DealMeal

DealMeal is building the AI decision layer above fragmented food platforms.

DealMeal sits above food delivery apps as the AI decision layer, helping value-conscious consumers optimize what to order across fragmented platforms before checkout.

Eat smarter. Save more.

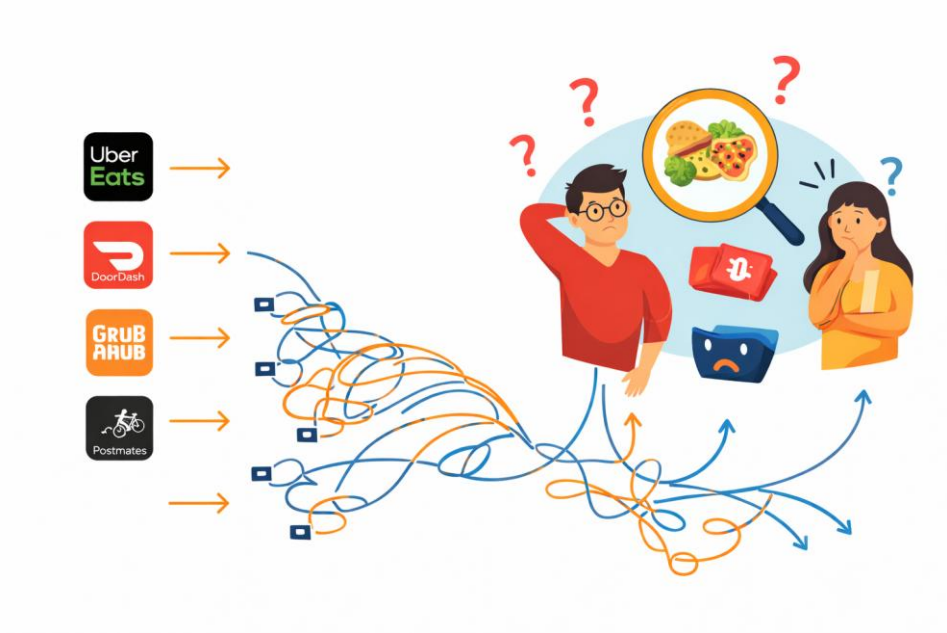
Food ordering is easy, but deciding what to order across fragmented apps is not.

Problem

Users must bounce between closed ecosystems, mentally compare prices, and reconcile group preferences without any system that starts from budget or party size.

- Deals live inside whichever app a user opens first.
- Cross-platform price comparison requires manual switching and mental math.
- Group ordering adds a second layer of complexity around portions, preferences, and budget.
- Existing food apps optimize transactions; they do not optimize decisions.

No mainstream product starts with "How many people?", "What is the budget?", and "What is the best total order?"



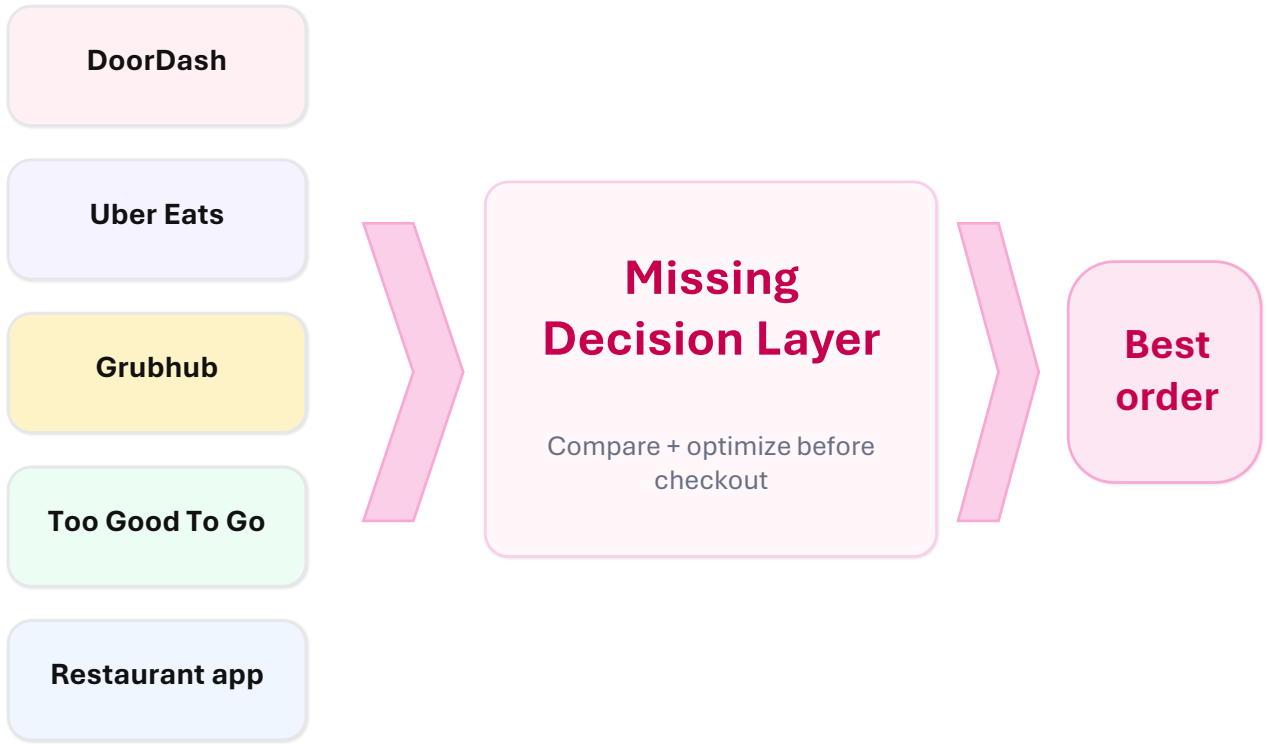
Fragmented app choices create decision fatigue before checkout.

Food platforms manage transactions, but no product manages decisions across platforms.

Gap

The missing product layer is not another delivery app. It is the logic that compares fragmented menus, prices, and promotions before a user checks out.

- Each platform controls its own pricing, promotions, and item visibility.
- Consumers rarely know the best total order unless they compare several apps manually.
- The coordination problem becomes larger when one budget must satisfy multiple people.



The structural gap is a decision layer, not a delivery layer.

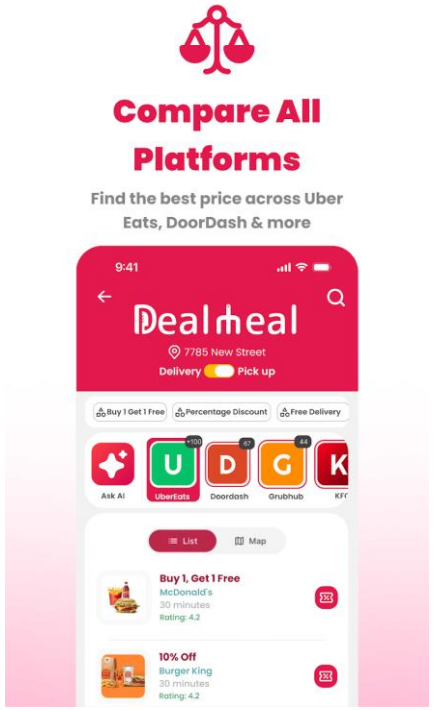
DealMeal turns budget, party size, and preferences into optimized cross-platform meal bundles.

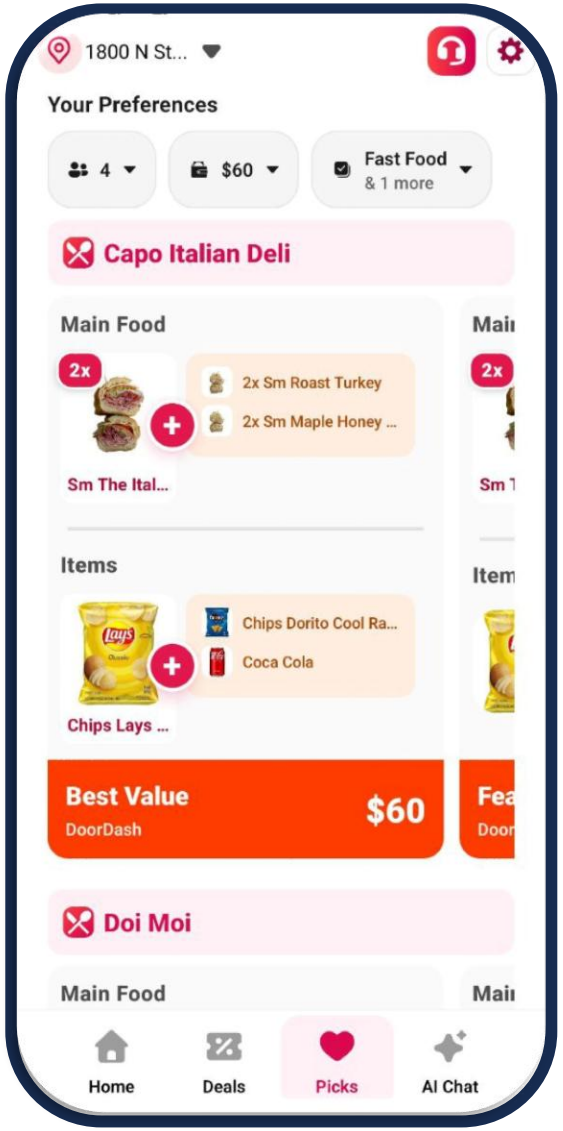
Solution

Instead of asking users to browse endlessly, DealMeal structures the decision and outputs a ready-to-order bundle built from the best available options across platforms.

- Aggregates visible deals and pricing across delivery and pickup apps.
- Builds a unified comparison view instead of forcing single-app browsing.
- Optimizes the order against budget, group size, and cuisine preferences.
- Outputs clear, ready-to-order bundles with total cost visibility.

From fragmented browsing to structured decision-making.





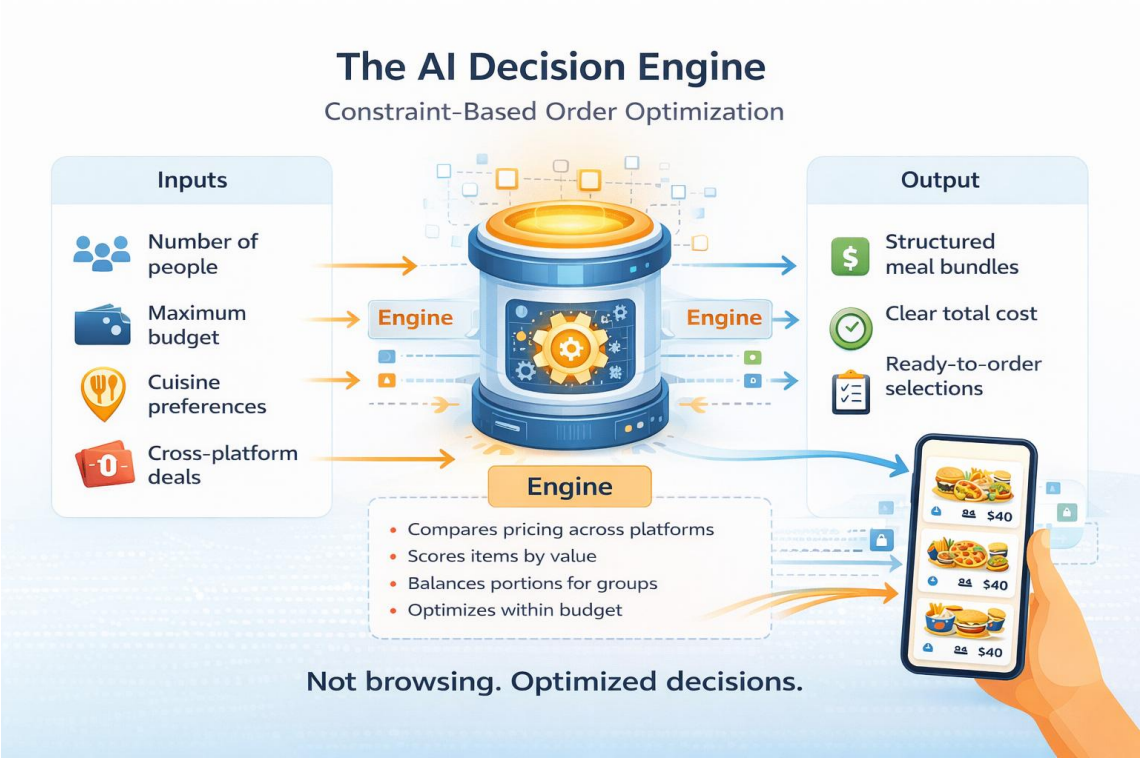
Compare apps

Bundle smartly

The product works by converting user constraints into ready-to-order bundles.

Engine

The decision engine is the core product differentiator: it scores available options, balances group needs, and fits the full order within budget instead of optimizing a single item.



This is not browsing assistance; it is constraint-based order optimization.

A $100B+ ordering economy creates a multi-billion-dollar wedge for DealMeal's core user segment.

Market

Illustrative bottom-up sizing based on founder-supplied management assumptions and expressed as annual food-order spend influenced by the product.

TAM

$100B+

U.S. digital food-ordering economy

- ~100M monthly U.S. online food-order users
- ~$1,000 annual food-order spend per user
- = $100B+ annual spend opportunity

SAM

$5B

Value-conscious U.S. core target users

- ~5% of ~100M monthly users
- = ~5M price-sensitive core users
- 5M users × ~$1,000 annual spend = $5B

SOM

$150M

First 1–2 metro serviceable wedge

- 2 focused metros × ~1.5M online food-order users
- × 5% core target segment = ~150K users
- 150K users × ~$1,000 annual spend = $150M

The near-term goal is not national rollout; it is proving retention, acquisition, and monetization in focused metros first.

DealMeal is the only option built for cross-platform, budget-aware, group meal decisions.

Competition

Most alternatives solve only one layer of the problem: transact inside one app, surface nearby restaurants, or surface one category of discounted inventory. DealMeal is positioned as the decision layer above them.

Capability	DealMeal	DoorDash	Uber Eats	Grubhub	Too Good To Go	Yelp / Google	Restaurant apps
Cross-platform comparison	✓	—	—	—	—	△	—
Budget + party-size bundle generation	✓	—	—	—	—	—	—
AI decision layer above platforms	✓	—	—	—	—	—	—
Built-in group-order logic	✓	△	△	△	—	—	—
Merchant sponsored placements / promoted deals	✓	△	△	△	—	△	✓
Optimizes total order value, not just one coupon	✓	△	△	△	—	—	—

✓ = native strength △ = partial / incidental support — = not core to the product

Others optimize their own app. DealMeal optimizes the user's full order across apps.

Early usage shows real discovery demand even before disciplined go-to-market spend.

Traction

The honest read is early validation: users are finding the product already, while activation and retention still need focused product work.

581

Unique users to date

Foundational proof that the problem resonates

~67

Current MAU

March signal before GTM optimization

10–26

Observed WAU range

Last 90 days; retention still early

What the current signal means

- Users are already searching for this problem.
- App Store Search is the strongest acquisition source so far.
- Web Referrer is a useful secondary discovery channel.
- Retention exists, but it has not been systematically optimized yet.

The clearest acquisition signal today is channel-level discovery.

271

App Store Search

Strongest first-time acquisition source

55

Web Referrer

Secondary discovery source

Investor takeaway

Discovery demand exists already; product work now needs to turn that demand into repeat usage.

DealMeal can monetize both consumer demand and restaurant promotion intent.

Business model

The model starts with consumer utility and expands toward restaurant-side monetization once DealMeal reliably influences demand before checkout.

- Affiliate commissions when users click through to complete an order on a partner platform.
- Sponsored placements and promoted deals for restaurants seeking demand.
- Subscriptions for unlimited bundle generation and premium optimization features.
- Optional credits / rewarded mechanics to monetize deeper engagement over time.

The strongest long-term upside is not just referral revenue; it is owning the pre-checkout demand-routing layer.

Pre-seed capital will be used to improve retention first, then scale acquisition in focused metros.

Go-to-market

The operating plan is intentionally disciplined: fix activation and retention before trying to scale distribution.

Phase 1

Activation & retention come first.

- Improve onboarding and first-session clarity
- Add favorites, alerts, and budget-based bundles
- Run user interviews and instrument the funnel

Phase 2

Then prove a repeatable acquisition loop.

- Double down on App Store Search and ASO
- Test referrals and local creator partnerships
- Measure activation and CAC by channel

Phase 3

Expand only after the metrics improve.

- Scale in 1–2 metros before broader rollout
- Run restaurant promo pilots and sponsored placements
- Expand when retention becomes materially stronger

18-month milestones

Stronger D7/D30 retention • One repeatable acquisition channel • Evidence of restaurant-side demand

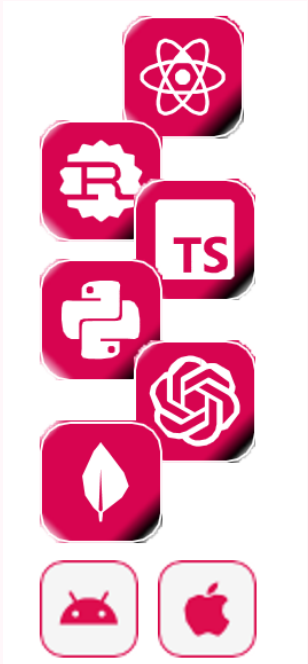
A high-performance data and optimization stack makes cross-platform intelligence possible.

Infrastructure

DealMeal is more than a thin mobile wrapper. The product depends on resilient data ingestion, fast comparison logic, and a mobile experience that can turn recommendations into action.

- Rust-based concurrent backend designed for performance and scalability.
- Browser-impersonation and resilient ingestion systems for cross-platform menu and pricing data.
- Optimization engine that scores options and computes bundles within constraints.
- React Native mobile application for cross-platform deployment and fast iteration.

The moat is not the UI alone; it is the infrastructure required to make the recommendation layer work reliably.



Rust • TS • Python • React Native • data ingestion • automation • AI/LLMs

The team can ship today while de-risking data access and distribution over time.

Risk

The current MVP approach is pragmatic, but the roadmap deliberately shifts toward more durable integrations and merchant relationships as the company matures.

Legal	Use only public menu and pricing data; avoid user-data risk and maintain ongoing review of platform terms and precedent.
Technical	Build resilient ingestion with monitoring so platform changes are detected quickly and downtime stays manageable.
Strategic	Treat scraping as an MVP tactic; migrate toward APIs, partnerships, and restaurant-side promotional integrations over time.

The mitigation path is clear: prove demand first, then improve compliance and defensibility through deeper integrations.

A compact founding team combines systems, AI/backend, and product design execution.

Team

The DealMeal product is being built by Vitalize, a software team operating since 2016 with experience across mobile, web, automation, and AI-enabled products.

Arian Amini

Founder & CEO

8+ years

Systems engineer and product lead focused on architecture, execution, and company direction.

Systems architecture • product strategy • project delivery

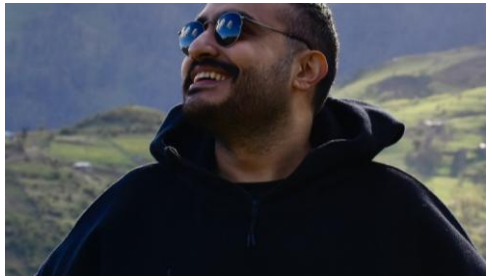
Parsa Shariat

Senior Full-Stack Developer

10+ years

Backend, automation, and AI-oriented builder with strong Python, TypeScript, and Rust depth.

Python • TypeScript • Rust • microservices • AI/LLMs/ML



Hebi Noori

UI/UX Designer & Frontend Lead

7+ years

Owns the product surface, blending mobile/front-end delivery with user-experience design.

React • React Native • Vue • Figma • UI/UX • motion

2016	50+	3	100%
Vitalize operating since	Projects delivered	Expert team members	Client satisfaction stated on site

If DealMeal controls the decision layer, it can become the demand-routing layer for food commerce.

Vision

The company's long-term position is to influence demand before checkout, not merely compete inside the checkout flow owned by delivery platforms today.

Short term

Become the go-to interface for value-based, cross-platform meal decisions.

- Own bundle intelligence for budget-conscious users
- Make group ordering meaningfully easier
- Turn early discovery into repeat usage

Mid term

Build the structured dataset and personalization layer behind smarter food demand.

- Learn pricing and promotion patterns across platforms
- Personalize outputs using user behavior and budget
- Open targeted promotion opportunities for merchants

Long term

Operate as the AI coordination layer between restaurants, platforms, and consumers.

- Influence demand before platform checkout
- Centralize more of the ordering journey over time
- Monetize both consumer utility and merchant demand

Today, food platforms control transactions. DealMeal aims to control the decision before the transaction.

A $750K pre-seed round funds the next 18 months of retention, acquisition, and monetization proof.

Fundraising

Round

- Raising $750K pre-seed
- SAFE instrument
- 18-month runway
- Lean 3-person core team

Primary market wedge

- Northern Virginia / DMV as the main focus
- Fresno as a secondary test market
- Retention before broad scale

Use of funds

Product / AI Execution	**$300K**
Marketing / Demand Gen	**$240K**
Infra / AI / Dev Tools	**$60K**
BD / Monetization Pilots	**$60K**
Legal / Compliance	**$60K**
Runway Buffer	**$30K**

18-month milestones

- 1,500–2,500 MAU
- 400–700 WAU
- D30 retention above 15%
- Two validated acquisition channels
- Five to ten paid merchant pilots

The $750K round funds a sequenced 18-month execution plan.

Execution plan

The plan turns the current MVP into a reliable AI decision layer: production stability, recommendation accuracy, focused city growth, and merchant-side monetization readiness.

Months 1-6

Reliability + activation

- Daily review of backend traces, errors, resource usage, and network health
- Maintain ClickHouse + Mongo hygiene, backups, indexes, and extra-data cleanup
- Keep crawlers, servers, dependencies, and security patches stable
- Stabilize MenuResolver for preference-based menu matching
- Instrument onboarding, search, bundle generation, and retention funnels
- Improve waiting-state UX so users understand data gathering and AI processing

Targets: 150-250 MAU • 50-90 WAU • D30 8-12%

Months 7-12

Decision layer + city launch

- Improve ML / ranking accuracy for budget, cuisine, group size, and preferences
- Create richer analytics feedback loops for personalization and model evaluation
- Improve bundle logic, scoring, filtering, and total-cost visibility
- Strengthen CI/CD, unit tests, deployment safety, and security controls
- Run food creator campaigns, paid social, ASO, local launch, and referral tests
- Validate one primary city wedge before broader expansion

Targets: 600-1,000 MAU • 180-300 WAU • D30 12-16%

Months 13-18

Merchant readiness + monetization

- Design a scalable restaurant-promotion service separate from consumer services
- Prototype simple one-click merchant deal / pick submission flow
- Avoid heavy dashboards; test lightweight merchant communication first
- Run sponsored-placement pilots with local restaurants and food businesses
- Review API, affiliate, and platform partnership paths with legal support
- Evaluate AI-service integration architecture, including MCP-ready design

Targets: 1,500-2,500 MAU • 400-700 WAU • D30 15%+ • 5-10 pilots

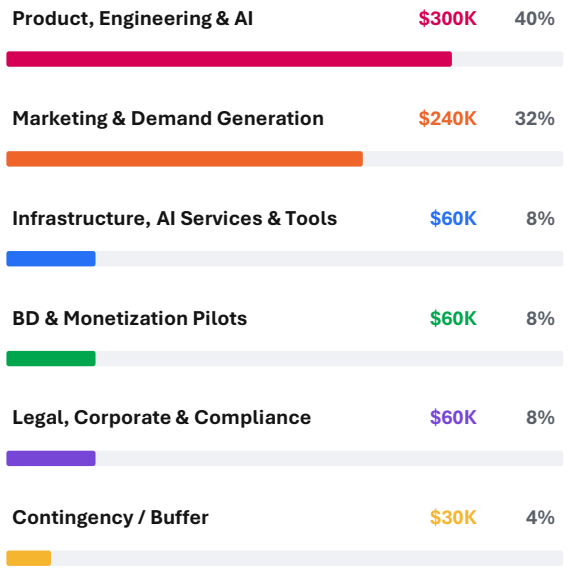
Use of funds maps each dollar to a specific 18-month plan.

Use of funds

The $750K pre-seed round is weighted toward moving from MVP to market proof: product readiness, city-level demand generation, monetization pilots, infrastructure, and investor-ready legal structure.

$750K / 18 months

planned deployment of capital



Product, Engineering & AI
$300K

- current technical core
- targeted senior engineer / contractor
- MenuResolver + decision engine
- ML ranking + bundle accuracy
- analytics loops + CI/CD / UX

Marketing & Demand Generation
$240K

- food reviewer / influencer campaigns
- TikTok + Instagram content engine
- paid social + Apple Search Ads
- ASO + focused city launch
- referrals, rewards + creative testing

Infrastructure, AI Services & Tools
$60K

- servers, DBs, crawlers, storage
- observability + alerting
- AI APIs, evals, inference tests
- Cursor / GitHub / QA tools
- security + deployment tooling

BD & Monetization Pilots
$60K

- restaurant promoted-deal pilots
- merchant outreach + CRM
- sales materials + landing pages
- pilot operations + reporting
- API / affiliate path exploration

Legal, Corporate & Compliance
$60K

- Delaware C-Corp setup
- IP assignment from Vitalize
- SAFE + fundraising docs
- privacy / TOS / data review
- platform + restaurant contracts

Contingency / Runway Buffer
$30K

- unexpected platform changes
- extra legal or compliance work
- urgent infra / crawler fixes
- high-performing channel scale-up
- fundraising + travel support

Planning principle: because the MVP is built, more capital shifts toward market validation; heavier marketing spend unlocks only after retention and activation improve.

DealMeal can become the intelligence layer for how food gets chosen before checkout.

If that thesis is interesting, let’s talk.

Arian Amini
CEO, DealMeal

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