Done-for-you review and Place operations for Korea's 799,000 food-service businesses.

One engine, four price tiers from one operating dataset: a **KRW 198,000 (~$135)/month** Basic subscription that scales nationwide, a **Global pack** and **Pro plan** on top, and **KRW 5M+/month** full-funnel care for tourism venues. We ran 32 franchise branches ourselves; the engine is built in-house — this round buys share, not development.

LIVE DEMO survey — toyb-survey.netlify.app · AX review and CRM console — toyb-review-demo.netlify.app

01 THE PROBLEM

The operating load closes restaurants, not demand.

Korea's food-service sector closes faster than any other: **15.14% in 2025** against 8.64% across industries, active F&B businesses down to **798,969**. Owners are not short of advice but of hands: after closing nobody has energy to shoot photos or answer reviews, and reply bots answer bad reviews mechanically.

03 TRACTION — STORES WE OPERATED

2.9x monthly revenue, Feb–May 2026
Gangneung seafood restaurant

+38.7% revenue in 49 days
Busan BBQ restaurant

1.295M Reels views · 35K shares
Sokcho partner venue, one campaign

KRW 187M peak monthly revenue
Yangyang flagship, self-operated

Owners do not buy another tool; they buy a revenue number that changed.

02 THE MODEL: ONE ENGINE, FOUR PRICE TIERS

BASIC · SCALABLE SAAS

TOYB Place Agent — KRW 198,000 (~$135) / mo · VAT incl.

WHAT IT IS

Fully managed review and Place work on Naver, for all ~799,000 Korean F&B businesses: automatic replies, **four maps** synced from one store DB, a one-line closure message, weekly KakaoTalk brief. **Zero-input**; risky reviews held. No lock-in, no discount.

UNIT ECONOMICS

KRW 130,000 contribution per store per month, **~72%** margin (excl. VAT). 100 stores = **KRW 13M** MRR; 1,000 = **KRW 180M**.

TIERS · P2–P3

Global pack +50–100K/mo (KR/EN/JA/ZH) · **Pro 298–398K/mo** (radar, card-sales ROI). Upside, not in targets.

FULL-FUNNEL CARE

Full-funnel partnership — from KRW 5M / mo · ad spend incl.

WHAT IT IS

Tourism-district venues, Gangwon East Coast first. The whole funnel — plays matched from comparable districts, paid media, content, a one-page landing, on-site execution — reviewed monthly against revenue.

WHY IT MATTERS

Highest-margin cash, and the measured before/after labels that keep the SaaS tier sharp. Three venues = **KRW 15M** MRR.

PRICE VALIDATED · NOT A PILOT

Basic is not a hypothesis. The founder ran one chain's **32 franchise branches** hands-on and, as a sole proprietor, took **KRW 198,000 a month from 10+ locations — deposits held**. **November 2026 corporate revenue: KRW 8M/mo** from agency work; the **KRW 198,000 subscription goes on sale 17 November 2026**, so the corporation bills no subscription yet. **A subscription, not a project fee:** onboarding once, then the AX runs it — **KRW 130,000** of contribution (~72%) per store, monthly.

04 WHY IT COMPOUNDS

LOOP · 4 STEPS

Operate flagship and managed venues → **Label** measured before/after (revenue, traffic, ticket size) → **Charge monthly** — no contract, no setup fee, onboarding once → **Sell twice** — agency labels sharpen the SaaS and growing stores upgrade to KRW 5M+/mo.

MOAT

Every managed store lands **ad spend, Naver Place traffic (views, saves, calls) and card-sales approvals (Korea Credit Finance Association)** in one CRM row — the ad→traffic→revenue label no competitor holds. A **500 m competitor radar** watches nearby stores' review keywords, and a **monthly regulars report** tracks repeat-visit and group-dining language.

ROADMAP · IN BUILD

P1 · now — fully managed reviews, KakaoTalk briefs, and four maps kept in sync from one store-fact database (Google API; Naver/Kakao owner-delegated login; Tmap desk). **P2 · 2027 H1** — Zero-Input AX: a menu-board photo becomes a fact DB **in 10 seconds**, repeated review keywords trigger a **one-tap Place fix**, card-sales and weather signals trigger **pre-emptive** ads; plus the card-sales link, multilingual replies and six district playbooks. **P3 · 2027 H2** — a **500 m competitor radar**, the **head-office brand guardrail** and the **TOYB Index** district dataset.

GLOBAL PROOF

Owner.com — $2.3B val., $100M+ ARR, $499/mo · **Marqii** — 12,000+ venues · **Base44** — $80M cash exit to Wix

SCALE PATH

1,000–1,500 stores (0.13%) = **KRW 21.6–32.4B** revenue, **KRW 200B+** value; 4,500–6,000 = **KRW 97–130B** (excl. VAT)

05 INVESTMENT ASK & TEAM

SEED ROUND

KRW 500M ≈ $360K
at KRW 2.0B pre-money (~$1.45M)
20% equity · first close open

USE OF FUNDS

01 AI review and Place automation — pilot to self-serve
02 Patent filing for the district-matching engine
03 Growth — nationwide onboarding, market gaps first

Team — Founder & CEO: seven years in performance & local advertising plus 32 franchise branches run hands-on. The core AX and review engine is **built and owned in-house, IP assigned to the company**; partners (development, nationwide filming) are execution capacity, and senior AI/backend engineers are in-housed as it scales.

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All figures as of November 2026. Case figures are our own operating records and partner-platform data; venue names withheld at the owners' request.