



**Speedoy**

Prevailing online food ordering models are unfair, expensive, and inefficient both for the consumers and restaurant owners

1

FOOD  
AGGREGATORS  
TAKING AWAY  
20-30% OF  
REVENUE  
LEAVING LITTLE  
PROFIT

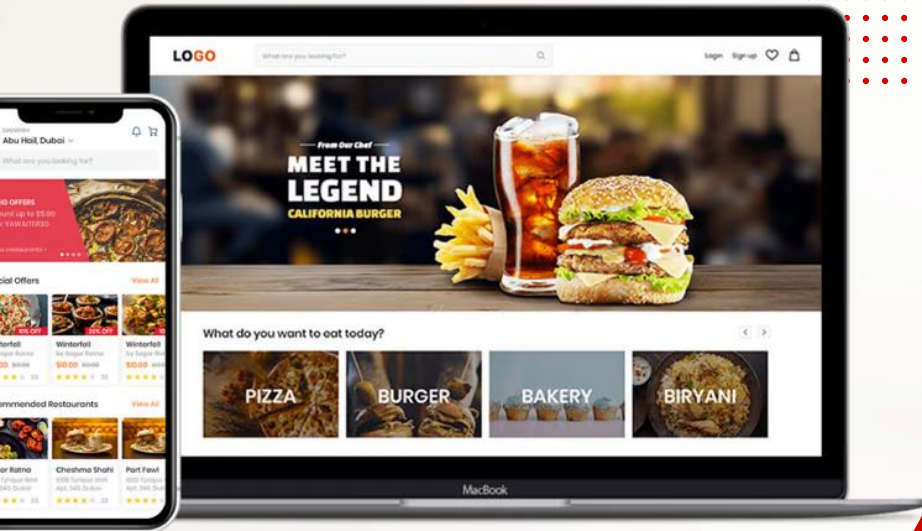
2

MASK  
CONSUMER  
DATA BY FOOD  
AGGREGATORS  
LIMITING  
RESTAURANT'S  
ABILITY TO USE  
IT IN THEIR  
ADVANTAGE

3

BUILDING OWN  
SYSTEMS ARE  
HARD AND  
EXPENSIVE

# SOLUTION



# Speedoy

We provide a cost-effective, ready-to-use online ordering ecosystem that helps restaurants grow revenue and protect their bottom line. With no technical expertise required, restaurants can launch their own website and app for ordering in no time.

We also plan to add an AI Assistant tool for restaurants that will handle all digital marketing tasks—such as posting on social platforms, sending promo codes to customers for retention, and more.

The logo for Speedoy features the word "Speedoy" in a white, bold, sans-serif font. The letter "S" is stylized with three horizontal lines extending to the left, suggesting speed. The logo is set against a red circular background that has a white outline and is positioned on the left side of the image.

**Speedoy**



# Proposed AI Assistant for Restaurants

Speedoy

## Key Features

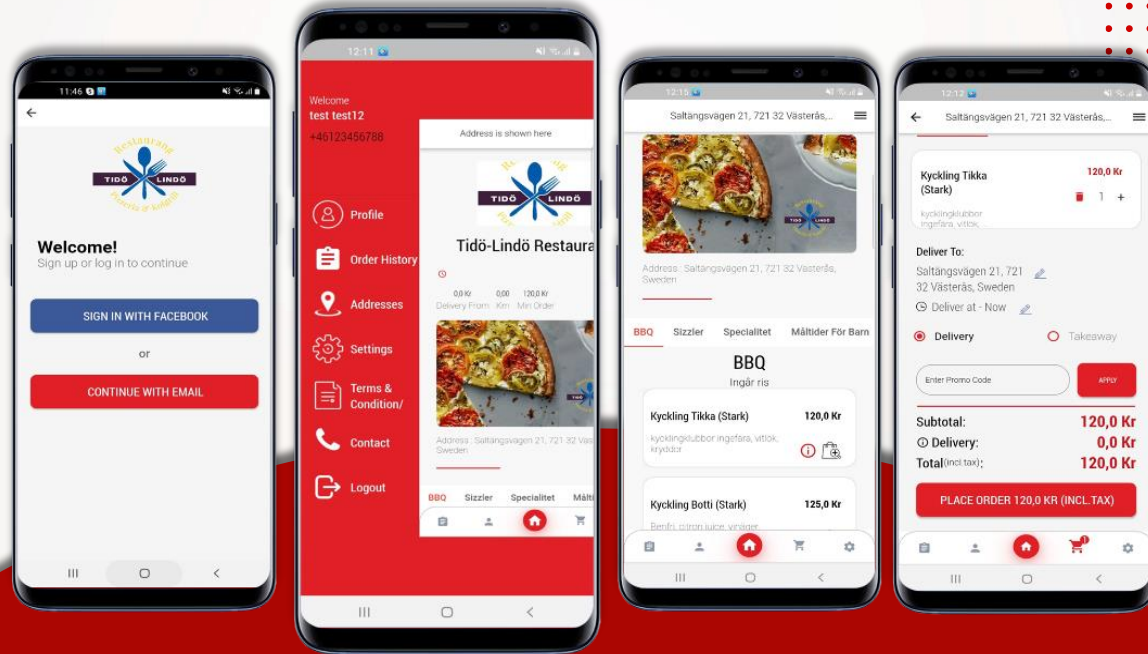


1. **Automated Social Media:** Create and schedule AI-generated posts with captions, hashtags, and visuals across major platforms.
2. **Smart Promotions:** Send personalized offers, discount codes, and loyalty perks based on customer behavior.
3. **Customer Chatbot:** Always-on AI assistant to handle orders, FAQs, and reservations in multiple languages.
4. **Review Management:** Monitor reviews across Google, Yelp & socials, with AI-suggested responses for faster engagement.
5. **Menu Optimization:** Highlight trending dishes, suggest combos, and recommend pricing adjustments to maximize revenue.
6. **Email & SMS Campaigns:** Automate customer outreach with personalized newsletters, reminders, and re-engagement campaigns.
7. **Sales Insights & Forecasting:** AI dashboards provide real-time analytics, trends, and demand predictions for smarter decisions.
8. **Local SEO & Visibility:** Keep business listings updated and generate SEO-friendly content to attract nearby customers.



# PRODUCT

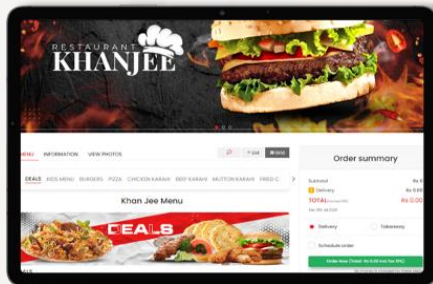
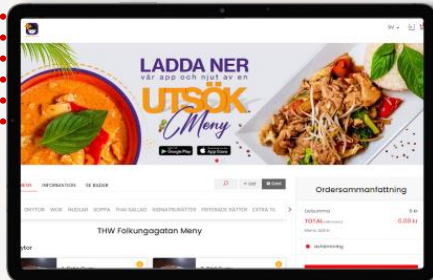
Speedoy



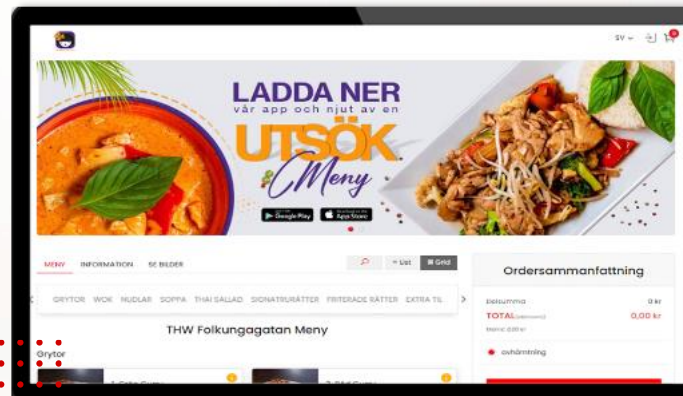
Seamless product experience with fully integrated tools for all-in-one online ordering platform

# PRODUCT

Speedoy



Multilingual  
Swedish & English

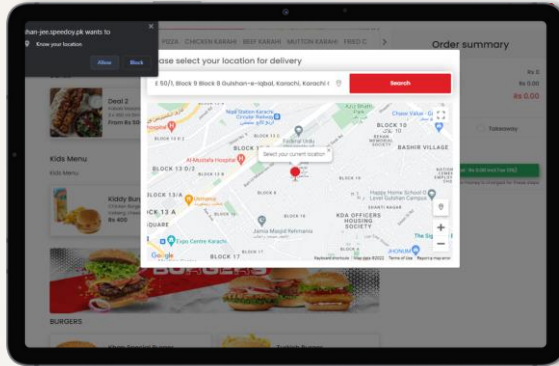


Web & Mobile Apps  
(Android & IOS)



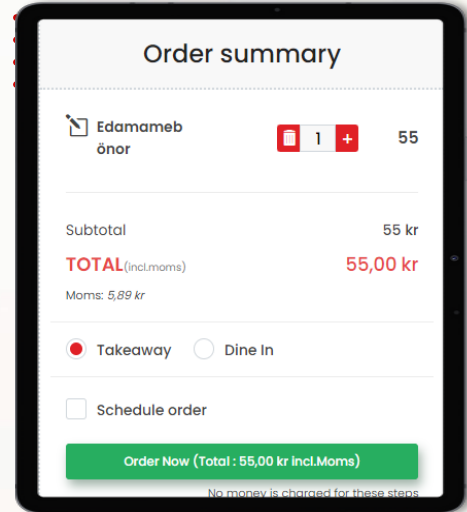
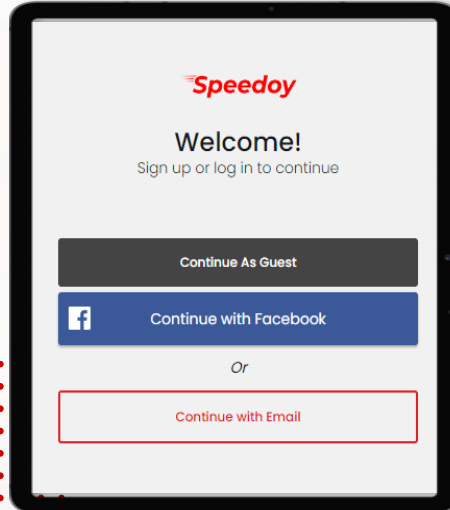
# PRODUCT

Speedoy



Geofencing

Express  
Checkout



Instant & Scheduled  
Ordering

# PRODUCT

Speedoy

Many other  
Features



Dashboard with  
Analytics

Marketing Features  
Dine-In, Delivery and Takeaway  
Analytical Reports  
Menu Management  
Order Management  
Payment Gateway: Swish, Stripe  
Clickatell  
SendGrid



# COMPETITION

Speedoy

	Speedoy	FoodEasy	OrderHero	FoodToday
Own Website for Online Food Ordering	✓	✓	✓	✓
Own App for Online Food Ordering	✓	✓	✗	✓
Multi-Outlet Management	✓	✗	✗	✗
Schedule Food for Order Later	✓	✓	✗	✓
Express Checkout	✓	✗	✓	✓
Automatic Opening Hours	✓	✓	✓	✓
Simple Payment via Swish or Credit Card	✓	✓	✓	✓
Supports Dine-in/Take-away/Delivery	✓	✓	✗	✗

Superior product & platform with better or competitive pricing against the competitors

The logo for Speedoy features the word "Speedoy" in a white, bold, italicized sans-serif font. To the left of the text is a red circular graphic consisting of three concentric circles. The innermost circle is a solid red dot, the middle one is a slightly larger red ring, and the outermost one is a thick red border. Three white horizontal lines of varying lengths extend from the left side of the innermost circle, suggesting motion or speed.

**Speedoy**

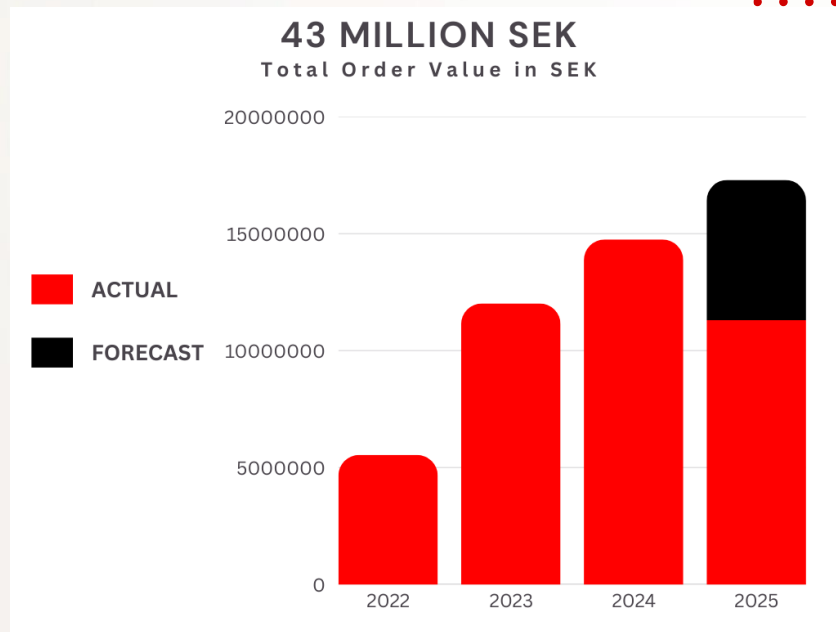


# TRACTION

Speedoy

5000+ monthly orders and growing, suggest that there is considerable traction in the market - signs of a promising product market fit

Consistent Growth  
YOY



Total  
GMV

43 Million  
SEK

Active  
Restaurants

90+

Total  
Orders

161000+

Average  
Order Value

272 SEK

# MARKET SIZE

Speedoy

Total Addressable Market

**Worldwide**

\$305Bn

Service Available Market

**Nordics**

\$1.27Bn

Service Obtainable Market

**Sweden**

\$380Mn

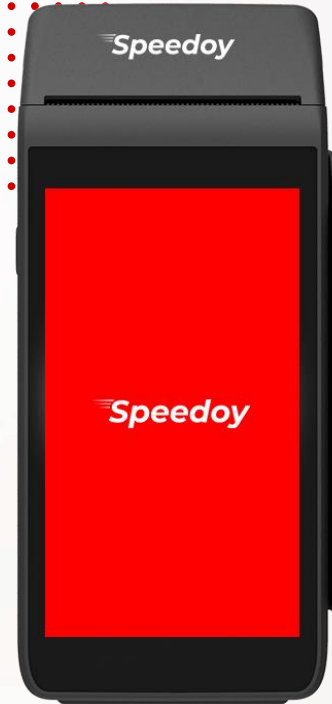
# REVENUE MODEL

Onboarding

**USD 477**

Share of Order / Month

**6%**



- Custom Android Firmware
- Order Acceptance Application
- Order Printing

Speedoy

The logo for Speedoy features the word "Speedoy" in a bold, white, sans-serif font. To the left of the text is a red circular icon containing three horizontal white lines, suggesting motion or speed. The logo is overlaid on a large, semi-transparent red circle that covers the left side of the image.

**Speedoy**



# GTM STRATEGY

Speedoy



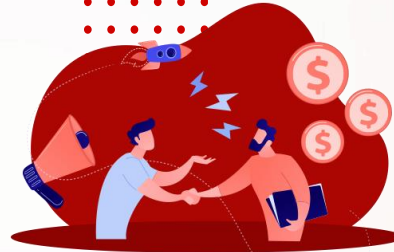
## Referrals

Earn commission as recurring income by just referring restaurants.



## Agencies

Businesses that want to expand their services offering without investing too much time and cost can partner with us and sell Speedoy as a white label or with our name from their platform.



## Partners

Companies offering Point of Sale or Delivery applications can partner with us and provide complete solutions to their clients.

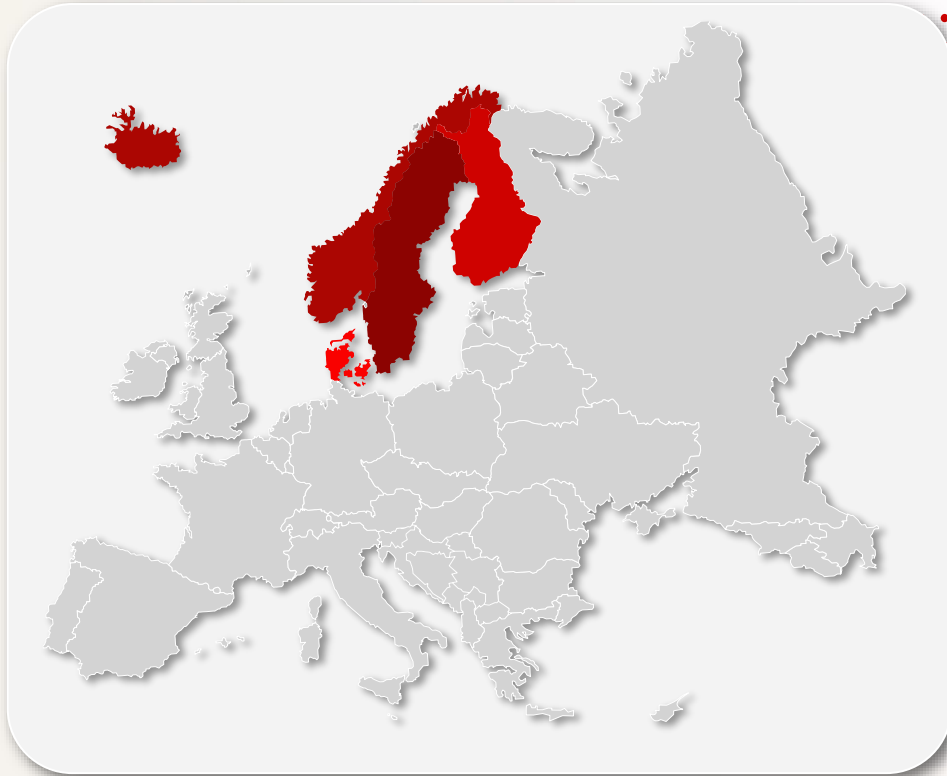


## Event & Sponsorships

Sponsor relevant events to market the Speedoy brand, reach new customers, improve public perception and increase sales.

# GTM STRATEGY

Speedoy



Current Market

Sweden

Phase 2

Nordic Region

KSA

Expansion Plans

Rest of Middle East

North America

Asia

The logo for Speedoy features a red circle with three horizontal white lines to its left, suggesting motion or speed. The word "Speedoy" is written in a bold, white, sans-serif font across the center of the red circle.

**Speedoy**



# COMPETITION

Speedoy

	Speedoy	FoodEasy	OrderHero	FoodToday
Own Website for Online Food Ordering	✓	✓	✓	✓
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**Speedoy**



# THE TEAM

Speedoy



**MOHSIN  
NAGARIA**

**Co-Founder**  
Digital Dividend

16+ years of experience in building software & tech with global customer base. Hands-on with managing large-scale projects & teams requiring unique solutions to technology problems.



**MEHMOOD  
ZIAUDDIN**

**Co-Founder**  
Digital Dividend

Over 18 years of experience in managing teams and projects in project management, product & tech. Vast experience of working with Swedish corporate and enterprises.



**JAWAD  
KHAN**

**Co-Founder**

10+ years experience working with restaurants industry and providing differentiated solutions from printing to security and from digital menus to digital ordering to the restaurants and Horeca industry in Sweden.



**Speedoy**

# THE ASK

Speedoy

We are looking to raise

**\$500K**

to reach 1000 restaurants in next 12 months

Product  
**190K**

Dev Roadmap  
Integration POS  
Payment Gateways  
Reseller Features

Marketing  
**230K**

Resellers/Affiliates  
Social Media  
Onground Sales Rep

Miscellaneous  
**80K**

Administration &  
Operations

## OUR ASK

Speedoy

We are raising

**\$35K**

to build the Speedoy AI Assistant for Restaurants.

Equity Offered: **5%**

This cost will cover the complete build of the product - from design to development and testing - ready for launch.



# Speedoy

## THANK YOU



### EMAIL

support@speedoy.com



### ADDRESS

**Sweden:** Gjutjärnsgatan 2A,  
72133, Västerås, Sweden

**Pakistan:** House # D6, Block 9  
Gulshan-e-Iqbal, Karachi



### TELEPHONE

**Sweden:** +46 (0)21 475 54  
50

**Pakistan:** +92 321 2406007



### WEBSITE

<https://www.speedoy.com>