



SEED ROUND · SEPTEMBER 2026 · BENGALURU, INDIA

The operating layer for restaurants.

One platform replacing the 8–12 disconnected tools a restaurant runs on — built pre-funding, production-deployed, live in ten markets. Raising US \$800K to take it to its first paying markets.

30

admin modules live

10

market configurations

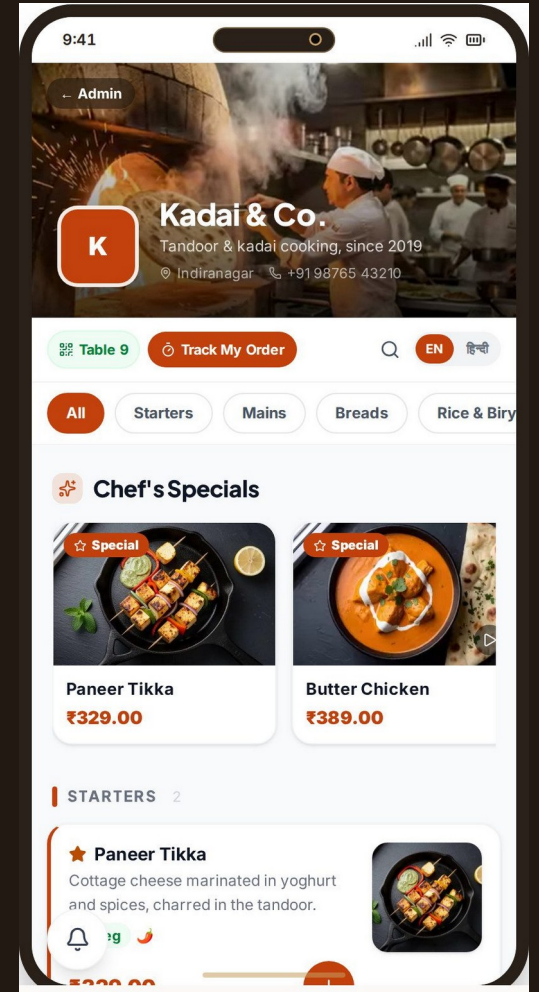
14

AI engines

0

mockups in this deck

Krish Chimakurthy · Founder & CEO · info@ootaos.com



THE PROBLEM

Restaurants run on a fragmentation tax, a commission tax and a compliance tax — and the smallest ones are locked out entirely.

1

FRAGMENTATION TAX

A typical independent stitches together 5–10 subscriptions: QR menu, KDS, POS, CRM/loyalty, payments, reservations, aggregator tablets. None share data. The menu is entered three times; the owner reconciles by hand.

2

COMMISSION TAX

Delivery aggregators take 20–30% of order value and own the customer relationship. The restaurant becomes a fulfilment kitchen with no direct channel and no data.

3

THE UNSERVED BOTTOM

India's street vendors and micro-eateries — millions of them — have no POS, no card reader and no monthly-fee budget. Existing tools assume a terminal, a subscription and a back office they do not have.

4

COMPLIANCE TAX

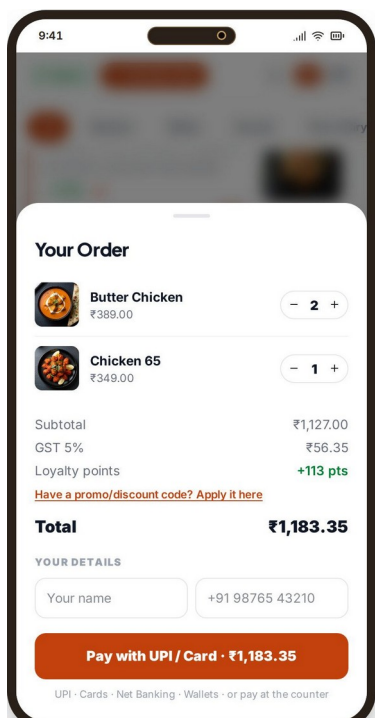
Tax rules, invoice numbering and data-protection regimes (GST, DPDP Act, GDPR, Australian UCT) differ by market. Getting it wrong is not a feature gap — it is legal exposure.

The result: 8–12 logins, 8–12 versions of the truth, and an owner who cannot answer "what happened tonight?" without a spreadsheet. Restaurants don't have a software problem. They have a systems problem.

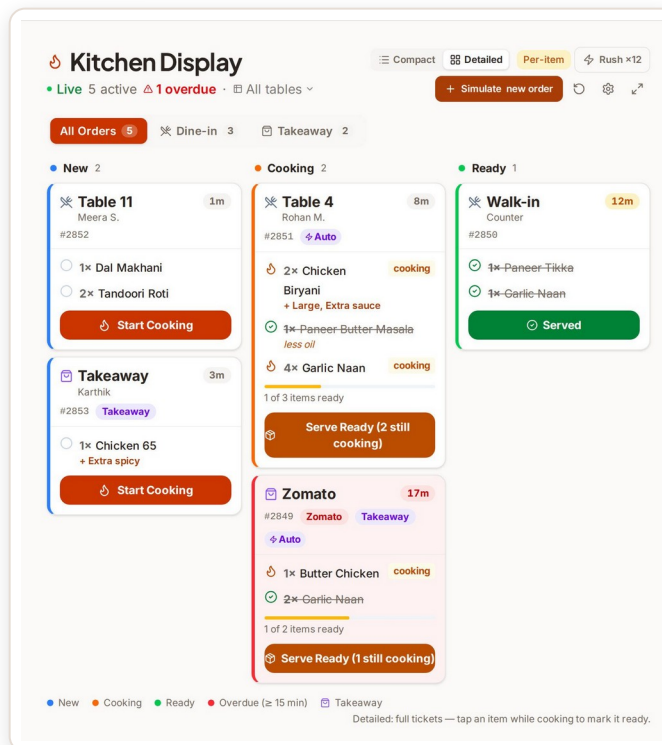
THE SOLUTION

OotaOS: one restaurant operating layer — customer, floor, kitchen, money, intelligence — on one data model.

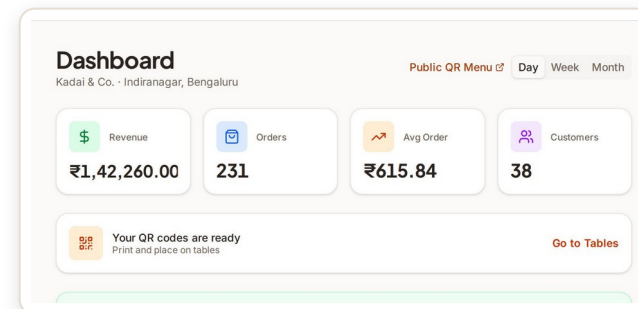
Sign up, scan the paper menu, take QR orders the same afternoon. One menu entered once flows to the guest QR, POS, kitchen display, CRM, loyalty, payments, tax invoices and reports. Every screen below is a real capture of the live demo.



Guest: QR menu → cart → pay
(GST 5%, UPI)



Kitchen: live board, per-item states, Zomato tickets



Owner: tonight's numbers from the same ledger



TRY THE LIVE PRODUCT
ootaos.com/product

Nothing here is a mockup — open it
on your phone.

Under the surface: identity · visit · table · multi-device orders · kitchen state · payment state · tax · customer profile · loyalty · configuration · analytics · permissions · AI context — thirteen states managed for every visit.

The behaviour change has already happened. The software has not caught up.

Guests already scan and pay at the table

QR ordering and UPI at the table are normal in India and accepted across our markets — no education cost for the guest side.

Aggregator commission is a felt pain

At 20–30% per order, "get orders direct" is a problem owners will pay to solve — and it needs a channel, a CRM and a kitchen that are one system.

Incumbent stacks are fragmented and un-localised

Global POS suites are priced and built for the West; India POS tools stop at the border. Neither models the visit, the guest and the money together.

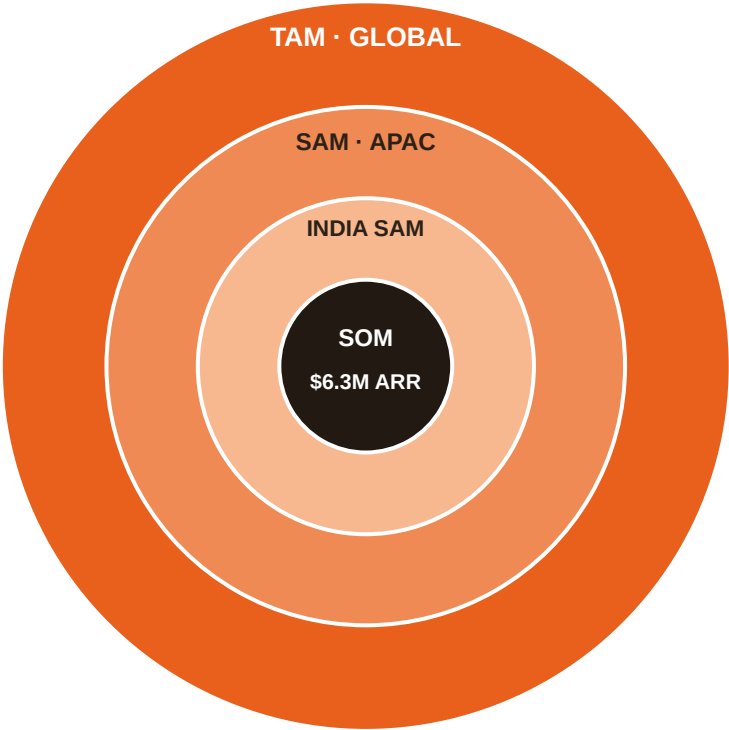
AI on owned operating data is now cheap and explainable

Engines that read a restaurant's own ledger and propose actions with reasons can run at SMB price points — but only for a platform that owns the ledger.

The window: the first platform to own the full operating context in India and take it to the next nine markets sets the standard the rest have to follow.

MARKET

A US \$7.5B software market growing 17%+ a year — with India, our first market, growing at 22.8%.



Layer	Size	Scope	Source
TAM	~US \$7.5B (2026) → ~\$14.7B (2030–31)	Global restaurant-management software · 17%+ CAGR	Grand View Research (primary) / Mordor Intelligence
SAM	~US \$3.2B	APAC restaurant-management software	Internal sizing on Grand View / Mordor
INDIA SAM	~US \$210M (2026)	India RMS: \$254M (2024) → \$848M (2030) · 22.8% CAGR	Grand View Research
SOM	US \$6.3M ARR	3,500 restaurants by M18 (base case)	OotaOS financial model, base case

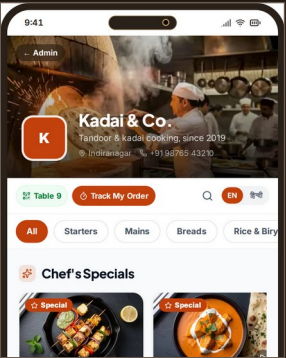
CONTEXT · THE UNDERLYING INDUSTRY

- India food-services: ~US \$66–80B (FY24; NRAI / Redseer) — organised segment ~\$30B growing 13.2%
- Software spend is a small, fast-growing slice of a very large industry; the long tail (street food, micro-eateries) is largely unserved by any software today — OotaOS Lite is priced for it (₹0.15 / order)

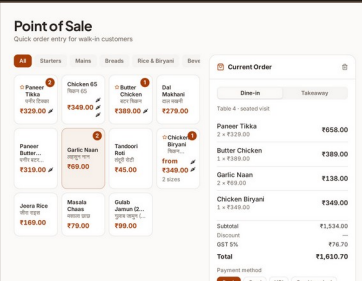
Scope discipline: software market ≠ food-service market; one source per figure. SOM is the plan, not a measured share.

PRODUCT · BUILT, NOT PROMISED

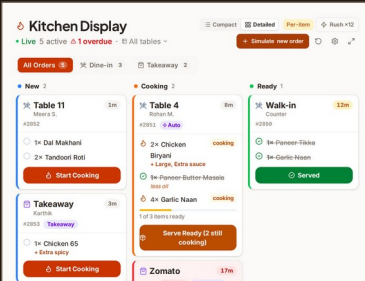
Thirty modules, ten markets, fourteen engines — and a public demo anyone can open.



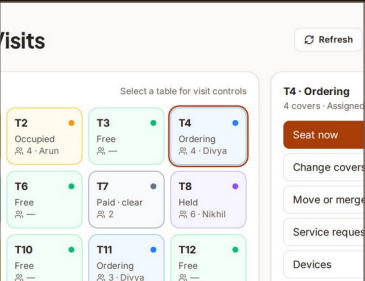
Guest QR menu



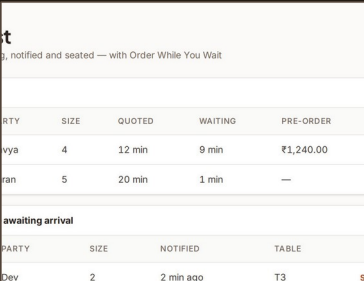
POS



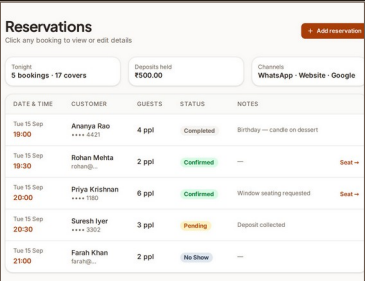
Kitchen display



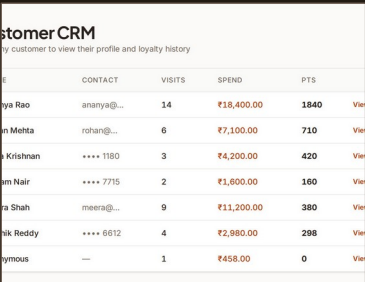
Floor & visits



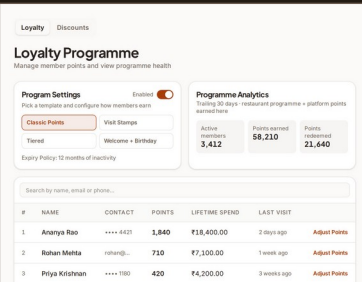
Waitlist + pre-orders



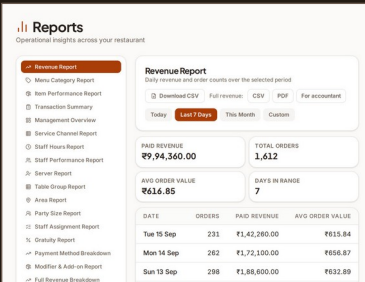
Reservations



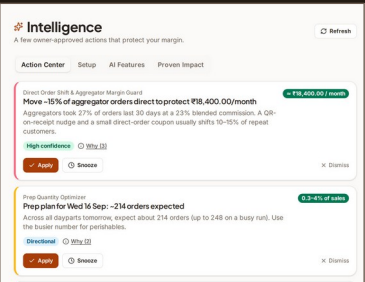
CRM



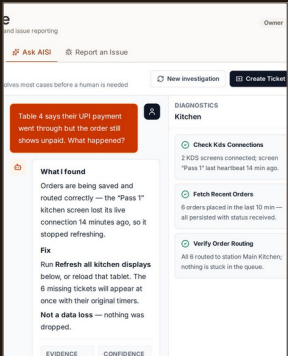
Loyalty



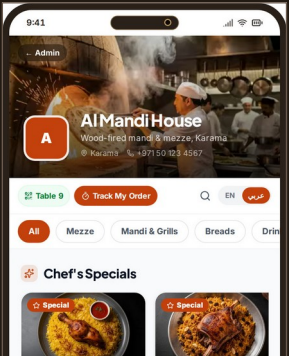
Reports (19 types)



Intelligence (14 engines)



AISI support



10 markets · 21 languages

Also live: POS terminals (Stripe Terminal, Razorpay POS, Pine Labs, Square, Tyro, Zeller, SumUp by market) · delivery aggregators (Zomato, Swiggy, Uber Eats, DoorDash, Menulog, Deliverect) · AI menu scan · POS migration assistant · tax invoices · campaigns · timeclock · 9 staff roles · master-admin control plane · OotaOS Lite (India, UPI matched from bank SMS).

BUSINESS MODEL

Usage-priced at the bottom of the market, subscription at the top — one platform, ten currencies.

LITE (India)

₹0.15 / order

Street food & micro-eateries · no monthly fee · UPI matched from bank SMS · Android app

STARTER

**₹2 / order, capped
₹499 / mo**

Growing restaurants · order lifecycle, KDS, tax invoices, reports · US \$0.19 / order capped \$29

GROWTH

₹2,499 / mo

Full-floor restaurants · CRM, loyalty, campaigns, waitlist, finance, intelligence, delivery · US \$79 · AU A\$99 · UK £69

PRO

₹4,999 / mo

Chains & franchises · multi-branch, tax filing · US \$129 · AU A\$169 · UK £109

REVENUE LAYERS ON TOP OF PLANS

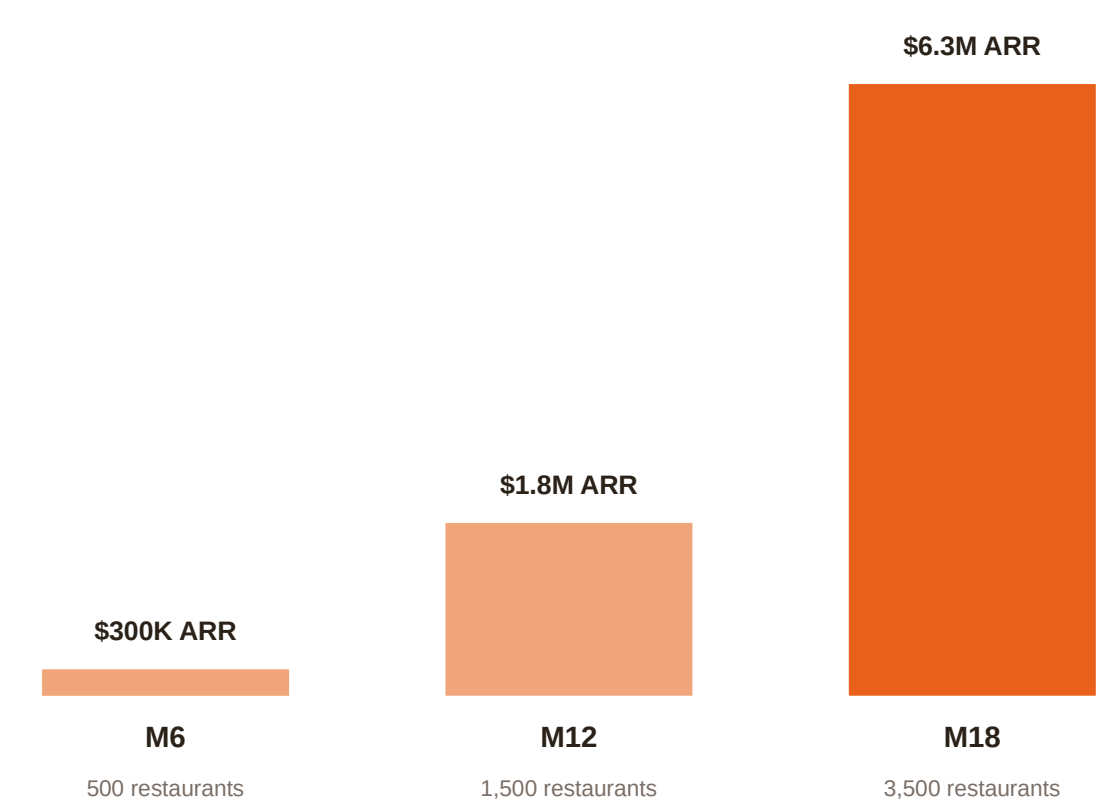
- Managed payments: 4.89% (India) · 5.89% + \$0.30 per transaction (international)
- Campaign credit packs for email/WhatsApp sends; loyalty settlement rails across restaurants
- Delivery-platform connections and menu export on Growth+
- Annual billing at ~21% discount; trial runs on the plan chosen, falls back to Starter per-order pricing

WHY THIS SHAPE

- Per-order pricing removes the adoption barrier for the long tail — the Lite wedge into a segment no incumbent serves
- Subscriptions carry the margin once a restaurant runs its floor on OotaOS; plan gates are enforced in-product
- Same codebase in ten currencies: a new market is configuration and partners, not a rebuild

Pricing is live in the product and on ootaos.com/pricing (verified 26 Sep 2026). Non-India Lite billing: designed, not yet collecting.

Plan: 500 restaurants by month 6, 1,500 by month 12, 3,500 and a US \$6.3M ARR run-rate by month 18.



M18 scenarios: conservative \$3.8M · base \$6.3M · aggressive \$9.0M ARR

All unit-economics figures are design targets from the 36-month model — the company is pre-revenue and none are measured yet. We state that plainly.

Metric	Design target	Note
Blended ARPU	\$28 (M3) → \$150 (M18)	Mix shifts from per-order Starter to Growth/Pro subscriptions
CAC	~\$140	Consent-led WhatsApp outreach + field sticker motion for Lite
Payback	3–4 months	Per-order revenue starts in month one
LTV / CAC	12–18×	Low churn assumption for a system of record; to be validated
Gross margin	70–75%	Payments pass-through excluded; ~\$17/month infrastructure baseline pre-GA
Cash-flow positive	~Month 8	"Default-alive" by M9–M12 on the base case
Year-1 OpEx	~\$521K	Against \$800K opening cash

India first, Australia second, partners for the rest — with a wedge for every size of restaurant.

INDIA · PRIMARY MARKET

- 38,770-record proprietary restaurant prospect database (target 300K) across seven metros
- Consent-led WhatsApp outreach on DLT-registered templates; opt-in is an explicit funnel stage
- Lite wedge: field-sales QR-sticker motion for street food and micro-eateries — no card, no monthly fee
- Migration assistant + AI menu scan as the switching wedge off Petpooja / POSist / Excel
- First design partner (SAPASA Cafe) in onboarding

AUSTRALIA · SECOND MARKET

- Founder holds dual Indian–Australian citizenship — native footing for entity, banking and relationships
- Configuration live today: AUD, GST 10% / ABN invoices, Stripe, Uber Eats / DoorDash / Menulog, Tyro / Zeller / Square / SumUp terminals
- Country manager hire planned at month 12 (from the round)
- Unfair-contract-terms and Privacy Act obligations already reflected in terms and product

EIGHT MORE MARKETS · PARTNER MODEL

- US, UK, Canada, Ireland, Singapore, UAE, Malaysia, Indonesia are configured and demonstrable today
- Entry through local resellers and payment/terminal partners rather than direct sales
- Each market adds configuration and partners, not engineering
- Sequenced behind India and Australia proof points

The motion in one line: land with Lite or Starter at per-order pricing, prove the floor runs on OotaOS, expand to Growth — with the AI marketing & sales hire (month 1) owning the outreach engine end-to-end.

COMPETITION

Everyone sells a piece of the restaurant. OotaOS sells the operating layer.

	India POS suites (Petpooja, POSist/Restroworks, Torqus)	Global POS platforms (Toast, Square, Lightspeed, Clover)	QR / ordering point tools	Delivery aggregators (Zomato, Swiggy, Uber Eats)	OotaOS
One data model: guest, visit, kitchen, money	Partial	Partial	No	No	Yes
Guest QR ordering + POS + KDS in one	Add-ons	Yes (own hardware)	QR only	No	Yes
Visit model (table ≠ order), waitlist pre-orders	Limited	Limited	No	No	Yes
CRM · loyalty · campaigns from the order stream	Add-ons	Add-ons	No	Own the customer	Yes
AI actions from own ledger + investigative support	No	Dashboards	No	No	Yes (14 engines, AISI)
Ten market configurations (tax, rails, languages)	India only	Western markets	Varies	Per market	Yes
Per-order pricing for micro-eateries	No	No	Some	Commission	Lite ₹0.15 / order
Owned direct channel + vs commission	n/a	n/a	n/a	20–30% commission	Direct, measured by channel

Positioning, not a feature war: incumbents are strong in their piece; OotaOS competes on the connected whole, the visit model, owned-data AI and multi-market configuration — and on price at the bottom of the market where no incumbent plays. Characterisations are OotaOS's reading of public product information; verify per vendor before external use.

Seven proprietary innovations, and a data moat that compounds with every order.

1

Visit-level operating model

Table $\neq$ order: diners, devices, rounds and payments bound to one dining context — hard to retrofit into POS-first or QR-first products.

2

UPI confirmation from bank SMS (Lite)

Zero-integration payment confirmation for street vendors: the phone reads the bank credit alert and matches the order; the SMS never leaves the device.

3

Intelligence from the owned ledger

Fourteen engines read the restaurant's own numbers and propose actions with reasons and confidence — cost-disciplined, explainable, owner-approved.

4

AISI investigative support

Support that runs checks on the tenant before it answers, shows its working, and hands off with context — support cost engineered out of the model.

5

Compliance-grade money correctness

Server-authoritative pricing; subtotal + tax + service + tip = total enforced at the database; payment confirmation never client-trusted.

6

Migration engine

POS fingerprints, dry-run, readiness score and undo for Petpooja / POSist / Square / Excel — attacks the switching cost that keeps restaurants on bad software.

7

Multi-market tax & rails engine

Per-market tax profiles, invoice numbering, gateways, terminals and delivery integrations as configuration; a 12-country data-driven tax engine built and tested (packs activated per jurisdiction).

The compounding moat

Every order adds to the ledger the engines learn from, the customer graph the campaigns use and the loyalty wallet that travels across OotaOS restaurants. Competitors with a POS-only view cannot assemble it.

No patent filings to date; "proprietary innovations" is the accurate term. Trademark brief in preparation.

Pre-revenue, production-deployed, diligence-ready: the build is the traction.

WHAT EXISTS TODAY

- Full platform in production (Railway): web admin, guest QR surface, phone admin, master-admin console, OotaOS Lite (India)
- Public demo on sample data in all ten markets — everything in this deck is captured from it
- Engineering baseline (Jul-2026 count, rounded): 240+ tables · 600+ endpoints · 100+ screens · 4,000+ automated tests
- Independent readiness score 96–98/100 on the pilot gate; ~\$17/month infrastructure baseline
- Company incorporated 1 Jul 2026 (CIN U62011KA2026PTC223286); clean cap table, no notes or SAFEs

WHAT DOES NOT EXIST YET

- Revenue: 0 paying restaurants, 0 LOIs, 0 paid pilots
- First design partner (SAPASA Cafe) in onboarding, not yet live
- Measured unit economics — all figures are design targets
- AISI auto-resolution is a design target (~80%), not a production metric
- Non-India Lite billing collection (designed, not shipped); offline mode; two-way aggregator menu sync

RISKS → MITIGATIONS

- Key-person risk → senior engineer hire (M2); documented codebase with 4,000+ tests
- Sales execution → AI marketing & sales head (M1) owns outreach end-to-end; 38,770-record prospect base
- Compliance across 10 markets → multi-jurisdiction plan in progress (DPDP, GDPR, PDPA, PDPL, PIPEDA); GA gated on close-out
- Scale-out → Redis path boot-guarded; single-replica assumptions retired before high volume
- Incumbent response → visit model, owned-data AI and Lite pricing are hard to copy quickly

We can afford this honesty because the build is already there to be diligenced.

TEAM

The build is the credential.



Krish Chimakurthy

Founder & CEO

Bengaluru · dual Indian–Australian citizen

- 20+ years in IT; 13 years as an international contractor across 22 countries; managed project budgets above US \$5M
- Career in IT delivery, software testing, project management and AI engineering — big-consulting rigour at startup speed
- Designed and built the entire OotaOS platform pre-funding, alone: the live demo is the résumé
- Chief Technology Officer Programme, IIM Visakhapatnam (2026); shipped SnapSiteBuild.com (AI web builder) — founder track record
- Why this founder, this problem: two decades making software provably correct, applied to an industry that runs on unreconciled spreadsheets

THE TEAM TODAY

- Founder & CEO · 1 full-time engineer · 2 interns · 3 technical advisors (individual capacity)

FUNDED BY THIS ROUND

- M1 · AI Marketing & Sales Head — owns the outreach engine and GTM end-to-end
- M2 · Senior Engineer — production hardening; retires key-person risk
- M3 · Customer Success Lead — onboarding and design partners
- M12 · Country Manager, Australia

TECHNICAL ADVISORS

Maheep Kumar Gautam — AI & Intelligent Automation leadership · TCS

Surendran M — Head of AI Engineering · Vantiva

Chandra Sekhar Arveti — Head of Platform Engineering · SRR CloudExpertsGuru

Affiliations for background only; advisory participation is personal. IIM Visakhapatnam does not own, fund or endorse OotaOS.

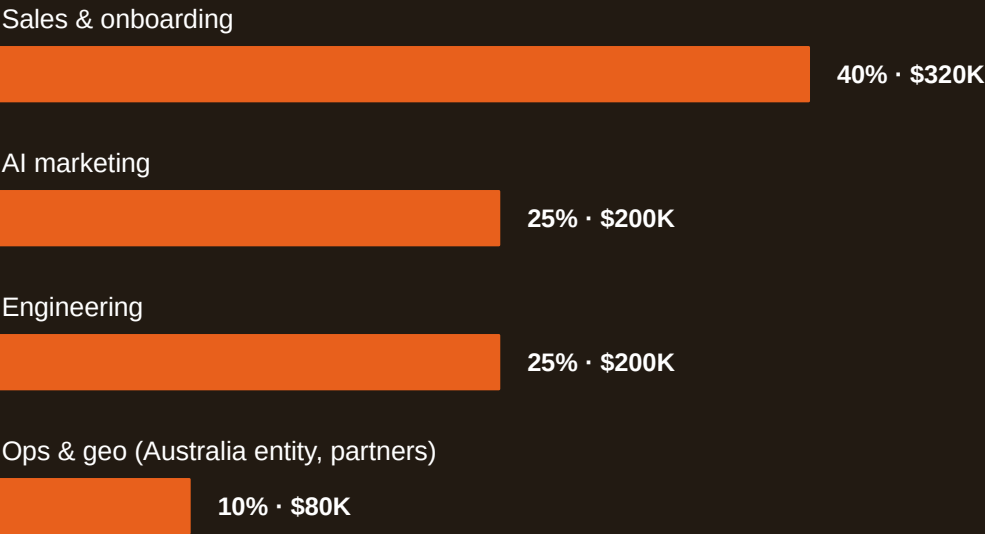
US \$800K seed for 10%. Capital buys go-to-market, not a rewrite.

Round	US \$800,000 seed
Equity	10% · US \$8.0M post-money (US \$7.2M pre)
Instrument	Fresh allotment, s.62(1)(c) Companies Act 2013
ESOP	9% pool created pre-money
Preference	1× non-participating; ROFR + tag; broad-based weighted-average anti-dilution
Board	2 founder + 1 investor directors, 1 observer
Founder vesting	25% on closing, 75% over 36 months

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Term summary from the current seed materials; the term sheet governs. Valuation report (Rule 11UA / FEMA NDI) to be commissioned before allotment.

USE OF FUNDS



MILESTONES THE ROUND BUYS

GA + compliance close-out · India paying restaurants (500 by M6) · Australia entry · 1,500 restaurants by M12 · cash-flow positive ~M8 · \$6.3M ARR run-rate by M18 (base case)