

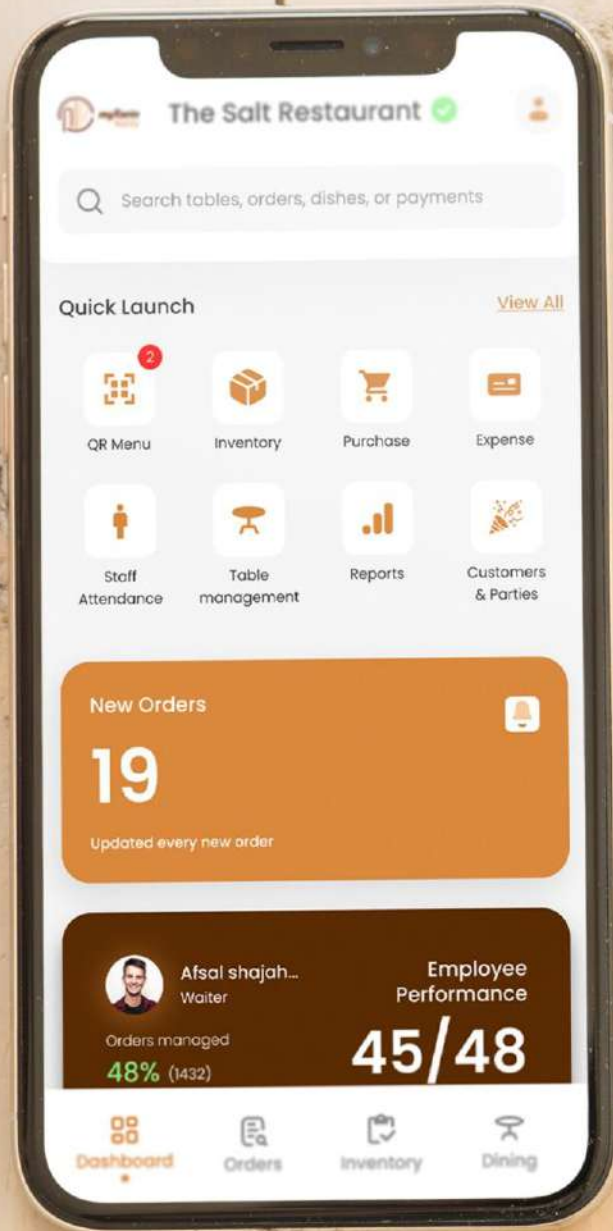


*myResto*  
today

*"Delight in every dining moment"*

An AI-powered SaaS platform tailored for the restaurant industry





# Overview

myResto Today is an innovative, AI-driven restaurant management platform designed for establishments of all sizes, including cafes, bakeries, and food chains. It integrates **POS, CRM, and QR-code ordering** to streamline operations, enhance customer engagement, and build loyalty.

Our unique, **verified food rating system ensures trustworthy reviews, while Dining GPT offers real-time personalized dining recommendations.** Our initiative is nurturing a vibrant ecosystem with affordable, platform wallet-based payments, rewards and hyper-personalized dining solutions to revolutionize the food service industry.





## Vision

Build a **global, community-driven dining ecosystem** that fosters **connections**, ensuring **authentic feedback**, **intelligent automation**, and **data-driven personalization**.

## Mission

Revolutionize **FoodTech** with **AI-driven restaurant management**, **verified diner reviews**, and **affordable, seamless solutions** for businesses of all sizes.

## Core Values

- ✓ **Authenticity** – Verified reviews, no fakes.
- ✓ **Innovation** – AI-powered automation.
- ✓ **Affordability** – Pay-as-you-go model.
- ✓ **Customer-Centricity** – Enhancing diner & restaurant experience.
- ✓ **Scalability** – Built for long-term growth.



# Problems

Restaurants face fragmented solutions that fail to integrate dine-in and delivery into food rating system ensures authentic feedback by accepting reviews only from verified an all-in-one system management solution.



Diners lack a platform that offers personalized, hygienic food options within their budget, supported by an authentic review system that ensures trust through verified feedback.



Restaurants face fragmented solutions, failing to unify dine-in and delivery.



High costs deter many from adopting essential digital transformation tools.



Weak customer engagement and loyalty programs limit restaurant growth.



# Solutions



Unified  
Platform



Personalized  
Engagement



Affordable Digital  
Transformation





# Market Opportunity

**02** Increasing Adoption of Digital Tools



**03** Shift to Cloud-based Solutions



**04** AI-Driven Personalization and Analytics



**01** Growing Food Service Industry in India



**05** Expanding SME Sector



# Market Size & Competitor Analysis

**Indian food service Market Size in India 2022 : USD 58.8 billion in 2024: USD 68.55 billion (CAGR : 9.38%)**

The Indian food service market, valued at ₹5.69 lakh crore in 2024, is projected to reach ₹9 lakh crore by 2030, with Kerala's 36,507+ restaurants contributing significantly. To achieve a **turnover of ₹1000 crore by 2030**, we would need to capture approximately **0.111%** of the Indian food service market, and if focusing only on Kerala, to **reach ₹100 crore**, we would need to capture approximately **7.61%** of Kerala's food service market.

Company	No-of Customers (India)	Number of Customers (Kerala)	Pricing
Petpooja	75,000+ restaurants	3,000+	Starts at ₹10,000/year per outlet
POSist	10,000+ restaurants	1,000+	₹12,000/month per outlet
UrbanPiper	25,000+ restaurants	2,500+	Custom pricing
Dineout (Inresto)	10,000+ restaurants	500+	Commission on reservations + Subscription for premium listings
TMBill	6,000+ restaurants	Not specified	Starts at ₹12,000/year per outlet

# Core Offerings





# Competitive Advantage of myResto Today

01

End-to-End  
Solution



Customer-  
Centric

03

AI and Data-  
Driven Insights



Unique  
Contributor  
Model

05

Local Market  
Focus



02



04





# Restaurant Benefits



## Increased Visibility

Expands restaurant exposure to untapped audiences.



## Loyalty Programs

Cultivate repeat customers through enticing rewards



## No Initial Setup Costs

Seamless onboarding without upfront financial burden.

## Revenue Sharing

Generates profit while incentivizing valuable feedback.



## Digital Transformation

Empowers restaurants with modern, tech-driven solutions.



## Customizable Payment Model

Pay flexibly for features tailored to need.





myResto  
Today

# Product Details



## PapelApp

AI loyalty finder & food ordering with QR codes.



## POS & Billing App

AI-driven sales, billing, and analytics platform with multi-device compatibility.



## SoFlow

Smart food manufacturing and supply chain solution.

## Diner GPT

AI-powered chatbot for personalized dining recommendations and verified food reviews.

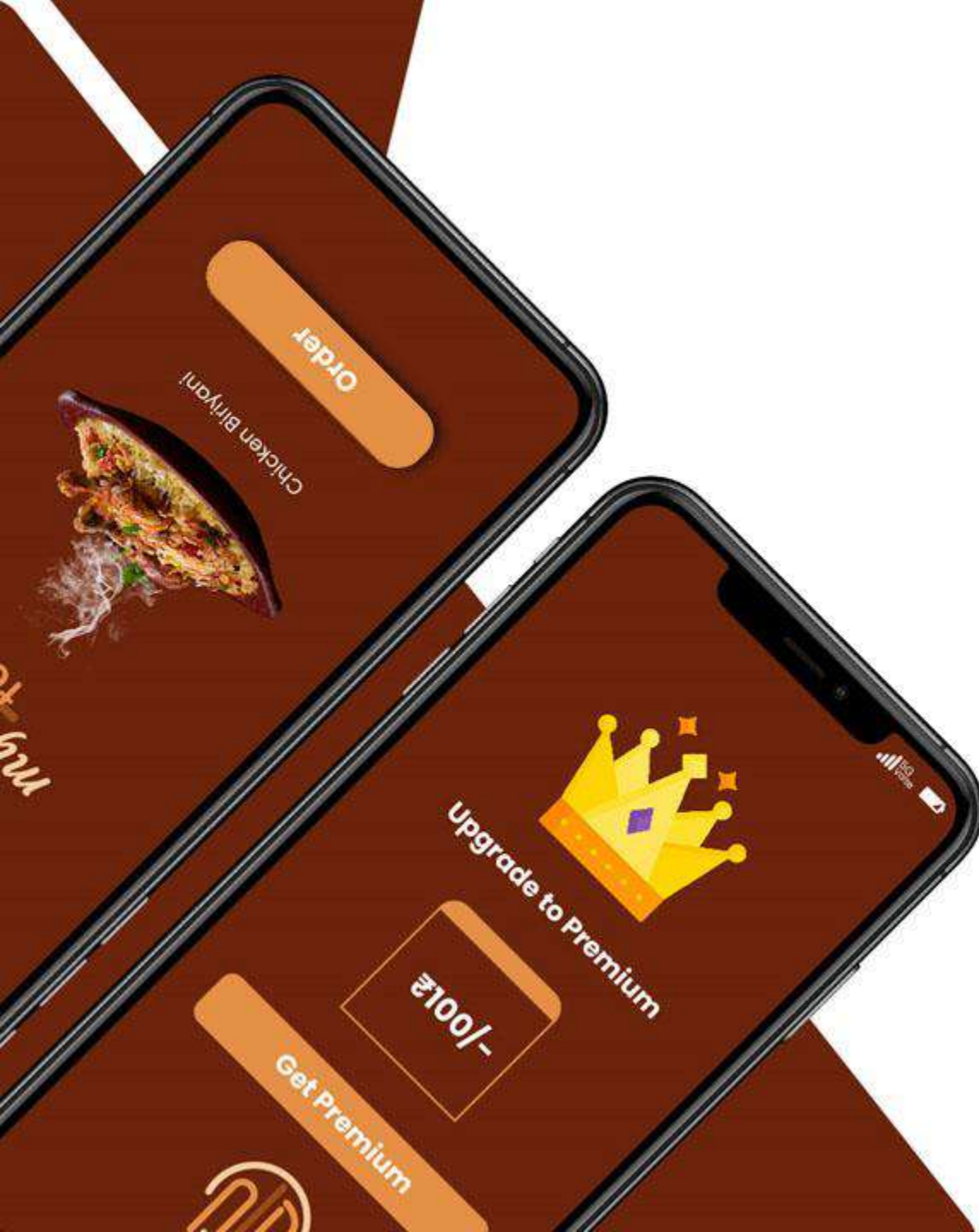
## BezCoin

Digital wallet and loyalty rewards system for secure transactions and restaurant engagement.

## StaffPro

Workforce management for hiring and tracking.





# Business Model

## Premium Features at an Affordable Subscription

Our software offers premium features like POS, Payroll Manager, CRM, and QR-code ordering with essential tools in a **pay-as-you-go** model.

On-demand AI-driven personalization (Dining GPT), loyalty programs, and dynamic pricing help restaurants streamline operations and drive growth, making it perfect for small and medium enterprises.

## Access Premium Features with Minimal Recharge

For just a Rs 100 recharge, users unlock all premium features, starting at 11 paise per use. This affordable model offers flexibility, allowing store owners to access advanced tools and optimize efficiency without overspending.

# Market Strategy



## Incentivized Engagement

Users earn revenue from referred businesses, encouraging long-term loyalty.



## Viral Growth Potential

1000 BezCoin free on account creation & revenue sharing model for word-of-mouth marketing.



**Daily RS 1000 Food Coupon**  
may receive coupon each time they review.



## Referral Marketing

Target influencers like hotel staff, travelers, and industry insiders.



## Instagram Influencer Marketing

Collaborate with food, travel, and hospitality influencers to boost visibility.



myResto  
today

# ***TAM, SAM, and SOM Analysis for myResto Today***

## **TAM (Total Addressable Market)**

The Indian food service market is valued at ₹5.69 lakh crore (2024) and projected to **reach ₹9 lakh crore** by 2030 (CAGR: 9.38%). This represents the total potential market if MyResto Today were to capture all food service businesses in India.

## **SAM (Serviceable Available Market)**

MyResto Today primarily targets restaurants, cafes, bakeries, food chains, and food manufacturers looking for POS, CRM, AI-based personalization, and verified review systems. **This segment accounts for a ₹2-3 lakh crore market share.**

## **SOM (Serviceable Obtainable Market)**

Initially focusing on Kerala's 36,507+ restaurants, capturing 7.61% of the market would generate **₹100 crore** in revenue. Expanding nationally, targeting 0.111% of India's food service market would lead to a **₹1,000 crore revenue goal by 2030.**

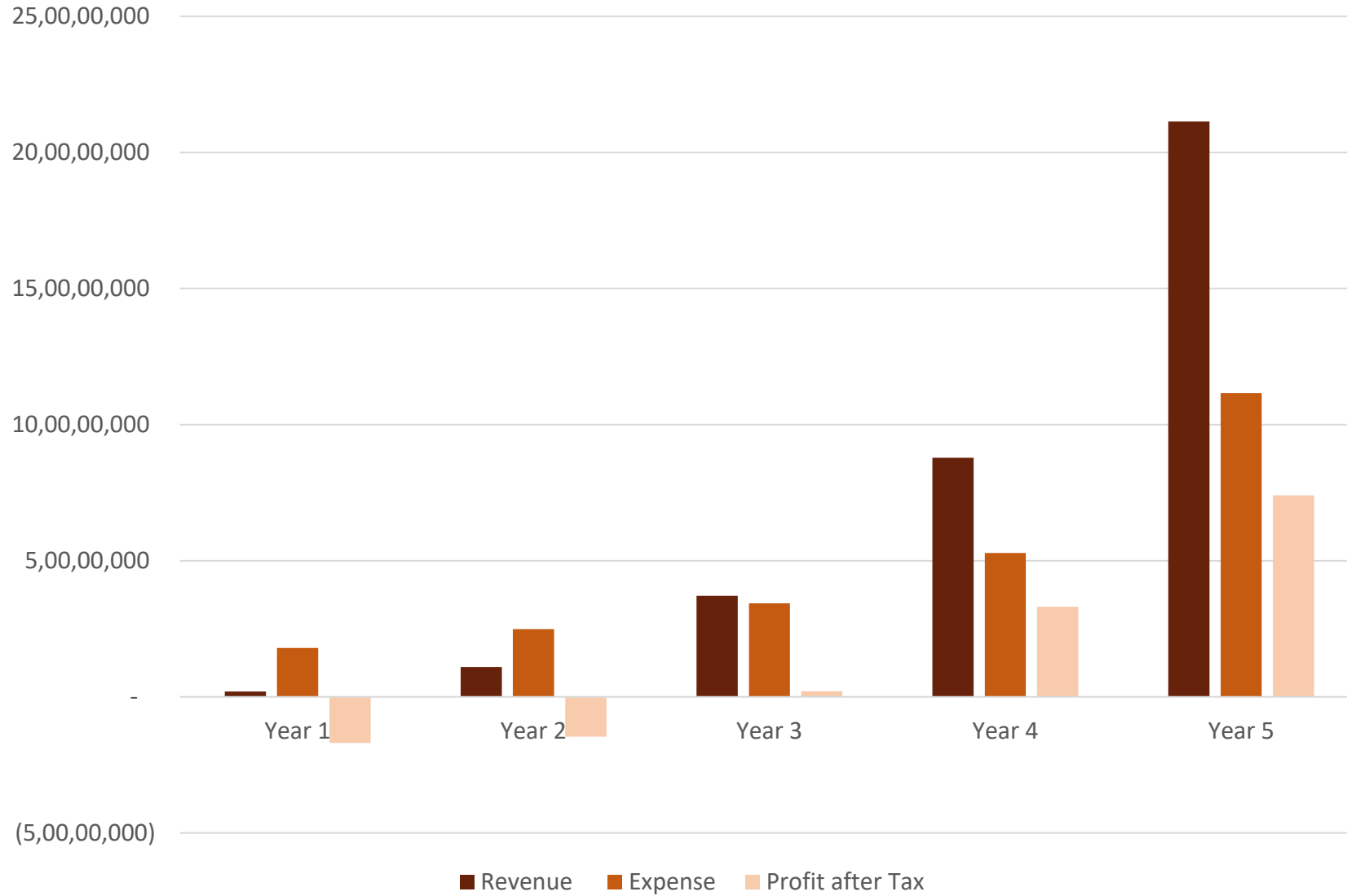


# Financial Projections

## PROJECTED PROFITABILITY STATEMENT

Particulars	2st Year (Y 2026)	3rd Year (Y 2027)	4th Year (Y 2028)	5th Year (Y 2029)	6th Year (Y 2030)
Revenue from Operations	₹ 19,27,200.00	₹ 1,10,01,100.00	₹ 3,70,98,600.00	₹ 8,78,80,320.00	₹ 21,13,49,600.00
Total Expenses	₹ 1,79,74,835.00	₹ 2,48,53,026.00	₹ 3,43,60,441.00	₹ 5,28,27,127.00	₹ 11,15,98,732.00
EBITDA	(₹ 1,60,47,635.00)	(₹ 1,38,51,926.00)	₹ 27,38,159.00	₹ 3,50,53,193.00	₹ 9,97,50,868.00
Depreciation	₹ 8,76,000.00	₹ 7,56,100.00	₹ 6,91,535.00	₹ 7,11,327.00	₹ 7,79,601.00
PBIT	(₹1,60,47,635)	(₹ 1,38,51,926)	₹ 27,38,159	₹ 3,50,53,193	₹ 9,97,50,868
PBT	(₹1,69,23,635)	(₹ 1,46,08,026)	₹ 20,46,624	₹ 3,43,41,866	₹ 9,89,71,267
Current Tax	₹ 0.00	₹ 0.00	₹ 0.00	₹ 12,22,367	₹ 2,49,09,088
Profit After Tax	(₹ 1,69,23,635)	(₹ 1,46,08,025)	₹ 20,46,624	₹ 3,31,19,499	₹ 7,40,62,178
Profit After Tax %	-878.15%	-132.79%	5.52%	37.69%	35.04%

# Financial Highlights - After MVP



# Technology Stack

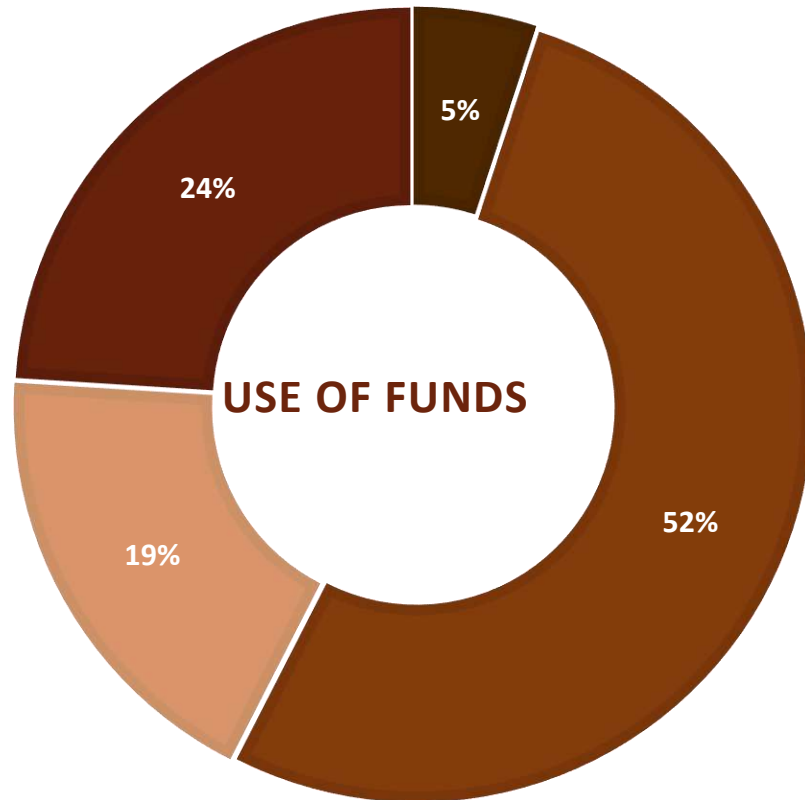
Category	Technology
Frontend	Next.js and React.js
Backend	Golang (micro services)
Mobile App	Flutter
Database	PostgreSQL
Server & Cloud	Digital Ocean, Nginx & Google Cloud Services
Security & CDN	Cloudflare



# THE ASK FOR MVP

We are raising \$30,000 USD (INR 25 Lakh)

**for 7.5% (Pre Seed)**



## Product Development (52.5%)

1312500 INR

- Release MVP (public version and major Features)
- Salaries for Developers (Frontend, Backend, Mobile Developer, Cloud Architecture)

## Marketing and Sales (18.5%)

462500 INR

- Live Support Chat
- Free BezCopen (BZC) and Referral Programs: Resto-to-Resto (R2R), Resto-to-Customer (R2C), and Customer-to-Resto (C2R).
- Social media handling
- SEO and Notifications
- Influencer Marketing
- Printed Brochures & Notices : Focused distribution for daily food coupons.
- Paid ads via Meta & Google Ads, focusing on precise targeting to reduce ad spend.

## Operations (24.00%)

600000 INR

- Salaries for operational staff

## CAPEX (5.00%)

125000 INR

- Room Rent & Utility charges

# The Team



***Haris I M***  
**Founder, CEO & MD**

Haris, founder and visionary leader of myResto Today and TeaQue, is an F&B tech entrepreneur and software architect. Skilled in WP and AR translation, he excels in driving innovation, strategy, and growth.



***Muhammed Rafi***  
**CO-Founder, CMO**

He is the Co-Founder and CMO, a dynamic sales leader with over 7 years of experience in SaaS and retail, driving business growth, nurturing client relationships, and delivering innovative solutions. He is passionate about exceeding targets and empowering businesses to achieve remarkable success.



***Abdul Kareem***  
**Co-Founder, CTO**

A self-taught full-stack developer and tech innovator, specializing in the MERN stack, with expertise in React, Node.js, MongoDB, and TypeScript. Passionate about delivering exceptional user experiences through innovative web solutions.



***Jishnu G P***  
**Co-Founder, CMM**

An experienced duty manager with a strong background in hospitality, Jishnu is skilled in customer service and operational excellence. His expertise in hospitality management elevates customer experience and service standards across the board.

# Why Invest?

**AI-Powered Innovation** : **The world's first 100% verified AI diner review system.**

## **Market Opportunity & Scalability**

The Indian food service market, valued at ₹5.69 lakh crore in 2024, is projected to reach ₹9 lakh crore by 2030, with Kerala's 36,507+ restaurants contributing significantly. To achieve a **turnover of ₹1000 crore by 2030**, we would need to capture **approximately 0.111%** of the Indian food service market, and if focusing only on Kerala, **to reach ₹100 crore, we would need to capture approximately 7.61%** of Kerala's food service market.

---

## **LTV/CAC Ratio - MyResto Today**

---

Total CAC Estimate: ₹600–₹1,000 per restaurant, Total LTV Estimate: ₹30,000–₹50,000 per restaurant per year  
LTV Over 3 Years: ₹90,000–₹1,50,000, LTV/CAC Ratio: 90x to 150x

---

**A high LTV/CAC ratio (above 3x) indicates strong profitability. With our model (~100x), we ensure high-margin scalability, allowing rapid growth while maintaining low acquisition costs. 🚀**





*myResto*  
**today**

*"Delight in every dining moment"*

**MENUMATIC MYRESTO TODAY PRIVATE LIMITED**

Building bearing No. 60/44, situated on the third floor of the Building named JC Chambers,  
V 1242, Opposite to Kairali Flat, Panampilly Nagar, Ernakulam- 682036.

[www.myResto.today](http://www.myResto.today), [www.myrestotoday.io](http://www.myrestotoday.io), email : [md@myrestotoday.io](mailto:md@myrestotoday.io), Mobile : [+919747650176](tel:+919747650176)