



AN AI INNOVATION VENTURE BY CREATORS TOUCH

RESTAURANT OPERATING SYSTEM

SparkPOS

The restaurant OS that sells for you

Aggregators rent you your own customers at 25–30% a plate. SparkPOS is built so the second order comes directly to you.

LIFETIME

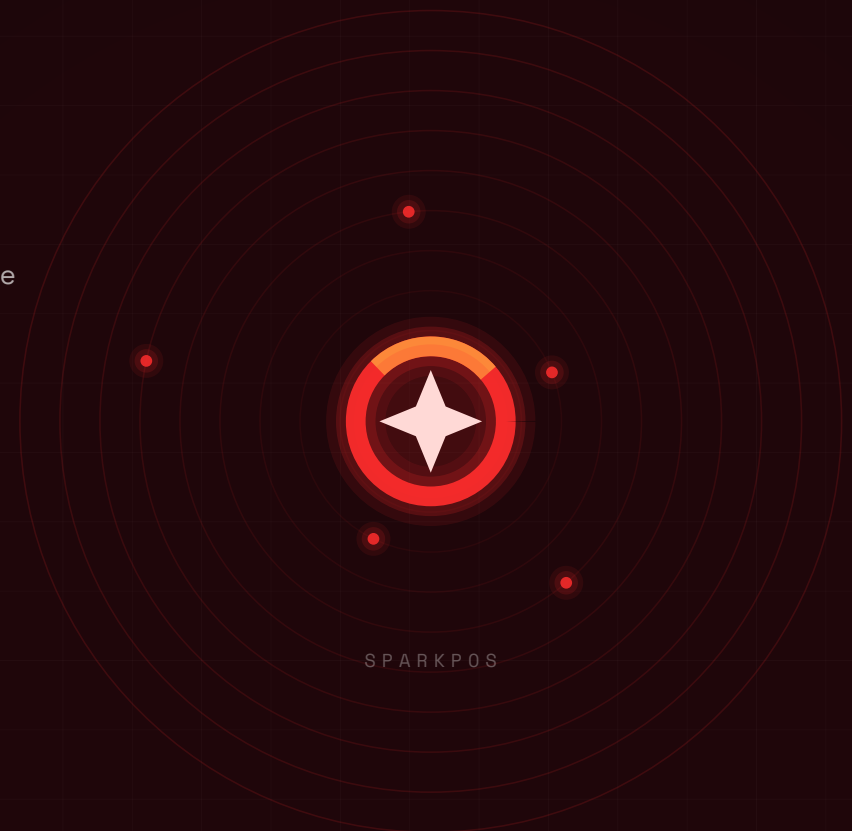
LIFETIME

PRODUCT DEMO PACKAGE

15 pages — problem, design, architecture, interface, rollout

sparkopus.com/products

Confidential — prepared for your evaluation



WHAT'S IN THIS PACKAGE

A fifteen-page walkthrough of SparkPOS: the problem it removes, how SPARK OPUS designed and engineered it, exactly what it looks like in use, and what it takes to get you live.

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0%

COMMISSION PER ORDER

A one-time licence instead of a permanent cut of every plate.

Live

KITCHEN DASHBOARD

Every order, its age and its station — visible without a...

Yours

CUSTOMER LIST

Every direct order builds a list you own and can re-market to.

AT A GLANCE

SparkPOS

The restaurant OS that sells for you

BUILT FOR

Restaurants, cafés, cloud kitchens, QSR chains, bakeries

RUNS ON

QR menu, WhatsApp ordering, counter billing, kitchen display

DATA IT HOLDS

Menu, orders, tables, kitchen state, bills, customers, campaigns

LANGUAGES

English, Hindi, Telugu, Tamil for the guest-facing menu

TIME TO LIVE

2–3 weeks from menu handover

OWNERSHIP

Your menu, your customers, your order history — no commission

PRICING

One-time lifetime license — contact sales.

LIFETIME

03 — THE PROBLEM

THE PROBLEM IT REMOVES

A restaurant's economics are decided by two things it usually does not control: the commission on each delivered order, and whether a happy diner ever comes back directly. Both are structural, and both are solvable with the right system.

01

Aggregator commission is a permanent tax

A quarter to a third of every delivered plate leaves before costs. Worse, the customer relationship stays with the platform — you rent access to people who already like your food.

02

Paper tickets lose orders

A printed ticket falls, smudges or is picked up twice. The kitchen has no shared view of what is late, and nobody knows an order is missing until a guest asks.

03

Order-taking competes with service

At peak, staff take phone orders and repeat the menu while tables wait. Both jobs get done badly at exactly the busiest hour.

04

The menu is a printed artefact

A sold-out item stays on the card all evening, and a price change means reprinting. Guests order what you cannot serve.

05

Regulars are anonymous

The couple who came every Friday for six months are unreachable the moment they stop, because nothing about them was ever recorded.

WHAT IT COSTS RIGHT NOW

25–30%

TYPICAL AGGREGATOR CUT

Charged on gross, per order, indefinitely.

0

OWNED CUSTOMER RECORDS

Delivery platforms keep the relationship, not you.

Peak

IS WHEN IT BREAKS

The system fails hardest exactly when volume is highest.

04 — THE ALTERNATIVES

WHY THE USUAL FIXES FAIL

Restaurants are not short of technology. They are short of technology that connects the guest, the kitchen and the till without a commission attached.

WHAT BUSINESSES TRY	WHAT ACTUALLY HAPPENS	WHY IT BREAKS
Aggregator platforms only	Listing on delivery apps and accepting the commission as a cost of doing business.	Margin and the customer relationship both leave. Growth increases the tax.
A traditional billing POS	A till that prints bills and tracks daily sales.	It bills; it does not sell. No QR menu, no direct ordering, no repeat campaigns.
A PDF menu behind a QR code	Contactless in appearance — a scanned card on a phone.	It is a document, not an order channel. Staff still take every order by hand.
Phone orders in a notebook	Direct delivery orders written down and passed to the kitchen.	No record, no repeat marketing, and errors climb sharply during peak.
Instagram DM ordering	Regulars message the page to place an order.	It works socially and fails operationally — nothing reaches the kitchen system or the bill.

THE GAP

The requirement is one system spanning the QR menu, the kitchen display and the bill — so a direct order is easier for the guest than opening an aggregator app.

SPARK OPUS BUILT SPARKPOS TO CLOSE EXACTLY THIS GAP.

05 — THE SOLUTION

WHAT WE BUILT INSTEAD

IN ONE PARAGRAPH

SparkPOS connects the guest's phone to your kitchen and your till. A diner scans, orders and pays without waiting for a server; a delivery customer orders on WhatsApp; the kitchen works from a live display; and every order adds to a customer list you own and can bring back.

01

Direct is easier than the app

Scan, browse a live menu, order, pay. If the direct path is faster than opening an aggregator, guests take it — and the commission never applies.

02

The kitchen runs on one screen

Live tickets, order age, station routing and a mark-ready action. No paper, no lost tickets, no shouting across a pass.

03

The second order is the product

Every direct order builds an owned customer record, which repeat-order campaigns turn into a returning diner.

THE LOOP IT RUNS, EVERY TIME



WHERE WE DREW THE LINE

What it deliberately does not do: replace your aggregator listings overnight, message guests who have not consented, or hide charges from the diner at checkout.

06 — DESIGN

HOW SPARK OPUS DESIGNED IT

We designed SparkPOS on the floor during dinner service. Every decision was tested against one question: does this survive a Saturday at 8:30pm?

P 1**The guest must not need instructions**

Scan to first item in under five seconds. No app, no login, no account — a phone camera and a menu that loads on weak restaurant wifi.

P 2**Built for the pass, not the demo**

Large type, colour-coded ageing, one-tap ready, readable at arm's length with wet hands and no time.

P 3**The menu is live data**

Sold out is a toggle that takes effect instantly. Prices, timings and combos change without reprinting anything.

P 4**Own the customer, respectfully**

Every direct order builds a record — used for genuinely useful repeat offers, with consent and easy opt-out.

THE PROCESS WE RAN

01

Work a service

We spend a dinner shift on the floor and in the kitchen, timing every step of an order's life.

02

Model the menu

Categories, variants, add-ons, combos, timings, taxes and station routing — written down properly, once.

03

Prototype at the pass

The kitchen display is tested during a real service before any guest ever sees the menu.

04

Harden for peak

Concurrency, weak wifi, partial payments, cancellations, split bills and refunds are specified and tested.

05

Launch and campaign

QR codes go on tables; repeat-order campaigns begin once the customer list has depth.

07 — ARCHITECTURE

HOW SPARK OPUS BUILT IT

A restaurant system fails in one of three places: the guest's phone on bad wifi, the kitchen screen at peak, or the bill at the end. The architecture is organised around those three failure points.

THE SYSTEM, LAYER BY LAYER

GUEST SURFACE

QR-linked live menu — no app, no login — with cart, add-ons, table binding, and a WhatsApp ordering path for delivery.

MENU SERVICE

Categories, variants, add-ons, combos, availability toggles, timing rules, taxes and per-item station routing.

ORDER ENGINE

Order state machine from placed to served, table and token binding, modifications, cancellations and idempotent writes.

KITCHEN DISPLAY

Live ticket board with order ageing, station filtering, mark-ready and recall — designed for a screen at the pass.

BILLING

Bill generation, splits, discounts, taxes, payment capture and a day-close summary that actually reconciles.

GROWTH

Customer records from direct orders, repeat-order campaigns, offers, feedback capture and delivery status updates.

WHAT IT IS MADE OF

GUEST

QR-linked web menu No-install cart WhatsApp ordering
Weak-network tolerant

CORE

Menu service Order state machine Station routing
Idempotent writes

SERVICES

Node / Nitro APIs MongoDB Realtime channel
Payment gateway

FLOOR

Kitchen display Billing console Day-close reports
Campaign engine

NOTE 01

The guest menu is built to load on poor restaurant wifi: cached assets, small payloads, and a cart that survives a dropped connection.

NOTE 02

The kitchen display holds live state locally and reconciles on reconnect — a router reboot during service does not clear the board.

NOTE 03

Order writes are idempotent and token-bound, so a double tap on a slow connection cannot produce two of the same dish.

08 — FEATURE DEEP DIVE

FEATURE DEEP DIVE — 1 OF 2

Every feature on the product page, taken apart: what it does, how we engineered it, and the business reason it exists.

QR menu

WHAT IT DOES

A live, no-install menu opened by scanning the code on the table — with photos, add-ons and real availability.

HOW WE BUILT IT

QR codes bound to table identity, a lightweight cached web menu, and instant sold-out toggles from the console.

WHY IT MATTERS

Guests order the moment they decide, sold-out items never disappoint, and prices change without a reprint.

WhatsApp orders

WHAT IT DOES

Delivery and takeaway customers order through WhatsApp and land in the same kitchen queue as the dining room.

HOW WE BUILT IT

WhatsApp Cloud API into the same order engine, with address capture, payment link and status updates.

WHY IT MATTERS

A direct channel that competes with the aggregator app — and carries no commission.

Kitchen dashboard

WHAT IT DOES

A live board of every open order with its age, station and status; one tap marks a ticket ready.

HOW WE BUILT IT

Realtime channel with local state and reconnect reconciliation, station filtering and colour-coded ageing.

WHY IT MATTERS

No paper tickets to lose, no order forgotten, and the pass can see what is late before a guest does.

09 — FEATURE DEEP DIVE

FEATURE DEEP DIVE — 2 OF 2

The second half of the feature set — the parts that turn a working system into a compounding one.

Billing

WHAT IT DOES

Bills with splits, discounts and taxes, payment capture, and a day-close summary that reconciles.

HOW WE BUILT IT

Bill generation from the same order records, gateway or cash capture, and an end-of-day report by channel and payment mode.

WHY IT MATTERS

The till, the kitchen and the guest's phone finally describe the same evening.

Repeat campaigns

WHAT IT DOES

Targeted offers to guests who ordered before — by recency, frequency, favourite dish or occasion.

HOW WE BUILT IT

Customer records built from direct orders, segmented and messaged over WhatsApp with consent and opt-out honoured.

WHY IT MATTERS

The second visit is the cheapest revenue a restaurant can buy, and it is the one nobody is buying.

Delivery updates

WHAT IT DOES

Preparing, out for delivery and delivered milestones pushed to the customer automatically.

HOW WE BUILT IT

Order state transitions fire approved WhatsApp templates; rider assignment and status can be updated from the console.

WHY IT MATTERS

'Where is my order?' calls stop reaching a kitchen that is already at full stretch.

WHAT IT LOOKS LIKE

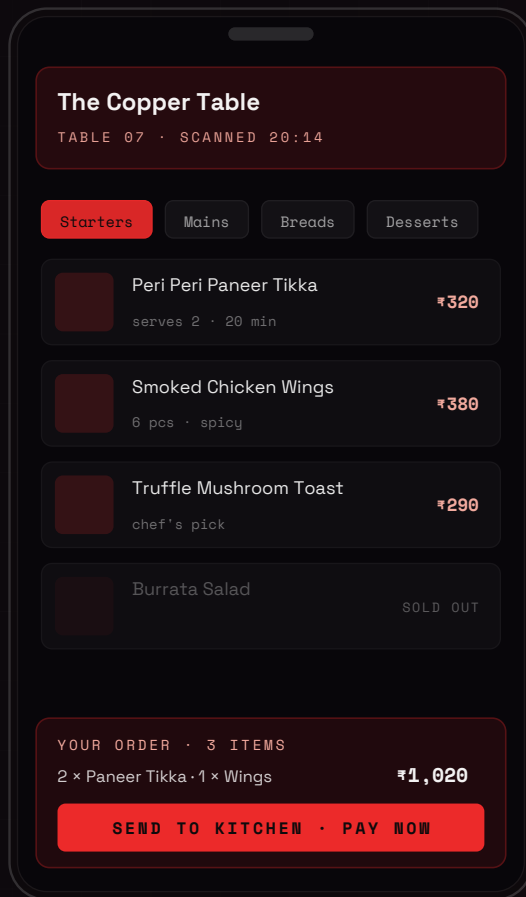
The guest's phone: scan, browse a live menu, build a cart with add-ons, and send the order straight to the kitchen.

WHAT'S HAPPENING ON THIS SCREEN

- **No app, no login**
The camera opens the menu. Nothing to install, nothing to remember, nothing to sign up for.
- **Availability is live**
A sold-out dish disappears the instant the kitchen toggles it — no disappointed table.
- **Bound to the table**
The QR carries table identity, so the order reaches the kitchen and the bill without anyone asking.
- **Pay now or at the counter**
Prepaid or post-paid, both reconciled into the same day-close report.

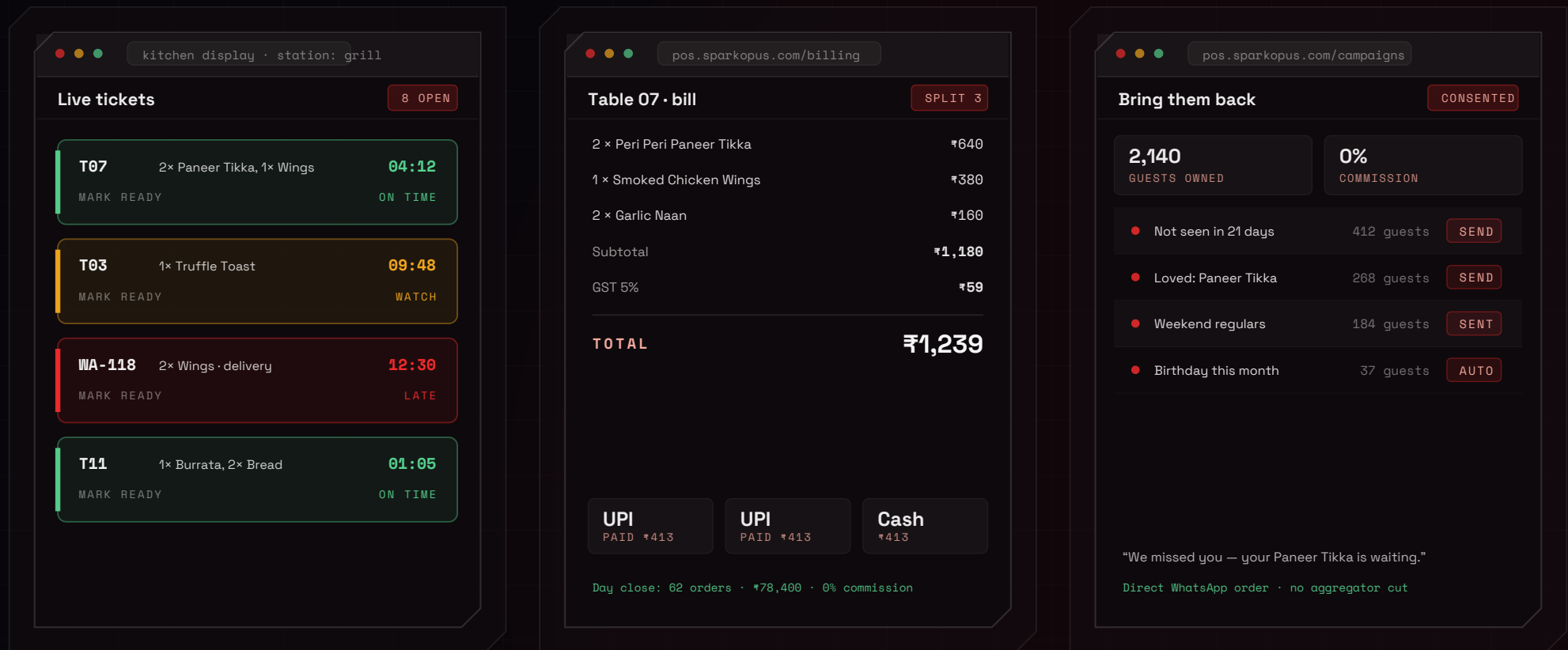
NOTE

These are design representations of the shipped interface. Final screens carry your brand, your terminology and your catalogue.



11 — INTERFACE

THE SUPPORTING SCREENS



01 Kitchen display — live tickets with order ageing and station routing, readable across the pass.

02 Billing console — splits, discounts, taxes and payment capture tied to the same order records.

03 Repeat campaign — an owned customer list segmented by recency and favourite dish, messaged with consent.

12 — IN PRACTICE

A DAY IN THE LIFE

One Saturday dinner service, followed by the part that actually compounds: the same guest returning three weeks later, directly.

20:14**Scan to order**

A table of four scans the QR, browses the live menu and sends an order in under three minutes — no server needed.

20:14**The kitchen sees it**

The ticket appears on the kitchen display, routed by station, with its clock already running.

20:31**Ageing is visible**

One item passes its target time and turns amber on the board. The pass reprioritises before the table notices.

21:05**Billed and closed**

The bill is split three ways at the table, paid on the guest's phones, and reconciled into the day close.

21:06**The customer is saved**

Four contacts, one favourite dish and an order value are recorded — with consent, on your side of the fence.

Day 21**The second order**

A repeat-order campaign goes out. The guest orders directly on WhatsApp — and no commission is charged.

WHAT THAT ADDS UP TO

The first order was better service. The last step is the business model: the same guest, the second time, without an aggregator between you.

INTEGRATIONS, DATA & SECURITY

It has to fit the tools you already run, and it has to be safe with the data you are handing over. Both are product requirements, not afterthoughts.

GUEST CHANNELS

- QR table menu
- WhatsApp ordering
- Link-in-bio menu
- Takeaway counter

PAYMENTS

- Razorpay / PhonePe
- UPI at the table
- Cash reconciliation
- Split payments

OPERATIONS

- Kitchen display screens
- Thermal bill printers
- Rider status updates
- Day-close exports

GROWTH

- Repeat campaigns
- Socialopus for social orders
- Spark CRM
- Feedback capture

HOW YOUR DATA IS HANDLED

S1

Your customer list

Guest records belong to your restaurant, are never shared, and are exportable at any time.

S2

Consent-based marketing

Campaigns go only to guests who opted in, and opt-out is honoured immediately.

S3

No card data on premises

Payments run through your gateway's hosted flow. SparkPOS never stores card credentials.

S4

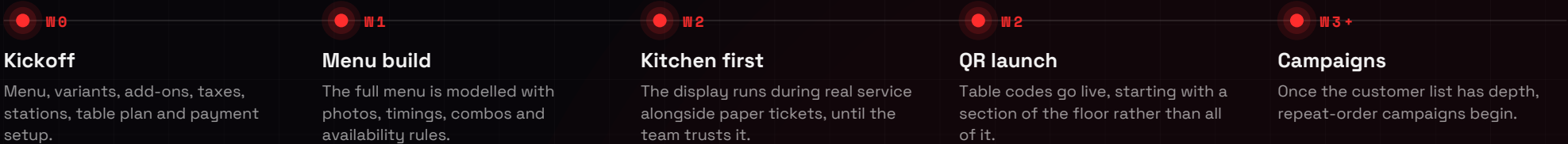
Role-based access

Kitchen, counter and management see different screens; discounts and voids are always audited.

14 — ROLL OUT

HOW WE GET YOU LIVE

We install the kitchen display before the guest menu goes live. The kitchen must be comfortable with the system before a single table depends on it.



WHAT'S INCLUDED, AT NO EXTRA COST

- Menu modelling with variants and add-ons
- WhatsApp ordering channel setup
- QR code design and table mapping
- Payment gateway integration
- Kitchen display setup and staff training
- Day-close and reporting setup
- Billing and tax configuration
- First repeat-order campaign built with you

AND AFTER YOU'RE LIVE

Named contact

Someone who knows your menu, your stations and your peak hours.

Menu changes

Seasonal menus, price revisions and new outlets configured with you.

Peak-hour priority

Support windows aligned to service hours, not office hours.

15 — IMPACT & NEXT STEPS

WHAT GOOD LOOKS LIKE

0%

COMMISSION ON DIRECT ORDERS

A one-time licence replaces a permanent...

< 5s

SCAN TO MENU

Design target on typical restaurant wifi.

100%

ORDERS ON ONE BOARD

Dine-in, takeaway and WhatsApp delivery...

Owned

CUSTOMER LIST

Every direct order adds a contactable...

	HOW IT WORKS TODAY	WITH SPARKPOS
Delivery economics	25–30% commission per order	0% on every direct order
Taking an order	A server, or a phone call at peak	The guest's own phone, in seconds
Kitchen coordination	Paper tickets and shouting	One live board with visible ageing
Menu changes	Reprint the card	A toggle that applies instantly
Bringing guests back	Hope, and a good dish	Segmented repeat campaigns to an owned list

These are engineering targets and structural facts of the licence model, not a guarantee of revenue outcomes. Commission comparisons depend on your current channel mix, which we baseline together in week one.

PRICING

Lifetime licence A one-time purchase for the full system — QR menu, kitchen display, billing and campaigns.

Why lifetime A per-order fee reproduces the problem the product exists to solve. So there isn't one.

What is not included Payment gateway charges and WhatsApp platform message costs are billed by those providers, at their rates.

NEXT STEPS

01 Discovery call

Twenty minutes on your menu size, channel mix and current commission load.

02 We work a service

With your permission we observe one dinner shift and time the order lifecycle.

03 Kitchen pilot

The display runs alongside paper during real service until your team trusts it.

04 Go live

QR codes on tables, section by section, then WhatsApp ordering and campaigns.



Your kitchen will run a real service on the display, alongside paper, before a single guest depends on it.

hello@sparkopus.ai

sparkopus.com/contact — or tap "Call back in 2 mins"