending on plan. As of mid-2023, MyTab introduced tiered plans: *Starter (~$49/mo), Grow (~$129/mo), Advanced (~$249/mo)* [42] [43]. Starter includes core ordering; higher tiers offer extras like priority support and fee waivers on certain features. For example, the top plan boasts *0% Order-To-Print & POS integration transaction fees, dedicated success manager, priority onboarding* [42]. This implies lower-tier plans might charge a small fee per order for POS integration or printing, whereas Advanced includes those free. - **No lock-in contracts or sign-up fees** are required [10]. This lowers barrier to trial for venues. - Payment processing is passed-through at

cost (Stripe's ~1.7%+$0.30). MyTab likely doesn't add margin on transactions, aside from maybe optional add-ons. - This pricing strategy signals **"economic empowerment"** to venues (their words) [10] . It's compelling for small operators who are weary of 5-10% commissions taken by other platforms. A Peace Pizza owner explicitly said they chose MyTab after research and are "stoked" with the decision, in part because *MyTab's structure meant their venue is "front and square" for customers and the support is excellent* [6] [44] . The underlying hint: MyTab likely was a better economic deal and partner than alternatives.

One consideration: While the low/no-commission model is attractive to venues, it means MyTab's revenue scales slower (flat fees). With ~40 venues (hypothetically) at $49/mo, ARR is only ~$23k. Indeed, their ARR is stated to be in the $1k–$50k range (likely toward the upper end given some paying clients). This *underscores their need to rapidly sign many more venues or introduce other revenue (like advertiser spend) to grow revenue* – a key topic for GTM strategy and fundraising.

Current GTM & Marketing Efforts: MyTab's current go-to-market appears to rely on **direct sales and community word-of-mouth**, with limited scaled marketing: - The founders have been manually onboarding venues: cold calling, walking in door-to-door especially in WA regions 【0†Enquiry】 . They credit this hands-on approach for initial adoption but acknowledge it's **"extremely time-intensive"** and hard to scale alongside product demands. - **Digital presence:** MyTab's website is polished and SEO-friendly, and they maintain social media (Facebook, Instagram with handle @mytab.app, LinkedIn). The messaging "join our 40,000+ community" on socials [29] suggests they built a consumer following, likely through local promotions or partnerships. For instance, they sponsored the **Busselton Jetty Swim 2023** (a popular WA event) [45] , which indicates creative grassroots marketing: sponsoring local events both helps the community and exposes MyTab to attendees as the ordering app. - **Content & PR:** They have a "Blogs" section and have received local media attention. E.g., features on West Tech Fest (startup media in WA) highlighting their story [46] . They also publicize **impact stories/testimonials** on their site – powerful social proof as discussed. What's missing is broader content like thought leadership on hospitality trends or SEO articles to attract venue owners searching for solutions. They may not have had bandwidth for that yet. - **Lead capture:** The site has clear CTAs ("Start now" for venue sign-up [47] , "Get Started" pages [48]) and even a form for customers to recommend venues not yet on MyTab [49] . The latter is clever, leveraging user enthusiasm to generate sales leads. It shows MyTab is thinking creatively about low-cost growth (turning happy customers into ambassadors). - **Sales process:** It's likely informal so far – founder-led sales, no dedicated sales team or CRM processes given their size. They do emphasize **support** a lot (7am-7pm support lines, personal onboarding help) [40] , which appeals to traditional venue owners. This high-touch approach wins love (as testimonials show) but is labor-intensive.

Key Insight: MyTab has a **strong product and happy customers, but a classic awareness and reach problem**. Their messaging is on-point for their target, but not enough targets know about them. The next sections will explore how this can be addressed, but in summary, MyTab needs to move from a **founder-driven evangelism model** to a more systematic GTM engine to hit their ambitious growth goal.

2. Founder & Team Intelligence

Founders' Background: MyTab is led by co-founders **Mikaela Greene (CEO)** and **Eliza Greene**, sisters based in Yallingup, WA. Their backstory is compelling and non-traditional for tech: - Mikaela (29) and Eliza are **former professional surfers** who transitioned from riding waves to tech entrepreneurship [4] . This athletic background has instilled in them a *competitive drive and resilience*, which they credit for pushing through the challenges of building a startup in a male-dominated tech arena [50] . - Both have **hospitality in their roots** – they mention a background in hospitality prior to MyTab [4] . Likely they

worked in or grew up around venues, giving them first-hand insight into the ordering and operations pain points. This domain knowledge adds credibility when speaking to venue owners. - They are **first-time founders** with no prior startups. Mikaela did not come from a software engineering or corporate tech background (she has even been pursuing language studies on the side [51]). Eliza similarly was an athlete. This means their learning curve in SaaS has been steep, but they have clearly surrounded themselves with some resources (they built a viable app and won awards). It also means **their network in VC or startup circles started out limited**, though they are expanding it via programs and events in WA.

Notable Achievements: Despite being newcomers, the Greene sisters have racked up **prestigious accolades**, signaling strong execution and community impact: - **2023 Business News 40under40 Award** – Mikaela and/or Eliza were recognized among top young business leaders [52] . - **Busselton Chamber of Commerce (BCCI) Rising Star & Young Entrepreneur Awards 2022-23** [52] – local recognition in their region. - **Xero Australia's FY23 National Emerging Small Business of the Year** [3] – a national award from a known tech company, giving them credibility and likely publicity. - **WA government Innovation Booster Grant (2023 & 2024) winner** [52] – this provided funding (perhaps ~$40k each) for their development project (analytics portal) [22] and is a vote of confidence from the state. - These accolades not only validate MyTab's potential but also reflect the founders' ability to **tell their story and build relationships**. Winning grants and awards often requires articulating a clear vision and traction to judges, which will help in pitching to investors.

Public Persona & Presence: Mikaela, as CEO, appears to be the primary spokesperson. Some insights: - **LinkedIn:** Mikaela's LinkedIn (and the company page) show activity in the Australian startup community. She reached out via LinkedIn inbound (how this advisory inquiry came), indicating she is proactive on professional networks. While we couldn't retrieve her full LinkedIn profile, likely it lists her role as MyTab co-founder (2019–present) and features posts about their awards or milestones. The fact that she found an advisor on LinkedIn shows she's actively seeking knowledge and contacts – a great sign of **coachability and hustle**. - **Media & Interviews:** The sisters were featured in a **West Tech Fest video series "Founder Backstories"** [46] , where they discussed building MyTab from regional WA, keeping the company rooted locally, and even how COVID accelerated their business (contactless ordering demand) [53] . Mikaela also has a profile on a speaker booking site (Pickstar) emphasizing her entrepreneurship and innovation story [54] . This suggests she's comfortable with public speaking and is building a profile as a young female founder – something investors and press find compelling. - **Social Media:** Their Instagram @mytab.app is likely user-focused, but it might show behind-the-scenes of the team or founder personalities. Mikaela personally has ~11k Instagram followers from her surfing days [55] , which gives her some influencer reach (though that's more consumer than B2B oriented).

Founder Signals – Coachability & Ego: All evidence points to Mikaela and Eliza being **hungry to learn and lacking pretension**: - They explicitly acknowledge what they *don't* know. In the inquiry, Mikaela says, *"as first-time founders we have no prior experience with capital raising… I'm seeking your mentorship to plan a structured capital raise…"* This humility and willingness to seek help is a green flag – she's not operating with a "know-it-all" ego; she's actively asking for coaching. - Their journey of overcoming biases in tech and sports likely made them very resilient but also self-aware. They credit mentors and turning hurdles into opportunities [50] . This attitude of *learning orientation* is exactly what you want in a mentee. - Industry feedback: being in WA, a smaller ecosystem, they likely had to ask for support often. They got into programs like West Tech Fest and grant evaluations, which usually come with feedback loops. They seem to take feedback well – e.g., after initial growth doing everything free for venues, they did adjust and introduce pricing tiers (possibly advised by mentors or experience that revenue is needed). - No red flags of ego have surfaced. Instead, we see gratitude in their testimonials (e.g., one venue said *"we met Eliza while building our venue and she believed in us from day 1"* [56] – showing the founders approach relationships with genuine enthusiasm and support, not arrogance).

Team & Network: Beyond the founders, the team is small. We should assume <10 employees (likely a couple of developers, perhaps a support person). They mention "our venue support team" in a blog [40], which might just be the founders and maybe one staff. There's no indication of a seasoned CMO or CRO on board – hence seeking external advisory. This means Mikaela wears the CEO, head of sales, and often product manager hats simultaneously. Recognizing she needs help is positive, but also means part of our role may be to gently expand her perspective on bringing in the right talent or partners.

Their network is growing: - Through **Xero awards**, they likely connected with Xero's entrepreneur network or mentors. - West Tech Fest connects them to other Aussie founders and some investors in WA. - We saw mention of **SmartCompany (tech media)** covering me&u; perhaps they might cover MyTab if pitched, given the female-founder angle and awards (that could be a PR opportunity). - Mikaela's LinkedIn shows connections (for example, the advisor – you – who she reached out to). She also likely connected to **angel investors or accelerators** via the grant. The WA government grant often comes with some mentoring support or networking events.

Overall Impression: The founders bring an **authentic passion and story**, and crucially, they know their weaknesses. Mikaela's quote in an interview: *"Hurdles are called hurdles because there's a way over them. Stay solution-oriented and don't let problems bring you down."* [57] sums up her mindset. This optimism and grit will serve her well in fundraising and executing tough GTM changes. As an advisor, you can expect them to be enthusiastic, action-oriented (as athletes tend to be), and receptive to guidance – a pleasure to work with. The flip side is they may be relatively **green in sophisticated GTM tactics** (e.g., demand gen, SaaS metrics) and **unfamiliar with investor expectations**, so part of the discussion should be educational, gauging their knowledge gaps gently.

One thing to note is **founder bandwidth**: Mikaela is likely stretched thin. Balancing product dev, customer success, sales, and now fundraising prep is a lot. There's a risk of founder burnout or execution slip if priorities aren't managed. Watch for signs of fatigue or over-optimism masking exhaustion. The good news is she's seeking help rather than silently drowning.

In summary, **the founders are an asset** – they have the narrative, passion, and grit that investors love, and customers clearly warm up to them. Our role is to channel that into a sharp strategy and ensure they avoid pitfalls common to first-time founders (like spreading too thin or underestimating GTM).

3. Competitive Landscape

The hospitality tech space, especially in **restaurant ordering and loyalty**, is crowded in Australia. MyTab faces **several direct competitors** ranging from heavily funded market leaders to other niche players. Below we identify key competitors and compare:

Direct Competitors: We'll focus on 4 noteworthy competitors in Australia:

- **me&u (formerly Mr Yum)** – *Market-dominant mobile ordering platform*.
- **HungryHungry (merged with Mobi)** – *Hybrid consumer & white-label ordering solution*.
- **LOKE** – *White-label loyalty, ordering & marketing platform*.
- **Bopple** – *Online ordering app with POS integrations (focused on takeaway)*.

Each has a different approach and target, which is summarized in the comparison table below:

Competitor	Positioning & Target Customers	Key Differentiators	Pricing Model	Scale & Maturity
me&u (merged with Mr Yum) [58] [59]	*"All-in-one" QR code ordering and payments platform for hospitality venues.* Focus on pubs, restaurants, bars – from independents to large groups. After merging Mr Yum & me&u, they position as **global leader in hospitality ordering** [60] [61] . Also launching a consumer app ("Spots") for venue discovery [62] .	**Visual menus & rich UX:** pioneered photo-heavy menus to boost upsell. **Extensive feature set:** order & pay at table, pickup, split bills. **Scale advantages:** 13M users, 6,000+ venues – network effects (diners likely already used it) [59] . **Funding-fueled innovation:** invested in features like loyalty programs, data insights, and now a social recommendation app.	**Commission-based + SaaS:** Typically ~4-5% per transaction (negotiable). Recently introduced subscription options for venues to reduce per-order fees. They often provide free setup, making it low friction to start. Consumers use it free; no ads (lead gen via venue fees) [63] [64] .	**Very high maturity:** Founded 2018, raised ~$100M AUD [65] (record-breaking Series A) to fuel global expansion. Valued ~$250M [59] . Post-merger, ~200 employees. **Dominant in Australia** – by 2022, 44% of Australians had used their platform [66] . Achieved mainstream brand recognition and now profitable (post-merger) [67] after $82M cumulative losses during hyper-growth [68] .

Competitor	Positioning & Target Customers	Key Differentiators	Pricing Model	Scale & Maturity
HungryHungry (now merged with Mobi2Go) [69]	*Digital ordering platform for restaurants, with a mix of consumer-facing and white-label solutions.* Targets a broad range of venues, including enterprise chains (via Mobi) and independents (via HungryHungry brand). Emphasizes **flexibility (table order, pickup, delivery)** and deep POS integrations. Often seen as a more **venue-controlled alternative** to food delivery apps.	**Enterprise partnerships:** Mobi (now part of them) powers branded apps/ordering for large chains (enterprise-grade tech). **Founders' industry experience:** founded by ex-POS company owners, so strong hospitality ops knowledge. **Hybrid model:** can offer a marketplace app for discovery *and* white-label for venues wanting their own app – unique dual capability. **Profitable growth:** Focused on sustainable growth (much smaller funding than peers).	**SaaS + Optional Commission:** Venues can opt for a monthly SaaS fee and lower commission or a higher per-order fee. Historically ~5% per order range. Known for **low fees vs aggregators** (e.g., compared to UberEats 30%). Likely offers custom pricing for enterprise deals. Possibly charges setup fees for custom apps.	**High maturity (mid-sized):** Founded ~2018. Raised modest ~$2M seed [70] + some venture debt, then **merged in 2024** with NZ's Mobi to scale globally [71] [69]. Now combined serving 4,000+ venues in 15 countries [69]. Team size presumably 50-100. Not as visible brand to consumers as me&u, but well-entrenched via POS and industry channels.

Competitor	Positioning & Target Customers	Key Differentiators	Pricing Model	Scale & Maturity
LOKE	*White-label loyalty, ordering & payment platform for hospitality and retail*. Targets **multi-venue hospitality brands, franchises, and venues that want their own branded app**. Positioning as a **"marketing engine that personalises customer experience"** to increase spend and frequency [72] [73] – effectively an outsourced custom app/loyalty program provider.	**Loyalty-first approach:** LOKE's core is a powerful loyalty/rewards platform with personalized offers, which is integrated into ordering/pay. **White-label branding:** unlike others, LOKE stays behind the scenes – the venue's brand is front and center (e.g. "Joe's Cafe App by LOKE"). This appeals to venues wanting ownership of customer relationship. **10+ years refining tech:** Very experienced in the space, known for stability and lots of features (delivery, pickups, room service, etc.) [74] [75] . **Integration focus:** They integrate with many existing POS, payment, and reservation systems to sit on top and enhance with marketing data [76] .	**Enterprise SaaS:** LOKE charges setup and licensing fees to clients, usually in a SaaS agreement (likely multi-thousands per month for larger clients, or a revenue share for smaller). It's not open to consumers directly; venues pay for a tailored solution. The pricing is not public – it's a solution sale. No consumer-facing commission, but venues bear merchant fees and LOKE fees.	**Mature (est. 2010):** Founded in Australia, now with offices in UK, SG, US [77] . Bootstrapped early, later took investment (e.g., from venture funds and partners, exact funding undisclosed). They claim to power many brands' apps (e.g., large pub groups). Team size 50+. LOKE is more a **competitor to building your own app** than to marketplace apps. They've been steadily growing and have a solid reputation in loyalty space.

Competitor	Positioning & Target Customers	Key Differentiators	Pricing Model	Scale & Maturity
Bopple	*Commission-free online ordering app, with strong POS integrations.* Initially consumer-facing in Brisbane market; now positions as an **"all-in-one e-commerce platform for hospitality"** enabling pickup, delivery, and dine-in ordering [78] . Targeted at cafes, quick-service and restaurants that want an easy online ordering setup, especially for takeaway. Partnered with POS providers (e.g., Kounta/ Lightspeed).	**No commissions during COVID:** Bopple made a name in 2020 by waiving subscription fees for venues hit by lockdowns and only charging a small per-order fee, helping many restaurants pivot to takeaway [79] [80] . **Tight POS sync:** Orders flow straight to POS (was a marquee partner of Kounta POS), making operations seamless. **Consumer app + webstore:** Offers both a marketplace app *and* the ability for a venue to embed Bopple ordering on their own website/socials, giving flexibility. **Lean and local:** Much smaller scale than others, but known for responsive service and focusing on local independent eateries (success in Brisbane and spreading to other cities).	**Low flat fee per order:** Bopple historically charged ~5.9% per order *inclusive* of payment processing [80] , with **no monthly fee on standard plan**. They offered discounts on that rate if venues subscribe for a monthly plan (exact subscription $ not public, but essentially a hybrid model) [80] . During COVID, they waived subscriptions for a few months to onboard venues quickly. The absence of big commissions was a selling point (compared to UberEats 30%).	**Moderate maturity:** Founded ~2019 (though idea germinated earlier) [81] . Grew quickly in 2020 due to COVID demand (went from side-project to full startup) [79] [82] . Likely a team <20. Raised small funding (not widely reported, possibly angel rounds). It's not a dominant player, but it carved out a user base and got adoption in notable venues (e.g., Belles Hot Chicken in Sydney, Africola in Adelaide used Bopple) [83] . In 2022, Bopple was acquired or partnered (unconfirmed recent status), but it remains a known alternative in industry lists.

Why Customers Choose MyTab vs. Competitors: Given this landscape, it's critical to identify MyTab's **Unique Value Proposition (UVP)** relative to these players: - **Cost & Fairness:** MyTab's **0% commission promise** is *huge* for venues. Competitors like me&u and Bopple do take a cut per order (even if smaller than delivery apps). A small cafe can save thousands by using MyTab's flat subscription instead of 5% of sales. In testimonials, venue owners subtly reference this – *"we did a heap of research… couldn't be more stoked"* and *"our online sales…20% more than our previous partner"* [7] . While the 20% sales lift isn't solely

cost (it's also higher usage), part of MyTab's appeal is **venues keep more of their revenue**. MyTab essentially frames itself as the **venue-friendly champion** (they literally use "economic empowerment for your venue" messaging [10]). This resonates strongly with independent operators. - **All-in-One Loyalty + Ordering:** Many competitors focus on one thing (ordering) and bolt on loyalty later or not at all. MyTab baked in a loyalty mindset from day one – e.g. the re-order ease, personalized recos, and the advertising platform to re-target customers. It's more holistic in helping venues drive repeat visits, not just single transactions. A Peko Peko manager noted *"It's the inputs that set MyTab apart... quality of the product, communication... one of the easiest transitions I've had"* [8] [84] . This hints that switching from a competitor (their "previous online ordering partner") to MyTab yielded better loyalty metrics (higher spend per head) and better service from the MyTab team. **Superior support and partnership attitude** is a UVP MyTab can claim over the big guys, where some venues feel like just a number. - **Consumer Community & Ads:** MyTab is building a consumer user base that discovers venues through the app (especially in WA). For a venue, being on MyTab can bring **new customers**, not just facilitate existing ones. Mr Yum/me&u are now trying to do similar (with the Spots app, essentially a venue discovery social app [62]), but MyTab has been positioned that way from the start: *"one platform where... customers discover experiences they love"* [85] . Additionally, MyTab's in-app ads allow venues (and other businesses) to reach users when they are deciding where to go or what to order [2] . This **advertising network effect** is something competitors haven't really capitalized on (me&u's new Spots will have no ads or monetization for now [63] , focusing purely on social sharing, whereas MyTab actually monetizes via ads, meaning they are incentivized to help venues promote). If MyTab can show that being on the app yields incremental orders from MyTab's user base or effective cross-promotion (e.g., a cafe advertising to users of a nearby bar on MyTab), that's a compelling reason to choose them. Essentially, **MyTab can act as a marketing channel, not just a software.** - **Local Market Focus:** As a WA-born company, MyTab currently dominates no other competitor in that region. Me&u and others started on the East Coast and are present in WA, but MyTab has home turf advantage there and possibly in other underserved regional markets. A quote from Peace Pizza owner: *"a significant volume of guests traveling from Perth to Dunsborough download the app to order at stops along the way... by the time they reach Dunsborough our venue is front and center"* [33] . This illustrates a local network effect: MyTab has stitched together venues along a travel route, creating convenience for travelers and funneling business to participating venues. It's a very interesting differentiator – they are curating a **regional ecosystem** (in this case, Southwest WA) where if you're not on MyTab, you miss out on being part of that customer journey. Competitors, being broader, may not focus on such hyper-local or regional synergies. - **Founders' Story and Trust:** Some venues choose MyTab simply because they **trust the people behind it** and want to support local entrepreneurs. The testimonial from Little Wave cafe: *"We met Eliza... she believed in us from day 1... ongoing support is outstanding... couldn't be happier with our decision"* [56] . This indicates the personal touch from the founders helped win deals. While not scalable in the long run, it does mean in any competitive sales situation, MyTab can differentiate on sincerity and support: "We're a partner who cares, not a big corp that will upsell you." This vibe shouldn't be underestimated in hospitality, which is a very people-centric industry.

Areas to Improve (Positioning Gaps): - MyTab should be careful to **avoid being seen as a generic follower** in the space. Larger competitors have more features in some areas (e.g., me&u has advanced order-and-pay features, LOKE has deep integrations). MyTab's website and messaging are strong, but they use similar buzzwords (e.g., "all-in-one" platform, "grow smarter" etc.) as others. To stand out, they can more strongly own a narrative. Potential positioning they could claim: **"The Hospitality Growth Platform *for Independents*"** or **"Community-driven Ordering – by locals, for locals"**. Currently, they emphasize connectivity and loyalty which is good, but they could amp up the "we champion local venues" angle in marketing to differentiate from big VC-backed rivals. - Another gap: **Category creation vs competition** – Should MyTab frame itself as part of the existing "order & pay" category or carve a new sub-category? Perhaps they can coin something like "Hospitality CRM + Ordering" or "Hospitality Growth Network" to signal it's not just an ordering app (thus escaping head-to-head comparisons). For

instance, their integration of advertisers (tourism boards, events) is unique – they could position as **the platform connecting hospitality with tourism**. If they execute that well, they play in a more blue-ocean space bridging two industries, rather than slogging it out purely in restaurant tech. - **Over-extension risk:** By serving three user groups (venues, advertisers, end-customers), there's risk of diluted focus. If I'm a venue owner and see "advertisers" on the site, I might wonder "is this primarily for me, or are they chasing ad dollars?" MyTab will need to ensure its sales pitch to venues is *laser-focused on venue benefits* and perhaps introduce the advertiser side as a bonus (e.g., "we even bring in tourism promos that could drive folks to your venue"). Right now, the site does a decent job compartmentalizing, but in actual GTM execution, this balance must be managed.

Competitors' GTM Approaches: Knowing how competitors go to market can reveal opportunities: - **me&u (Mr Yum):** Aggressive salesforce plus heavy marketing during COVID. They ran campaigns like "Save Hospitality" and offered free menu setup to onboard venues quickly in 2020. They leveraged their huge funding for brand advertising, sponsoring industry conferences, and PR (lots of press on their raises). Now that they merged and cut costs, they focus on existing network effects to upsell new features (like Spots social app to keep users engaged). Importantly, their GTM was very event-driven (e.g., signing major hospitality groups, then publicizing those wins to get others on board). MyTab, lacking funding, hasn't done big PR blasts – possibly an area to consider when they achieve milestones (e.g., "MyTab reaches 100 venues" could be a PR moment regionally). - **HungryHungry/Mobi:** These guys used **partnership and channel** GTM. They partnered with POS vendors (as mentioned, Kounta recommended Bopple; similarly Mobi had POS partnerships). They likely attend trade shows and use industry connections. They didn't spend like crazy; they focused on direct B2B selling, leveraging existing relationships from their previous POS business. For MyTab, a key insight is to explore partnerships with complementary providers (POS systems common in indie venues, or regional tourism bodies, or hospitality associations) to get warm introductions at scale. - **LOKE:** Relies on longer sales cycles, targeted at HQ of chains. Their GTM is very relationship-driven and ROI-focused (they show case studies with metrics like +30% spend [86]). They likely promise a lot of customization. MyTab probably shouldn't compete head-on for those big chain deals at this stage; rather, they can be the turnkey solution for the *rest* of the market that won't build their own app. - **Bopple:** Grew virally during crisis by being **very venue-friendly in pricing** and leveraging POS reseller referrals. It's somewhat analogous to MyTab's philosophy. However, since Bopple never raised big money, its expansion slowed post-COVID. It shows that while a commission-free model wins applause, sustained growth needs either capital or a clever growth engine. Bopple's collaboration with Lightspeed (Kounta) is a model MyTab could emulate (perhaps partner with Xero or other SME platforms to co-market).

Summary of Competitive Position: MyTab sits in a **challenger position** – a scrappy, customer-loved entrant in a space dominated by a few big players. They have carved out a **loyal base in WA** and have strong differentiators (no commissions, loyalty focus). To succeed, they must **amplify those strengths** and avoid directly copying competitor playbooks that require huge budgets. Owning a unique positioning (local loyalty leader, hospitality "community" platform) will help them not only attract venues but also story-tell to investors why they won't get steamrolled by the big guys.

In the next sections, we'll explore the market context and how MyTab can navigate these competitive waters with smart GTM strategies.

4. Market & Industry Analysis

MyTab operates at the intersection of **hospitality (restaurants/bars/events)** and **technology (online ordering/marketing)**. Understanding the broader market helps validate MyTab's potential and identify external factors at play.

Market Size & Growth: The market for hospitality ordering and customer engagement tech saw explosive growth during 2020-2021 due to COVID, and while it has cooled, it remains a significant opportunity: - **Digital Ordering Penetration:** By late 2021, nearly half of Australian diners had used some form of QR code ordering or mobile pay [66] . This mass adoption was a quantum leap from near-zero in 2019. While restaurants have reopened normal operations, consumers (especially younger ones) have grown accustomed to the convenience. So the service MyTab provides is no longer "nice-to-have"; it's increasingly expected in casual dining. The total addressable market is essentially *every hospitality venue* that takes orders – tens of thousands of venues in Australia alone. - **Market Size Estimates:** If we include all forms of restaurant tech, the Australian hospitality tech market is hundreds of millions in value. Specifically for online ordering (excluding delivery aggregators), an estimate by POS companies put it at growing double digits annually post-pandemic. The **adjacent market** is also large: hospitality marketing/CRM. MyTab straddles both, which could enlarge their TAM but also means they have competitors in both spheres. - **Funding Environment:** 2021 saw huge funding rounds (Mr Yum's $89M [65] , me&u's earlier raises, international players like Toast IPO, etc.). In 2023-2025, the funding climate is more cautious, especially for hospitality tech that isn't already dominant – many investors worry the market is saturated or that growth has tempered. However, good companies with solid traction still raise (e.g., me&u didn't need to raise in 2025 because they hit profitability, but smaller startups like MyTab might attract seed funding if they show a clear niche success or novel approach). Notably, there's interest in **vertical SaaS** for SMB – MyTab could position as vertical SaaS for hospitality with fintech/ads, which might appeal to certain VCs. - **Industry Consolidation:** We've seen consolidation (Mr Yum + me&u, HungryHungry + Mobi) [61] [87] . This indicates a maturing market where winners are scaling and weaker players are merging or exiting. For MyTab, this can be viewed two ways: (1) The space is tough for small players – you need a clear edge or you get absorbed. (2) Consolidation opens a window: big players focus on merging internal systems and may neglect smaller customers, leaving an opening for a focused upstart to steal that segment. The next 12-18 months likely won't see new big entrants (the incumbents are set), so MyTab's competition is known. It's about carving space alongside them.

Customer Profile & Pain Points: MyTab's ideal customers are **hospitality venue owners/managers**. Let's profile them: - Typically **small business owners or operators**. They might own a single café or a handful of local restaurants. They are busy, wear many hats, and are not tech experts. They care about providing great food/service but also worry about rising costs and staffing. - **Pain points that drive them to seek a solution:** - *Labor shortages & costs:* It's hard to find and afford staff, especially post-COVID. Order-at-table systems like MyTab alleviate pressure on staff (customers self-serve some of the ordering). Also, by increasing order efficiency, they can do more with less staff – a compelling selling point in today's climate. - *Lost sales from slow service:* If customers can't flag a waiter or queue is long, venues lose orders. Mobile ordering ensures every customer can order another round or dessert without delay, boosting revenue. - *Third-party delivery dependence:* Many venues rely on UberEats/ Menulog for online orders but hate the 30% commissions and lack of customer data. They'd love to shift customers to a direct platform. MyTab (especially for pickup or dine-in) helps reclaim that relationship. - *Lack of customer data:* Traditional restaurants often don't know who their customers are beyond maybe a first name on a coffee cup. They can't easily track frequency or target offers (aside from old-school punch cards). MyTab gives a mini-CRM – emails, order history, etc., enabling things like targeted promotions or even just understanding peak times. - *No marketing expertise:* These owners often don't have time or knowledge to run sophisticated marketing. They might post on social media occasionally, but they aren't doing segmentation or retention campaigns. MyTab's promise of built-in marketing (like an easy "send promo to lapsed customers" functionality) addresses a huge gap – it's like providing a part-time marketing team in a box. The founder explicitly noted marketing is their weakness as a business – this likely mirrors their customers' weakness too, which means the solution is well-aligned with a true need. - **Decision-making:** For small venues, the owner/operator is the decision-maker. They may consult with their venue manager or head chef, but ultimately if the owner is convinced of ROI and ease, they'll sign up. They tend to be influenced by word-of-mouth from other venue owners, local

business associations, and seeing competitors use something. They also trust suppliers they already use (e.g., their POS reseller, accountant, or a respected figure in the community). - **Buying triggers:** Common triggers include: - Opening a new venue (fresh start, looking for modern tools). - Experiencing a very busy period with service issues (like a festival or holiday rush that exposed flaws in manual ordering). - Bad experience or price hike with a current solution (like being fed up with Mr Yum's commission or customer complaints about an app). - Guidance from someone – e.g., a consultant or friend says "you should try this app, it boosted my sales." - For some, winning an award or event (like if a tourism board says "list on MyTab for our upcoming event") can prompt adoption. - **Sales Cycle:** For single-location SMB, the sales cycle can be short (a demo or meeting or two, then a trial). Often these owners decide emotionally – if they like the vibe and see it's not too costly, they'll go for it. However, they may procrastinate due to being busy. Follow-up is key. Also, onboarding must be easy: if it takes more than a day to set up menu and train staff, they'll drag their feet. MyTab seems to understand this – they even offer to create the venue's menu in the app for them and train staff to ensure a smooth start [40] . That concierge onboarding likely shortens time-to-value and reduces drop-off during trial.

Industry Trends & Shifts: A few macro trends are relevant: - **Contactless & Mobile are here to stay:** Even as COVID waned, many venues kept at-table QR ordering for convenience. Some high-end restaurants removed it to re-emphasize service, but casual and fast-casual venues largely kept it because it drives larger check sizes (diners tend to order more via app, perhaps due to ease or lack of inhibitions – data from industry supports this, e.g., me&u reported +30% avg spend in some cases [86]). So the trend of digital ordering is now an entrenched part of hospitality. - **Consumer expectations for personalization:** People are getting used to apps remembering their preferences (think Starbucks app, etc.). In dining, this is still nascent, but MyTab's attempt to personalize recommendations is riding this wave. Early adopters will appreciate, for example, seeing suggestions of new venues or dishes based on their history. - **Data privacy and ownership:** One reason venues want their own systems is to own the customer data (versus giving it all to UberEats or even me&u). MyTab gives venues data, but they should be mindful of data privacy laws (they likely are, given their Privacy policy and the ability for users to request data deletion [88]). No immediate issue, but as they scale, handling data responsibly is critical (especially with targeted ads segments – need to ensure it's anonymized enough). - **Regulatory environment:** Not much specific regulation on restaurant tech, but payment compliance (PCI) is handled by Stripe for them. If they expand into handling money float or something, that's another story. Also, if they facilitate alcohol orders, they must comply with liquor laws (probably fine since service is on-premise). - **Post-pandemic business climate:** Hospitality in 2024-2025 is about recovery and efficiency. Venues want to recoup losses from lockdowns, but face high inflation in food costs and wages. Tools that can boost margin (by increasing direct sales vs commission-heavy channels, or by improving labor efficiency) are timely. This is why MyTab's pitch of more sales and no commission is powerful now. - **Competition with delivery aggregators:** While not direct competitors, delivery apps (UberEats, DoorDash) are an alternate way venues try to increase sales. Many restaurants begrudgingly use them for reach but are open to pushing customers to lower-cost channels. MyTab can position itself as "your own in-house ordering system" to help venues migrate customers to direct channels (maybe even enabling delivery with their own staff which some platforms like Bopple did [80] [89]). If MyTab can support delivery by the venue's own drivers (it wasn't explicitly stated, but if integrated with something like DoorDash Drive or just allowing pickup orders that the venue's staff deliver), that could further differentiate it from pure dine-in solutions. It's worth exploring if demand exists for that among their customers (especially multi-venue operators might want a multi-channel solution).

GTM Approaches in the Vertical: Successful companies in this space often use a mix of: - **Free Trials / Freemium:** Lowering the risk for venues to try is key. Mr Yum offered free setup and only charged per transaction (no usage, no cost). MyTab's no upfront fees and monthly cancel-anytime is similarly frictionless [10] . They might consider limited-time free trial months to entice sign-ups (maybe they already do). - **Referral programs:** Restaurant owners talk to each other. Many solutions have referral

incentives (e.g., "refer a friend venue, get 1 month free"). MyTab could benefit from this, especially since they have some very happy customers who'd gladly refer. If not formalized, even case study content can act as quasi-referral (because reading a peer's success instills trust). - **Channel partnerships:** As noted, partnering with POS vendors, hospitality consultants, or local business chambers can rapidly increase credibility and reach. For instance, Xero (accounting software) has thousands of restaurant customers – MyTab's Xero award could open a door to co-marketing (like a blog on Xero's site about MyTab success, which potential investors or customers read). Similarly, payment providers (Stripe already is a partner) sometimes feature startups built on them – Stripe might showcase MyTab as a success story in Australia, which could indirectly help. - **Events and Trade Shows:** Hospitality expos, restaurant & catering industry events are common. Mr Yum used to host info sessions, me&u likely attends trade shows. MyTab, with limited budget, could leverage **local trade events or tourism conferences**, particularly in WA or targeted East Coast cities. Even being a speaker (the founders' unique story could land them on a panel about women in tech or digital transformation in hospitality) can generate inbound leads. - **Content & SEO:** Many venues search online for "best QR ordering system" or "restaurant loyalty app Australia". Ensuring MyTab appears in G2/Capterra listings and has blogs targeting those keywords can funnel some inbound leads. It appears MyTab is not yet widely reviewed on G2/Capterra – getting some reviews there (maybe via their happy clients) could boost visibility for those doing online research.

Market Challenges: The broader hospitality industry in Australia has been tough but is rebounding: - Many small venues closed during 2020-21, but new ones are opening. There's a *refresh* in the industry – new restaurateurs are often more tech-savvy or at least open to new tools, especially if they saw others survive through them. This generational shift can benefit MyTab. - However, hospitality owners are notoriously time-poor and inundated with sales pitches (from food suppliers, POS sales, marketing agencies, etc.). Breaking through the noise requires either personal connection or a very clear, resonant message (cost savings, proven revenue lift, low effort). - Another challenge: **multi-app fatigue**. Consumers now might have to use different apps at different venues (one venue uses me&u, another uses MyTab, etc.). Some consumers grumble about downloading "yet another ordering app." MyTab tries to mitigate that by being a one-stop for all venues (if they can scale to enough venues in a geography, a user only needs MyTab). It's a race in each market to critical mass. In WA southwest, maybe MyTab is close – as indicated by travelers using it across multiple stops [33] . But in, say, Sydney, me&u is more entrenched. This dynamic means region-by-region strategy might be wise (dominate one city/region before tackling the next, to build that consumer usage density).

Opportunity – Blue Ocean Angle: One interesting aspect is MyTab's inclusion of **tourism and events**. The tourism sector (think wineries, adventure tour companies, local attractions) often seeks ways to connect with tourists for upselling and promotions. They usually rely on brochures or generic apps. MyTab offering targeted ads to a known audience of diners (who likely travel and spend) is novel [2] [90] . It could become *the go-to marketing channel for tourism operators to reach foodies*. If MyTab can secure, say, a partnership with a Tourism Board where local experiences advertise via MyTab to users, it not only brings MyTab ad revenue but also adds value for users (they discover cool events). No competitor is focusing here, so this is a bit of a blue ocean. It leverages their platform in a way others aren't. For market context: Australia domestic tourism is huge and tourism boards have budgets for digital campaigns – tapping that could significantly augment MyTab's growth (both revenue and users). This is speculative but worth discussing if the founders have traction in that direction (the site messaging suggests they want to).

In summary, **the market is favorable for MyTab's proposition** (venues need revenue and efficiency, consumers like convenience) but *competitive pressures and noise are high*. MyTab must navigate with precision – focus on the segments where they can win (independents, certain geographies), use partnerships to punch above their weight, and continue to ride industry trends (contactless, loyalty)

effectively. The next section will examine MyTab's current business health signals to further pinpoint challenges and opportunities.

5. Business Health Indicators

To assess MyTab's health and momentum, we look at **growth signals, risk signals, and traction indicators** from various sources:

Growth Signals: - **User and Venue Growth:** While exact numbers aren't public, we see proxies: - The app community is touted at **40,000+ users** (community members) [29] . This likely means 40k customer app downloads (which aligns with 10k+ Android and presumably a similar or higher iOS count). For a bootstrapped startup, this is respectable – it demonstrates they convinced tens of thousands of diners to try it, mostly in WA. It's far from me&u's 13M users, but it shows a foundation to build on. - Venue count: They aim for 650 venues in 12 months (with funding)【0†Enquiry】, implying current venue count could be a few hundred at most. Based on stories on site, we can name ~10 venue logos (just from WA). Perhaps current active venues might be 50–100. It's a guess, but *low enough to need acceleration, yet high enough to have validated the concept*. The fact that these venues stick around (we haven't heard of churn) is a positive signal of product-market fit on a small scale. - **Team Growth:** We did not find job postings or a lot of LinkedIn employees for MyTab. That suggests the team is still very lean (<5). However, the mention of a "venue support team" and other roles implies they may have added a few staff (maybe a customer success rep, a junior marketer, etc.). No evidence of aggressive hiring (which is good for burn rate, but also indicates they need funding to hire). We should inquire if they have any key hires planned (e.g., a head of growth after funding). - **Product Updates:** The mobile app was updated in late Sept 2025 [91] with "bug fixes and improvements" – that shows active development. The Innovation Booster Grant in May 2024 to build the central analytics system [22] indicates ongoing product roadmap execution. They also maintain a blog with feature announcements (though we didn't see specifics, presumably they announce new capabilities periodically). No sign of stagnation – rather, they are actively **enhancing the platform** (e.g., adding more self-serve ad campaign tools as shown on the advertiser page [92] [93]). - **Press & Awards:** Winning awards in 2022 and 2023 was a growth signal in terms of recognition. There haven't been major press releases beyond that. If they are prepping for a fundraise, they might be holding back big PR for when they secure investment or hit a milestone. But being relatively quiet in media in 2024 is understandable as they focus internally. They have a good backlog of positive news to share when needed. - **Social Media/Community:** Their Facebook and Instagram show an engaged community (40k mentioned). If that number is legit, it likely includes a lot of consumer followers who regularly use the app to find venues and deals. Maintaining that community is valuable – it's an asset competitors can't easily steal if those users love the app. Also, community growth indicates network effects: e.g., if they grew from 30k to 40k users in the last year, that's organic growth likely via word-of-mouth among consumers and venue referrals. - **Pipeline for Funding:** The founder reaching out for advisory is itself a signal they are gearing up for growth. Possibly they have some investor interest (maybe local angels or funds from those award circuits) but need guidance to close it. If they raise $1M, that capital infusion would be the strongest growth enabler – to invest in marketing, hiring, and expanding beyond WA quickly.

Risk Signals: - **Competition / Moat Risk:** The competitive moves (mergers, massive funding of rivals) pose an existential risk if MyTab cannot differentiate or if a competitor aggressively targets their region. For instance, if me&u decided to heavily discount or give kickbacks to venues in WA to win them over, MyTab could feel a squeeze. So far, no specific instance of that, but it's a looming risk due to resource asymmetry. - **Runway & Financials:** Being bootstrapped with minimal revenue suggests MyTab could be operating on a thin budget. They have likely been sustained by some grant money and any revenue they do have. If they do not secure funding or drastically boost sales, there's a risk of running out of funds. However, they've been scrappy for 5 years, so they know how to stretch a dollar. Mikaela might be

doing unpaid founder labor essentially. But to accelerate, outside capital is needed; failing to get it would hamper their 6-month goals. We should gauge how critical the fundraise is – it sounds crucial to hire marketing and scale. - **Founder Workload/Burnout:** Two founders doing everything can lead to burnout. Mikaela's note that balancing manual sales with product and operations is challenging 【0†Enquiry】 is a flag. If either founder were to burn out or step back, the company could falter given the small team. They might also be reaching a point where their skill ceiling in GTM is hit – if they don't bring in new expertise (via hiring or advisors), growth could stall. The fact they are seeking mentorship is a positive step to mitigate this. - **Technology/UX issues:** We haven't seen negative reviews of the product publicly. The App Store ratings are reportedly 5-star [40] and testimonials rave about ease of use [9]. If there were persistent bugs or outages, that would be a red flag, but none are evident. On the contrary, reliability is mentioned as a plus. So tech risk seems low, aside from the typical challenge of scaling infrastructure if they suddenly grow (they likely use scalable cloud services; given they integrate AWS via grants and Stripe etc., they should be fine). - **Customer Churn or Dissatisfaction:** No signs of major churn – the venues they showcase have been with them for months and are happy. We should ask about any churn (e.g., did any early venues drop MyTab when competitor cut deals or when lockdowns ended?) If churn is low, it's a strong sign. If there is churn, find out why (it could be due to venues closing or being acquired, etc., not necessarily dissatisfaction). - **External Dependencies:** MyTab's reliance on Stripe is standard, but if Stripe fees were to increase or an outage occurs, it affects them. Also, if Apple/Google policy changes (for instance, Apple sometimes pushes apps to use Apple Pay differently or restricts some behaviors), they must adapt. These are minor potential risks. Integration with many POS means dependency on their APIs – if a POS vendor changes terms or a competitor buys a POS provider and cuts off MyTab, that could hurt in some venues. For now, these are low risks, but to note as they grow.

Traction Indicators: - **Revenue Growth:** They provided an ARR range (1k–50k) which is broad. Even at the high end, it's still early-stage traction. We can infer monthly revenue perhaps in the low thousands. But what's more important is the trajectory – are they adding paying venues steadily? For example, if a year ago ARR was $5k and now $30k, that's strong growth (even if absolute is small). They likely have data on number of orders processed or GMV (Gross Merchandise Volume). The goal of $140M in transaction volume at 650 venues implies an average ~$215k per venue annually. If current venues are doing say $100k each via MyTab (just hypothetical), and they have 50 venues, that's $5M GMV so far. If true, processing $5M of orders with no failures is a traction point, and any take-rate (even 0% commission, they might have ad revenue or future monetization on that volume). - **Customer Success Stories:** The existence of multiple detailed success stories (with metrics like +$65k sales, +13% growth [6]) is a major traction indicator. It's not just one anomaly; at least three venues (pizza place, Japanese chain, cafe) have all seen improvements with MyTab. This suggests a repeatable value, not a fluke. It also indicates **diverse venue types** can benefit (fast casual, multi-location chain, etc.), broadening applicability. - **Partnerships:** While not explicitly stated, winning the Xero award might come with a relationship to Xero's ecosystem. Also, their integration with many POS could mean they've worked out partnership arrangements or at least listing on marketplaces (Lightspeed, Square, etc.). The Startup News article listing grant winners put them alongside various tech companies [22], which could garner interest. If any formal partnership exists (e.g., "official ordering partner of *X* POS"), that's traction. We should ask if they have referrals coming from any channel partners yet. - **Investor/Advisory Interest:** The fact that MyTab has high-profile local supporters (awards panels, etc.) means there are likely influencers rooting for them. If they have some advisors or mentors informally (maybe someone from Xero or a successful founder in Perth guiding them), that adds to their strength. We might inquire if they have any current advisors/investors. None are mentioned, implying they are likely still 100% founder-owned. Securing a notable angel (for example, a hospitality bigwig or a tech founder) in their upcoming round would validate traction too.

Customer Sentiment: The **user sentiment** appears very positive: - Venues heap praise on support, ease, revenue impact [44] [84] . - Customers (diner side) – we don't have direct quotes, but 5-star ratings and growing usage indicate they like the experience (fast re-order, not "risky QR codes" [94] etc.). If there were issues, we'd see rants on social media or app reviews. Instead, MyTab highlights smooth ordering and loyalty perks which presumably drive a good app store rating.

Red Flags: At this time, **no glaring red flags** like public complaints, lawsuits, or sudden staff exodus are evident. The main "orange flag" is the uphill battle in marketing which the founders themselves raised – meaning the biggest risk is *not hitting growth targets due to GTM challenges*, rather than something inherently wrong with the product or team.

In conclusion, MyTab's business health is **sound in product and customer satisfaction, but needing improvement in growth velocity**. It's like a well-built engine idling at low RPM because fuel (marketing and sales input) is limited. The next parts of this report will focus on diagnosing those GTM challenges and prescribing strategies to rev up that engine.

6. Ideal Customer Profile (ICP) Hypothesis

Based on the research, we can hypothesize MyTab's **Ideal Customer Profile** – the type of customer (venue) where MyTab's solution and value prop fit best and yield the most success.

ICP Summary: Independent (or small group) hospitality venues in Australia (especially regional or suburban) that offer dining/drinks, have moderate volume, and want to increase customer retention and efficiency without paying heavy commissions. These venues value ease-of-use and hands-on support, and they have growth ambition (looking to scale or at least increase sales).

Key ICP attributes: - **Venue Type:** Cafés, quick-service restaurants, casual dining restaurants, bars/breweries, and food trucks. Typically those that have *repeat local clientele* and some peak rush times. MyTab's value shines where loyalty and throughput matter. For example, a local cafe that has morning rush – MyTab enables pre-order and skip queue; a bar that wants patrons to order another drink without leaving the table; a busy lunch spot that can turn tables faster with self-order. On the other hand, a fine-dining restaurant that prides on waiter service may not be ideal (and indeed many fine-dines avoid mobile ordering). So the focus is on **casual/family dining and drinking venues**. - **Size (Employees/Revenue):** Usually **small businesses (5–50 employees)**. Revenue in range of **$300k to $5M annually** (so not tiny kiosks but also not huge chains). Many will have 1-5 locations. If multi-location, usually within one city or state (not national chains, yet). Peace Pizza, Peko Peko, Little Wave – these examples fit (small chain or single venue making hundreds of thousands in sales). - **Geography:** Currently, **Western Australia** is core (especially Southwest and Perth metro). Expanding, likely next targets are secondary cities or regions where big competitors have less penetration: e.g., Adelaide, smaller cities, and then outer metro areas of Sydney/Melbourne. They can of course serve any Australian city, but going head-on in Sydney CBD where me&u is common might be tougher initially. Also, venues in **tourist towns or travel routes** are great fits (as evidenced by multiple venues along Perth-Dunsborough route using MyTab [33]) – because MyTab can market them to travelers via the app. - **Tech Maturity:** The ICP venue is at least somewhat tech-friendly – they likely use a modern POS (cloud-based like Square, Lightspeed, etc.), have decent WiFi, and owners use smartphones. They might not have used an ordering app before (or they tried one and left it), but they are open to digital solutions if it's easy. Many might have adopted QR code menus during COVID and are looking to upgrade to a more integrated platform now. They probably use email and maybe a basic social media presence, but no advanced CRM – so MyTab fills that gap. - **Pain Points & Needs:** - They struggle with *staffing* (schedules, missing orders when it's busy, etc.). - They have *zero or rudimentary loyalty program* –

maybe a coffee card stamp, nothing digital. They'd love to have a way to reward regulars or entice repeat visits, but haven't had bandwidth or knowledge. - They see *customer numbers stagnating*, and want to increase sales without huge marketing spend. They may have tried a Facebook ad or relied on word-of-mouth, but not systematic marketing. - Possibly, they've *avoided UberEats or Deliverect* because of cost, or they use it but hate the margin loss. They want a way to drive more *direct* orders (dine-in or pickup) and *own the customer relationship*. - If they are a new venue, they need discovery – being on an app where local customers can find them is a plus, since they might not have brand recognition yet. - **Decision Maker Persona:** Typically the **Owner/Founder** (often age 30-50, might be a couple or family business). Could also be a *Venue Manager* (if owner is more hands-off). This person is likely not a corporate type; they may be ex-chef or hospitality career folks. They respond well to **personal touch, success examples from peers**, and straightforward ROI (e.g., "increase your sales 10% with no extra staff"). They may be wary of complex contracts (hence appreciating no lock-in). They might also appreciate community – if they see MyTab supporting local events, they feel it aligns with their values of community building. - **Budget:** These venues typically don't have a line item for "software subscriptions" beyond maybe a POS. However, $49–$249/month is within reach if the value is proven. Many spend more on a single print ad or a few hours of a casual staff. So budget is not a huge barrier if ROI is clear. For those who did use alternatives like Mr Yum, they might not be used to monthly fees (since Mr Yum was commission-based). But showing how saving commission covers the fee easily will click for them.

Buying Triggers & Events: What situations cause an ICP to actively seek or be receptive to MyTab: - **Grand Opening / New Menu Launch:** New venues are setting up processes – perfect time to introduce MyTab as part of their opening toolkit ("Launch your cafe with MyTab to impress your guests from day one"). - **Peak Season approaching:** e.g., a beach town cafe before summer, knowing they'll have rush – they might look for something to handle tourist volume better. - **Customer feedback or request:** Perhaps patrons asked "do you have an app?" or commented on slow service. A few such comments can push an owner to find a solution. - **Competitor moves:** If a nearby restaurant started using an ordering app and is doing well, others may follow to not be left behind. - **Cost-cutting drive:** When margins tighten, venues look to cut costs (e.g., reducing staff hours). MyTab can be pitched as a way to maintain service with fewer staff, effectively. - **Offer/incentive:** An external nudge like a limited-time offer (e.g., "sign up by X date for 3 months free") could tip the indecisive ones.

ICP Non-Ideal Profiles (to avoid): Knowing who is *not* ideal is also useful: - Large franchised chains or enterprise hospitality groups – they will either build their own or go with more established vendor with enterprise support (or demand heavy custom features). - Super low-volume businesses – e.g., a tiny coffee cart that does $100/day might find any system overkill (though if they plan to grow, could be future ICP but not immediate focus). - Very high-end restaurants – as noted, they prioritize human service and may reject phone ordering due to brand image. - Venues in locations with poor connectivity or older demographic clientele who might resist using phones (some rural or older-customer clubs, etc. could be slower to adopt). - Venues outside hospitality core (retail stores, etc.) – MyTab's features are tailored to food/drink ordering, so other use-cases (like general retail) are not target (unless they pivot the platform, which is not in plan as of now).

Tech Stack & Ecosystem: ICP venues likely use: - Cloud POS (Square, Lightspeed, Toast, etc.) or at least a modern Windows POS that can integrate. MyTab integrates with many (the icon wall suggests compatibility with dozens [34]). If a venue's POS isn't supported, that's a friction. So focusing on those using popular systems is key. Maybe even target Xero users (Xero integration could be a thing, given the award, though not sure if built – but at least being a Xero awardee gets trust of Xero-using businesses). - Many small venues might not have any CRM or database of customers. Some might use Mailchimp for a newsletter or have a social media following. MyTab effectively can become their customer database with emails from sign-ups. - Devices: they need at least an iPad or Android tablet for receiving orders (MyTab mentioned just an iPad needed next to POS [95]). So if an owner doesn't even

have a tablet or smartphone at the venue, they're too low-tech. Most have at least that. Staff need minimal training if they're used to any POS or tablet.

Decision Makers & Influencers: - Owner/Manager is primary DM. Influencers can be: - The head chef or operations manager (they need to buy in that it won't disrupt service negatively). - Staff: occasionally, if staff are against using an app (fear of job loss or just tech aversion), an owner might hesitate. But often staff like it if it means less running around. - Customers: ironically, the end-customer can influence the decision by requesting such convenience. If enough customers say "We love ordering via app at XYZ Bar, you guys should do that," an owner will listen.

Budget/ROI Expectation: Let's quantify a typical ROI: - Say a café does $20,000 monthly sales. If MyTab increases sales by even 5-10% (through more impulse add-ons and faster service), that's $1,000–$2,000 extra per month. For a cost of $49-$129, that's a no-brainer ROI (20x). Plus labor savings – maybe they can run one fewer server during quiet times because customers self-order, saving a few hundred bucks. Those testimonial metrics (Peace Pizza +$65k in 7 months [6], Peko Peko +10% spend per order [7]) precisely illustrate ROI that far outstrips MyTab's cost. These should be front and center in sales conversations with ICPs.

Thus, the ICP for MyTab can be succinctly described as:

"Owner-operated cafes/restaurants/bars (1-5 locations, ~10-50 staff) in Australia that want to modernize their ordering and customer engagement. They likely use a modern POS and serve a tech-savvy customer base that appreciates convenience. These owners are keen to grow revenue and loyalty but lack extensive marketing tools or budget, making MyTab's low-commission, high-support model an ideal fit."

This hypothesis aligns with MyTab's current customer successes. Validating it with the founders will be useful – e.g., asking which types of venues churned or which they find easiest to close – and then refining targeting accordingly.

7. GTM Challenges Diagnosis

Identifying the root causes of MyTab's go-to-market struggles is crucial. Based on all information, here are the likely GTM challenges, with evidence, severity, and potential impact:

Challenge 1: Positioning & Differentiation Clarity

Diagnosis: MyTab's messaging, while strong on features, may not be sharply differentiated in the eyes of busy restaurant owners. There's a risk that to a casual observer, MyTab looks similar to other ordering apps, and its unique benefits (loyalty focus, ad network, local champion) aren't immediately obvious without a deeper conversation. The **multi-audience messaging** (venues vs advertisers vs customers) could dilute the focus when targeting venue owners.
- **Evidence:** The website header says "Advertising & Online Ordering for Venues, Events & Tourism" – this broad claim could confuse a restaurateur who just wants an ordering system [27]. Also, in their inbound inquiry, the founder emphasizes needing help with marketing and scaling venue acquisition, implying current messaging/outreach isn't hitting home with venues. Competitors are loudly claiming "we're the #1 QR ordering" etc., potentially drowning out MyTab's voice. However, testimonials show that when venues understand MyTab, they see it *does* stand out (no commissions, better support) [10] [7] . So it's a communication gap more than a product gap.
- **Severity: Medium.** This is not a fatal flaw – MyTab's messaging is not *bad*, it's just a bit broad. With

slight tweaks to emphasize its key UVP (e.g., "No Commission Ordering + Loyalty in One, for Local Venues"), they could sharply differentiate. But if left unaddressed, positioning issues can lead to muddled marketing and weaker first impression, costing leads. It's of moderate severity because a solid positioning will make all downstream marketing far more effective.

- **Impact:** If positioning isn't clear, marketing campaigns might attract the wrong leads or fail to convince the right leads. For instance, focusing too much on "advertising" might turn off a small café ("I don't need to advertise, I need orders!"). By clarifying that MyTab helps *increase sales and repeat business* commission-free, they'll hit the venue owner's hot buttons. Fixing this has high leverage – all channels (website, sales pitch, decks) become more compelling. Conversely, continuing with broad messaging could slow conversion rates and require more effort per sale.

Quick Win Opportunities: Work on a concise value proposition aimed squarely at venue owners. For example, reposition the tagline to **"The all-in-one ordering and loyalty app that's commission-free – built for venues like yours."** Use side-by-side comparisons in sales material: "MyTab vs. others" highlighting no commissions, customer data ownership, etc. Also, consider separate landing pages or campaigns for specific verticals (e.g., a page just for "Cafés" with language about coffee queues and loyalty, another for "Bars" about increasing bar tab size). This targeted messaging can instantly resonate more. These changes are relatively low effort (mostly copywriting and slight site re-org) but could yield immediate improvement in lead engagement.

Challenge 2: ICP Definition & Focus

Diagnosis: MyTab may not be narrowly focusing its sales/marketing on the most profitable or winnable customer segment. The founders' broad ambition (venues, events, tourism nationwide) could lead to diluted efforts – e.g., trying to sign up any type of venue anywhere, rather than concentrating on a beachhead market or specific profile. Without a well-defined ICP focus, marketing channels can't be optimized (you end up with generic messaging and scattered targeting). This also affects product focus: building features for too many use cases at once.

- **Evidence:** The inquiry notes the founders wearing many hats and struggling to scale acquisition. It's possible they are pursuing any inbound interest (say a pub here, a winery there, a festival somewhere else) without a systematic approach, due to limited bandwidth. We saw no explicit mention of a defined ICP in their materials, whereas our analysis in Section 6 had to derive it. Additionally, some parts of the site (like the Advertisers section) suggest they have spent time on use cases beyond core venues – that energy might be better spent doubling down on restaurants until critical mass is achieved. This challenge is essentially about *prioritization*.

- **Severity: High (for growth stage).** In early stages, some opportunism is fine to get diverse feedback. But now, aiming to go from tens to hundreds of venues, a shotgun approach will be inefficient and costly. The hospitality market is huge; without ICP focus, they risk shallow penetration in many sub-segments rather than dominating one (which is needed to build momentum and word-of-mouth). High severity because misallocating limited resources across too broad a target can significantly stunt growth and burn their small team out.

- **Impact:** If MyTab locks in on their ICP (like the independent restaurants/cafes profile), they can craft tailored campaigns (like joining the Restaurant & Catering Association events, or Facebook groups of café owners) and get better conversion. Without ICP focus, marketing spend (when they have some) could be wasted on low-yield audiences. Also, if they pitch to investors without a clear ICP, it may signal a lack of strategic clarity. Conversely, saying "We focus on X segment where we have Y traction and plan to expand from there" is compelling.

Quick Win Opportunities: Immediately refine and document the ICP (could use the hypothesis from Section 6). Then, audit current pipeline/leads: do they fit ICP? If not, consider pausing effort on out-of-ICP leads unless they are low-hanging fruit. For the next 6 months, commit to, say, "Focus on

independent cafes/restaurants in WA + SA" (just an example). That means all content, outreach, referrals aim there. It might feel like turning away business elsewhere, but in reality it concentrates success. A quick win action: create an **ICP checklist** for any marketing initiative – e.g., when making an ad or an email campaign, ensure it speaks to known pain points of that ICP (labor shortage, etc.). This ensures consistency and should increase resonance quickly (within 1-2 campaign cycles you'd see better engagement).

Challenge 3: Lead Generation & Channel Fit

Diagnosis: MyTab's biggest self-identified roadblock is *marketing to generate organic leads* and scaling acquisition beyond manual outreach. This points to a lack of a reliable lead generation engine or channel–market fit. They haven't yet found a repeatable way to attract venue owners at scale, likely due to limited marketing activities and perhaps not exploiting the best channels. Essentially, **inbound leads are too few** and they rely on slow outbound. They need channel-market fit: which channels can consistently deliver interested restaurant owners?
- **Evidence:** The founder explicitly says "only marketing has come through manual venue onboarding: cold calls and in-person visits… challenging to scale"【0†Enquiry】. Also, "organic leads" are lacking – implying they aren't getting many inbound signups or referrals naturally. They have some presence (web, social), but likely not enough traffic or conversion. The absence of mention of any partnerships or campaigns suggests they haven't tried or managed those yet (likely due to time/funding). Meanwhile, competitors have large sales teams or ran digital campaigns. This starkly shows MyTab hasn't cracked a scalable channel. - **Severity: High/Critical.** This is arguably the #1 issue impeding growth. A great product without a pipeline of leads will stall out. If they continue only doing manual outreach, they might add, say, a few venues a month – far below the pace needed for 650 in 12 months. High severity because failure to fix this means missing growth targets and possibly failing to raise or justify a $1M investment (investors will want to see a plan for scalable acquisition). The good news is this challenge is solvable with focused GTM strategy and some spend – but it's high priority. - **Impact:** With improved lead gen, everything changes: if they can get, hypothetically, 50 warm leads per month via marketing (instead of 5 from cold calling), they can close more deals and even be selective. It would also free founder time from pure cold outreach to more high-level growth tactics and relationship building. If left unsolved, they'll either burn out doing door-to-door or plateau at a low growth rate. Also, raising $1M without a credible plan for how to deploy it to get leads would be tough – they need to show they know where to spend for customer acquisition.

Quick Win Opportunities: There are several relatively quick tactics to boost lead flow: - **Leverage existing happy customers**: Implement a **referral program** – e.g., give a venue 1 month free for each referred venue that joins. The testimonial quotes indicate they have evangelists. Formalize that and personally ask those power-users to refer 2-3 peers. If each gives one lead, that could net dozens quickly. - **Content marketing with case studies**: Use the impact stories to create a simple PDF or blog that can be shared in hospitality forums ("How Peace Pizza grew 13% with MyTab" [6]). Post it in industry LinkedIn groups, FB groups, send to local hospitality news. This not only builds brand but might directly attract similar venues ("I want that result too!"). - **Local PR push**: Pitch a story to local media (e.g., "Two WA sisters revolutionize dining tech – helping venues increase sales post-COVID" is a great story for WA Business News or Startup Daily). This could generate inbound interest from nearby venues or even investors. - **Partnership outreach**: Quick wins could come from aligning with known industry bodies. For example, approach the Restaurant & Catering Association or state hospitality associations to do a free webinar on "How to boost venue sales with tech" – subtle promotion of MyTab, gets in front of hundreds of venue owners at once. This costs little besides time. - **Optimize website for conversions**: Ensure the "Get Started" sign-up actually drives to a clear call (maybe a "Schedule a Demo" or direct create account). Perhaps add a short explainer video from Mikaela addressing how easy it is to start (sometimes seeing a founder's passion convinces people to try). - These can show impact in 1-2

months: e.g., a referral program could bring leads within weeks of announcement; a webinar or press piece could also immediately spark inquiries. It's about tapping latent opportunities that haven't been exploited yet.

Challenge 4: Sales Process & Conversion Gaps

Diagnosis: Because the founders have been doing sales ad-hoc, there may not be a structured sales process or funnel management. This can lead to low conversion efficiency – e.g., leads not followed up promptly, no consistent sales pitch, or long onboarding times. Also, as first-time sellers in B2B, the founders might not be using proven techniques (like a clear demo script, handling objections systematically, etc.). **Founder-led sales** can be powerful but also has limitations if the founder isn't experienced in sales. So even when they get leads, converting them to signed, active venues might be suboptimal.
- **Evidence:** Mikaela notes balancing product and sales is hard – that often means follow-ups slip. If she's the main salesperson and she gets pulled into an app issue or a grant application, a hot lead might go cold waiting. There's no indication they use a CRM; likely it's spreadsheet or her memory. Additionally, they mentioned no prior experience in raising capital, which likely also means limited formal experience in sales processes. Another clue: they rely on personal support to ensure onboarding (which is great for retention, but also indicates they haven't fully productized onboarding – which is okay at this stage, but one wonders if they can onboard 50 venues in a month without scaling that process). If conversion rate from interested lead to active venue is low, that's a problem. They haven't stated that explicitly, but it's something to explore.
- **Severity: Medium.** This is important but secondary to lead generation; you can fix sales process as you get leads. It's medium severity because any friction in conversion makes their acquisition even slower. However, since their current volume is low, it hasn't broken anything yet – in fact, the high-touch approach might have given them 100% conversion of those they personally pitch (because of their passion). But as they try to scale, a repeatable process is needed – either through hiring or training or tools. - **Impact:** Improving the sales process could mean faster onboarding (reducing the time from sign-up to go-live, which in turn delights the venue and produces positive word-of-mouth). It could also allow delegation of some sales activities to a future hire or a partner (e.g., a POS reseller can sell MyTab if given a script and incentive). If left messy, scaling will bottleneck on founder bandwidth. Additionally, investors will want to see a plan for scaling sales – which might involve hiring a salesperson or setting up inside sales. Having process documentation and even a simple CRM pipeline will instill confidence.

Quick Win Opportunities: Some tactical improvements: - **Implement a lightweight CRM (even a free HubSpot CRM)** to track leads, set reminders for follow-ups, and record deal stages. This ensures no interested venue slips through cracks. It's a day to set up and could immediately tighten follow-ups. - **Create a Sales FAQ/Objection doc.** Write down the common objections owners raise ("We don't want customers on phones", "We can't afford it", "We already have X system"), and craft clear, confident responses (with data or testimonials). This prep makes sales conversations more effective and consistent. - **Time-bound pilot offers:** To push indecisive leads over the line, use a low-friction pilot – e.g., "Try MyTab free for 60 days, and if you don't see at least $5k orders, no obligation to continue." Given no lock-in anyway, framing it as a risk-free pilot with a target outcome can spur action. - **Onboarding checklist & template:** Provide each new venue a simple onboarding pack – including a timeline (Day 1: we set up menu, Day 2: you and staff training, Day 3: go live, etc.) and some marketing materials (table stickers, etc., which they already do [96]). Streamlining this ensures venues go live quickly (the faster they see orders, the more likely they stay). It also reduces hand-holding time if there's a clear checklist. - While these may not drastically increase volume, they ensure that the leads they do get are efficiently converted, which is vital when every lead counts. And it lays groundwork for training a future hire to handle sales with the same quality as founders.

Challenge 5: Channel-Product Fit & Awareness (Marketing Effectiveness)

(This ties to lead gen but is slightly different: ensuring marketing messages reach the right audience in the right places.)

Diagnosis: MyTab hasn't yet figured out which **marketing channels** can effectively reach and influence venue owners at scale. They may have tried a bit of social media posting or basic ads, but nothing suggests they hit a sweet spot. Also, their marketing might currently be consumer-focused (getting users) rather than venue-focused, due to early stage building both sides. They need to shift to aggressively marketing to venue owners now. If they are putting effort in channels that venue owners don't frequent or trust, that's a fit issue. For example, running Facebook ads might not yield leads if owners don't respond to ads (or if targeting isn't right). Finding channel-product fit might involve some experimentation, but time is of the essence.

- **Evidence:** We see minimal evidence of outbound marketing campaigns in connected sources – no Google Ads footprints, etc. Possibly they haven't run them due to budget. The founder specifically said "marketing to generate organic leads" is lacking – suggests they haven't invested in SEO/content or community marketing for inbound. Also, their strong community of 40k end-users implies they did focus on consumer marketing (to get downloads), potentially at the expense of B2B marketing. Now they realize venues are the revenue drivers, so they need B2B marketing skills which they might not have in-house. This mismatch can hamper awareness: many potential customers likely still **haven't heard of MyTab** or don't know how it differs. That's an awareness gap that better marketing can fill.

- **Severity: Medium-High.** It is critical to open the top of funnel (which is part of lead gen challenge), but solving channel fit is an iterative process. It's medium-high because if they don't find a couple of scalable channels, growth will remain linear. But with $1M raising, they would presumably invest in marketing – if that money is not used in the right channels, it could burn. So, figuring this out is crucial to effectively deploy capital. - **Impact:** With proper channel selection, marketing spend could produce a healthy CAC (customer acquisition cost) that's well below LTV (life time value). For example, if a targeted LinkedIn campaign or hospitality newsletter sponsorship yields 10 leads for $500 spend and converts 2 venues, that's $250 per venue – which might be acceptable given a venue could be worth a few thousand per year in subscription + ad upsell. Without knowing that, they might overspend in wrong places or underspend out of fear.

Quick Win Opportunities: - **Research & list venues:** Use a VA or intern to compile lists of venues in target areas (public info like on Google Maps or Yelp for say "cafes in Perth"). This is groundwork for either direct email campaigns or creating custom audiences for ads. Knowing *who* to target is the first step – a list of 500 target venue names with owner contacts would be gold for any channel (email, LinkedIn, phone). - **Direct email campaign:** A personalized email from Mikaela to a list of target venues describing how MyTab helped similar businesses (with that Peace Pizza stat) and inviting them to a demo could spark interest. This can be done quickly and at low cost. Cold email can be hit-or-miss, but even a small percent responding is new leads. Ensure it's not spammy – make it genuine and possibly region-specific ("As a fellow WA local business…") for warmth. - **Social proof on venues' turf:** Identify where restaurant owners congregate online: e.g., Facebook groups like "Australian Hospitality Owners Network" or subreddit /r/KitchenConfidential, etc. Join and subtly share insights (not just hard selling). For instance, Mikaela can write a post like "We helped some local venues increase sales via a simple app – ask me anything about how tech can help your restaurant." This positions her as a helpful expert, indirectly promoting MyTab. - **Trial paid ads in niche media:** Instead of broad Google Ads, try a small ad in a hospitality trade email (some industry newsletters allow advertorial content or ads). Or even physical: an ad in "Cafe Culture" magazine or similar. These audiences are pre-filtered as venue operators. A few hundred dollars test could show if inquiries come. - These experiments can quickly reveal what sticks. The key is to track responses. Given limited time pre-fundraise, demonstrating one or two working channels (even at small scale) in the pitch will strengthen their story.

Challenge 6: Pricing & Monetization Strategy Concerns

Diagnosis: MyTab's current revenue model (flat subscription, no commissions) is great for adoption, but it raises two concerns: (1) Are they capturing enough value for themselves? (2) Is the pricing communicated and structured optimally for different customer sizes? For example, $49/month is very low for a venue making $20k/month via the app (a steal, but good for adoption). However, as they scale, investors might question if they can reach profitability without either charging commissions or upselling other services. Also, is there a risk that subscription fees deter the smallest venues or that larger multi-venue clients find the higher tier too pricey? They need to ensure pricing is not a barrier but also that it can scale with usage (hence maybe the ad revenue plan).

- **Evidence:** They started with no fees at all (per 2022 blog) [10] and only later introduced subscriptions [43]. This suggests they themselves are navigating finding the right monetization balance. The founder's focus is on growth over immediate revenue (hence commission-free stance). That's fine for now, but eventually they must monetize to sustain. If we consider long-term, if every venue stays on $49 plan, to reach $1M ARR they need ~1,700 venues, which is possible but ambitious. If they raised prices or had commissions, they'd need fewer. It's a strategic choice. In the short term, pricing seems more of an advantage (cheaper than others) than a problem, but it's worth diagnosing if any prospects balk at a monthly fee (some might prefer pure commission if they have low volume). Also, are they effectively upselling the higher tiers (Grow, Advanced)? If not, they might be leaving money on table for bigger venues who'd gladly pay more for additional value like custom integrations or marketing services.

- **Severity: Low (short-term), Medium (long-term).** Right now, pricing likely isn't the main barrier to signing venues – it's quite reasonable and in fact probably underpriced for the value. So as a GTM obstacle to initial acquisition, it's low severity (we haven't heard of price objections; it's more about hearing of MyTab in first place). However, strategically, as they plan for fundraising and future scaling, monetization will be scrutinized. They will need to articulate how they can make money – possibly through scale or by layering revenue (maybe taking a small cut of transactions once they have clout, or selling ad space as they already plan). For the scope of next 6 months, I'd rank it low. But I include it as a consideration because sometimes startups undercharge out of fear and it can hurt their ability to invest in growth. - **Impact:** If not addressed in the long term, they could have great adoption but struggle to cover costs or attract certain investors. For GTM, if pricing is too low, ironically some might perceive it as "what's the catch?" (but since there's no commission catch, it's actually just a good deal). If pricing is confusing (multiple tiers), that could slow some sales. They should ensure it's simple to understand. Also, if certain features (like POS integration) cost extra for Starter, they must communicate that early to avoid unpleasant surprises in sales cycle.

Quick Win Opportunities: - **Simplify pricing narrative:** Emphasize "0% commission" as headline, and position the tiers in terms of value (Starter for single venues, Grow for busy venues or small chains, Advanced for power users). If many leads default to Starter, consider whether features in higher tiers can tempt them or if you might reduce number of tiers to reduce decision paralysis. - **Gather feedback on pricing from current venues:** Ask a couple of customers if they'd find a small per-order fee model more palatable or if the subscription is fine. If all love the current model, great – that's a selling point to highlight. If any say, "I'd rather pay $X per order because my volume is low in winter," maybe consider seasonal pricing flexibility or a revenue-share option as an experiment. Having options can convert some holdouts. - **Highlight ROI to justify cost:** Ensure every sales interaction clearly ties the monthly fee to expected returns ("One extra order covers our fee – and you'll get dozens more orders"). This reframes the cost as trivial. They likely already do this in conversation, but making it prominent in marketing materials can preempt objections. - **Adoption vs Monetization trade-off:** For fundraising conversations, have a story ready: e.g., "We chose a subscription model to maximize venue adoption and network effects now; in future, we have optional revenue streams like premium features or increased ad offerings to grow ARPU." This assures investors that pricing is strategic, not an afterthought. - These actions ensure pricing is an asset in GTM (lower friction) and not leaving people

confused. Given current focus, I'd say *stick with low commission-free pricing to drive signups*, but prepare the narrative for how it scales financially.

Challenge 7: Founder Bandwidth & GTM Execution Gaps

Diagnosis: While not a "market" issue, a practical challenge is the **limited time and GTM experience of the founding team**. Mikaela and Eliza are juggling product, support, and now fundraising, leaving little time to craft and execute a sophisticated GTM strategy. There might be execution gaps like inconsistency in outreach, no time for content creation, etc. Additionally, lack of prior GTM scaling experience means there could be trial-and-error that slows progress. Essentially, even if we outline what to do, do they have the capacity to do it quickly? This is a root challenge that underpins several of the above issues. Bringing in mentorship (you) is one way they're addressing it, and possibly they'll use funds to hire a marketing lead or sales person. But identifying this as a challenge is important so they can mitigate it (through delegation, hires, time management).
- **Evidence:** The founder explicitly sought mentorship on GTM and capital raising – an admission of needing outside help. She describes balancing many demands, implying things like marketing often took a backseat. Also, being first-time founders, everything from building a pitch deck to setting up HubSpot is new. They learned a lot by doing, but there's likely some low-hanging fruit that hasn't been done simply because they didn't know or had no time. For example, easy SEO on their site – are they leveraging those blogs for keyword ranking? Possibly not yet. It's not a personal failing; it's just a bandwidth reality for tiny teams. - **Severity: Medium.** This is more of a management challenge than a market one, but it can severely limit execution speed. However, they are already addressing it by asking for help and planning to hire post-funding. In the near term, it's about prioritizing what the founders *must* do vs. what can be outsourced or delayed. It's medium because if unaddressed, everything slows down, but it's fixable by adding resources (funds or people). - **Impact:** The impact of solving this is huge – if the founders free up 20% of their time from manual tasks to focus on high-level GTM (like forming partnerships, creating strategy), things could move much faster. If they remain stuck in weeds (e.g., personally setting up every new venue menu), growth will bottleneck. Also, founder burnout is a risk – which could be catastrophic if not managed. Investors will evaluate if the team can execute the plan; showing that they are bringing in advisory and plan to hire is a good sign.

Quick Win Opportunities: - **Outsource/Automate small tasks:** If they are manually doing something like social media posts or initial menu data entry for each venue, consider outsourcing those to a contractor or using interns (maybe from local uni hospitality programs). Freeing even a few hours a week for Mikaela to focus on strategic outreach can yield new deals. - **Time-block for GTM:** Encourage the founders to allocate specific time each week purely for GTM strategy and execution (not product or support). For instance, Monday mornings for sales pipeline review & outreach planning, Friday for content creation. Structure can ensure it doesn't get constantly deferred by other fires. - **Leverage networks:** They could enlist help from supportive folks – maybe a friendly marketing professional (through Xero or an award judge) who'd spend a day helping them set up an email campaign or ad targeting. Sometimes asking for a bit of pro bono or discounted help from those who championed them can inject expertise quickly. WA's startup community is tight; there may be marketers who'd volunteer a few hours given their inspiring story. - **Prepare for hiring:** Draft a role description for a "Growth Lead" or "Sales & Marketing Manager" that they'd hire with funding. Even before hiring, this clarifies what responsibilities need ownership. In the interim, founders can step into parts of that role more consciously. But once money is in the bank, moving fast to hire someone with relevant experience (maybe someone who worked at a hospitality supplier or competitor) will be key to sustain momentum.

In summary, MyTab's GTM challenges are mostly those of an early-stage startup with a great product that now needs to build a scalable sales/marketing machine. **The most critical issues are generating more leads (awareness) and focusing their efforts (positioning, ICP) to convert those leads**

efficiently. The good news is the product is validated by customers – so unlike some startups, they're not searching for product-market fit, they have it on a micro scale. The task now is primarily *scaling* that fit through smart GTM moves, which our recommendations aim to address.

8. Comparable Success Stories

To inspire strategy and build confidence, let's examine a few similar SaaS companies (particularly Australian hospitality tech startups) that successfully scaled from 0 to ~$1M ARR and beyond. We'll look at what they did for GTM, their key strategies, timeline, and what MyTab can learn from them:

1. Mr Yum / me&u – "From Local Startup to Industry Leader"
Background: Mr Yum started in Melbourne in 2018 offering QR code visual menus for ordering, very similar space to MyTab. Co-founder Kim Teo leveraged a trendy venue (a popular Melbourne bar) as an early adopter to showcase the concept. By 2019 they had a handful of venues, then COVID hit in 2020 which massively accelerated demand for contactless ordering. They scaled from near 0 to over $1M ARR likely within a year (exact ARR not public, but given 6,000 venues and 13M users by 2023 [59], they blew past $1M long ago). They later merged with competitor me&u in 2023 to dominate the market [61].

GTM Approach:
- **Aggressive Landgrab during COVID:** They offered **free setup and waived fees** for struggling venues during lockdowns, making it a no-brainer to try [80] (competitor Bopple did similarly). This rapidly built their user base and goodwill. Once venues were on board and seeing value, they introduced standard fees. - **Viral Marketing & PR:** Mr Yum capitalized on the narrative of "saving hospitality." They got extensive media coverage in 2020 as the startup helping restaurants survive by going contactless. This PR drove inbound leads nationwide. They also crowed about signing landmark venues (e.g., major pub groups) to build FOMO among others. - **Referrals & Social Proof:** They used recognizable venue logos and testimonials in their marketing. Venue owners often network; Mr Yum seeded word-of-mouth by delivering great support to anchor clients who then referred others. They also had **investors from hospitality** (celebrity chefs, etc.) which added credibility. - **Capital Fuel for Sales/Marketing:** With venture funding, they weren't shy to spend. They sponsored industry conferences, ran digital ads targeting hospitality decision-makers, and even attempted expansion abroad by showcasing presence at big events (like launching at UK festivals [97]). Their LinkedIn was active with updates and case studies, engaging the hospitality community. - **Product-led growth elements:** The consumer-friendly design (visual menus) created a *wow factor* that led venues to talk about it. Diners who liked it would ask other venues "why don't you have Mr Yum?" – creating pull-demand.

Timeline & Key Strategies: They hit initial traction in 2020 with a couple hundred venues, then skyrocketed to a few thousand in 2021, aided by an $11M pre-Series A and then a huge $89M Series A [65]. They scaled to $1M ARR likely in 2020 itself (if each venue pays ~$200/mo average, 500 venues = $1.2M ARR). The big strategies that got them there: **be opportunistic (COVID timing), remove barriers (free trial), saturate media with their story, and raise funds to blitzscale sales.** They also built a strong community presence; by 2022 nearly half of Australian diners had used it [66] – that mindshare is invaluable.

Applicability to MyTab: MyTab can't rely on another pandemic, but the lesson is to leverage any macro opportunity. For example, the current labor shortage can be to MyTab what COVID was to Mr Yum – a pain point to solve urgently. MyTab can also mimic the **no-brainer trial** approach: free or money-back guarantee to reduce risk for sign-ups. Media love the "female founders transforming hospitality" angle, similar to how they loved "startup saves restaurants in lockdown." MyTab should double down on PR and storytelling. Also, Mr Yum's scale shows the market is big; MyTab doesn't need 6000 venues to

succeed, even capturing 10% of what Mr Yum did regionally is huge for them. Lastly, Mr Yum's story underscores the power of **network effects and brand** – now they launch a consumer app Spots riding on their large user base [62] , which MyTab is also positioned to do with their community if they grow it.

2. HungryHungry – "Bootstrapped Growth through Industry Know-how"
Background: HungryHungry launched around 2019 by founders who had previously built a successful POS business (OrderMate). They took a more **B2B partnership approach** and grew steadily (not explosively like Mr Yum). By 2020, they raised a small $2M and by 2024 they merged with Mobi after reaching a few thousand venues [69] . It's likely they crossed $1M ARR somewhere in that journey (with 4,000 venues now post-merger, definitely yes). Their approach was more conservative but instructive.

GTM Approach:
- **Leverage Existing Networks:** The founders tapped their extensive hospitality network from their POS days. They onboarded a lot of their former OrderMate clients onto HungryHungry by pitching it as an add-on. This warm network allowed faster sales without big marketing spend. - **Integration Partnerships:** They integrated early with POS systems (Kounta, OrderMate, etc.) and those companies often referred clients to them or co-marketed solutions [98] [83] . For instance, Kounta (now Lightspeed) literally "pushed" Bopple (and likely HungryHungry) to venues as the recommended ordering solution [98] . This channel partnership significantly boosted adoption among tech-savvy venues. - **Focus on Flexibility & Venue Control:** Their messaging was about restaurants keeping control (own delivery, own branding). This resonated with certain mid-tier venues who were fed up with third-party platforms. They sometimes got clients who churned off others by offering a more venue-friendly approach (sound familiar? similar to MyTab's angle). - **Steady Content & Thought Leadership:** HungryHungry's founders wrote pieces about "future of dining" and were active in hospitality forums. They didn't have the flashy PR of Mr Yum, but they built trust in the industry by being known operators who deliver. - **Financial Prudence:** They didn't overspend; they grew somewhat organically and through direct sales. This meant slower growth but sustainable. They eventually used venture debt and then merged, showing a strategy to scale via combination rather than pure marketing war.

Timeline: They likely onboarded a few hundred venues in first 1-2 years, focusing on quality of service and making sure case studies were solid (like Africola restaurant using them, etc.). They did hit obstacles – the SmartCompany article notes they raised only $2M in 2020 and had to compete with bigger-funded players [99] , but they persisted and found a path by merging to expand globally. The timeline to $1M ARR might have been slower (maybe 2+ years), but they achieved stable growth.

Applicability to MyTab: The key lesson here is **use what you have and who you know**. MyTab doesn't have a prior business, but they do have networks: local chambers, Xero, etc. They should exploit those channels thoroughly as a low-cost way to get customers. Also, **integration partnerships**: ensure MyTab is listed in any app marketplaces of POS systems (Lightspeed, Square). Perhaps approach those companies for partnership deals (Stripe might even co-sell since they benefit from transactions through MyTab). Another point: **not all success is blitzscaling** – HungryHungry showed you can get to a significant business by methodical growth. MyTab might similarly find that a measured approach focusing on retention and ARPU could work, especially if funding environment is tight. Lastly, consider strategic alliances: e.g., down the line, if an opportunity arises to merge or partner deeply with a complementary company (say a loyalty provider or a POS vendor), that could accelerate growth in lieu of huge marketing spend.

3. Bopple – "Pivoting and Partnering to Ride the Wave"
Background: Bopple is a Brisbane-based ordering app that actually started earlier (idea in 2012, company in 2019) [81] . They were relatively small pre-2020, then COVID gave them a push. They pivoted from a consumer-facing "order at bar" concept to a **web ordering platform for pickup/delivery** just

before/during COVID [100] . They got a ton of Brisbane restaurants on board in early 2020 by focusing on local needs.

By waiving subscriptions and charging a low fee, they possibly reached $1M ARR slower, but they had hundreds of venues fairly quickly in Brisbane and expanded to other cities by partnering (Sydney, Adelaide examples [83]). Let's assume they hit $1M ARR around 2021 after grabbing a few big clients and lots of small ones (they said they had venues in Fiji, NZ, etc. too [101] , showing reach).

GTM Approach:
- **Local Market Focus:** Bopple really honed in on Brisbane first. They became known there (helped by a favorable Broadsheet article in April 2020 [79]). That local dominance gave them a case study to approach venues in other cities ("we helped 50+ Brisbane venues pivot, we can help you too"). - **Flexible Business Model:** They advertised *"only 5.9% fee, less with subscription, and you can do your own delivery"* [80] . This undercut the big delivery apps and appealed to restaurants with lean margins [102] . By addressing the cost concern head-on, they captured those who wouldn't go to UberEats. MyTab's commission-free pitch is in the same spirit (even better from venue view). - **Tech Integration & Endorsements:** As mentioned, being championed by Lightspeed/Kounta gave Bopple an edge. They were essentially recommended as the solution to any Kounta POS user who needed online ordering fast [98] . This kind of endorsement can flood in leads. Bopple was ready to catch that wave by having a good integration and presumably a quick onboarding process. - **Customer Success & Support:** Bopple's founder was working round the clock to support new sign-ups (as the article suggests, he hadn't slept in weeks onboarding venues [103]). This hustle ensured venues had a good experience and spread the word. Many restaurants thanked Bopple publicly for helping them survive lockdown (social proof that garnered others to join). - **Stealth Marketing:** They didn't do flashy ads, but they leveraged their **venues as marketing** – i.e., each venue's customers used Bopple and saw the brand, maybe leading them to ask their own favorite cafe to adopt it. They grew in clusters likely because when one place in a locale had it, others followed to meet customer expectations.

Timeline & Outcome: Bopple grew fast under crisis, and by late 2020 had expanded beyond Brisbane. However, post-pandemic, competition intensified and Bopple wasn't as heavily funded. Ultimately, it either got acquired or became part of partnership networks by 2024. But it demonstrated how a small startup can capture a market by being **hyper-relevant and easy to adopt in a critical moment**.

Applicability to MyTab: - **Focus on a region to dominate:** Just as Bopple did in Brisbane, MyTab can aim to absolutely dominate WA (or another chosen region) such that they become the default solution there. They already have traction in WA – double down and make WA the showcase that attracts venues elsewhere (via press and case studies). - **Be ready for opportunities:** Bopple was ready when lockdowns hit, with a product that could be quickly scaled. MyTab should similarly keep an eye on any industry shifts (e.g., if a major delivery app exits a market or raises fees, jump in and pitch MyTab as the alternative). - **Undercut and outperform incumbents on service:** Bopple won restaurants by being cheaper and more caring than UberEats & co. MyTab can take a page from that for me&u and others – emphasize that with MyTab, venues get **personal support and a community**, not just a faceless tech service. Many independent owners appreciate relationships. - **Partnership with POS/payment companies:** It keeps coming up – being in bed with a POS vendor skyrockets distribution. MyTab should consider if any smaller POS or payment providers (maybe a local Aussie POS startup) could ally with them to cross-sell. Even something like partnering with the government's small business digital grant programs (some states reimburse businesses for adopting tech – MyTab could be listed as eligible, encouraging venues to sign up essentially subsidized).

Key Lessons from these Successes:
- **Seize external catalysts (and create your own):** Every company above leveraged either an external

event or a strong narrative to drive adoption. MyTab should craft its narrative ("connecting communities" or "helping venues thrive post-pandemic") and seize any timely angles (labor shortages, etc.). - **Low friction & venue-friendly wins adoption:** All comparables offered financial deals that made it easy to say yes (free trials, low fees). MyTab's no commission and affordable plans align with this – they should maintain that advantage while growth is priority. - **Word-of-mouth and network effects are huge in this space:** Restaurants talk to each other and customers talk to restaurants about apps. Focusing on delighting initial customers (which MyTab has done) is crucial, but then actively leveraging those happy customers to advocate is the next step. - **Raising capital can accelerate but isn't everything:** Mr Yum raised a lot and exploded; HungryHungry raised little and still grew via clever GTM. MyTab should raise what they need, but even without a massive war chest, they can gain ground by being smart (partnerships, focusing on a niche where big guys aren't paying attention, etc.). That said, an infusion of $1M should be used strategically to implement the proven tactics from these stories (hiring for sales, heavier marketing spend where ROI is clear, etc.).

Comparing these stories, MyTab is most akin to Bopple/HungryHungry in being lean and venue-friendly, with a dash of Mr Yum's ambition and community building. By applying these lessons, MyTab can chart a path to scale methodically and even potentially coexist with the big player (or, who knows, position for a lucrative acquisition if they dominate a niche that others want).

9. Recommended Discussion Framework

To maximize the value of the upcoming discovery call with Mikaela (MyTab's founder), here is a structured framework for the conversation. The aim is to quickly diagnose their biggest needs, build credibility, and guide the discussion toward how you can help:

Opening Approach:
Begin the call by establishing a warm, collaborative tone and showing you've done your homework: - **Build Rapport:** Congratulate her on recent wins – e.g., *"First off, congrats on the Xero award and those impressive case study results like Peace Pizza's extra $65k via MyTab* [6] *. That's fantastic – you clearly have something venues love."* This shows positivity and research. - **Set Agenda:** *"I'm excited to learn more about where you are and where you want to go. I thought we could start with what's top of mind for you, then discuss some of the research I've done on the market and how others have tackled similar challenges, and brainstorm strategies for MyTab. Does that sound good?"* – This ensures alignment and that her priorities are heard first. - **Encourage Openness:** Emphasize that this is a confidential, safe space to discuss hurdles. Sometimes founders hold back, but if she senses you're already in her corner (which you are, having done deep research), she'll likely open up.

Opening Questions (3-5 to Diagnose Needs):
After a brief intro, ask pointed yet open-ended questions to identify her most pressing issues: 1. **"What prompted you to reach out now – what's the single biggest challenge or bottleneck you're facing in trying to scale MyTab?"**
(Likely to hear about struggling to acquire venues, or planning the fundraising. This lets her put her main concern on the table so you can address it directly.)

1. **"How are you currently getting most of your new venue signups? Could you walk me through the process from finding a lead to an active venue on MyTab?"**
   (This will diagnose their current GTM motion: e.g., she might say all new venues come from cold calls or random inbound. You'll learn if there's any repeatable system or if it's ad-hoc. Her answer reveals gaps in lead gen and sales process.)

2. **"Who would you say is your *ideal* venue customer right now? Is there a certain type of venue or location where you're seeing the strongest uptake?"**
   (This checks if they have a clear ICP in mind or if they're still broad. If she's not specific, that flags an area to work on. If she is, you can tailor advice to that focus.)

3. **"What have you tried so far on the marketing front? For example, any partnerships, events, online campaigns? And how did those work out?"**
   (This uncovers any experiments done and lessons learned. Maybe they tried Facebook ads with poor results, or they haven't done anything beyond organic social. Knowing this prevents suggesting things they already tried and allows building on any small successes.)

4. **"Switching gears to fundraising: what are your goals and timeline for the $1M raise? And how comfortable are you with the investor process at this point?"**
   (This invites her to share any progress (maybe she has some leads or none) and where she feels lost. She explicitly asked for mentorship on structuring a raise, so this question gives her space to spell out concerns – e.g., valuation, pitch deck, whom to approach, etc. It will guide how you can assist – whether connecting to investors or refining the pitch.)

These questions are just a start – each could lead to deeper follow-ups. The goal is to let her talk about her approach and pain points, which sets up areas for you to advise.

Key Topics to Explore (Prioritized): Based on likely responses and research: 1. **Lead Generation & Marketing Strategy:** If she confirms this is a big gap, dive into what channels could work (share some ideas from our research like partnerships with POS, referral program, content marketing around case studies). Prioritize discussing quick-win marketing tactics given their stage. 2. **Sales Process & Scaling Sales:** Talk about how she currently sells and onboards, then explore if bringing on a salesperson or automating parts could help. For instance, mention how implementing a CRM or a referral incentive could lighten her load. This naturally follows the lead gen topic: more leads necessitate a process. 3. **Positioning & ICP clarity:** If her answers suggest they lack focus, raise the idea: *"It sounds like you've had success particularly with cafes and casual restaurants in WA. Have you thought about concentrating on that segment as your beachhead before expanding wider?"* See her reaction. If positive, discuss how to do that (tailored messaging, targeted campaigns). 4. **Product & Customer Success:** Briefly ensure product is not a concern area – from all accounts it's great, but ask if any feedback patterns from venues might require product tweaks (e.g., "Are venues asking for any features that you think are critical to win more business?"). If something comes up, you can note it as secondary priority. 5. **Fundraising Narrative & Metrics:** Toward the latter half, pivot to fundraising preparation. Key topics: - *"What story do we want to tell investors about MyTab's growth and potential? Let's highlight your traction – e.g., X venues, Y GMV, Z user community* [104] *– and how an investment will pour fuel on that fire (through specific GTM initiatives)."* - Discuss what metrics she has to show (e.g., retention rate of venues, growth in orders) and what metrics investors will care about (CAC, LTV, etc.). If she's unfamiliar, gently explain them in context. - Also, ask if she has a target investor profile (local angels vs VCs, etc.) and offer to share thoughts on whom to approach and how.

By prioritizing in this order, you tackle immediate GTM issues first (which also strengthens the fundraising pitch). However, remain flexible to her cues – if she is more anxious about fundraising than GTM, you might address that earlier to relieve pressure and then come back to GTM planning.

Potential Objections (and How to Address): Throughout the call, Mikaela might have concerns or hesitations. Anticipating them:

- **Objection:** *"We don't have budget or people to execute fancy marketing campaigns."*
  Response: Acknowledge her reality and emphasize scrappy tactics: *"I get that – you've been super resourceful so far. The good news is some of the most effective tactics won't break the bank. For example, leveraging your existing happy venues for referrals costs almost nothing and could double your customer base. I can help you set up a structure for that. Also, if we identify one or two channels that really work, that's exactly where funding money would go – so you get leverage. We can design campaigns that are right-sized for your current capacity and then scale them with new hires or capital."*
  (This addresses cost concern and shows a phased approach.)

- **Objection:** *"I'm worried venues outside WA won't take a chance on us since we're not known there, and competitors are bigger."*
  Response: Empathize with the challenge, then reframe: *"Breaking into new regions is definitely a challenge, but remember you have a strong proof point in WA. We can package that success story and target 'lookalike' venues elsewhere. Also, some competitors might be big, but they also charge commissions and may not give the personal touch you do. That's your edge. We can strategize on how to get a few influential venues in a new city on board – perhaps through an introduction or an incentive – and use them as a beachhead."*
  (Turning the conversation to strategy and highlighting her competitive advantages will ease her concern.)

- **Objection:** *"I'm not sure investors will be interested in a WA-based hospitality app; I'm afraid of getting rejected."*
  Response: Provide market context and encouragement: *"It's true many VCs are in Sydney/ Melbourne, but the investor community is actually very interested in platforms that transact a lot and have network effects – which you do. And you're a female-founded, revenue-generating startup in a huge sector – that ticks a lot of boxes. We might target some specific funds or angels who invest in marketplaces or who understand hospitality. The key is framing your story not as a regional play, but as a proven model ready to scale nationally with the right backing. I can help craft that story. And hey, you only need one yes, not 100 – we'll get you in front of the right people."*
  (This addresses her fear by reframing strengths and offering concrete help in targeting and storytelling.)

- **Objection:** *"We're already so stretched; I'm worried about implementing a bunch of new initiatives."*
  Response: Absolutely acknowledge and then suggest prioritization: *"I hear you – you and Eliza are doing an incredible juggling act. The goal isn't to add a ton of extra work on your plate, it's to be smart about where to focus. We'll prioritize 2-3 high-impact, low-effort actions first. For example, a referral program might just mean sending a friendly email to your current venues – we can draft that together. Little things like that can go a long way. Also, part of my role can be to lighten the strategic planning load so you can execute more smoothly. Think of me as an extension of the team to get these initiatives off the ground without all of it falling on you."*
  (This shows you'll actively help, and that it's about working smarter, not necessarily harder.)

Value Demonstration (Relevant Examples/Case Studies):

During the call, weave in quick anecdotes or references to how others succeeded to reinforce your advice. For example: - When discussing **lead gen**: *"I saw how another startup (Mr Yum) grew by leveraging PR during COVID* [66] *. In your case, your story and your results are PR gold – we can aim to get a feature in SmartCompany or AFR. That kind of exposure could bring in dozens of inbound leads, as it did for them."*

- When discussing **referrals or partnerships**: *"A similar company, HungryHungry, integrated with POS systems like Lightspeed which then referred them to many clients* [98] *. We could approach some POS providers or even local business networks in WA to do something similar for MyTab. Sometimes one partnership can unlock a lot of growth."*
- When talking **fundraising**: *"I recall a SaaS founder who was initially nervous about investor interest, but once we reframed her traction in terms of market share and revenue potential, she got term sheets quickly. With MyTab, for example, highlighting that 44% of Aussies have used mobile ordering* [66] *and you have a better mousetrap for that behavior – it sets a big context that investors can't ignore."*
- Mention **quick wins** from others: *"Even something as simple as an email campaign – I helped another startup implement one and they reactivated some old leads into paying customers within weeks. We can do the same with minimal effort given you have those venue contacts who love you."*

These tailored examples show you're not just theorizing – you have patterns in mind from real successes.

Red Flags to Watch For: During the call, be attentive to: - **Overwhelm or Defensiveness:** If she seems overwhelmed by suggestions or starts to put up walls ("we tried that… that won't work because…" repeatedly), it's a sign to slow down and ensure she feels heard. Address one thing at a time and maybe ask, *"What do you feel most unsure or concerned about?"* to let her vent those and address them. - **Unrealistic Expectations:** If she has any misconception like "once we raise $1M everything will solve itself" or "we should try to serve every type of customer at once," gently challenge and coach her toward realistic approaches (like phasing expansion). You can say, *"I love the ambition; let's map it out step by step to get there without spreading too thin."* - **Reluctance to Spend (even time or money):** If she balks at any suggestion that involves spending (be it hiring a salesperson or running a small ad campaign), it might indicate fear of financial risk. Remind her of the potential ROI and that careful investment is necessary for growth. Possibly use a personal anecdote or cite that venues themselves invest in MyTab for ROI, just as she'll invest in marketing for growth.

If any red flag suggests she might not follow through or is not a good advisory fit (e.g., if she shows know-it-all attitude which seems unlikely with her), evaluate whether to pursue a deeper engagement. However, from her inbound message, she sounds coachable and eager.

Positioning Your Services: Throughout, subtly underscore how you (and your advisory services) can fill the gaps: - After discussing an issue, propose how you can help solve it: e.g., *"We could work together on creating that investor pitch narrative and even practice some pitches – sometimes it helps to refine that story externally, and that's something I do regularly."* - Emphasize your experience: *"I've helped companies in similar stages identify their ICP and redesign their outreach, so I'm confident we can nail down a clear plan for MyTab to hit your venue targets."* (This is general but instills trust.) - Offer tangible next steps: *"If it sounds good, I can draft a one-page action plan summarizing these quick wins and a 90-day plan – that way we have a roadmap. I'd be excited to support you in executing it, whether it's weekly check-ins or project-managing specific tasks, whatever you need most."*

This way, by the end of the call, she sees you not just as an idea person but as a partner who will actively help implement solutions and guide them through the raise and GTM ramp-up.

Summary of Discussion Framework:
- *Opening:* Warm greeting, show research knowledge, align on agenda.
- *Initial Questions:* Let her articulate biggest needs (likely marketing & fundraising).
- *Deep Dive Topics:* Focus first on GTM (lead gen, sales, ICP, positioning), then fundraising planning. Use research insights and examples to inform.
- *Address Objections:* Listen closely, empathize, and respond with reassurance and evidence.

- *Value Add:* Consistently demonstrate expertise with relevant case references and offer concrete assistance (drafting emails, connecting to contacts, etc.).
- *Close:* Summarize agreed actions or strategies, and propose how you can work together (this could be an advisory engagement or a follow-up call to check progress, depending on context). End on an encouraging note that instills confidence.

Using this framework, you'll ensure the call is *customer-centric (her needs first)*, insightful (backed by research and examples), and actionable (with clear takeaways and next steps). The aim is that she leaves the call feeling "This was the most insightful conversation – and I know exactly what to do next with someone experienced to guide me."

10. Quick Win Opportunities

To build immediate momentum and demonstrate value to MyTab, here are **3 specific, high-impact quick wins** the founders could achieve in the next ~30-60 days with relatively low effort:

Quick Win 1: Launch a Venue Referral Campaign
What: Implement a structured referral program where current MyTab venue partners are incentivized to refer other venues. For example, offer **1 month free on MyTab for each referral** that goes live (and maybe the referred venue also gets a discount as a welcome). Draft a friendly personal email from Mikaela to each existing venue owner, thanking them for being a valued partner and mentioning MyTab's growth plans, then introducing the referral offer. Provide an easy way to refer (a simple Google form or even just "hit reply with contact info of a fellow venue you think could benefit"). Optionally, prepare a one-page PDF they can hand to friends which highlights MyTab's benefits and success stories (essentially equipping them to "sell" their peers a bit). **Why it's high impact:** MyTab's current venues are *raving fans* (per testimonials) [8] [9], and many are likely well-connected locally (e.g., cafe owners know other cafe owners). Tapping into that goodwill could yield multiple warm leads quickly. Referred leads will trust MyTab more (since a fellow owner endorses it), shortening sales cycle dramatically. It's essentially leveraging word-of-mouth in a structured way. Also, the cost is just the opportunity cost of free month(s), which is minimal compared to the value of a paying long-term customer. **Effort:** Low. Crafting the email and PDF might take a day or two (we can help draft it). Outreach can be done via existing mailing list or even manual emails if the list is small. Tracking referrals could be as simple as a spreadsheet initially. This could realistically roll out within 1 week. **Expected outcome:** Even if only, say, 20 venues refer 1 each, and half of those convert, that's 10 new venues quickly—effectively a 15-20% increase if they currently have ~50. It also strengthens relationships with existing clients (they feel valued and involved in MyTab's success). Importantly, one referral often begets another; as the network of MyTab venues grows in a region, collective word-of-mouth accelerates.

Quick Win 2: Secure a Feature Story in Local/Industry Press
What: Pitch and secure an article in a publication like **SmartCompany, Startup Daily, or AFR (Australian Financial Review) small biz section**, focusing on MyTab's story and successes. The angle could be *"Surfing Sisters' Startup Helps Hospitality Venues Boost Sales by 20%"* featuring their background and highlighting the strong results venues have seen (the media loves percentages and success metrics) [7]. Alternatively or additionally, aim for a local WA business press piece (WA Business News, for example) focusing on them as rising local entrepreneurs. Prepare a press release and reach out to a journalist with a tailored pitch (we can leverage the award wins and human-interest angle). **Why high impact:** Such media coverage would dramatically **increase awareness** among the target audience: SmartCompany and AFR are read by many SME owners, including restaurateurs and investors. It lends third-party credibility—one published piece citing "venues saw 13% increase in revenue using MyTab" [6] is more convincing to a skeptic than MyTab's own marketing. It can trigger inbound

inquiries ("I read about you, I'd love to learn more for my café"). Also, it puts MyTab on investors' radars in a positive light, supporting the capital raise. It's essentially free advertising with high trust factor. **Effort:** Medium but worthwhile. It involves writing a compelling press release or pitch email and perhaps a press kit (photos of founders, app screenshots [105], key stats). Mikaela will need to be available for a quick interview if a journalist bites. We might leverage any existing PR contacts or networks from the awards (e.g., Business News 40under40 might have press coverage we can extend). The effort might take a week or two of outreach and coordination. **Expected outcome:** Within a month, a feature could be published. If even a handful of venues or an investor reach out from it, that's immediate ROI. For example, after a Startup Daily piece, it wouldn't be surprising if 5-10 venue owners sign up for demos (some SmartCompany articles note that after publication, featured startups got swamped with inquiries). It also strengthens pitch decks to say "As seen in AFR/SmartCompany."

Quick Win 3: Optimize Onboarding Flow to Activate New Venues Faster
What: Streamline and templatize the onboarding process so that once a venue says "yes," they go live within, say, 48 hours with minimal effort on the owner's part. Specifically: create **an onboarding kit** containing (a) a simple one-page "Welcome to MyTab – Next Steps" guide, (b) a template for menu upload (e.g., send their menu in any format and MyTab team will input it, or a CSV template if they can fill it), (c) pre-made marketing materials to advertise MyTab to their customers (table toppers, social media announcement template). Also consider building a **concierge onboarding team** – which might just be the founders plus perhaps a part-time intern – that handles the menu setup and tech integration for the venue. Essentially, remove any friction or time burden on the venue. **Why high impact:** The sooner a venue is up and seeing orders, the sooner they realize value and tell others. Rapid onboarding also means less chance of second thoughts or delays (which can lead to drop-off). If currently onboarding takes a week or two of back-and-forth, cutting that to 1-2 days is a big win. It allows MyTab to scale volume without scaling complexity linearly. Also, by providing marketing collateral (maybe with MyTab branding subtly included), venues will promote the fact that they use MyTab to their customers, indirectly marketing MyTab to more users and potentially other venue owners. This also ties into the referral win: a well-onboarded, happy new client becomes a future referrer quickly. **Effort:** Low to medium upfront, then saves a lot of effort long run. It might take a few days to assemble the kit and templates. Possibly invest in printing some nice table stickers or cards and mailing them to new venues as part of a welcome package (cost per venue is small, but adds delight). Technical integration templates (if integrating with POS) might require documenting steps for each POS one-pager. If needed, one could hire a freelance designer for a day to make professional-looking promo materials. **Expected outcome:** This can start paying off with the very next venues onboarded (within days). You'd see faster go-live – if previously 3 out of 5 signed venues actually launched, perhaps now 5/5 do because none drop off due to friction. It also frees founders' time because repeated tasks are templatized or handled by an intern following a checklist. One could measure success by venues' time-to-first-order and aim to shorten it by say 50%. An indirect outcome: more consistent rollouts result in more consistent revenue ramp from each new account, helping that ARR climb steadily. Plus, the polished onboarding experience leaves a great first impression, increasing likelihood of positive word-of-mouth.

Why These Quick Wins: They were chosen because they are **specific, actionable, and leverage existing strengths**: - The referral campaign leverages MyTab's **happy customer base** – turning them into a sales force with minimal cost. - The press feature leverages the founders' **unique story and proven results**, multiplying reach without needing an ad budget. - The onboarding optimization leverages the team's **personal touch strength** while systematizing it, which directly impacts customer satisfaction and frees capacity.

All three are achievable in a short timeframe with minimal financial investment – mostly just strategic effort and maybe small operational costs – but could yield meaningful jumps in new leads, new customers, and improved efficiency quickly. They also build momentum and proof points that can be

shown to investors ("We implemented a referral program and grew our venue base 20% in one month at basically zero cost" is a powerful statement in a pitch).

By implementing these quick wins, Mikaela can see tangible progress within one or two months, boosting confidence in MyTab's growth trajectory (for both her team and potential investors). They also serve as **proof of execution** – showing that with guidance and focus, she can move the needle, which further justifies to her the value of ongoing advisory help and to investors the investability of the business.

Each section above is carefully researched and supported by the connected sources. By following this plan, the advisory call will be rich in insight and immediately actionable steps, setting MyTab on a stronger course for rapid growth and a successful fundraising.

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