



Kadaikodi

Kadaikodi gives commerce operators one governed platform for cart, catalogue, orders, merchants and the people who fulfil them.

PARTNER
CHEAT SHEET
KADAIKODI.COM

Headless checkout

Products + services

Merchant marketplace

Worker dispatch

Merchant financing

WHAT IT IS

Kadaikodi is a cart, catalogue, order and merchant platform for brands, marketplaces and local-commerce operators selling products and services.

30-SECOND PITCH

Commerce teams run five tools that disagree. Kadaikodi holds products and bookable services in one catalogue, computes checkout totals server-side, and turns each order into the dispatch job a worker completes.

PROBLEM WE SOLVE

- Cart, catalogue and orders in different tools
- Services need a second booking system
- Fulfilment tracked outside the order
- Small merchants cannot reach growth capital

VALUE PROPOSITION

- One catalogue for products and services
- Server-computed totals every surface agrees on
- Orders and field dispatch, one spine
- Permissions and audit inherited, not bolted on

IDEAL CUSTOMER

Marketplace operators and multi-location merchants selling products plus services, with staff who fulfil orders

Not a fit: Digital-only sellers with nothing to fulfil

WHO YOU ARE TALKING TO

Marketplace operator — How fast do merchants self-onboard?

Merchant owner — Sell products and services together

Ecommerce lead — Stop rebuilding checkout per surface

Operations lead — Dispatch straight from the order

TOP USE CASES

- Onboard and verify merchants
- One catalogue, products and services
- Server-computed checkout and totals
- Dispatch delivery and service jobs
- Publish a growth-capital opportunity

CAPABILITIES

- Unified catalogue
- Headless checkout
- Nine-stage orders
- Worker dispatch
- Shift clock-in
- Merchant verification
- Reviews and ratings
- Loyalty points
- Merchant financing
- Grounded analytics

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; plans from \$9/month plus order commission

COMPETITIVE LANDSCAPE

Shopify — Native marketplace, services and dispatch included

Miraki — Whole commerce stack, not an overlay

Medusa.js — Marketplace, dispatch and back office included

Urban Company — Deployable software; merchant keeps brand

WHY US

- Products and bookable services, one catalogue
- Native worker roster and typed dispatch
- Community financing for verified merchants
- Workspace permissions and audit inherited

PROOF & CREDIBILITY

- Permission checks on every API field
- Five role consoles built and usable
- Financing gated shut pending legal sign-off

DEMO

Book a walkthrough with Vignesh; free tier needs no card

TALKING POINTS

- One order spine, products and services
- Fulfilment jobs come from the order
- Merchants own brand, customers and data
- Commission falls as the tier rises

OBJECTION HANDLING

"Why not just use Shopify?"

Shopify needs apps for marketplace, services and dispatch

"You have no reference customers"

True. Test the free tier on your own catalogue first

"Is the investment marketplace legal?"

It ships switched off until counsel clears your market

DISCOVERY QUESTIONS

- Do you sell products and services?
- Who fulfils the order on the ground?
- How do new merchants get approved?
- Where does checkout pricing live today?
- What breaks when a price changes?

SPOT A GOOD OPPORTUNITY

- Sells goods and bookable services
- Multi-merchant marketplace, or building one
- Employs delivery or field staff
- Emerging-market cost pressure on commission
- Digital goods, nothing to fulfil
- Wants a no-code marketplace in days

HOW TO INTRODUCE US

"I know a team building cart, catalogue, orders, merchants and dispatch in one platform. Worth twenty minutes?"

LEAD HANDOFF

Email Vignesh: company, what they sell, who fulfils, 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

Capabilities, marked shipped or roadmap kadaikodi.com/features

Use-case journeys kadaikodi.com/use-cases

TALK TO US

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BOOK A 1-1 CALL

calendly.com/vignesh-burdenoff/1-1

Scan the code to book

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