Kadaikodi

Kadaikodi lets anyone tap and have the shop come to them, runs a small business's whole store, and helps it raise money to grow.

Shop comes to you | Whole-store operations | Funding requests | Back local businesses | AI in every role

PARTNER
CHEAT SHEET
KADAIKODI.COM

WHAT IT IS

An AI-native commerce app: customers tap and the shop comes to them; vendors run their whole store and raise money.

30-SECOND PITCH

Customers tap and the salon cart, snack stall or cloth cart comes to them. Vendors run staff, stock, money and marketing by voice. Real records support funding requests; regulars can back them.

PROBLEM WE SOLVE

- Customers cannot call the shop to them
- Vendors walk empty streets
- The business lives in a notebook
- Growth money never reaches small vendors

VALUE PROPOSITION

- Tap, and the shop comes to you
- Whole store in one voice app
- A track record that builds itself
- Funding requests and community backing

IDEAL CUSTOMER

Vendors and small shops trading in person, multi-cart owners, and programmes supporting many vendors

Not a fit: Anyone seeking guaranteed returns; online-only sellers

WHO YOU ARE TALKING TO

Mobile vendor — Customers waiting before you set off
Shop owner — Your whole shop, by voice
Multi-cart owner — Five carts, one screen
Programme lead — See which vendors need help

TOP USE CASES

- Salon cart comes to your gate
- Book a stall for the party
- A vendor's day, by voice
- Raise money for a second cart
- Back the stall you know

CAPABILITIES

- Doorstep requests
- Seven ways to buy
- Routes and stops
- AI route plan
- Voice daybook
- Staff shifts
- Inventory and suppliers
- Funding requests
- Backer research companion
- BigConsole, FluidGrids, BotManor

PRICING

Free	`$0 forever`
Starter	`$9/mo or $7/mo annual`
Growth	`$29/mo or $24/mo annual`
Business	`$79/mo list or $65/mo annual`
Enterprise	`From $199/mo list; custom annual`

Free tier; published plans at kadaikodi.com/pricing

COMPETITIVE LANDSCAPE

Delivery aggregators — Vendor's own storefront; vendor keeps the customer
Paper khata apps — Same simplicity, whole store, plus doorstep
Online-store builders — Built for street and mobile trade
Informal borrowing — Reviewed requests from real records

WHY US

- The shop comes to you, vendor's own name
- Seven ways to buy, one order record
- Recorded versus reported figures
- Ecosystem in one sign-in

PROOF & CREDIBILITY

- Permissions and audit on every operation
- Funding requests reviewed before publishing
- Risk statement on every investing screen

DEMO

Book a walkthrough with Vignesh; free tier needs no card

TALKING POINTS

- Tap, and the shop comes to you
- Speak a sale; the daybook keeps itself
- Your sales are your story
- We never promise returns; investing carries risk

OBJECTION HANDLING

"My vendors don't use apps"
Everyday actions by voice, in local languages, on basic phones

"Can I earn a good return?"
No one can promise that; investing carries real risk

"You have no reference customers"
True. Try the free tier on a real day

DISCOVERY QUESTIONS

- Do you trade at one spot or move?
- How do customers ask you to come?
- How do you track sales and cash?
- What would more money let you do?
- Which language do you prefer?

SPOT A GOOD OPPORTUNITY

- Trades in person, stall or cart
- Customers phone them to come over
- Records kept in a notebook
- Talks about a second cart
- Wants guaranteed returns
- Online-only, nothing to fulfil

HOW TO INTRODUCE US

"I know a team whose app brings customers to your cart and keeps your books by voice. Worth twenty minutes?"

LEAD HANDOFF

Email Vignesh: business, how they trade, who works there, and timing

PARTNER COMMERCIALS

10-15% of first-year subscription, plus order-commission share

USEFUL LINKS

Kadaikodi website `kadaikodi.com`
Sign up and use the product `app.kadaikodi.com`
Documentation `docs.kadaikodi.com`
Capability overview `kadaikodi.com/features`
Use-case journeys `kadaikodi.com/use-cases`

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