

# FEAST YOUR EYES

Turn every dish into a measurable marketing asset.

## THE PROBLEM

Diners juggle 5–10 tabs to compare menus, photos, prices, and vibes, yet still abandon searches when options feel misaligned. Current platforms list static venues and star ratings, forcing restaurants to compete on discounts rather than relevance.

## THE SOLUTION

Feast Your Eyes captures menus, images, and live venue signals, converts them to structured intent data, and delivers visual, hyper-specific search results such as "gluten-free, date night, under \$30, low lighting". Restaurants manage a rich profile, update specials in real time, and pay for targeted visibility.

## BUSINESS MODEL

Subscriptions start at \$225 per venue per month; Boosts, placements, and insights lift ticket size and repeat rate, targeting ~75% gross margin at scale.

## MARKET

- ~750,000 restaurants and bars in the United States (TAM)
- ~250,000 digitally active urban venues (Serviceable Market)
- Targeting 20,000 venues across Tier 1 & Tier 2 cities (5-year SOM)
- Target blended ARPU: \$250–\$300+ per venue per month
- **93% of diners review menus and photos before deciding where to eat**
- 73% of operators increased tech budgets in 2024

## WHY NOW

Restaurant tech stacks are fragmented while consumer discovery has shifted to **visual, context-aware** channels. Venues need control and visibility online yet face rising pressure to stand out and convert traffic.

## TECH SNAPSHOT

- ✦ AI-powered visual + semantic search by **mood, vibe, diet, and dish**
- ✦ Map-based dish view with tag filters
- ✦ Smart-tagging engine for precision discovery across menus and photos
- ✦ Intent modeling for personalized and group matches
- ✦ **Streams real-time venue signals** like specials, menu updates, crowd density, wait times, and ambience metrics

## MOAT

- **No incumbent offers visual + intent-driven search**
- **U.S. patent 18/382,185 granted** (2025) for search engine interface and tagging architecture
- Proprietary tag ontology and first-party visual dataset
- B2B2C model linking diners, venues, and brands

## TEAM

**Charnae Viljoen, Cofounder & CEO.** Summa Cum Laude, Geography & Environmental Sustainability. Background in quantitative spatial analytics and metadata systems. Co-inventor on tagging architecture patents. Leads product and discovery design.

**Alexander Stross, Cofounder & CTO.** Computer Science, UT Austin. Full-stack architect specializing in scalable backend systems and data pipelines. Co-inventor on discovery patents.

**Andy Patlan, VP of Sales.** BA Business, St. Edward's University. Seasoned entrepreneur and 20-year sales leader; scaled teams, closed two capital raises, grew a \$20M real-estate portfolio; specializes in revenue acceleration and go-to-market execution.

## FUNDING

- Raise: \$2.3M Seed incl. contingency
- Runway: 12-month runway to execute Austin and San Antonio beta
- Status: Prototype functional, core tech in place, investor-ready

## CONTACT

Andy Patlan | [Andy@FeastYourEyes.com](mailto:Andy@FeastYourEyes.com)

**PATENT-PROTECTED  
STRUCTURED DISH DISCOVERY  
INFRASTRUCTURE  
ADDRESSING A \$2.65B U.S.  
MARKET**