SALES & PARTNER PLAYBOOK

Kadaikodi

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

Headless checkout | Products + services | Merchant marketplace | Worker dispatch | Merchant financing

PREPARED BY
Burdenoff Consultancy Services Pvt. Ltd.

PRODUCT
kadaikodi.com

BOOK A CALL
calendly.com/vignesh-burdenoff/1-1

00 How to use this playbook

Read the opportunity signals and the one-question test first — they will tell you within a single conversation whether a prospect is worth pursuing. Use the persona hooks to open, the use cases to make it concrete, and the objection responses when the conversation gets hard. You do not need to close anything: your job is to recognise the fit and make a warm introduction with the four facts listed in the handoff section.

IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

CONTENTS

01 Product Overview

KADAIKODI.COM

Kadaikodi is the software a commerce business runs its selling surface on. A single catalogue holds physical products with stock and bookable services with a duration, and both move through the same cart, the same checkout and the same order lifecycle. On top of that sit the parts most platforms leave out: onboarding and verifying the merchants who sell, a roster of workers with typed jobs for delivery, pickup, service, inventory and cleanup, reviews that roll up into a live reputation, and a governed way for a verified merchant to raise growth capital from its own community. Everything is workspace-scoped, so a single brand and a thousand-merchant marketplace run on the same isolation, permission and audit model. It is API-first, so the web app, the mobile shell and any storefront a customer builds are all clients of one commerce graph.

CATEGORY

Commerce operations platform — cart, checkout, catalogue, order, merchant and field-fulfilment management for direct-to-consumer brands, marketplace operators, wholesale sellers and local-commerce businesses.

WHERE IT STANDS TODAY

Early. The customer storefront, merchant back office, worker app, investor portal and administrator console are all built and usable, and there is a free tier you can sign up for today. There are no public reference customers, no published usage figures and no certifications yet — those are on a dated roadmap. The merchant-financing marketplace ships switched off by default and stays off until securities counsel clears the jurisdiction it would run in.

HOW CUSTOMERS GET IT

Cloud service. A customer signs up, creates a workspace and starts adding merchants and offerings — no infrastructure to run. Data is hosted in India and the subprocessor list is published on the website. Enterprise agreements can add a dedicated tenant or a self-hosted deployment. Mobile builds for iOS and Android are packaged from the same application and are not yet in the public app stores.

- Web application with five role-aware consoles: shopper, merchant, worker, investor, administrator
- Mobile builds for iOS and Android, packaged from the same application (not yet published to the stores)
- GraphQL commerce API — the integration surface for any custom storefront, kiosk or agent
- AI assistant available on every screen, scoped to the record you have open
- Command-line tool for bulk catalogue and order operations (pre-launch)
- MCP server so AI clients can query the catalogue and check orders (pre-launch)
- Node.js and Python SDKs (pre-launch)
- Browser and editor extensions for quick stats and in-editor API access (pre-launch)
- Documentation site, changelog and community hub

02 One-Line Pitch

SAY EXACTLY THIS

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

SHORTER, FOR A CHAT MESSAGE

One platform for cart, catalogue, orders, merchants and field fulfilment.

THE CATEGORY SENTENCE

Kadaikodi is a cart and commerce management platform for brands, marketplace operators and local-commerce businesses that sell physical products and bookable services side by side.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Most commerce teams run five tools that do not agree with each other: a cart in the browser, a catalogue somewhere else, orders in a third system, and fulfilment in a messaging group. Kadaikodi puts all of it in one place. One catalogue holds physical products and bookable services, checkout computes the totals on the server, and the same order a shopper places becomes the delivery job a worker picks up on their phone. One model, one API, one honest answer to what did we sell today."

IF THEY ARE TECHNICAL

Kadaikodi is API-first: a single GraphQL graph covers cart, catalogue, orders, merchants, workers and reviews, and every field on it is permission-checked at the gateway rather than inside the application. That means a custom storefront, a kiosk, a mobile app and an AI agent can all drive the same commerce model without any of them re-implementing pricing or authorisation.

IF THEY ARE A BUSINESS BUYER

You stop paying the integration tax. Instead of a store platform plus a booking app plus a dispatch tool plus a marketplace overlay, one subscription covers the selling surface, the merchants on it and the people who fulfil the work. There is a free tier, so a prospect can test it against their own catalogue before any money changes hands.

04 Problem We Solve

These are the complaints you will actually hear. If a prospect says three of them in one conversation, you have found a real opportunity.

The selling stack is five tools that disagree

Who feels it: Founders and heads of e-commerce at growing brands and marketplaces

What it costs them: Every integration is a seam. The catalogue disagrees with the warehouse, an order is shipped in one system and pending in another, and nobody can answer what we sold today without a spreadsheet and an afternoon.

How Kadaikodi answers it: Cart, catalogue, orders, merchants and fulfilment are one model in one workspace, so there is nothing to reconcile. The order a shopper places is the same record the merchant works, the worker fulfils and the analytics count.

Selling a service means buying a second system

Who feels it: Businesses that sell goods and appointments — repair shops, salons, clinics, home services

What it costs them: A store platform handles the products, a booking tool handles the appointments, and staff work two queues with two customer records. Customers get two confirmation emails for one visit.

How Kadaikodi answers it: A catalogue entry is either a product with stock or a service with a duration, and both travel the same cart, checkout and order lifecycle. One queue, one order number, one customer history.

The cart is browser state, so it dies

Who feels it: Engineering teams building storefronts across web, mobile and in-store

What it costs them: Carts are lost on a refresh, cannot be handed from phone to desktop, and every new surface re-implements pricing rules that then drift apart.

How Kadaikodi answers it: Checkout runs on the server: subtotal, tax, delivery fee and discount are computed once and every surface reads the same number. Each order item keeps a snapshot of its name, price and options, so the order stays truthful even after the catalogue changes.

Merchant onboarding is a spreadsheet and a queue

Who feels it: Marketplace operators and the operations team behind them

What it costs them: New sellers wait weeks to be verified, approvals live in email, and nobody can prove afterwards who approved what or when.

How Kadaikodi answers it: Merchants move through an explicit lifecycle — draft, active, verified, paused, suspended, archived — with verification records, branding, hours and categories on the profile, and every transition attributed and audited.

Fulfilment happens outside the order

Who feels it: Operations and dispatch leads at businesses that physically move goods or people

What it costs them: Drivers are coordinated by phone and messaging groups, so order status is whatever someone last remembered to type, and customers are told the wrong thing.

How Kadaikodi answers it: Each merchant keeps a worker roster, and orders generate typed jobs — delivery, pickup, service, inventory, cleanup — with priority, due time and location. Workers clock in and out, and their shift earnings are tracked against the same records.

Good small merchants cannot reach growth capital

Who feels it: Marketplace operators and the micro-businesses selling on their platform

What it costs them: The merchants driving the marketplace cannot fund a second location or a second vehicle, so supply stops growing and the operator's take stops growing with it.

How Kadaikodi answers it: A verified merchant can publish a financing opportunity with a target amount, minimum investment, expected return, lock-in period and risk level; backers invest against an auditable ledger through a full portfolio view. The whole layer is switched off until it is cleared for the market it runs in.

Aggregator take rates eat the margin and own the customer

Who feels it: Small merchants on delivery and home-services apps, and the operators competing with them

What it costs them: High commissions on every order, no control over placement, and the customer relationship, the brand and the review history all belong to somebody else.

How Kadaikodi answers it: Kadaikodi is infrastructure the operator deploys, not a marketplace they rent space in. Merchants keep their brand, their customer data and their reviews, and the published commission drops as the tier rises rather than staying fixed at the aggregator rate.

05 Value Proposition

Five reasons a buyer chooses this over the stack they already have. Lead with whichever one matches the pain they opened with.

One order spine for goods and appointments

The unified catalogue is the structural decision everything else rests on. A bag of coffee and a booked haircut are both offerings; they share pricing, media, tags, availability and fulfilment rules, and they end up in the same cart and the same order. Staff learn one queue instead of two, and a customer's history is one list rather than two systems that never met.

Evidence: Products carry stock; services carry a duration and service type — the same entry type, the same checkout, the same nine-stage order lifecycle.

Fulfilment is part of the order, not a separate app

Most commerce platforms stop at the point of payment. Kadaikodi keeps going: the roster of people who do the work, the typed job each order creates, the priority and due time, the clock-in that starts a shift and the earnings that accrue from it. That is why it fits businesses that move goods and perform services rather than only shipping parcels.

Evidence: Five fulfilment modes — pickup, delivery, cart dispatch, on-location and home service — each driving its own worker job, with a shipped worker console.

Marketplace governance you do not have to build

Merchant onboarding, a six-state verification lifecycle, per-merchant catalogues and per-merchant analytics are core features rather than plug-ins. A workspace can hold one brand or a thousand merchants without changing the model, so an operator can start as a single storefront and grow into a marketplace without a replatform.

Evidence: Every merchant, offering, order, worker, review and financing listing is scoped to a workspace, with permissions and an audit trail applied uniformly.

Numbers counted from your own orders

Revenue, order counts, pending orders, average order value, best and worst sellers, busiest hours, category mix and ratings are computed from the records the product already writes — there is no separate reporting pipeline to build or keep in sync. The AI assistant reads those same records under the same permissions, so it cannot invent a plausible average.

Evidence: Merchant dashboards and a marketplace-wide operator view are both live today, and the assistant is available on every screen with the record you have open.

Priced for merchants who are not in San Francisco

There is a genuinely free tier, and paid plans start at nine dollars a month with published regional bands, so an Indian or South-East Asian merchant pays a local price rather than a converted one. Higher tiers cost more per month and charge less commission per order, which means growing merchants save money by upgrading.

Evidence: Four public pricing bands and published per-tier commission — 5% on Free down to 1.5% on Business, custom on Enterprise.

Capital for the merchants who drive the marketplace

The financing marketplace lets a verified merchant publish a transparent growth offer and lets backers fund it against an auditable ledger. No comparable platform in this market offers it. It is also the capability we are most careful about: it is off by default and stays off until the regulatory position for that market is settled.

Evidence: Opportunities, investments, the transaction ledger and the investor portfolio view are built; the switch that enables them is deliberately shut.

06 Ideal Customer Profile

A commerce operator running twenty to a few hundred merchants or locations, selling both physical goods and bookable services, with their own delivery or field staff and a stitched stack they are already unhappy with.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Marketplace operators (multi-merchant platforms)	10–500 merchants, 5–100 internal staff	They need merchant onboarding, verification, per-merchant catalogues and marketplace-wide analytics in one place. Building that on a single-store platform is a year of engineering; buying an enterprise overlay means running a separate commerce engine underneath it.
Local-commerce chains and franchise networks	10–100 locations, ₹1–50 crore revenue	Food, salons, repair, cleaning and clinics sell products and appointments from the same counter, and they employ the people who deliver the work. The unified catalogue plus worker dispatch matches how they actually operate.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Direct-to-consumer and B2B brands rebuilding their storefront	20–500 employees	They want a headless commerce backend under a storefront they control, without writing cart, pricing and order-lifecycle code again. The API is the product for this buyer.
Enterprises procuring services at multiple sites	500–10,000+ employees, multi-site	Facilities, HR and procurement teams replace vendor sprawl with one approved network, consolidated billing and reporting, using the same catalogue and order surface as an individual customer.
Public-sector and development programmes formalising informal commerce	City or district scale, grant or tender funded	Street-vendor digitisation programmes need verified merchant records, employment and earnings data, and a cost base that works in a Tier-2 city. Expect long, tender-driven cycles.

GEOGRAPHIES

India first, then South and South-East Asia, the Middle East and Africa, where the pricing bands, the informal-commerce fit and the local-fulfilment model land hardest. Available worldwide, and a European or North American buyer is a fine fit if they need products, services and dispatch together — just expect stronger incumbents there.

NOT A FIT — DO NOT CHASE

- Pure digital or subscription-only sellers with nothing to fulfil — the worker, dispatch and merchant layers are dead weight and a simpler billing product will win
- A founder who wants a marketplace live this week with no developer — a no-code marketplace builder is genuinely faster and you should say so
- A single-brand shop already happy on a hosted store, selling products only, with no marketplace or services ambition — there is no problem to solve
- Buyers whose first requirement is automated commission splitting and merchant payouts today; that settlement layer is on the roadmap, not shipped
- Anyone whose primary interest is the investment marketplace as a fundraising or trading product — it is switched off pending securities clearance and cannot be enabled on request
- Regulated deployments that need a completed SOC 2 or ISO 27001 report at signature; both are targets for 2027, not current certifications

07 Buyer Personas

Six people you will meet. The hook is the opening line to use with each — read it aloud before you use it, and change nothing but the name of their business.

Marketplace operator (founder, chief operating officer)

WHAT THEY WANT

Grow merchant supply without growing the operations team; keep quality and trust high enough that buyers come back; know which categories and merchants are actually producing revenue.

WHAT FRUSTRATES THEM

Onboarding is manual, verification is a queue, and the analytics needed to make a supply decision take a week to assemble from three systems.

Open with: **"How long does it take you to get a new merchant from signed up to taking orders — and how much of that is a person doing it by hand?"**

They will ask: How do commissions and merchant payouts actually work, and when?

Merchant or cart owner (the person who runs the shop)

WHAT THEY WANT

Be findable, look trustworthy, take orders without hiring an office, get paid quickly, and eventually fund a second location or vehicle.

WHAT FRUSTRATES THEM

High aggregator commissions, no control over placement, no customer list of their own, and no way to borrow against a business that is visibly working.

Open with: **"What share of every order are you handing over today, and who owns the customer afterwards — you or the app?"**

They will ask: What does it cost me per order, and do I keep my customers?

Head of e-commerce or engineering lead

WHAT THEY WANT

Ship a storefront the brand controls, on a backend that will not need rewriting when mobile, kiosk or a partner storefront arrives.

WHAT FRUSTRATES THEM

Cart and pricing logic re-implemented per surface and drifting apart; a hosted platform that dictates the front end; a headless engine that leaves marketplace, services and back office to be built by hand.

Open with: **"If you added an in-store kiosk tomorrow, how much of your checkout would you have to write again?"**

They will ask: Is the whole thing reachable from one API, and how is authorisation handled?

Operations and fulfilment lead

WHAT THEY WANT

Every order assigned to somebody, every job closed out, and an order status a customer can trust without a phone call.

WHAT FRUSTRATES THEM

Dispatch runs on messaging groups and memory; order status is entered late or not at all; there is no record of who did what when a customer complains.

Open with: **"When a delivery is running late, how does the customer find out — and how do you know it happened at all?"**

They will ask: Does completing a job update the order, or is that still a person retyping it?

Platform administrator, trust and safety

WHAT THEY WANT

Approve the right merchants, remove the wrong listings, resolve disputes, and prove afterwards that policy was followed.

WHAT FRUSTRATES THEM

Oversight tooling that either shows nothing useful or shows everything including private participant data; no defensible audit trail.

Open with: **"Can you show an auditor who approved a merchant, when, and on what evidence — without opening a spreadsheet?"**

They will ask: What can an operator see, and what are they deliberately blocked from seeing?

Enterprise facilities, HR or procurement lead

WHAT THEY WANT

Replace a sprawl of local vendors with one approved, insured, rated network across sites, on consolidated billing with reporting.

WHAT FRUSTRATES THEM

Dozens of vendor contracts, inconsistent quality between sites, compliance paperwork kept in a shared drive, and no single view of what was spent on what.

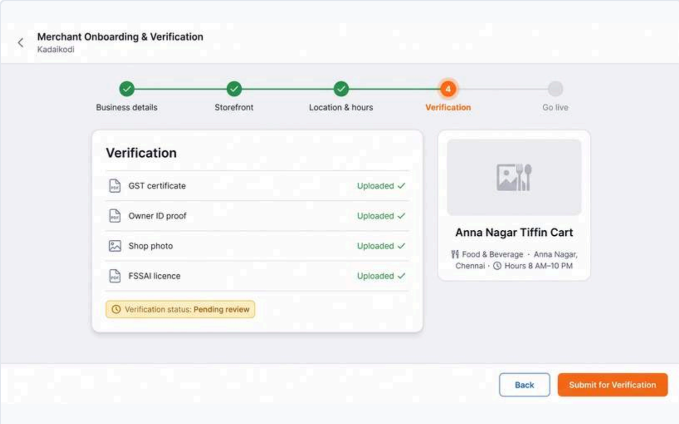
Open with: **"How many separate vendors are you managing for services across your sites, and who checks that they are still compliant?"**

They will ask: Can we get single sign-on, per-site cost centres and one invoice?

08 Top Use Cases

14 SCENARIOS

Each of these is a real journey in the product with a screen behind it. Pick the two closest to the prospect's business and walk them through those; do not attempt all fourteen.



MARKETPLACE OPERATOR AND THE MERCHANT JOINING

Get a merchant from signed up to selling

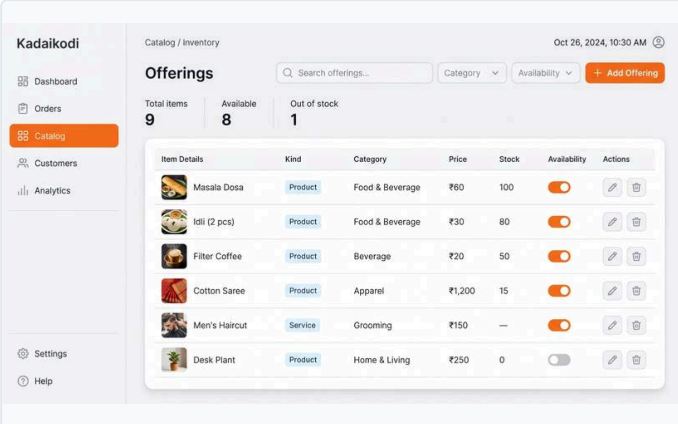
THE SITUATION

New sellers arrive by email and messaging. Documents sit in an inbox, somebody eventually checks them, and the seller waits two weeks to find out whether they are live.

WHAT HAPPENS WITH KADAIKODI

The merchant registers, sets category, offering type, location, business hours and branding, and uploads supporting documents. The record moves through draft, active and verified, with each transition attributed and recorded; an administrator reviews and approves from the console rather than from an inbox.

A new merchant is discoverable and taking orders in a day, and the approval is provable afterwards.



MERCHANT OR CATALOGUE MANAGER

Put products and bookable services in one catalogue

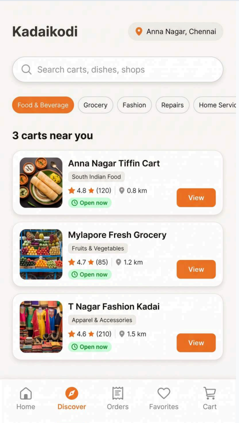
THE SITUATION

A repair shop sells parts and books repair slots. The parts live in a store platform and the slots live in a booking app, so prices, availability and customer records are kept in two places by hand.

WHAT HAPPENS WITH KADAIKODI

Each catalogue entry is created as a product with stock or a service with a duration and type, then priced, tagged, given media and a compare-at price for promotions, and toggled available or not. Both kinds appear in one catalogue view and both can be added to the same cart.

One catalogue, one price list, one availability switch — and a customer can buy the part and book the fitting in a single order.



SHOPPER ON THE CUSTOMER STOREFRONT

Let a shopper find the right merchant and build an order

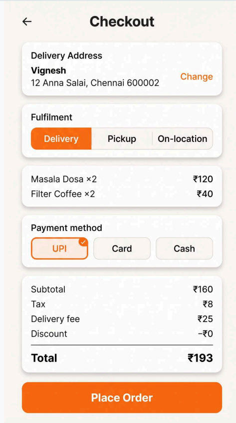
THE SITUATION

A customer on a lunch break has fifteen minutes and no idea which nearby merchants are open, let alone which ones sell what they want.

WHAT HAPPENS WITH KADAIKODI

Discovery filters by category, rating and price with free-text search, and every card shows whether the merchant is open right now — closed merchants cannot be ordered from. Opening a merchant shows its full catalogue of products and services with live pricing, and the running cart total updates as items go in.

A shopper goes from open app to ready-to-checkout in about a minute.



SHOPPER ON THE CUSTOMER STOREFRONT

Check out with the fulfilment the customer actually wants

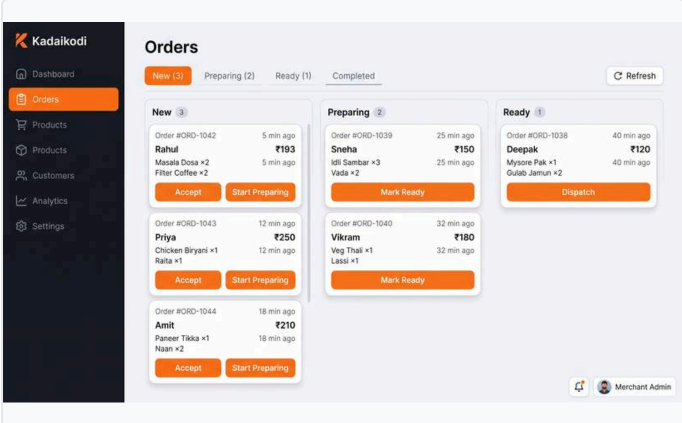
THE SITUATION

Checkout is where a browse becomes a commitment, and it is where most stacks show a different total from the cart page because the pricing rules live in two places.

WHAT HAPPENS WITH KADAIKODI

The customer picks a fulfilment type — pickup, delivery, cart dispatch, on-location or home service — sets an address where one is needed, and sees subtotal, tax, delivery fee and discount itemised. The server computes those totals, and placing the order creates a record with an order number, a payment status and a timeline.

The number the customer agreed to is the number every surface shows, and the order exists as a real record from the moment it is placed.



MERCHANT BACK OFFICE AND SHOP STAFF

Run the whole day from one order queue

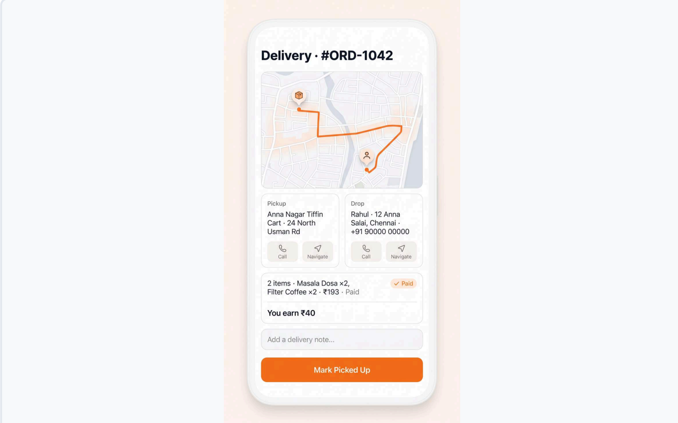
THE SITUATION

Orders arrive from several channels, and staff work from a printed list, a tablet and somebody shouting across the counter. Nobody is sure which orders are still open.

WHAT HAPPENS WITH KADAIKODI

The order queue shows every order in its lifecycle stage — placed, confirmed, preparing, ready, out for delivery, delivered, completed — with an independent payment status alongside. Staff advance an order in one action, assign a worker, and every transition is written to the order's timeline.

One queue that reflects reality, and a status the customer-facing tracking page can be trusted to show.



DELIVERY RIDERS, TECHNICIANS AND FIELD STAFF

Dispatch the physical work to the person doing it

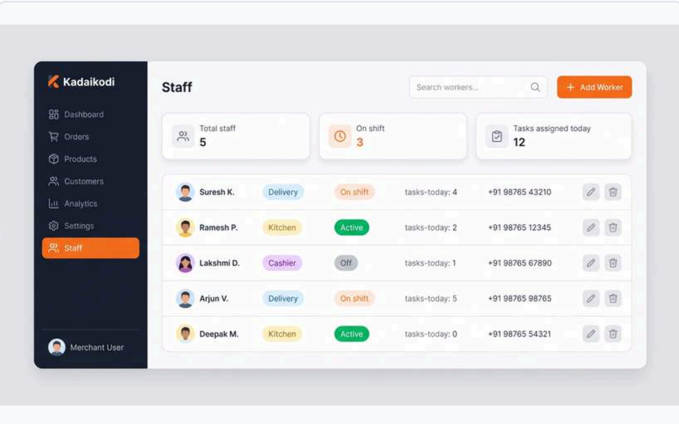
THE SITUATION

Jobs are handed out by phone call and messaging group. A rider does not know what is next until somebody tells them, and the office does not know a job is done until they ask.

WHAT HAPPENS WITH KADAIKODI

Orders generate typed worker jobs — delivery, pickup, service, inventory or cleanup — each with priority, due time, location and a link back to its order. The worker opens their own console, sees today's jobs in order, and moves each one from assigned to in progress to completed from their phone.

Field staff know what to do next without being told, and the office can see it happening.



MERCHANT OWNER SCALING PAST A ONE-PERSON OPERATION

Build a team and run shifts without a timesheet

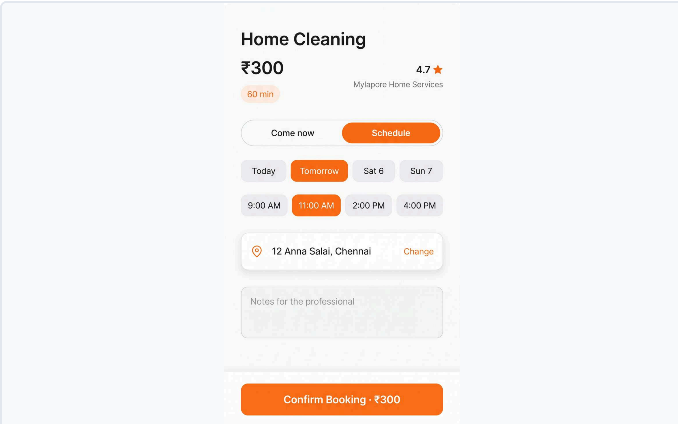
THE SITUATION

Hiring the second and third person is where a micro-business breaks: no roster, no record of hours, wages worked out from memory at the end of the week.

WHAT HAPPENS WITH KADAIKODI

The merchant keeps a worker roster with roles and status. Workers clock in and out against shifts, jobs completed are counted, and earnings accrue against the same records — with each worker's access scoped to their role, so they never see the owner's full book.

A team the owner can grow, with hours and earnings that both sides can see.



SHOPPER BOOKING AN APPOINTMENT

Book a service the way you buy a product

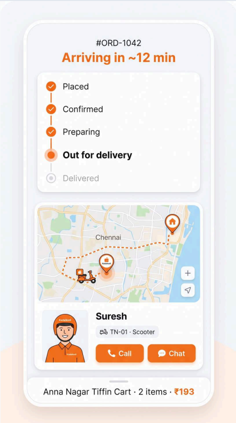
THE SITUATION

Booking a haircut, a home clean or a phone repair usually means a phone call, a screenshot of a calendar, and no record either side can point to afterwards.

WHAT HAPPENS WITH KADAIKODI

A service in the catalogue carries its duration and service type. The customer adds it to the same cart as any product, chooses instant or a scheduled time, checks out through the same flow, and the booking becomes an order with a service job attached for the person who will perform it.

Appointments and product orders live in one queue with one history per customer.



SHOPPER AFTER CHECKOUT, AND THE SUPPORT PERSON WHO WOULD OTHERWISE FIELD THE CALL

Answer where is my order without a phone call

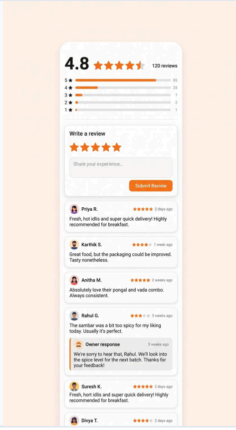
THE SITUATION

The post-purchase gap is where trust is lost. Customers call to ask, staff guess, and a first order does not become a second.

WHAT HAPPENS WITH KADAIKODI

Every lifecycle transition is stamped on the order timeline as it happens, so the customer's tracking page shows the real stage with an expected time. Live position on a map for the approaching delivery is on the roadmap and is honestly marked as such.

Fewer where-is-it calls, and a post-purchase experience that earns the repeat order.



SHOPPER LEAVING FEEDBACK, MERCHANT RESPONDING

Turn completed orders into reputation

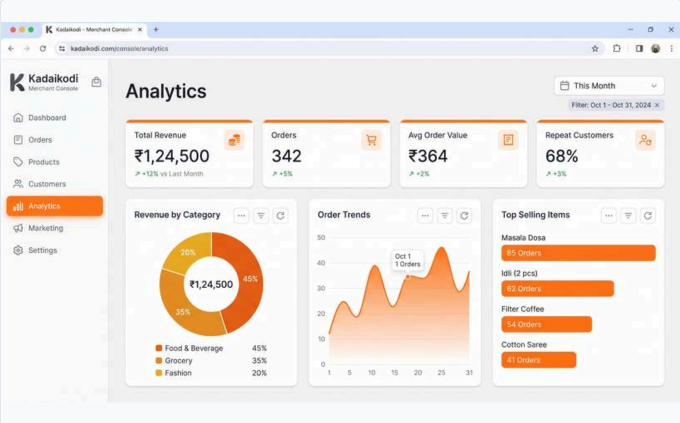
THE SITUATION

Reviews sit in whichever third-party widget was cheapest, disconnected from the order they describe, and a merchant has no right of reply.

WHAT HAPPENS WITH KADAIKODI

A review is tied to a merchant and, where relevant, to a specific order. The merchant can publish a response, and the rating rolls up into a live score and review count carried on the merchant profile — which is what shoppers see at the moment they choose.

Trust is built from real completed orders, and it feeds discovery instead of sitting in a widget.



Run the business on numbers rather than instinct

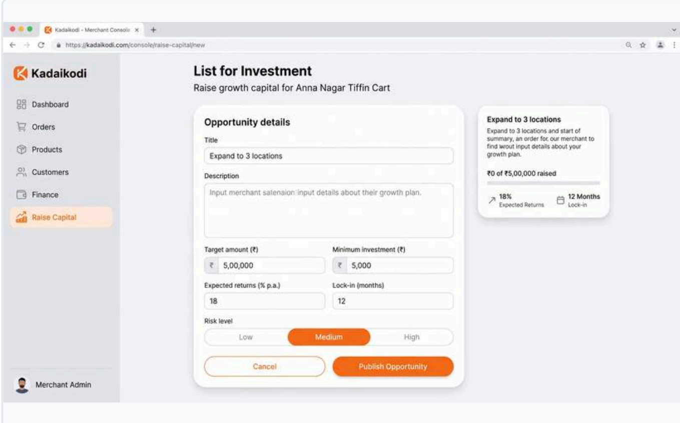
THE SITUATION

A micro-entrepreneur decides what to restock, whether to hire and when to run a promotion based on how last week felt.

WHAT HAPPENS WITH KADAIKODI

The merchant dashboard shows revenue with real period-on-period change, total and pending orders, average order value, active customers and average rating, plus best and worst sellers, category performance and busiest hours. All of it is counted from that merchant's own orders and reviews — four orders reads as four.

Restock, hiring and pricing decisions get made on Monday from data rather than on Friday from memory.



VERIFIED MERCHANT RAISING, AND THE BACKERS FUNDING THEM

Let a merchant raise growth capital from its own customers

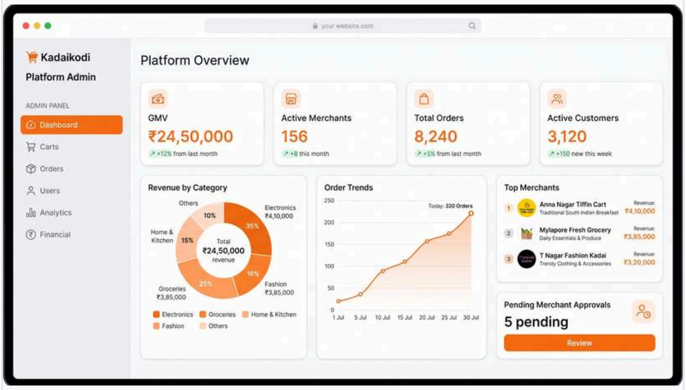
THE SITUATION

A profitable food cart wants a second cart. A bank will not lend against six months of informal trading, and crowdfunding platforms know nothing about the business's actual orders.

WHAT HAPPENS WITH KADAIKODI

The merchant publishes an opportunity with a funding target, minimum investment, expected return, lock-in period, risk level, terms and business metrics. Backers browse, invest, and track current value and realised returns in a portfolio, with every buy, sell, dividend and adjustment written to an auditable ledger.

Capital reaches the merchants who are visibly performing — and the whole layer stays switched off until it is cleared for that market.



PLATFORM ADMINISTRATOR OR OPERATIONS MANAGER

Operate the entire marketplace from one console

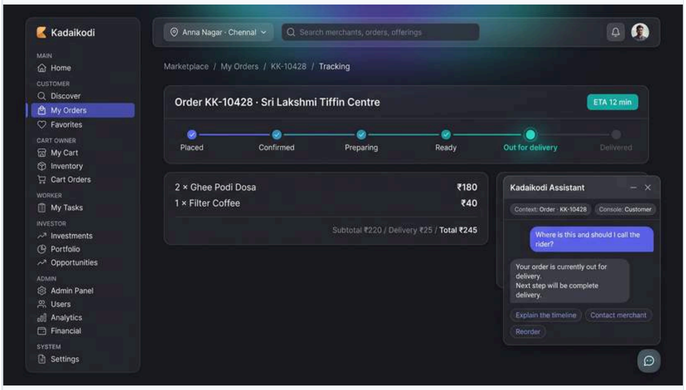
THE SITUATION

Running a multi-sided marketplace from four dashboards means problems are found by customer complaint rather than by looking.

WHAT HAPPENS WITH KADAIKODI

The administrator console covers merchants, users, orders and financials, alongside marketplace-wide analytics — revenue by category, order trends, top merchants, customer growth and category mix. Oversight is read-first by design, and permission rules keep operators out of participant data they have no business seeing.

One control room, with the boundaries between oversight and surveillance made explicit.



EVERY ROLE — SHOPPER, MERCHANT, WORKER, INVESTOR, ADMINISTRATOR

Ask the assistant on whatever screen you are on

THE SITUATION

The person running a cart or a salon chair cannot hire an analyst, and a generic chatbot bolted onto a dashboard invents plausible-sounding numbers.

WHAT HAPPENS WITH KADAIKODI

The assistant is present in all five consoles and is handed the record you have open — a merchant, an order, a booking, a job or a holding — along with which role you are acting in. It reads exactly what your screens read, under the same permissions, so it cannot surface anything you are not allowed to see. A full-page version handles longer sessions.

Straight answers grounded in the business's own orders, with no separate data copy and no special permission path for AI.

09 Product Capabilities

Grouped by what a buyer would ask for. Anything not marked shipped is genuinely not shipped — say so plainly; a partner caught overselling costs us the account and you the relationship.

Cart and checkout

The engine everything else hangs off: one cart, server-computed money, five ways to fulfil.

Server-computed checkout
Subtotal, tax, delivery fee, discount and total resolved on the backend, so every surface shows the same number.

Per-item customisations
Size, add-ons and instructions captured on the line item and priced through to the order.

Fulfilment-type resolution
Pickup, delivery, cart dispatch, on-location and home service chosen at checkout and locked to the order.

Order item snapshots
Each line keeps the name, unit price, quantity and options as sold, so a later catalogue edit cannot rewrite history.

Durable cart across surfaces in progress
A named cart that follows a shopper between phone, desktop and kiosk; the underlying catalogue and cart come from the shared commerce layer today.

Saved addresses and payment methods in progress
The customer-facing screens exist; persistence between sessions is still being rolled out.

Abandoned-cart recovery planned
Capture carts that do not convert and re-engage the shopper through notifications.

Catalogue and merchant operations

One catalogue for goods and appointments, and an explicit lifecycle for the people selling them.

Unified product and service catalogue
One entry type covering a physical product with stock or a bookable service with duration and type.

Nine commerce categories
Food and beverage, clothing, retail, grocery, personal care, repair, home services, health and wellness, education.

Promotional pricing
Compare-at and original pricing on any offering. Coupons, rule-based discounts and bundles are a later phase.

Merchant lifecycle
Draft, active, verified, paused, suspended and archived, with branding, hours, categories and analytics on the profile.

Workspace-wide tagging
Shared tags across catalogue and orders for merchandising, segmentation and routing.

Self-service merchant verification in progress
Merchants onboarding themselves through a governed verification workflow rather than an operations queue.

Per-merchant configuration in progress
Fees, tax behaviour and feature toggles scoped to a single merchant without a code change.

Rule-based promotions and bundles planned
Coupons, stacked discount rules and bundled offerings beyond compare-at pricing.

Orders, fulfilment and field work

The order is the spine; the physical work hangs off it rather than living in a messaging group.

Nine-stage order lifecycle

Pending, placed, confirmed, preparing, ready, out for delivery, delivered, completed or cancelled, with a timeline.

Independent payment status

Pending, processing, paid, failed or refunded, tracked separately from the fulfilment stage so financial state stays reconcilable.

Worker roster

Each merchant keeps its own workers with roles and status, scoped so a worker never sees the owner's full book.

Typed worker jobs

Delivery, pickup, service, inventory and cleanup, each with status, priority, due time and location.

Shifts, clock-in and earnings

Workers clock in and out, jobs completed are counted and earnings accrue against the shift.

Job completion driving order status `in progress`

Closing a fulfilment job advancing the order automatically, so field reality and order state cannot drift.

Live position tracking `planned`

A moving map of the approaching delivery for the customer; the status timeline and expected time are live today.

Returns, refunds and exchanges `planned`

A full reverse-logistics lifecycle, plus route optimisation across a fleet of workers.

Trust, reviews and retention

The trust loop that closes on every completed order, and the reasons a customer comes back.

Reviews tied to orders

A customer rates a merchant and, where relevant, the specific order behind the experience.

Merchant responses

Merchants reply publicly to reviews, so reputation is a conversation rather than a verdict.

Live rating rollup

Rating and review count carried on the merchant profile, feeding discovery at the point of decision.

Loyalty points

A marketplace-wide points engine that accrues on completed orders and redeems as a checkout discount, with a customer rewards view and a merchant management screen.

Tiered loyalty and per-category earn rates `planned`

Status levels and merchant-configurable earn rates on top of the shipped points core.

Verification badges and trust signals `in progress`

Verification records surfaced as badges alongside the rating.

Disputes and resolution workflows `planned`

Structured dispute handling and fraud detection across the marketplace.

Merchant financing

The capability nobody else in this market offers — and the one we are most careful about.

Investment opportunities

A verified merchant publishes a target amount, minimum investment, expected return, lock-in period, risk level, terms and business metrics.

Backer investments and portfolio

Backers invest and track amount, current value, realised returns and maturity in a full portfolio view.

Auditable transaction ledger

Every buy, sell, dividend and adjustment recorded, so positions reconcile.

Default-shut regulatory gate

The whole layer is disabled unless deliberately enabled for a cleared market, and eligibility is checked before any investor action. If the check cannot be made, it stays shut.

Settlement, dividends and maturity automation planned

Automated payouts across the investment lifecycle, plus a secondary market for backers to trade positions before maturity.

Commerce intelligence and AI

Numbers counted from real orders, an assistant that reads them under your permissions, and an honest line about what is not built.

Merchant analytics

Revenue with period-on-period change, order counts, average order value, best and worst sellers, category performance, busiest hours and ratings.

Marketplace-wide analytics

Revenue by category, order trends, top merchants, customer growth and category mix for the operator.

Assistant in every console

The same assistant, sign-in and permissions across the shopper, merchant, worker, investor and administrator experiences.

Record-aware context

The merchant, order, booking, job or holding you have open is passed with the question, along with the role you are acting in.

Full-page AI workspace

A dedicated screen for longer sessions, such as walking through opening a shop or reading a month of numbers.

Semantic discovery and ranking planned

Search by intent rather than keyword, ranked for the individual shopper.

Demand forecasting and price or restock proposals planned

A worklist of concrete suggestions the owner accepts, edits or discards; accepted changes write through the ordinary permission-checked path.

Agent access over MCP in progress

Exposing commerce operations to the AI client a customer already uses.

Governance, security and integration

The enterprise plumbing, inherited from the platform rather than rebuilt per product.

Single sign-on
Standards-based enterprise identity, with device-code login for command-line tools and applications.

Permission checks on every API field
Authorisation is declared on each query and mutation and enforced at the gateway, so the application never re-implements it and a gap cannot hide in one resolver.

Workspace multi-tenancy
Every merchant, offering, order, worker, review and listing is scoped to a workspace; one workspace can be a single brand or a whole marketplace.

Audit and activity trail
Every action recorded with actor, target and result, searchable and exportable, with retention by plan.

Quota enforcement at the point of action
Limits on merchants, offerings, orders and staff seats checked when the action is taken rather than reconciled later.

Six role templates
Marketplace owner, marketplace operator, merchant owner, investor, worker and shopper, each with an explicit permission level per resource type.

Webhooks and event subscriptions planned
Order, payment and fulfilment events pushed out for automation and finance-system synchronisation.

Payment-gateway and connector integrations planned
First-party Indian payment gateways and an integration marketplace for shipping, accounting and marketing tools. Payment method is captured on the order today and settlement runs through the platform billing layer.

10 Pricing & Plans

Two levers: a monthly or annual subscription, and a commission on each order. Higher tiers cost more per month and take less commission, so a merchant with rising volume saves more from the lower rate than the subscription costs. Payment-processing fees are a pass-through charged by the payment provider and are separate from Kadaikodi commission; add-ons add capacity but never change the commission rate. Prices are published in four regional bands, so quote from the customer's own billing market rather than converting.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	$0 forever ₹0 forever in India. No card required. 5% commission per order.	A merchant taking their first orders, or a prospect testing the product against their own catalogue	1 cart or store, 1 organisation; 30 products or services, 50 orders per month; 1 owner seat; Storefront on a Kadaikodi subdomain; Community support plus 1 ticket per month
Starter	$9/mo or $7/mo annual ₹299/mo or ₹249/mo annual in India. 4% commission per order.	A part-time seller running a single store	1 cart or store, 3 staff seats; 200 products or services, 1,500 orders per month; Subdomain plus one theme; 90-day analytics retention; Community support plus 3 tickets per month
Growth	$29/mo or $24/mo annual ₹749/mo or ₹599/mo annual in India. 2.5% commission per order. 14-day trial available.	A full-time seller scaling several stores or locations	3 carts or stores, 10 staff seats; 2,000 products or services, 15,000 orders per month; Custom domain plus five themes; 365-day analytics retention; Priority support under 24 hours
Business	$79/mo list or $65/mo annual ₹1,999/mo list or ₹1,599/mo annual in India. 1.5% commission per order.	High-volume sellers, small chains and lighter B2B operations	10 carts or stores, 50 staff seats, 5 organisations; 25,000 products or services, 150,000 orders per month; Custom domains and all themes; Multi-location and basic price lists; Priority support under 8 hours, 99.9% availability target
Enterprise	From $199/mo list; custom annual Contracted and invoiced; commission is custom, typically 0.5–1.5%. Talk to us before quoting.	Franchises, multi-location retail, marketplaces and regulated deployments	Unlimited carts, seats, catalogue and organisations; Custom or unlimited order volume; Production single sign-on and directory synchronisation; Full B2B price lists and franchise structures; Dedicated tenant or self-hosting available; Dedicated support agreement, 99.95%+ availability target

Add-ons

ADD-ON	PRICE
500 additional products	$5/mo or ₹199/mo
5,000 additional orders per month	$9/mo or ₹349/mo
3 additional staff seats	$5/mo or ₹199/mo
1 additional cart or store	$9/mo or ₹349/mo
Storefront Pro (custom domain, premium themes, SEO bundle)	$9/mo or ₹349/mo
Analytics Pro (730-day retention, custom reports, exports)	$12/mo or ₹449/mo

ADD-ON	PRICE
AI Pro (higher assistant limits, priority queue)	$19/mo or ₹699/mo
Payments Priority (faster payout, reduced reserve hold)	$19/mo or ₹699/mo
5 support hours, 30-day validity	$300 or ₹10,999
Simple integration build, two-week delivery	$3,000 or ₹1,09,999

WHAT TO TELL A PROSPECT ABOUT PRICE

- Commission is a tier lever and nothing else moves it — no add-on, bundle or discount changes the per-order rate.
- Four published regional bands mean an Indian, South-East Asian or African merchant pays a local price rather than a converted one; always quote the band for the customer's verified billing market.
- Payment-processing fees charged by the payment provider are pass-through and sit outside Kadaikodi commission — say this early, because buyers assume otherwise.
- Refund position: a 30-day money-back on a first subscription purchase, and commission is reversed whenever the underlying order is refunded.
- Over-quota behaviour is warn at 80%, block at 100%, with an upgrade or add-on offered — orders in flight are never blocked mid-fulfilment.
- Never quote a discount, a commission rate or an enterprise price yourself; every quote is approved by us before it reaches the customer.

11 Competitive Landscape

Six alternatives you will be measured against. Each of them beats us at something — say so before the prospect does, because they already know.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Shopify / Shopify Plus	The world's largest hosted commerce platform, with a store, point of sale, payments, shipping and an enormous application marketplace.	For a single brand selling physical products, Shopify is the better answer and you should say so. Its ecosystem, scale, payment coverage and brand trust are far beyond anything we can claim, and its checkout is battle-tested at a volume we have not approached.	Shopify is not natively multi-merchant, treats services and field dispatch as third-party application territory, and Shopify Payments is unavailable in India. If the prospect needs a marketplace, bookable services and their own delivery staff, they are looking at four paid applications outside the core data model — we do it in one.
Mirakl	The enterprise marketplace platform: seller onboarding, catalogue curation, commissions, service levels and payouts, layered over an operator's existing commerce engine.	Best-in-class seller onboarding and catalogue quality tooling, proven at very large scale, with the enterprise compliance certifications we do not have yet. If a prospect must show a completed audit report at signature, Mirakl clears that bar today and we do not.	Mirakl is an overlay — you still need a storefront and order-management system underneath it, at reported six-figure annual platform fees plus a share of gross merchandise value, and typically four to twelve months to implement. Kadaikodi ships the checkout, order lifecycle and back office in the same product, with services and dispatch included.
Medusa.js	The most popular open-source headless commerce backend, with modular cart, order, payment and inventory primitives and a transparent low-cost cloud offering.	A purer open-source developer story, a large plugin community, no share of gross merchandise value, and complete control for a team that wants to own the code. For an engineering-led brand with people to spare, it is a genuinely strong choice.	There is no native marketplace, no unified product-and-service catalogue, no worker dispatch, no financing layer, and the merchant back office, worker application and administrator console all have to be built. Multi-tenancy, single sign-on and audit are the operator's problem. We ship all of that.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Sharetribe	A hosted marketplace builder aimed at founders, with a no-code path to a simple two-sided marketplace and listing types that cover products, services and rentals.	Speed. A founder can validate a simple marketplace in days with no developer, at a low, published starting price. If the prospect's real question is whether the marketplace idea works at all, Sharetribe is the faster experiment and we would rather they ran it.	It is a REST-only hosted builder with no headless cart engine, no worker roster or dispatch, no financing layer and limited administrative tooling. The moment a marketplace grows past validation into real fulfilment and governance, it hits a ceiling.
Urban Company	India's largest home-services marketplace: a closed consumer application with verified professionals, native worker dispatch and standardised service quality.	They have proven the local-services and dispatch model at national scale, with consumer trust, native consumer and worker mobile applications and demand density we cannot manufacture. If someone simply wants a cleaner booked this afternoon, they should use Urban Company.	It is a marketplace you join, not infrastructure you deploy. There is no product commerce, no self-service onboarding for independent brands, no API and no financing layer — and reported commissions of 18–30% by category, with the customer relationship and the brand owned by the platform rather than the merchant.
Zomato and Swiggy	India's dominant food-delivery aggregators, with grocery and quick-commerce arms and enormous consumer reach.	Unmatched consumer demand, logistics density and brand recall in food. A restaurant that wants orders tomorrow gets them there, not from a platform they have to launch themselves.	They are single-vertical closed apps with no general services marketplace, no worker or staff tooling for the merchant, no API and no way to sell anything beyond food and grocery. Merchants pay aggregator take rates and own neither the customer nor the reviews. Kadaikodi is the software an operator runs to build their own.

THE POSITIONING LINE TO HOLD

Kadaikodi does not try to be a better hosted store or a cheaper marketplace overlay; it is the one place where products, services, merchants, field workers and merchant financing share the same order spine.

12 Why Us / Differentiators

If you remember nothing else, remember these. They are the reasons the combination cannot be assembled cheaply from something else.

Products and bookable services are the same thing

One catalogue entry is either a product with stock or a service with a duration, and both move through the same cart, checkout and nine-stage order lifecycle. Every competitor in the benchmark set either pushes services into an add-on application, requires custom engineering, or does services only. This is a structural decision, not a feature, and it is why staff work one queue.

The people who fulfil the work are modelled

A worker roster per merchant, typed jobs for delivery, pickup, service, inventory and cleanup, priority and due times, clock-in and shift earnings. No commerce or marketplace competitor in the analysis has any of it natively. It is what makes the product fit businesses that move goods and perform services rather than only shipping parcels.

Community financing for merchants

A verified merchant publishes a transparent growth offer and backers fund it against an auditable ledger, through a full investor portal. No competitor in the benchmark set offers a peer or community investment layer — the closest is first-party lending from the platform itself. It is also deliberately switched off until counsel clears the market it would run in, which is the honest half of the same story.

Marketplace governance out of the box

Merchant onboarding, six-state verification, per-merchant catalogues and per-merchant analytics are core primitives. A workspace can hold one brand or a thousand merchants with no change to the model, so an operator can start as a storefront and grow into a marketplace without a replatform.

One API, and one authorisation rulebook for people and agents

Every capability is reachable through a single commerce graph, and every field on it declares its own permission requirement, enforced centrally rather than inside the application. A tap in the app, an assistant action and an outside AI agent are all checked the same way — there is no privileged path for AI, and no way for a permission gap to hide in one corner of the code.

Analytics that are counted, not estimated

Because every order, item, merchant and review is a first-class record in one model, the numbers come straight from those records with no separate reporting pipeline. If a merchant took four orders, the dashboard and the assistant both say four. That sounds obvious until you have watched a stitched stack disagree with itself.

Priced for the markets it was designed for

A free tier that is genuinely usable, paid plans from nine dollars a month, four published regional bands, and commission that falls as the tier rises. Against aggregators reported at 18–30% take rates, and against enterprise marketplace platforms with six-figure annual floors, this is a different order of entry cost.

The enterprise plumbing is inherited, not rebuilt

Single sign-on, permissions, multi-tenancy, audit, billing, quotas, notifications, files, tagging, internationalisation and accessibility come from the platform Kadaikodi is built on. That is why a young product ships with governance that usually arrives years later — and it is a fair thing to point at when a prospect worries about maturity.

13 Customer Proof & Credibility

There are no customer logos to show, so credibility has to come from somewhere else: the depth of what is actually built, the governance inherited from the platform underneath, and the discipline of shipping a regulated capability switched off rather than switched on and hoped for. Show the product and be precise about the roadmap — that combination convinces serious buyers more than a wall of logos would.

FIVE COMPLETE ROLE CONSOLES, NOT A DEMO

Shopper storefront, merchant back office, worker application, investor portal and administrator console are all built and usable, each wired to real operations rather than mocked screens. Fourteen distinct journeys in this playbook have a working screen behind them.

AUTHORISATION ON EVERY OPERATION, ENFORCED CENTRALLY

Every query and mutation in the commerce API declares its permission requirement and it is enforced at the gateway, giving complete coverage rather than resolver-by-resolver discipline. Six role templates map the six kinds of participant onto explicit permission levels per resource type.

A REGULATED CAPABILITY SHIPPED SHUT

The merchant-financing marketplace is disabled by default, backed by an eligibility check that denies by default, and the automated tests assert the disabled path rather than the happy one. The product will not let itself be talked into opening it, which is the behaviour you want on anything touching other people's money.

TESTED AND SCANNED ON THE RELEASE PATH

Backend changes ship with automated tests above an 80% coverage gate, database changes ship as versioned migrations, and container vulnerability scanning runs on the path to release rather than only on proposed changes.

DATA HOSTED IN INDIA, SUBPROCESSORS PUBLISHED

Customer data is hosted in India and the list of infrastructure, payment, communication and verification providers is published on the website, with providers still being selected marked as such rather than quietly omitted.

LEGAL PAGES THAT NAME REAL PEOPLE AND REAL OBLIGATIONS

The published terms, privacy and cookie pages carry the contracting entity's registration details, a named grievance officer and nodal contact, and the specific Indian obligations that apply to a marketplace of this kind — food-safety registration, know-your-customer rules, marketplace tax collection and withholding, and data-protection duties.

A DATED CERTIFICATION ROADMAP RATHER THAN A BADGE WALL

SOC 2 Type II audit targeted to begin in late 2026 with a report in 2027, ISO 27001 certification targeted for 2027, a privacy-management extension after it, and an India data-protection readiness assessment first. None of these is held today and none is claimed.

DOCUMENTED HONESTLY, IN PUBLIC

The website marks every capability shipped, in progress or roadmap, and labels its own scenarios as illustrative rather than as customer stories. A prospect can check our claims against our own public pages before they talk to us.

Be straight about this. Kadaikodi is early. There are no public reference customers, no published revenue or usage figures, no customer testimonials and no completed security certifications — anything you see claiming otherwise is wrong. Several headline capabilities are partly built: the durable cross-surface cart, live map tracking, self-service merchant verification and order-to-job synchronisation are in progress, and automated commission settlement, merchant payouts, refunds and returns, first-party Indian payment gateways and the mobile store releases are on the roadmap rather than shipped. The merchant-financing marketplace is built but switched off pending securities counsel, and cannot be turned on to win a deal. What a prospect should weigh instead: how much of their actual workflow is already in the product, how the free tier performs against their own catalogue, and whether the gaps sit on the roadmap ahead of when they would need them. Ask us for the current status of anything before you promise it — the answer changes month to month, and a partner who promised a shipped date we did not have is a problem we would both rather avoid.

14 Demo Information

The product demonstrates itself best when it is shown from the merchant's chair and then from the worker's phone — the moment where an order becomes somebody's job is where buyers lean forward. Do not attempt to show all five consoles.

HOW TO GET A DEMO

Anyone can sign up on the free tier and look around with no card. For a guided walkthrough, book time with Vignesh T.V. — he runs these himself and will tailor it to the prospect's commerce model rather than reciting a script. You are welcome to sit in.

Runs about Twenty minutes for a self-guided look; thirty to forty-five for a guided walkthrough with questions.

WHERE TO LOOK

- **Sign up and explore the product** — `https://app.kadaikodi.com`
- **Capability overview, marked shipped or roadmap** — `https://kadaikodi.com/features`
- **The fourteen journeys, written out in full** — `https://kadaikodi.com/use-cases`
- **Side-by-side comparisons with the incumbents** — `https://kadaikodi.com/vs`
- **Book a guided walkthrough with Vignesh T.V.** — `https://calendly.com/vignesh-burdenoff/1-1`

The walkthrough, in order

1. **The merchant catalogue, adding a product and a bookable service side by side**
   "Same catalogue, same screen. One has stock, the other has a duration. Watch what happens when both end up in one order — that is the whole thesis in thirty seconds."
2. **The shopper storefront: discovery filters, an open merchant, items into the cart**
   "Closed merchants cannot be ordered from, so a customer never gets a confirmation for a shop that is shut. Small thing; it is the sort of detail that generates support calls everywhere else."
3. **Checkout with the fulfilment picker and the itemised totals**
   "Subtotal, tax, delivery fee, discount — computed on the server, not in the browser. If they build their own storefront tomorrow, it reads the same numbers from the same place."
4. **The merchant order queue, advancing an order and assigning a worker**
   "One queue for products and appointments. Every stage change is stamped on the timeline, which is exactly what the customer's tracking page reads."
5. **The worker console on a narrow window: today's jobs, then opening one and completing it**
   "This is the part nobody else has. The order created that job. Ask them how their drivers get told what to do today — the answer is almost always a messaging group."
6. **The merchant analytics dashboard**
   "Counted from their own orders. Four orders reads as four. There is no separate reporting system to keep in sync, because there is nothing to sync."
7. **The assistant opened on top of a specific order or merchant**
   "It already knows which record is open and which role you are in, and it reads exactly what you are allowed to read — no more. Same permission rules as your own tap."
8. **The financing screen, with the honest caveat**
   "Built, and deliberately switched off until counsel clears the market. I would rather show you a shut gate than an enabled feature that gets somebody in trouble."

15 Sales Talking Points

Eight lines that hold up under pressure. Each one is defensible; none of them requires you to know how the product is built.

A bag of coffee and a booked haircut ride the same order.

It is the fastest way to make the unified catalogue concrete, and it lands instantly with anyone who has run both a store platform and a booking tool.

The order creates the job the driver picks up.

Most commerce software stops at payment. This is the sentence that separates Kadaikodi from every headless commerce backend in the comparison.

Checkout totals are computed once, on the server.

Engineering buyers immediately understand why that matters when a second or third selling surface appears, and it pre-empts the whole class of cart-drift bugs.

One workspace can be one brand or a thousand merchants.

It removes the replatform fear. An operator can start small without betting on the marketplace working, and grow into it without migrating.

Merchants keep their brand, their customers and their reviews.

The single sharpest contrast with aggregators, and the thing merchants care about most once the commission conversation is over.

Commission falls as the tier rises, so growing merchants pay less.

It reframes the subscription from a cost to a saving, and it is verifiable against the published rates rather than a claim.

The financing marketplace ships switched off until counsel clears it.

Volunteering a limitation buys more credibility than any feature claim. Serious buyers hear it as evidence that the rest of the roadmap is honest too.

Permissions, audit and tenancy are inherited, not rebuilt for this product.

It explains how an early product can be governed properly, and it answers the maturity objection before it is raised.

16 Objection Handling

12 OBJECTIONS

The words below are what prospects actually say. Answer with the concession first — it is faster and it works better than defending.

> **"Why would I use this instead of Shopify?"**
>
> If you sell physical products from one brand and nothing else, you probably should not — Shopify is better at that and I will not pretend otherwise. The question is what happens when you add bookable services, other merchants selling under your roof, and your own delivery staff. On Shopify each of those is a paid application sitting outside the core data model, and they do not know about each other. Here they are one model.
>
> PROOF · The public comparison page sets out where Shopify wins, including that its ecosystem and scale are beyond ours.

> **"You are a small company. What happens if you disappear?"**
>
> Fair. Two things reduce the exposure: everything is reachable through a documented API, so the data is yours to extract rather than trapped in an interface, and Enterprise agreements can include a dedicated tenant or a self-hosted deployment. Start on the free tier, prove it against your own catalogue, and size the commitment to the risk you are comfortable with.
>
> PROOF · Free tier with no card, an API-first design, and dedicated tenancy or self-hosting available under Enterprise terms.

> **"Who else is using it? Show me a customer like us."**
>
> I cannot, and I am not going to invent one. The product is early and there are no public reference customers. What I can do is show you the working product, be exact about what is shipped versus in progress, and get you onto the free tier so you are judging it against your own catalogue rather than somebody else's story.
>
> PROOF · Every capability on the website is marked shipped, in progress or roadmap, and the scenarios are labelled illustrative rather than presented as customer results.

> **"This looks like a lot of features for a young product. Is any of it real?"**
>
> Reasonable suspicion. Five role consoles are built and usable, and the governance layer — single sign-on, permissions, multi-tenancy, audit, billing — is inherited from a platform shared across many products rather than written from scratch here. That is how it arrives with plumbing a young product usually lacks. The commerce-specific gaps are the ones I will name for you plainly.
>
> PROOF · Permission enforcement on every API operation, six role templates, audit trails with per-plan retention, and an 80% test coverage gate on backend changes.

> **"We would rather build this ourselves."**
>
> Teams do, and the cart is not the hard part. The hard part is merchant verification lifecycles, a worker and job model, per-merchant analytics, tenancy, audit and an authorisation model that holds across six kinds of participant. That is a year and a team, and it is a year you spend not selling. Build the storefront on top of this instead — that part genuinely should be yours.
>
> PROOF · The commerce API is the integration surface; the storefront is expected to be the customer's own.

> **"The commission is a tax on my revenue."**
>
> It is, and it should be compared to what you are paying now rather than to zero. The published rate falls from 5% on the free tier to 1.5% on Business, against reported aggregator take rates of 18–30% by category. Payment-processing fees are separate and go to the payment provider, not us — I would rather tell you that upfront than have you find it on the invoice.
>
> PROOF · Per-tier commission published in the pricing material, with processing fees stated as a pass-through.

> **"How do merchant payouts and commission splitting work?"**
>
> Honestly: automated commission splitting and settlement are on the roadmap, not shipped. Payment method is captured on the order and money movement runs through the platform's billing layer today. If automated settlement on day one is a hard requirement, this is not yet the right fit, and I would rather you heard that from me now than in week six of an implementation.
>
> PROOF · The public comparison material lists commission automation as planned rather than available.

> **"Can we run the investment marketplace? That is the interesting part."**
>
> It is the most interesting part, and it is switched off. It is built — opportunities, investments, the ledger, the investor portal — but it stays disabled until securities counsel clears the jurisdiction, and the code denies by default if that check cannot be made. It cannot be enabled to win a deal. Treat it as a reason to watch the roadmap, not a reason to buy today.
>
> PROOF · Default-shut feature gate plus a deny-by-default eligibility check, with the automated tests asserting the disabled path.

"Do you have SOC 2? Our procurement team will ask."

Not yet, and I will not dress it up. SOC 2 Type II is targeted to start auditing in late 2026 with a report in 2027, and ISO 27001 certification is targeted for 2027. What exists today are the controls those audits examine: single sign-on, permission enforcement on every operation, tenant isolation, audit trails, encrypted secrets, published subprocessors and India data residency. If a completed report is required at signature, we are not there.

PROOF · A dated certification roadmap with named target dates, and a published subprocessor list on the website.

"How is my data protected, and where does it live?"

Data is hosted in India and the subprocessor list is published, including the providers still being selected. Every merchant, order, worker and review is scoped to your workspace with tenant isolation, every operation is permission-checked at the entry point rather than inside the application, sensitive configuration is encrypted, and every action is recorded with actor, target and result. Card data is handled by a compliant payment provider rather than by us.

PROOF · Published security and subprocessor pages, workspace-scoped tenancy, audit trail with per-plan retention.

"What support do we actually get, and from whom?"

It scales with the plan: community and a small ticket allowance on the free and entry tiers, priority response under 24 hours on Growth, under 8 hours on Business, and a dedicated agreement on Enterprise with an availability commitment. It is a small, reachable team rather than a call-centre queue — which cuts both ways, and I would rather you knew which way before you buy.

PROOF · Support tiers and availability targets published per plan, plus paid support-hour and retainer add-ons.

"Our merchants are not technical. Will they cope?"

It is designed around that. The interfaces are multi-lingual with locale-aware formatting, there are guided walkthroughs for each role, and the worker experience is deliberately narrow — a worker sees their jobs and nothing else. The merchant back office assumes a smartphone and basic literacy, not a commerce specialist. Put two of your merchants on the free tier and let them tell you.

PROOF · Multi-lingual interface, in-product guided tours per role, and scoped worker permissions that hide the owner's book.

17 Discovery / Qualification Questions

Ask these in a real conversation rather than reading them out. The answers tell you whether to make the introduction — and give us most of what we need for the first call.

ASK THIS	LISTEN FOR
Walk me through what you sell — is any of it something a customer books rather than buys?	Any mix of goods and appointments is the strongest single signal. If they name two separate systems for the two, you are most of the way there.
Who physically delivers the order or performs the service — your own people, or somebody else's?	Own staff or contracted riders means the worker and dispatch layer matters. Parcel carriers only means a weaker fit; a courier integration is not our differentiator.
How do those people find out what to do each day?	A messaging group, phone calls or a printed sheet. That answer is the dispatch pain in the prospect's own words, and it is worth writing down verbatim.
Is anyone other than you selling on your platform, or might they be within a year?	Existing or intended multi-merchant operation. Even a vague yes moves them from a store buyer to a marketplace buyer, which changes everything about the fit.
How long does a new merchant or location take to go from signed up to taking orders?	Weeks, or an answer that involves a spreadsheet and a person. Speed of onboarding is the metric a marketplace operator is judged on internally.
Where does your checkout pricing logic live today, and how many places compute it?	More than one is a problem they already know about. If they mention a mobile app or kiosk as well as web, the server-computed checkout argument writes itself.
What breaks when someone changes a price or removes an item from the catalogue?	Historic orders becoming wrong, or nobody being sure. Item snapshots answer this directly and it is a satisfying, specific win.

ASK THIS	LISTEN FOR
What share of each order goes to a platform today, and who owns the customer afterwards?	Aggregator commission and loss of the customer relationship. This is the emotional centre of the conversation for most merchant-side buyers.
How do you know today what you sold, who fulfilled it, and whether you were paid?	A weekly export, a spreadsheet, or a person. If they cannot answer in one sentence, the stitched-stack story is theirs and not just ours.
If a merchant needed capital to open a second location, what happens today?	Nothing happens — that is the usual answer. It is not a reason to buy today, but it tells you whether the financing roadmap is interesting or irrelevant to them.
What does your procurement or compliance process require before you can sign anything?	A completed audit report at signature is a genuine blocker and you should surface it early. Data residency in India is something we can meet today.
If this worked, what would you stop paying for?	Named tools with named costs. That list is the business case, and it tells us where to pitch commercially before the first call.

18 How to Identify a Good Opportunity

Read these before you spend a second call on someone. Walking away from a poor fit early is worth more to us than a warm introduction that wastes everybody's month.

STRONG SIGNAL — PURSUE

- They sell physical goods and bookable services, and they mention two different systems for the two
- They run or are building a multi-merchant marketplace, or are onboarding sellers by hand today
- They employ their own delivery riders, technicians or field staff, and dispatch runs on messaging
- They are replatforming, mid-rebuild, or have just outgrown a hosted store with a stack of applications
- They operate in India, South or South-East Asia, the Middle East or Africa, where the pricing bands bite
- Someone in the room has said the words integration, seams, or nothing talks to anything else

Introduce us straight away.

WORTH A CONVERSATION

- Strong fit on paper but the buyer is a single technical founder with no operations team behind them yet
- They want the marketplace but their merchants are not digitised at all — real, but slow and support-heavy
- Automated merchant payouts and commission settlement are on their requirement list; useful later, not shipped now
- Procurement wants a completed security audit report; workable if signature is far enough out, blocking if not
- The interest is mostly in the financing marketplace, which we cannot switch on for them today
- They are already deep into building the same thing in-house and are eighteen months in

Qualify further before an introduction.

POOR FIT — DO NOT CHASE

- Pure digital or subscription-only product with nothing to fulfil and nobody to dispatch
- They want a marketplace live within the week and have no developer — say so and point them elsewhere
- A single-brand product shop, happy on their hosted store, with no service or marketplace ambition
- The requirement is a payments or lending product and commerce is incidental
- They need a completed SOC 2 or ISO 27001 report attached to the contract at signature

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

"Does the same business sell things people buy and things people book — and do your own staff deliver or perform them?" Two yeses is a real opportunity. One yes is worth a conversation. Two noes and you should spend your time elsewhere.

19 How to Introduce Us

You are making an introduction, not making a sale. Say what the product is in one sentence, name the specific thing about their business that made you think of it, and hand over. Precision beats enthusiasm every time.

IN CONVERSATION

""You mentioned you are running the shop on one system and the bookings on another — I know a team building a platform where those are the same thing, right down to the delivery job the order creates for your driver. It is early and priced to try for nothing. Want me to introduce you to the person who runs it?""

EMAIL — SUBJECT: A COMMERCE PLATFORM THAT HANDLES THE SERVICES AND THE DISPATCH TOO

Hi [Name],

You mentioned [the marketplace rebuild] when we last spoke, so this may be worth ten minutes.

Kadaikodi is a cart, catalogue, order and merchant platform. One catalogue holds physical products and bookable services; checkout totals are computed on the server so every surface agrees; and the order a shopper places becomes the delivery or service job your staff pick up on a phone. Merchant onboarding, verification, reviews and analytics come built in.

There is a free tier, so you can test it against your own catalogue before committing anything.

Vignesh T.V. can walk you through it — vignesh@burdenoff.com, +91-7358445777, or https://calendly.com/vignesh-burdenoff/1-1.

[Your name]

SHORT MESSAGE / LINKEDIN

"Saw you are adding services alongside the product range — worth a look at Kadaikodi. Products and bookable services sit in one catalogue and one order, and the order creates the job your staff actually do. Early stage, free tier, happy to introduce you: kadaikodi.com"

WARM THREE-WAY INTRODUCTION

"[Name], meet Vignesh T.V., who runs Kadaikodi — a cart, catalogue and order platform that also covers the merchants and the people who fulfil the work. [Name] runs [business] and is dealing with [the specific pain]. Vignesh, [Name] sells [what] and fulfils with [whom]. I will leave you two to it." Copy vignesh@burdenoff.com and let him take it from there.

Please do not: Do not claim customers, revenue, usage numbers or testimonials — there are none, and being caught inventing one costs more than the deal is worth; Do not promise the merchant-financing marketplace, automated payouts, commission settlement or app-store mobile releases; those are shut or unbuilt; Do not quote a price, a discount or a commission rate yourself — send the prospect the published plans and let us approve the quote; Do not oversell against the incumbents; if a prospect is a single-brand product seller happy on a hosted store, say so and keep your credibility; Do not describe how the system is built or which components it runs on; describe what it does for the customer and leave the architecture to us

20 Lead Handoff Process

Register the opportunity before the conversation gets serious. Registration is what makes you eligible for commission, and it protects you from a duplicate claim later.

1. **Register the opportunity first**
   Email vignesh@burdenoff.com with the company name, the contact and what prompted the conversation, before any active sales work. Registration must come first — there is no retroactive credit, and an opportunity already in our pipeline is not eligible.

2. **Send the qualification facts**

   Company, what they sell, who fulfils it, roughly how many merchants or locations, the billing market, and the deadline or event driving the timing. Five lines is plenty; the pattern matters more than the detail.

3. **Make the introduction**

   A three-way email or a shared call. Say plainly what you have already told them about the product so nobody contradicts anybody — and tell us anything you promised, so we can honour it or correct it early.

4. **Join the first call if you can**

   Optional, and worth it. You hold the relationship and the context; we hold the product detail. Twenty to thirty minutes, no slides, walking through their model rather than ours.

5. **Agree who does what next**

   For a referral introduction, we take it from there and keep you updated. For consulting or implementation partners, we will agree in writing which parts of evaluation, rollout, migration or training you own before anything is quoted.

6. **Stay on the thread until it closes**

   Renewal and implementation commission depend on an active, agreed role — not on having made the original introduction. If you want that, say so at registration rather than at renewal.

SEND US THIS — IT IS ALL WE NEED

- Company name, website and the country or state they will be billed in — the regional band depends on it
- The contact's name, role and how they prefer to be reached
- What they sell today: products, bookable services, or both
- Who fulfils the work — own staff, contractors, or a courier — and roughly how many people
- How many merchants, stores or locations they run today, and where they expect to be in a year
- What they use today and what specifically is failing about it
- The timing and what is driving it: a rebuild, a launch, a contract ending, a season
- Anything you have already promised or implied, so we can honour it or correct it before it becomes a problem

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registration within one working day and confirm eligibility. We contact the prospect within two working days of the introduction, and you get an update after the first call and at every stage change after that. If you have heard nothing in a week, chase Vignesh directly on +91-7358445777 — that is a failure on our side, not an imposition on yours.

Deal registration: An approved registration is protected for 90 days, with one 90-day extension where there is active progress. No commission is payable without it, and none is payable retroactively. If we already had an active opportunity with that account, you are eligible only where you bring a new buying centre or materially expand the scope. Where two partners claim the same account, the first approved registration with real contribution takes priority and any split needs written approval. We may ask the customer to confirm your involvement, and we control final pricing, discounting and contract terms in every case.

21 Partner / Referral Commercials

Partners are paid on collected net revenue — what the customer actually paid and we actually kept — rather than on list price or on the customer's own sales. Two things are commissionable: the subscription, and the share of order commission we retain. The customer's own sales volume and their payment-processing fees are not, because that money is not ours. Regional pricing does not reduce your eligibility; it simply means a smaller base, and a Band D customer is a perfectly good deal.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral Partner	Registered introduction, no sales or delivery ownership	`10% of first-year collected net subscription`	5% of first-year collected net order commission, capped at $10,000; renewal commission only with an approved renewal role · 3% on first-year add-ons, capped at $10,000
Onboarding Partner (association, cooperative or community organisation)	Bulk-onboards verified merchants; register the cohort or programme rather than each merchant	`Per-merchant bounty on activation — for example ₹200–₹500 for each activated paying merchant`	An optional small share where the partner holds an active success role; the default is bounty only · Not applicable
Consulting Partner	Introduction plus evaluation support	`12% of first-year collected net subscription`	5% of first-year collected net order commission, capped at $15,000 · 3% on first-year add-ons, capped at $15,000
Implementation Partner	Introduction plus rollout, catalogue migration, integration or training	`15% of first-year collected net subscription, plus your own services billed directly to the customer`	7% of first-year collected net order commission, capped at $25,000 · 5% on first-year add-ons, capped at $25,000
Authorised Reseller	Approved resale in a named region or account, with first-line commercial ownership	`Up to 15% reseller margin on subscription; lower on dedicated tenancy and managed services`	A negotiated share of order commission; renewal margin requires active account management · Up to 5% on dedicated tenant or managed services, where approved in the quote
Systems Integrator, managed-service or strategic partner	Operates Kadaikodi for end customers, or brings a bundled offering and repeat pipeline	`Custom wholesale or managed-service terms`	Custom · Custom

THE RULES THAT MATTER

- Register before you sell. There is no retroactive registration, and no commission on an account we already had in active pipeline unless you bring a new buying centre or materially expand the scope.
- Commission is calculated on collected net revenue only — excluding taxes, refunds, chargebacks, credits, payment-processing fees, marketplace publisher payouts and pass-through costs.
- You never earn on the customer's own sales volume or on their payment-processing fees; that revenue is theirs and the provider's, not ours to share.
- Larger opportunities carry an additional incentive on qualified first-year net: 1% (capped at $2,500) from $50,000, 2% (capped at $7,500) from $150,000, and 3% (capped at $25,000) from $350,000 — all subject to prior registration and an approved quote.
- Dedicated tenancy, self-hosting, compliance packages and managed services carry heavy delivery effort and therefore lower partner economics; they need explicit quote approval.
- Partner and affiliate rewards do not stack. A customer is attributed to one commercial programme unless we approve an exception in writing.
- We approve every quote, price, discount and contract term. Do not promise features, compliance status, timelines or discounts without written approval — and never promise the merchant-financing marketplace.
- Public-sector deals need approved registration and a compliance review, and no payment, gift or referral benefit may reach a government employee or official.

GETTING PAID

Paid 15 days after revenue is actually realised, once settlement, refund, cancellation, fraud, tax and payout-document checks clear — not on signature and not on contract value. Multi-year deals pay as cash is collected. Onboarding bounties pay once the merchant reaches activation, meaning a real paid plan with real orders, and anti-fraud checks clear. Refunds, chargebacks and customer credits reduce or reverse commission, and are deducted from future payouts. You handle your own tax filings; we withhold and report where the law requires it. Payment is in the agreement currency, or converted at the processor or accounting rate.

These are the standard Kadaikodi partner programme terms and are provided for guidance only. The terms that actually bind are those in your signed partner agreement and in the quote we approve and issue to the customer. Rates, caps and eligibility can differ by deal, and we may reject a commission where the opportunity was not registered, where the partner did not materially contribute, or where a payout would conflict with the approved quote.

22 Contact Information

YOUR CONTACT

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 CALL

https://calendly.com/vignesh-burdenoff/1-1

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

EVERY BURDENOFF PRODUCT

https://burdenoff.com/products

If Kadaikodi is not the right fit, the answer may well be on that page.

WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

23 Useful Links & Sales Assets

ASSET	WHERE	WHAT IT IS FOR
Kadaikodi website	`https://kadaikodi.com`	Positioning, capabilities and the plain-English overview. Start here.
Sign up and use the product	`https://app.kadaikodi.com`	Free tier, no card. The fastest way to make a prospect's own opinion the deciding one.
Documentation	`https://docs.kadaikodi.com`	Guides, API reference and developer material for a technical evaluator.
Capabilities, marked shipped or roadmap	`https://kadaikodi.com/features`	Use this rather than your memory when a prospect asks whether something exists.
Use-case journeys	`https://kadaikodi.com/use-cases`	The same journeys as this playbook, written for the customer to read themselves.
Comparisons with the incumbents	`https://kadaikodi.com/vs`	Honest side-by-sides including where each competitor wins. Safe to send.
Plans and pricing	`https://kadaikodi.com/pricing`	Send this instead of quoting a price yourself.
Security and subprocessors	`https://kadaikodi.com/security`	For the security questionnaire conversation, alongside the subprocessor list.
Frequently asked questions	`https://kadaikodi.com/faq`	Covers stage, permissions, the investment disclaimer and data handling in the product's own words.
Book a call with Vignesh T.V.	`https://calendly.com/vignesh-burdenoff/1-1`	Guided walkthroughs and partner questions. Also vignesh@burdenoff.com or +91-7358445777.
All Burdenoff products	`https://burdenoff.com/products`	If Kadaikodi is not the fit, something else in the portfolio may be.

WHAT YOU CAN SHARE, AND WITH WHOM

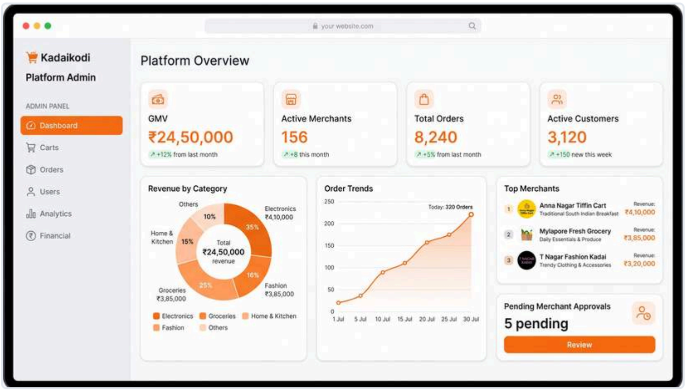
- Share freely in public: anything already published on kadaikodi.com — the website, capability pages, use-case journeys, comparison pages, plans and the frequently asked questions. It is written to be quoted.
- Share with a prospect, not publicly: this playbook, the cheat sheet and the partner commercial terms. They are for your own use in a conversation, not for a blog post, a public deck or a social feed.
- Never share, in any setting: partner commission rates, caps, deal-registration status, another partner's pipeline, or anything a prospect told you in confidence.
- Needs our written approval first: any use of the Kadaikodi name or logo in your own marketing, a joint press release or announcement, a customer-facing claim about compliance or certification, and any statement about a delivery date or roadmap timing.
- Never write, in a document, a quote or a message: a customer count, a revenue figure, a usage statistic or a testimonial. There are none, so anything you write would be invented — and it is the one mistake that ends a partnership.
- If you are unsure whether something can be said, ask before you send it. A one-day delay costs nothing; a correction after the fact costs the prospect's trust in both of us.

24 Product Mockups — Complete Visual Appendix

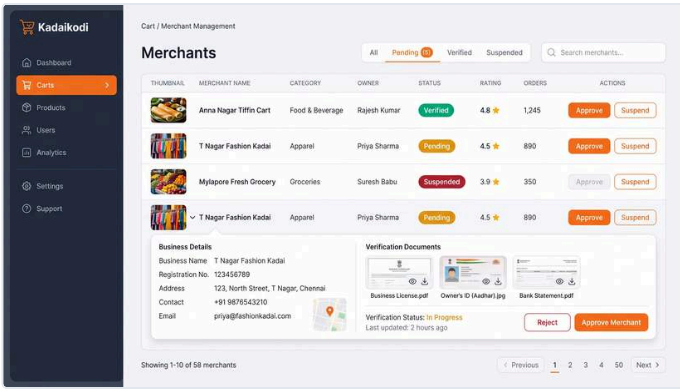
35 SCREENS

Every screen in the Kadaikodi design set — 35 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

PRODUCT SCREENS · 35 SCREENS

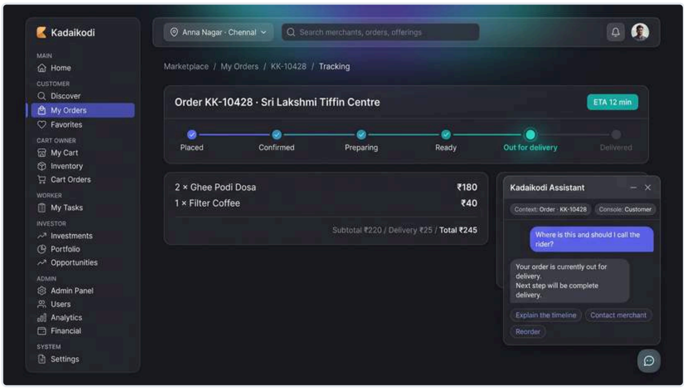


001 Kk Admin 01 Dashboard



002 Kk Admin 02 Cart Management

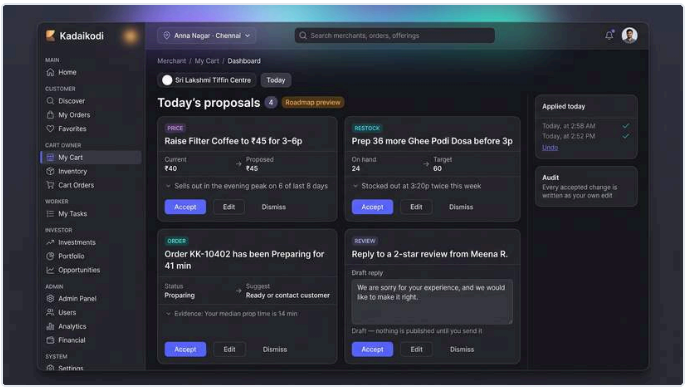
003 Kk Admin 03 Analytics



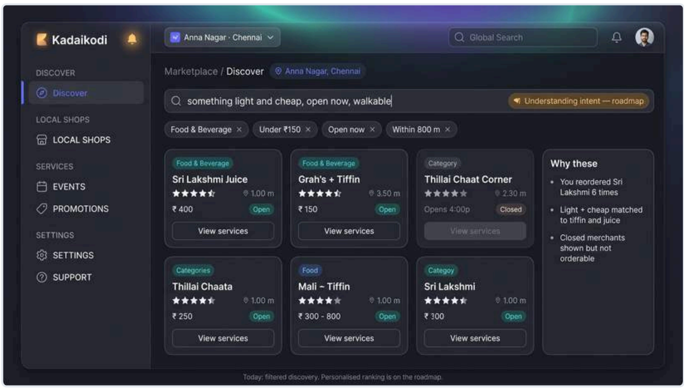
004 Kk AI 01 Assistant In Console

005 Kk AI 02 Grounded Analytics

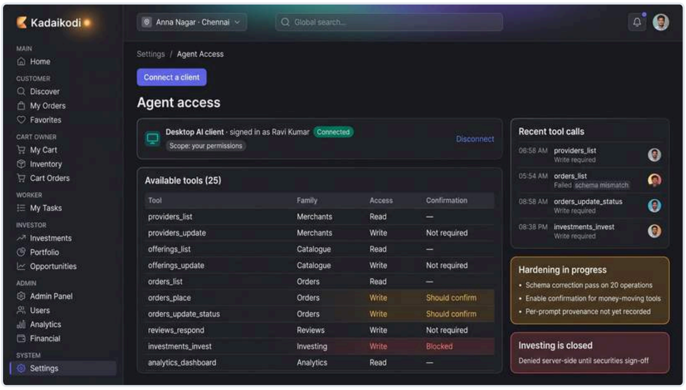
006 Kk AI 03 Demand Forecast



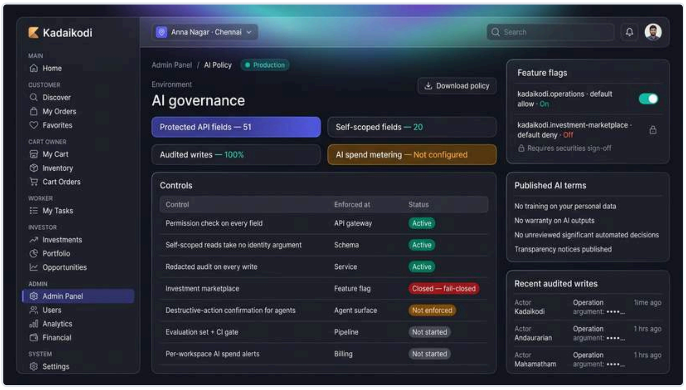
007 Kk AI 04 Price Restock Proposals



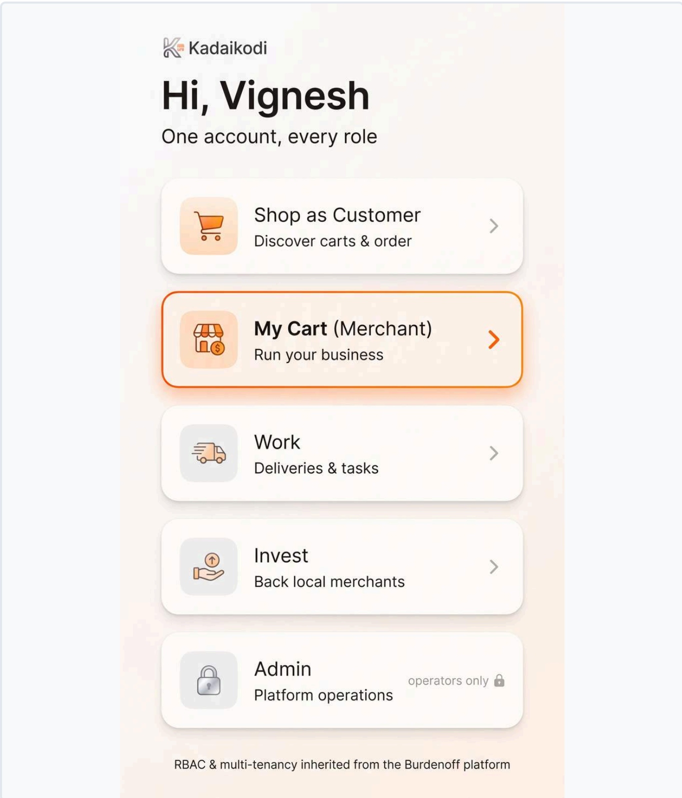
008 Kk AI 05 Semantic Discovery



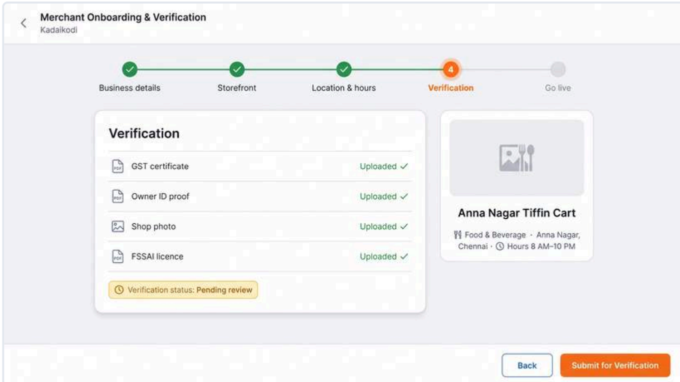
009 Kk AI 06 Agent Access MCP



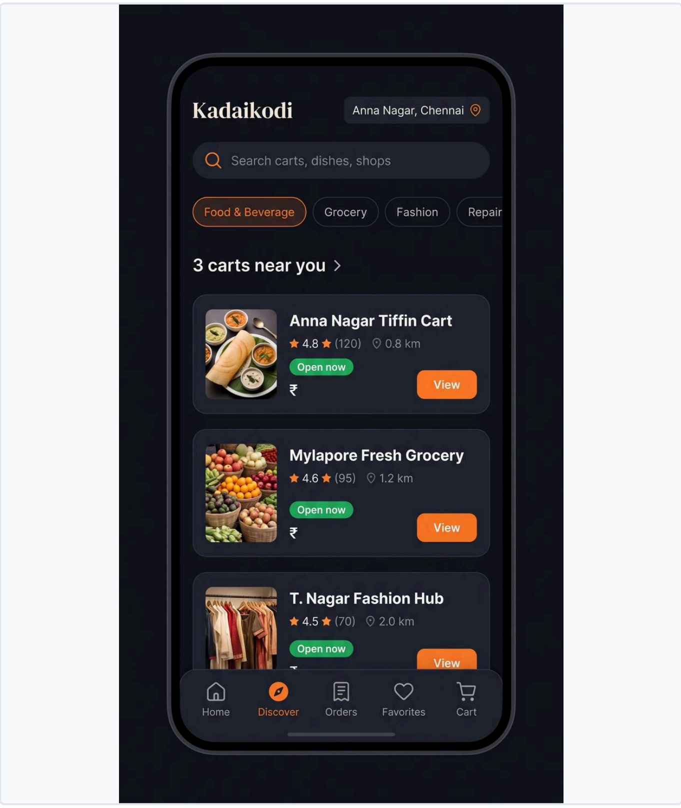
010 Kk AI 07 AI Guardrails



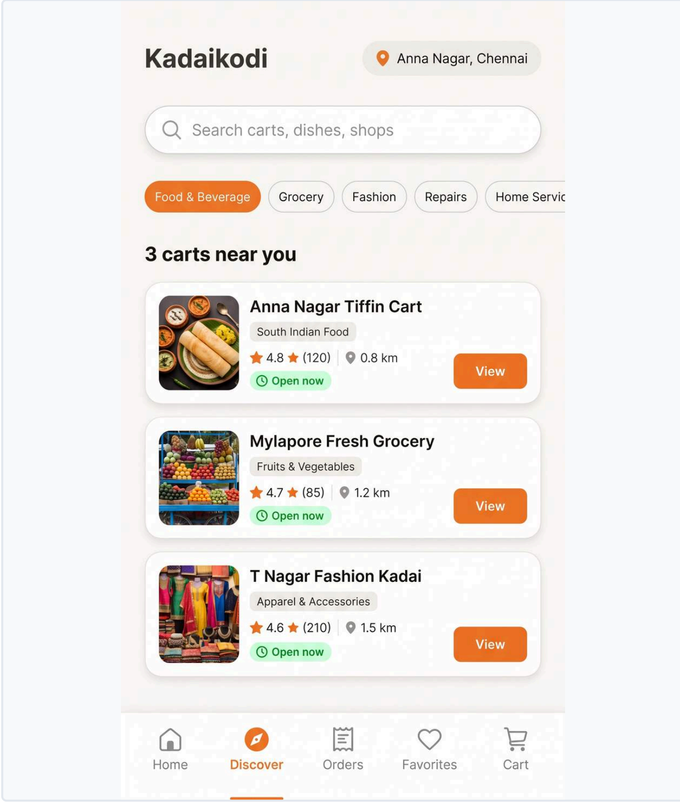
011 Kk Crosscut 01 Multirole Home



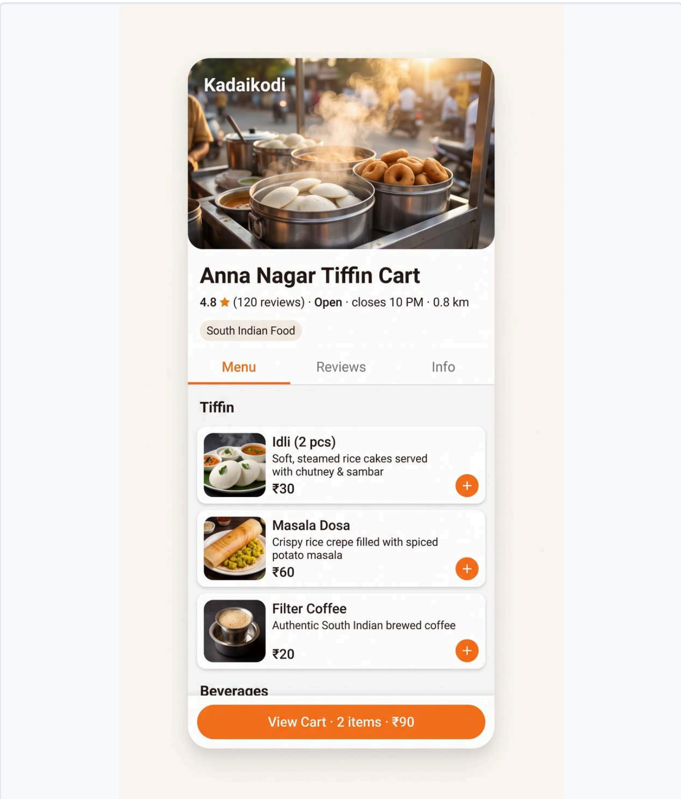
012 Kk Crosscut 02 Onboarding Verify



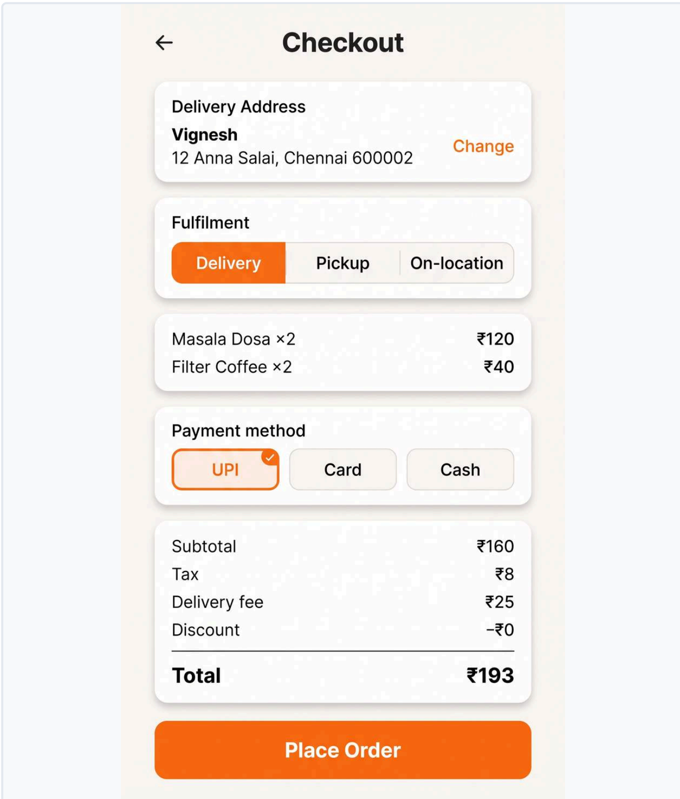
013 Kk Crosscut 03 Dark Mode Discover



014 Kk Customer 01 Discover



015 Kk Customer 02 Cart Detail



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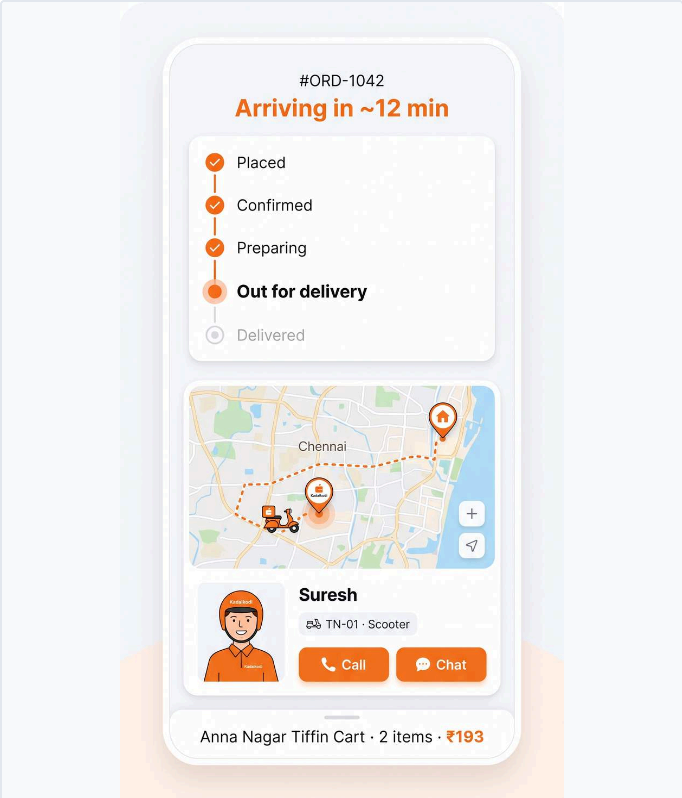
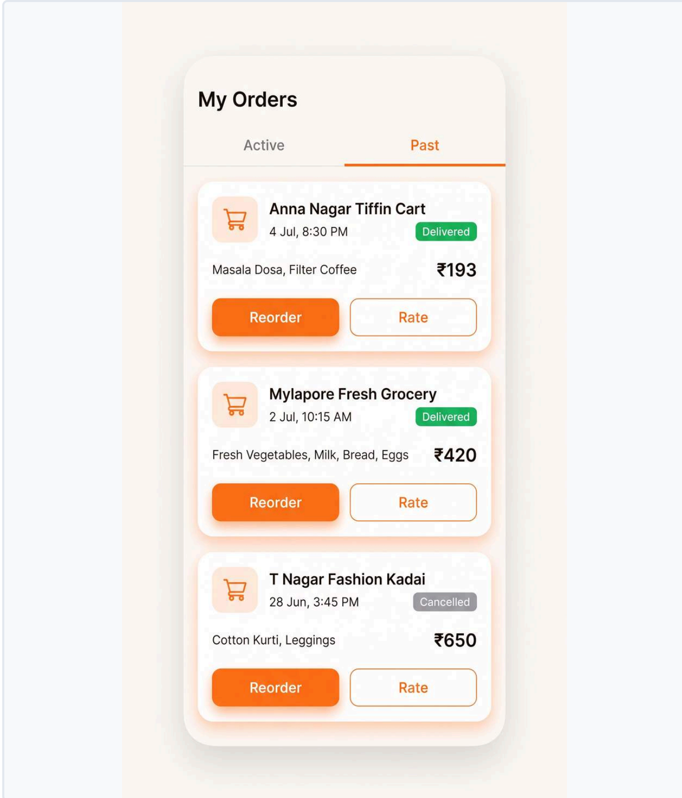
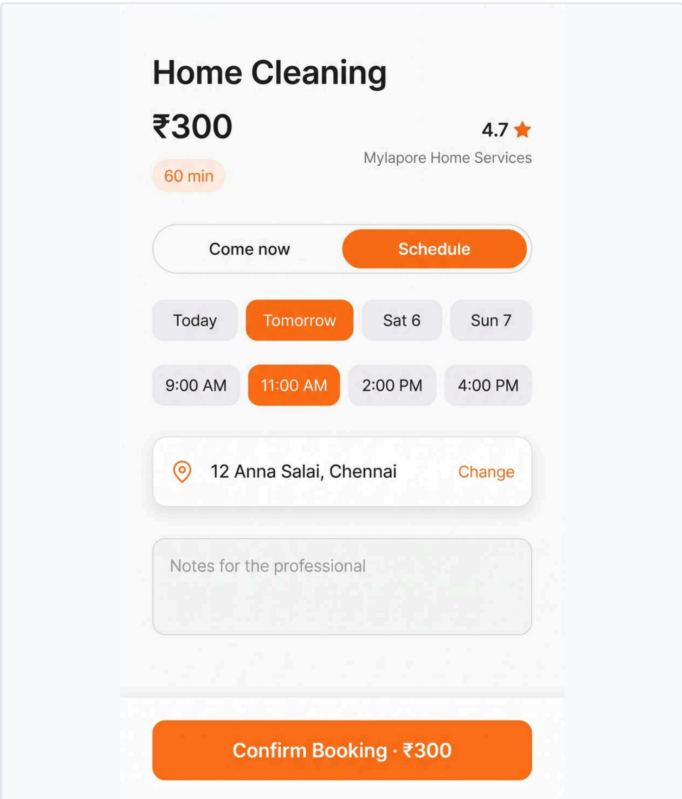


017 Kk Customer 04 Order Tracking



018 Kk Customer 05 Order History



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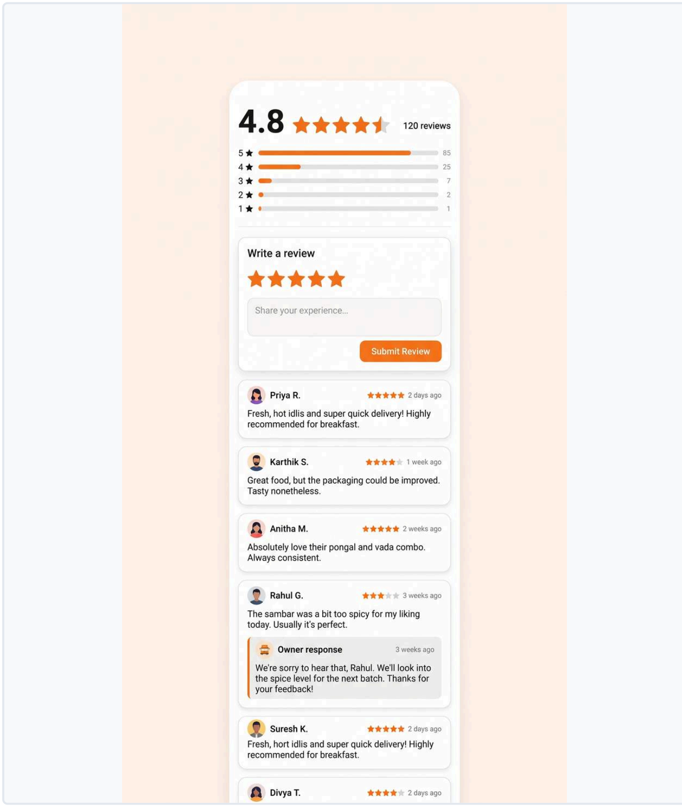
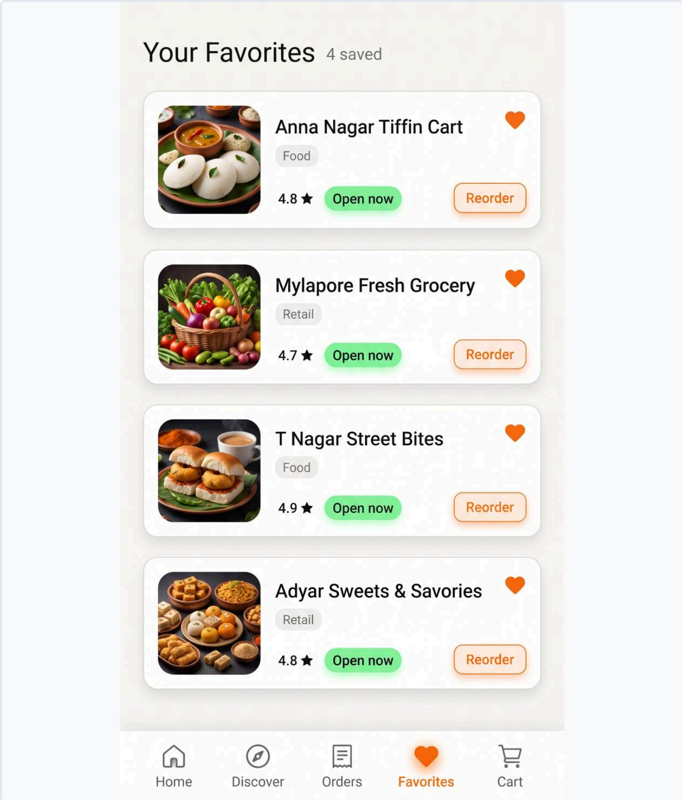
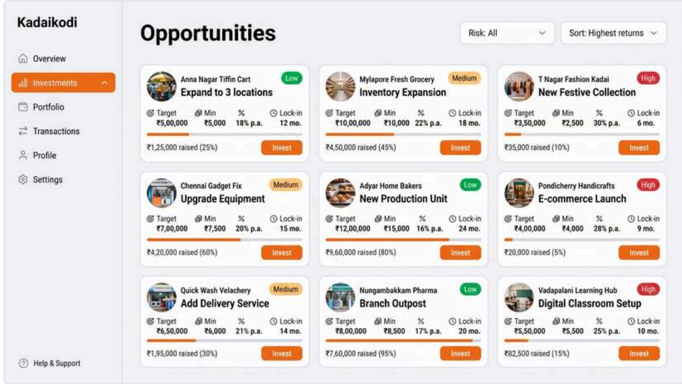


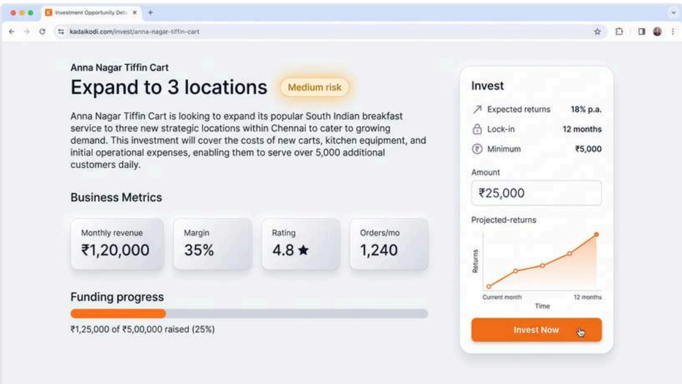
020 Kk Customer 07 Reviews



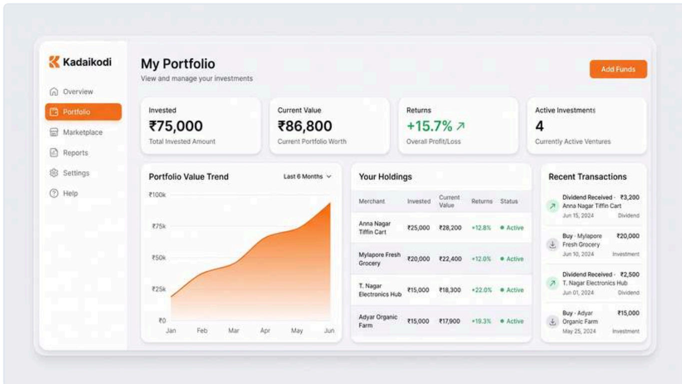
021 Kk Customer 08 Favorites



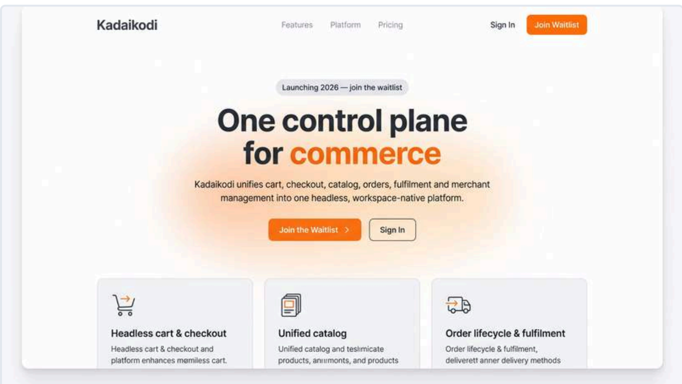
022 Kk Investor 01 Opportunities



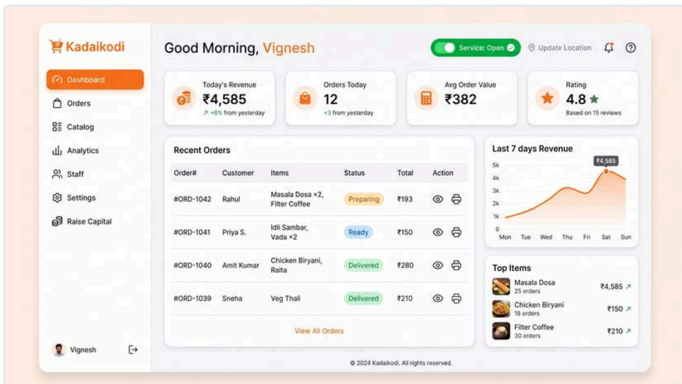
023 Kk Investor 02 Opportunity Detail



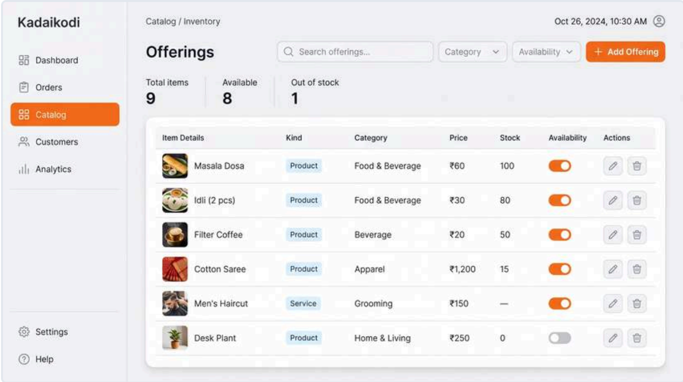
024 Kk Investor 03 Portfolio



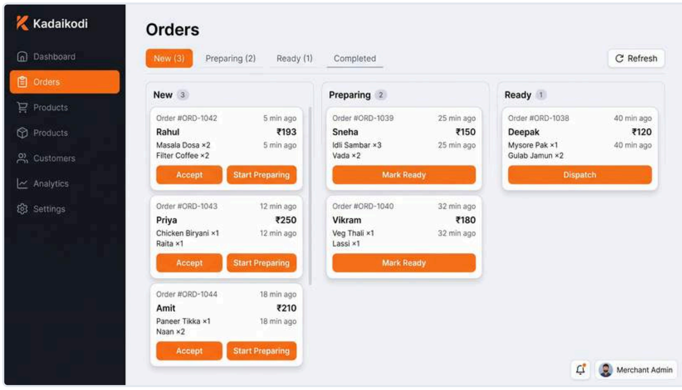
025 Kk Landing 01 Marketing



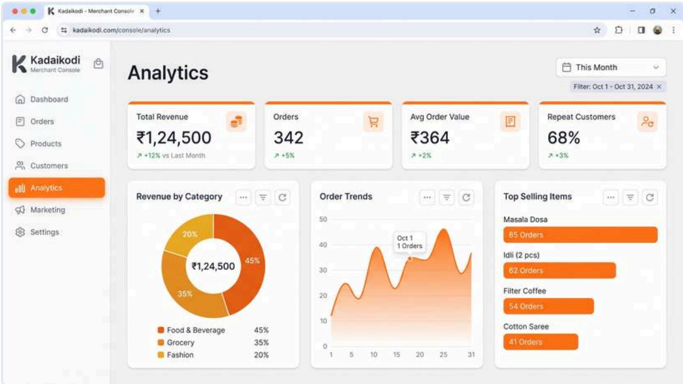
026 Kk Merchant 01 Dashboard



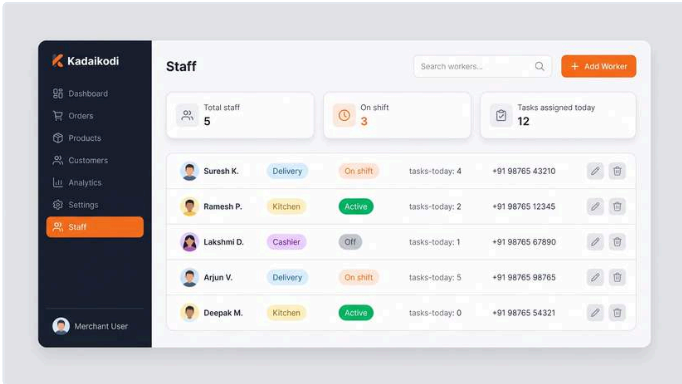
027 Kk Merchant 02 Catalog



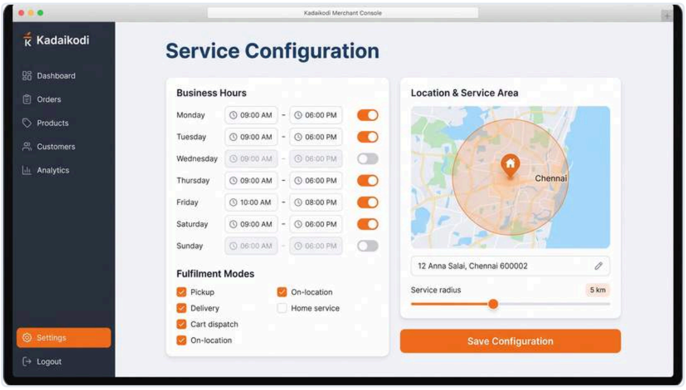
028 Kk Merchant 03 Orders



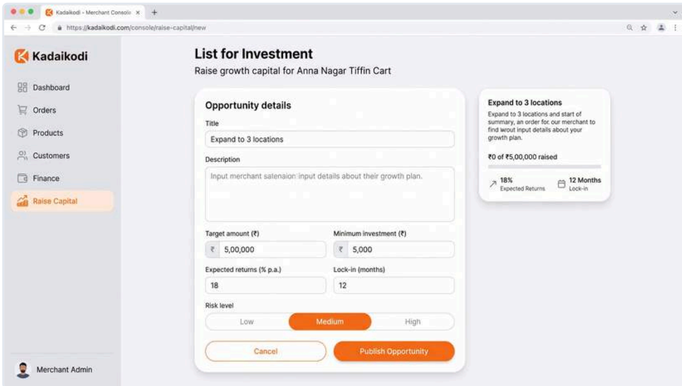
029 Kk Merchant 04 Analytics



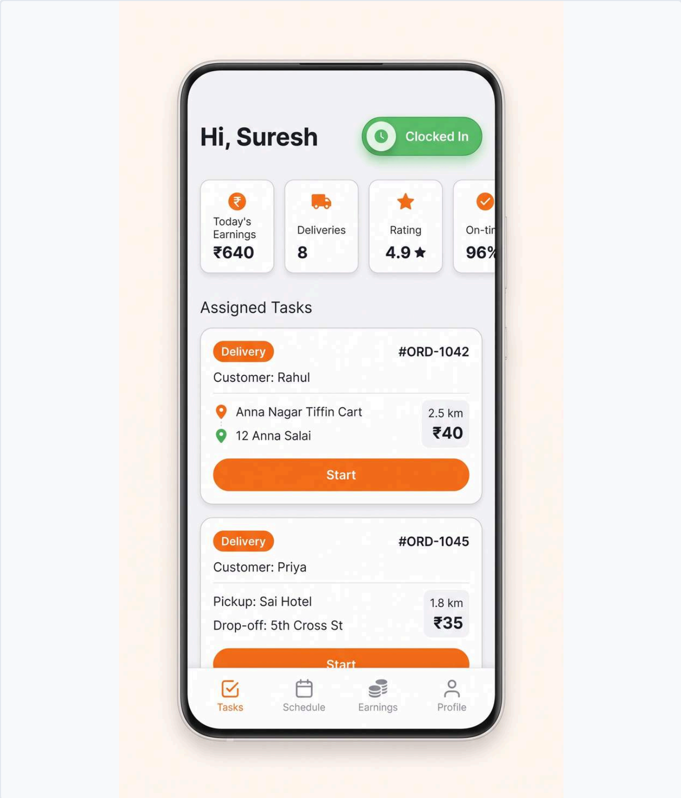
030 Kk Merchant 05 Staff



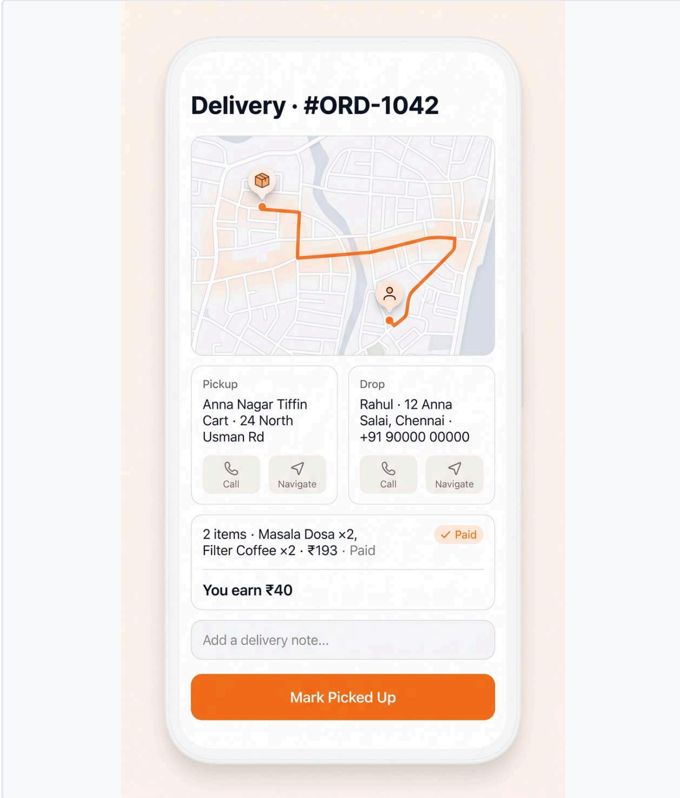
031 Kk Merchant 06 Service Config



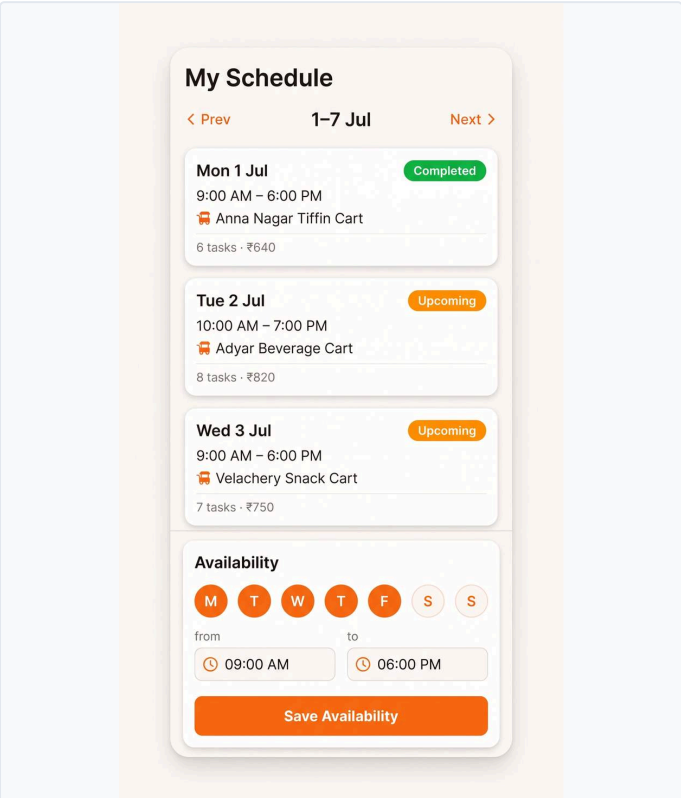
032 Kk Merchant 07 List Investment



`033` Kk Worker 01 Dashboard



`034` Kk Worker 02 Task Details



`035` Kk Worker 03 Schedule

Found someone who needs Kadaikodi?

You are not being asked to sell commerce infrastructure. You are being asked to notice the pattern — a business selling both products and services, with staff who fulfil the work and a stack that fights them — and to make the introduction. Everything after that is ours.

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+91-7358445777

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