AI-Powered Food Ordering

Making food ordering as easy as conversation

Order food naturally through ChatGPT - no app switching, no forms

Status: Live & Ready to Scale
Goal: Default ChatGPT Integration

The Problem

Users face friction in food ordering

- **Multiple apps** required (Uber Eats, DoorDash, Grubhub)
- **Context switching** between chat and ordering apps
- **Repetitive forms** for every order
- **No conversational** interface

The Opportunity

> 70% of users already use ChatGPT daily

Vision: Order food where users already are - in ChatGPT

Three Approaches

Approach	Experience	Setup	Availability	Interactive UI
Custom GPT	Conversational	Low	Public	No
GPT + Web App	Hybrid	Low	Public	External
MCP Connector	Conversational + Visual	Medium	Organization	In ChatGPT

Custom GPT: Quick MVP, text-only, works now
GPT + Web App: Redirect to visual interface, immediate deployment
MCP Connector: Future-ready, interactive UI in ChatGPT, waiting for public access

Approach 1: Custom GPT

Architecture

User in ChatGPT → Custom GPT → API Actions → Backend API → Restaurant Data

Intelligent Query Processing

Complex requests handled naturally:

- "Tandoori Chicken from an Indian restaurant"
- "Pick my favorite Italian restaurant, order my favorite"
- "I'm hungry, get me something spicy in 15 minutes"
- "Something Italian under $5, delivered in 10 minutes"

AI understands: Cuisine, price, time, preferences, favorites

LIVE: Ready to publish to GPT Store

Approach 2: GPT + Web App

Architecture

User in ChatGPT → Custom GPT → Directs to Web App → User clicks link → React Web App → Backend API

Key Features

- Visual menu browsing with photos
- Restaurant cards with ratings
- Real-time cart management
- Familiar e-commerce UI
- Works without ChatGPT Plus

LIVE: Deployed and accessible
URL: ai-food-ordering-app-ten.vercel.app

Approach 3: MCP Connector

Architecture

User in ChatGPT → MCP Protocol → MCP Server → UI Widget → Renders in ChatGPT → Backend API

Key Features

> Interactive UI renders INSIDE ChatGPT

- Real clickable buttons with smart filtering
- Restaurant cards with photos
- Complex query processing (price, time, cuisine, favorites)
- No page switching, best user experience

DEPLOYED: Waiting for public MCP access

Deployment & Growth Strategy

Phase 1: GPT Store (days/weeks)

- Reach: 200M+ ChatGPT users
- Discoverable in search
- Free to publish
- ChatGPT Plus required

Phase 2: MCP Registry (weeks/months)

- Automatic discovery
- One-click enable
- Default ChatGPT integration

Path to Default Integration

Featured GPT (6-12 months)

- 10K+ users, 4.7+ rating
- OpenAI approval

Partnership (12+ months)

- 50K+ users, $10K+ revenue
- Strategic value

Already built - first-mover advantage

12-Month Roadmap (DRAFT)

Month 1-3: Launch

- Publish to GPT Store
- Deploy MCP connector
- Reach 100 users

Month 4-6: Grow

- 1,000 users, 4.6+ rating
- Add 5 cities, 50 restaurants
- Begin monetization

Month 7-9: Scale

- 10,000 users, $5K revenue
- Restaurant partnerships
- 20 cities, 200 restaurants

Month 10-12: Partner

- 50,000 users, $50K revenue
- MCP public registry
- OpenAI partnership talks

Success Metrics & Next Steps

Key Metrics

User: MAU, Engagement, Retention
Business: MRR, AOV, Commission
Quality: 4.7+ rating, NPS, 99.9% uptime

> Goal: 50K users, $50K MRR by Month 12

GPT Store Publishing

1. Optimize name and description
2. Set access to "Everyone"
3. Test end-to-end flows
4. Submit to GPT Store
5. Wait 1-3 days for approval
6. Launch and market

Immediate Actions

This Week

- Review GPT description
- Create profile image
- Test end-to-end
- Publish to GPT Store

Month 1

- GPT Store approval
- Create demo video
- Social media launch
- Reach 100 users
- Deploy MCP

Business Model & Advantages

Revenue Streams

Commission (Primary)

- 10-15% per order
- Volume-based tiers

Restaurant Subscriptions

- Basic: $/mo
- Pro: $/mo
- Enterprise: $/mo

Target: $50K MRR by Month 12

Competitive Advantages

1. **First-mover** in ChatGPT food ordering
2. **Intelligent queries** - understands complex requests
3. **Native integration** - no app switching
4. **Already deployed** - ready to scale
5. **Future-proof** - MCP ready

Market Opportunity

- 200M+ ChatGPT users
- $150B food delivery market
- AI-powered personalization

Risk Mitigation

Market Risks (Primary Focus)

- **User adoption:** Low-friction onboarding, free to start
- **Restaurant partnerships:** Strong value proposition, commission-based
- **OpenAI changes:** Diversified approach (3 implementations)

Business Risks

- **Competition:** First-mover advantage, already deployed
- **Monetization:** Multiple revenue streams (commission + subscriptions)
- **Regulations:** Compliance framework in place

Technical Risks (Low Priority)

- **API limits:** Caching and rate limiting
- **Scaling:** Serverless auto-scales
- **Downtime:** 99.9% SLA monitoring

Strategy: Focus on market validation first, technical challenges are manageable

Demo & Vision

Live Demo

1. Custom GPT: Conversational ordering
2. Web App: Visual browsing
3. Backend API: Live endpoints

Current Status

- Working Custom GPT
- Interactive web app
- MCP connector deployed
- Ready to publish

The Vision

"Order food as naturally as asking for information"

No apps. No forms. Just conversation.

What's Next

- Publish to GPT Store (this week)
- Market to early adopters
- Grow to 10K users (6 months)
- OpenAI partnership (12 months)

Questions & Resources

Technical Stack

Frontend: React 18.3, TypeScript, Vite, Tailwind CSS
Backend: FastAPI (Python), Vercel serverless
MCP: Node.js 20+, MCP SDK 1.22

Production URLs

- Web: `ai-food-ordering-app-ten.vercel.app`
- API: `ai-food-ordering-poc.vercel.app`
- MCP: `ai-food-ordering-app-ten.vercel.app/api/mcp`

Documentation

- MCP Setup Guide
- Deployment Strategy
- GPT Instructions

GitHub

`github.com/premkalyan/ai-food-ordering-app`

OpenAI

- Partnerships: `partnerships@openai.com`
- GPT Store: `help.openai.com`

Thank You

Let's make food ordering conversational

Ready to launch?

Questions?

Let's discuss