COMMERCE FOR EVERY SHOP

Tap, and the shop comes to you

One AI-native app that runs the whole life of a small business's commerce — selling, serving, managing and raising money — on the street, on wheels or online.

DOORSTEP VISITS
SEVEN WAYS TO BUY
THE WHOLE STORE BY VOICE
FUNDING REQUESTS
BACK A BUSINESS YOU KNOW



Four things, one app

Kadaikodi is an AI-native commerce app for small, informal and mobile businesses and the people who buy from them and back them. *Kadai* is Tamil for shop; *kodi* is a flag — the flag every shop can raise.

01
The shop comes to you

Request a mobile storefront — the salon cart to the doorstep, the pani puri stall to the gate, the cloth cart to the street — and choose how to buy.

02
Run the whole store

Operations, staff, orders, inventory, support, finance and marketing — voice-first, in local languages, on a basic phone.

03
Ask for investment

Any storefront, mobile or fixed, can raise money against set goals with its financials, track record, documents and a plain plan.

04
Back a business you know

A regular customer can back the busy stall they visit every week, read its real record and decide for themselves.

> Investing in a small business carries real risk, including losing some or all of the money put in. Kadaikodi never promises returns, is not a stock exchange, and does not give investment advice — every backer decides for themselves.

Three walls every small shop hits

Reach

Customers who would gladly call a salon cart home or book a snack stall for a party have no simple way to ask. Vendors walk routes on guesswork and lose hours to empty streets.

Running the business

Orders, staff, stock, cash and digital payments, credit, complaints and offers live in memory, a notebook and a phone. There is no track record and no time to grow.

Money to grow

A popular stall that could buy a second cart has no way to show its numbers, write a plan and find backers — and the regulars who know it best have no way to help.



Both sides of the counter, equally

People

- Households and individuals who want the shop, stall or service to come to them
- People with less time or mobility — older customers, new parents, people who are unwell
- Hosts and organisers — birthdays, house-warmings, office tea breaks, community events
- Neighbourhood backers who want to back a business they know
- Hometown backers living elsewhere
- Experienced small-business investors who want real records first

Businesses

- Mobile vendors — food stalls, salon carts, cloth carts, fruit and vegetable carts, repair carts
- Fixed small shops — the corner store, tailor, salon, eatery, repair counter
- Multi-cart and multi-shop owners with staff
- Staff and workers — operators, riders, stylists, helpers
- Programme operators — associations, cooperatives, local bodies and community organisations

01

PART ONE

Tap, and the shop comes to you

Customers see the mobile storefronts on duty near them, request one, follow it as it approaches and buy in person. Businesses choose which ways to buy they offer — and set their own radius, hours, fees and minimums.

The customer chooses. The business decides what it offers.

Way to buy	What happens
Doorstep visit	The mobile storefront comes to your address; you browse and buy in person
At-home service	A haircut, mehendi, a repair or a fitting at your place
Home delivery	The order is brought to you
In-store pickup	Order ahead and collect at the stall or shop
Store visit	Book a time and go to the shop, with your order or chair ready
Scheduled stop	The cart passes your street on set days; you get a heads-up as it nears
Group stop	Neighbours, an office or an event pool a request so one visit serves many

Live map of storefronts on duty · visit requests with a time window, items and notes · visit fees shown up front · follow the storefront to your door · masked calls and messages · location shared only while on duty.

A cart at the gate, a stall at the party, a cart on the street



Call the salon cart to your gate

Pick a time window, see the visit fee, follow the cart and pay in cash or digitally.



Book a stall for the party

A group stop for forty guests — menu, advance and arrival agreed in one place.



Know when the cart passes your street

Subscribe to a stop, get a heads-up as it nears, pre-select what you want.

ILLUSTRATIVE SCENARIOS, NOT CUSTOMER STORIES.

02

PART TWO

Run the whole store

Operations, staff, orders, inventory, customer support, finance and marketing — voice-first and built for a busy hand on a weak signal. Doorstep sales, counter sales, bookings and chat orders all land in the same orders, stock and daybook.

Everything a small business runs on, in one place

Voice-first, local language

A morning plan read aloud, sales and expenses recorded by speaking, a day summary at close.

Orders and stock

Every way to buy in one order list; stock moves, wastage, suppliers, purchase orders and low-stock alerts.

Staff and dispatch

Roles, shifts, clock-in, tasks and earnings — and a dispatcher view for several carts.

Support and marketing

An order-linked inbox, refunds and re-visits, reviews with owner responses; your own customer list, offers, loyalty and broadcasts.



The daybook keeps itself — and becomes your track record



- Every sale lands in the daybook automatically
- Expenses go in by photo or voice
- The cash count at close is reconciled against what was recorded
- A credit book with gentle reminders
- Profit-and-loss and statements on demand
- Every figure labelled “Recorded in Kadaikodi” or “Reported by the owner”

Because every stage feeds the next, a business that runs on Kadaikodi can raise money without preparing a separate set of numbers.

03

PARTS THREE & FOUR

Raise money to grow. Back a business you know.

Any storefront can ask for investment against clear goals. Anyone can back the small businesses they know — with the risks stated plainly and the decision always theirs.

Ask for investment for a clear goal

- Goals and amounts — a second cart, a new stove, festival stock, a small kitchen
- Use of funds and milestones the owner will report on
- A plain business plan the AI drafts from the business's own records
- Financials and track record, recorded and reported figures kept apart
- A documents checklist and the terms the owner proposes
- Reviewed before it is published — including checks for missing documents and promising language

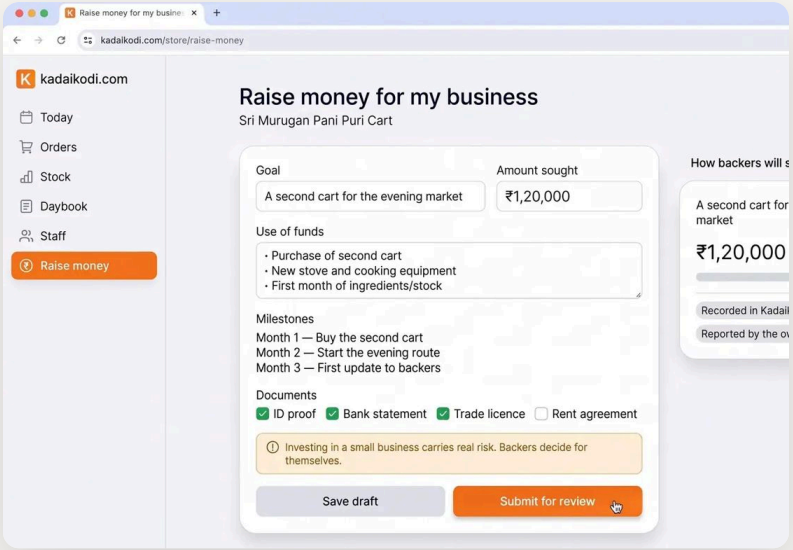
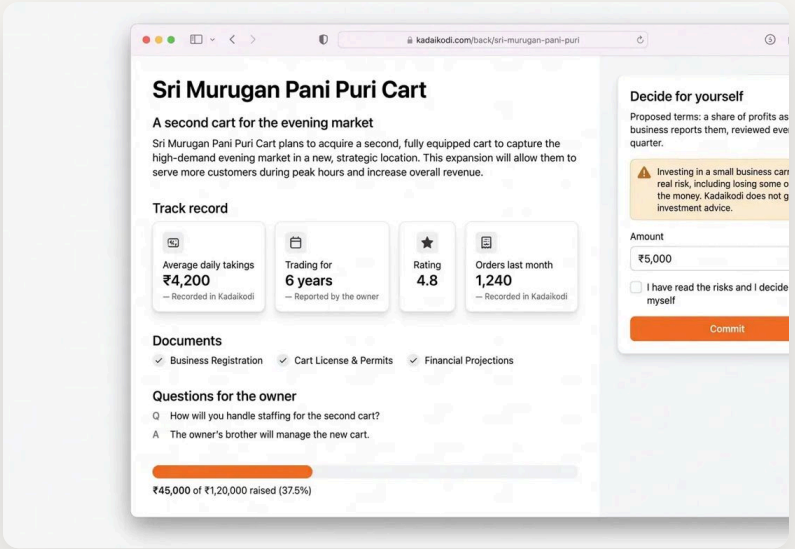


ILLUSTRATION OF THE CONCEPT, NOT A SCREENSHOT OF THE PRODUCT.

Read the record, ask the owner, decide for yourself

- “Businesses you know” first — the stalls and shops you already buy from
- Hometown backers can follow businesses where they come from
- The plan, the record, documents, proposed terms and a risk statement
- A public Q&A with the owner
- A research companion that explains — and never recommends or predicts returns
- Owner updates and a ledger of what you put in and anything received under the agreed terms

> Investing in a small business carries real risk, including losing some or all of the money put in. Kadaikodi never promises returns, is not a stock exchange, and does not give investment advice — every backer decides for themselves. Holdings are not traded on a market; funding requests and backing are offered where local rules allow, with eligibility checks.



An AI helper for every role

For	What the AI does
Customers	A shopping companion: finds the right storefront, remembers favourites and sizes, nudges when a regular is nearby
Vendors	A store manager in the pocket: plans the route, warns before stock runs out, suggests rush-hour prices, writes the day summary aloud
Owners	Spots slow stock, suggests staff shifts, drafts offers, flags cash gaps
Fundraising owners	Drafts the business plan from real records and checks the documents
Backers	Summarises requests and explains terms; never recommends and never predicts returns
Operators	Surfaces vendors who need help and service gaps across an area

The AI works from the business's own records, follows the same permissions as the person, proposes rather than forces, and speaks the user's language.

Connected, with one sign-in

BigConsole

Analytics and dashboards over sales, stock, staff and funding; a shareable funding pack.

FluidGrids

Internal automations and integrations with external tools — accounting, messaging, payments and more.

BotManor

AI agents that take orders on chat, answer customers, chase payments and answer backers' routine questions.

HeadshotMarketing

Multi-channel campaigns and customer lists.

MoveTheWheels

Logistics for stock coming in and multi-stop deliveries going out.

Burdenoff Workspaces

Team collaboration, files, conversations and approvals.

Safe at the door, honest about money

Security, trust & governance

- Verified storefronts before doorstep or at-home requests; verified customers for at-home services
- Masked calling and in-app messaging; location shared only while on duty
- Role-based permissions on every operation
- Multi-tenant isolation — every record belongs to a workspace
- Full audit trail for orders, money movements, funding decisions and admin actions
- Data hosted in India by default; personal data minimised in AI prompts

Every surface

- Web app — customer, vendor, staff, backer and operator views
- Mobile app for iOS and Android
- Voice in local languages
- The assistant on every screen
- MCP server for AI clients under Kadaikodi permissions
- CLI and SDKs (Node, Python) and a GraphQL API

Built for small-business economics

Plan	Price (India)	Order commission	Includes
Free	₹0	5% per order	1 cart/store, 30 products, 1 staff seat, 50 orders/mo, full app surface
Starter	₹299/mo or ₹249 annual	4% per order	1 cart/store, 200 products, 3 staff seats, 1,500 orders/mo
Growth	₹749/mo or ₹599 annual	2.5% per order	3 carts/stores, 2,000 products, 10 staff seats, 15,000 orders/mo
Business	₹1,999/mo or ₹1,599 annual	1.5% per order	10 carts/stores, 25,000 products, 50 staff seats, 150,000 orders/mo
Enterprise	Contact us	Custom	Unlimited carts/stores, custom quotas, governance — for programmes and large networks

Subscription and order commission are two separate levers: higher plans cost more per month and charge less per order. Payment-processing fees and statutory taxes are separate. Current prices: kadaikodi.com/pricing.

EVERY SHOP, HOWEVER SMALL, CAN RAISE ITS FLAG

Call the shop to your door. Run your own. Back the one you love.

Sign up app.kadaikodi.com · **Website** kadaikodi.com · **Talk to us** kadaikodi.com/contact · contact@kadaikodi.com

Programmes and partners sales@kadaikodi.com · **Support** support@kadaikodi.com

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