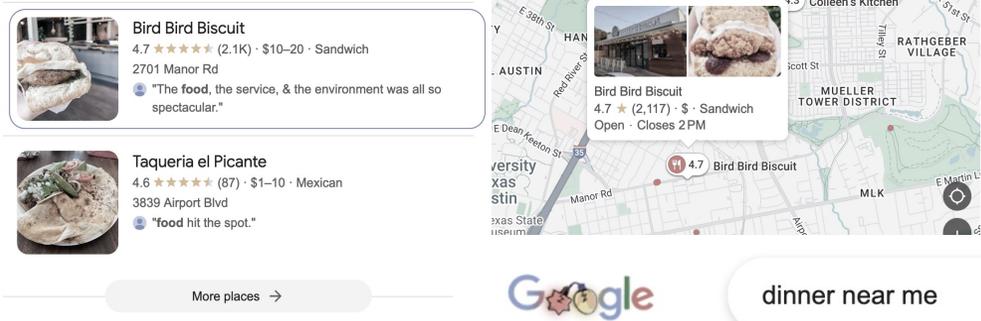


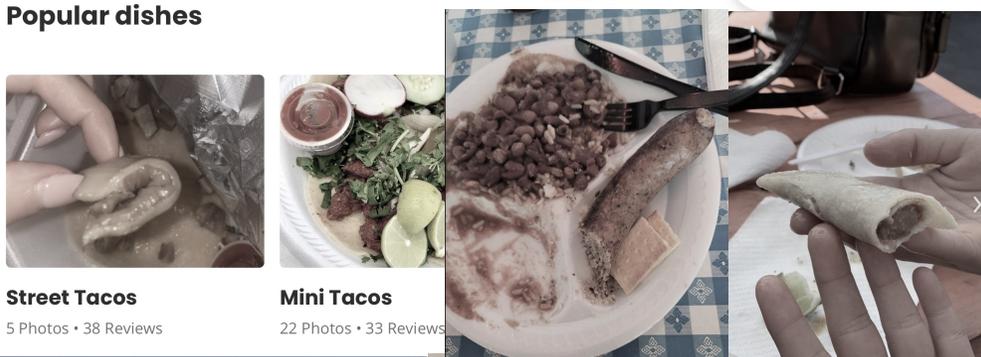
A photograph of a dining table with several plates of food. In the foreground, there are plates with seafood, including what looks like lobster and scallops. In the middle ground, a large white bowl is filled with a salad of rice, green leafy vegetables, and tomatoes. In the background, other plates of food and hands holding silverware are visible, suggesting a group of people dining together. The lighting is bright and natural, creating soft shadows on the table.

FEAST YOUR EYES

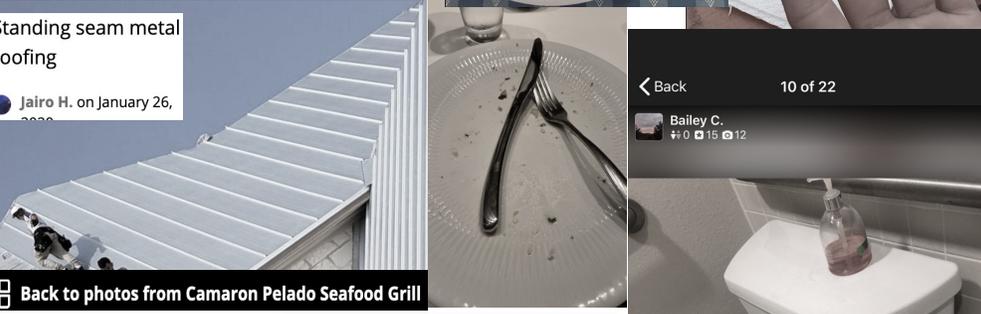
Dining is visual.
Search should be too.



SEARCH ISN'T BROKEN, IT WAS NEVER BUILT FOR DINING



Today's restaurant search is **clumsy, outdated, review-driven.**



Diners open 5-10 tabs, cross-reference menus, social media, delivery sites – to find **incomplete, irrelevant, conflicting, and low-quality** information.



Venues spend **\$38B+ annually** on fragmented marketing with little control or actionable feedback.

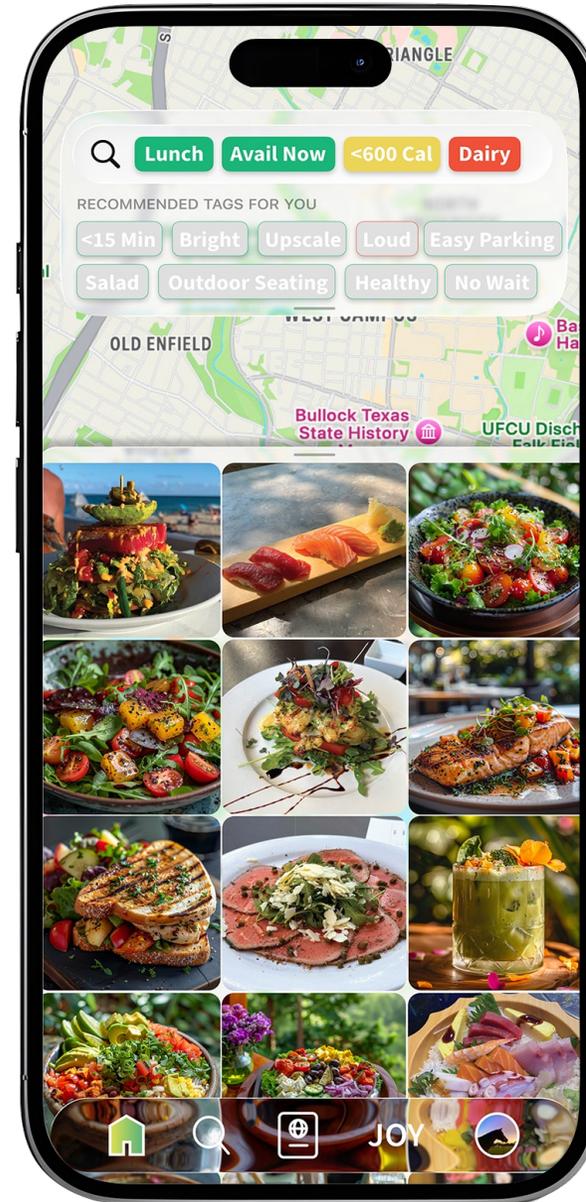
That's why users abandon searches – and why opportunity gets lost.

DINING DECISIONS \neq ONE KEYWORD



THE LIVE CHIP ENGINE (PATENTED)

Tap to **include** or **exclude** anything—exact
dish + venue in <1s

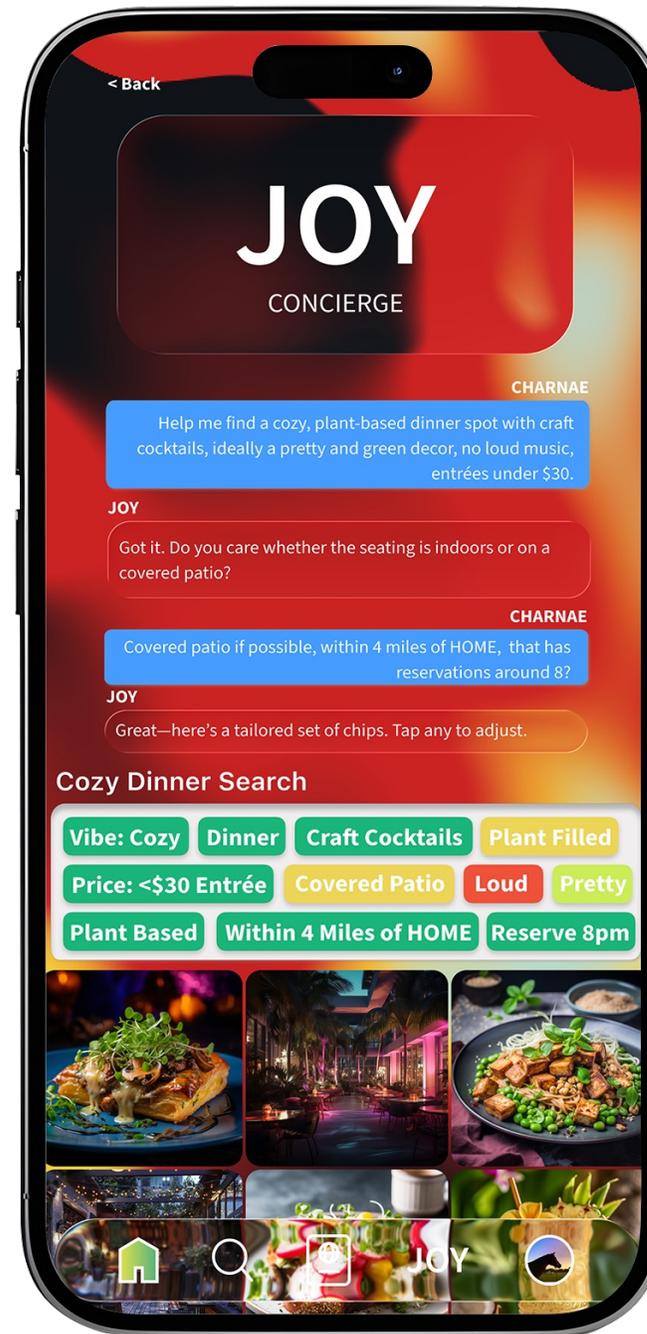
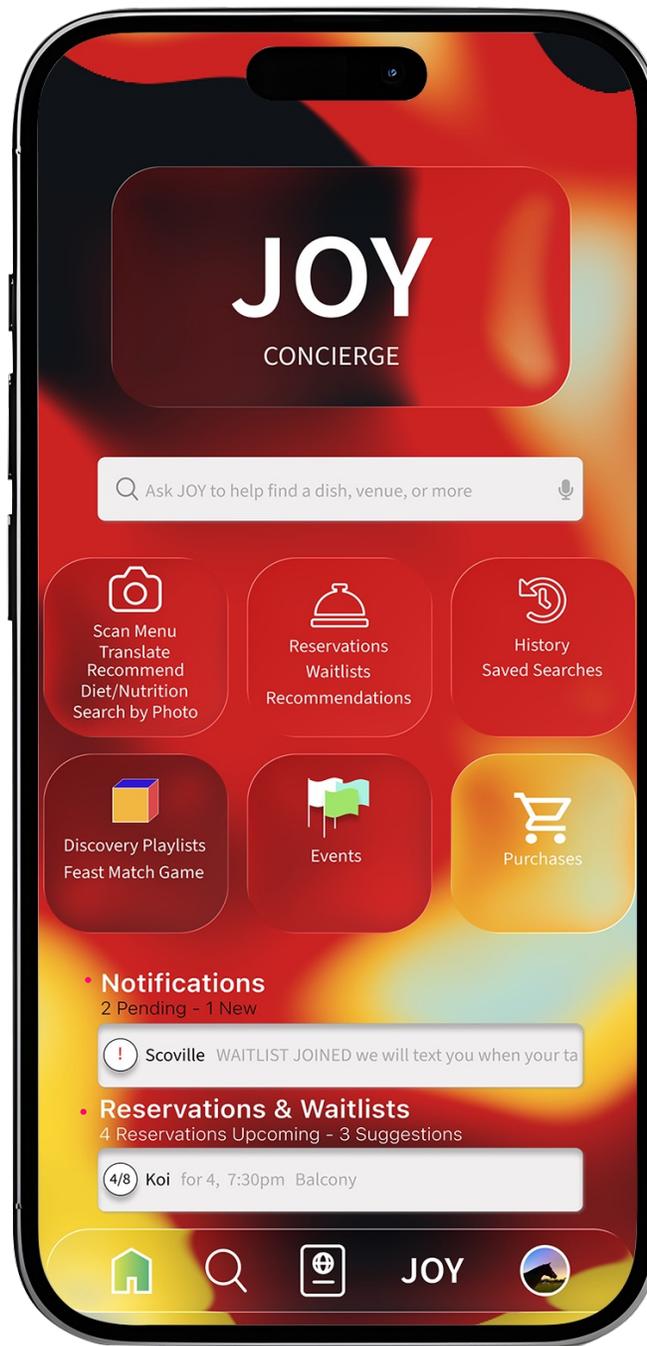


(US patent granted 2025)

MEET JOY — YOUR AI DINING CONCIERGE THAT LEARNS WHAT YOU LOVE

All the guidance of a seasoned host,
on demand.

JOY guides discovery, adjusts filters,
books tables, and matches diners to
the right dish — learning their tastes,
budgets, and ambience preferences to
sharpen results over time.



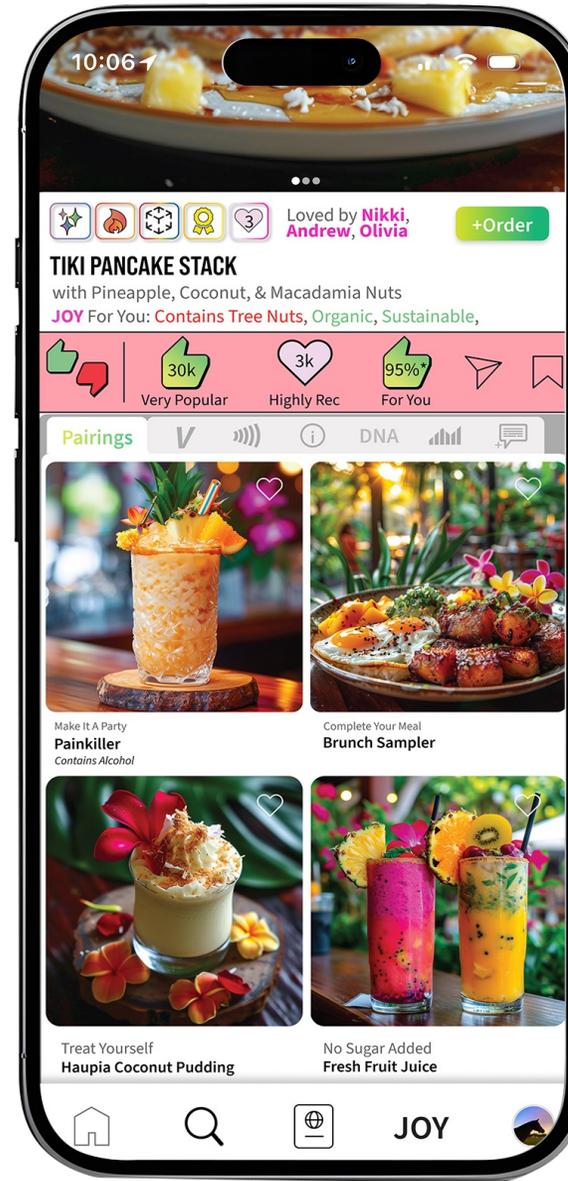
CROWD-TAGGED LIKE WAZE, GUIDED BY JOY

Diners and venues cooperatively tag dishes, vibes, and micro-details—think Waze for food.

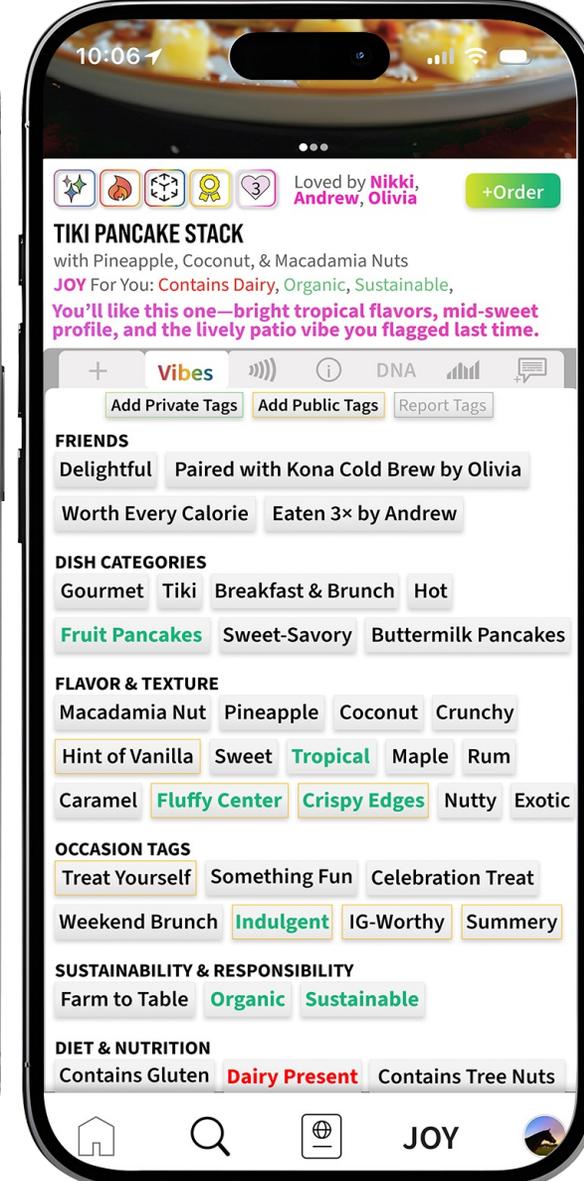
JOY applies built-in guardrails to verify each tag, then turns the data into a personal **Match Score** for every dish and venue.



JOY Customized Match Score, and Personalized Relevant Tags and Notes



JOY Recommended Pairings



SEARCH IS PERSONAL

Same city—three different perfect matches.



Sofia – Vegan Date Night

Vegan Cuisine

Intimate Lighting

Wine Pairing <\$40

Valet



Jordan – Post-Workout Fuel

High Protein

Fast Service

Outdoor Seating

Smoothie Bar



Marcus – Family Celebration

Wheelchair Accessible

Playground

Kids Menu

Pizza

Beer on Tap





Diners want to **fall in love** with their meal & the venue **before** leaving the house

WHY NOW?

Visual search collides with a digital-hungry restaurant sector

77% of guests inspect menus & photos before booking a table

70% already know the exact dish they'll order before they arrive

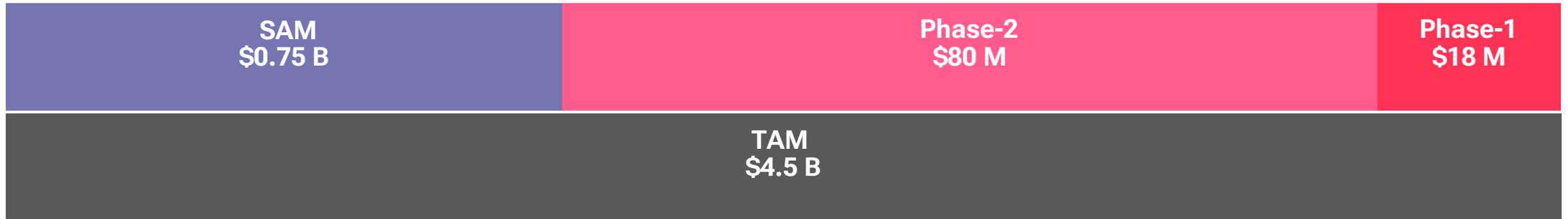
54% of operators will increase tech spend this year

Generative-AI shopping flows convert **4x** better than static pages (McKinsey NBX, 2025). **JOY's** conversational engine rides this adoption curve

Our console turns photos into searchable revenue generators and collects real-time demand analytics

MARKET OPPORTUNITY

Capturing the guest-acquisition spend inside a \$4.5 B digital budget



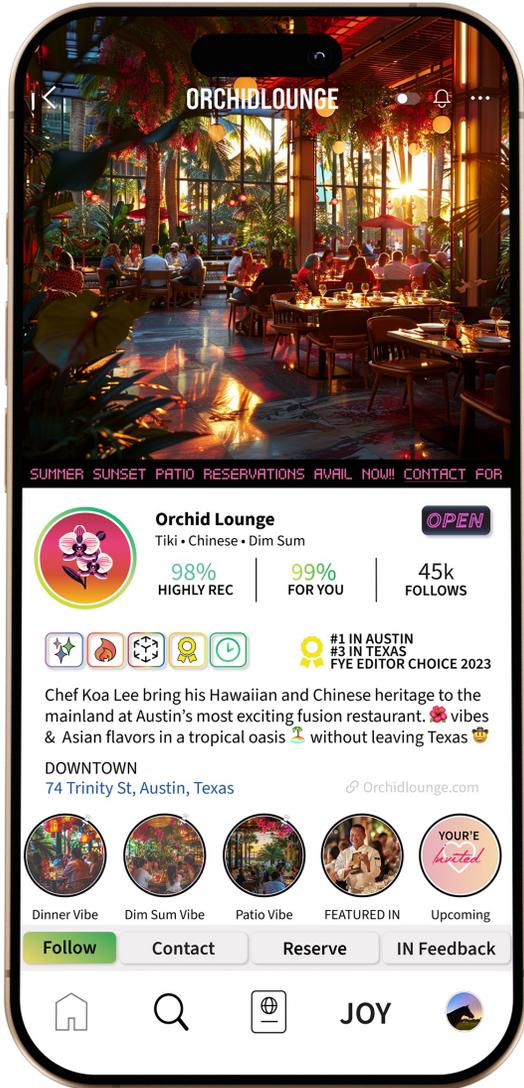
Launch wedge → \$18 M ARR Six-city wedge → \$80 M ARR

TAM – 750k venues × \$500/mo digital tools \$4.5 B

SAM – 250k venues × \$250/mo data & marketing \$0.75 B

SOM – 20k launch-city venues × \$300 ARPU \$72-80 M

Sources: National Restaurant Association 2024; Technomic Digital Spend Tracker 2025; FYE internal model.

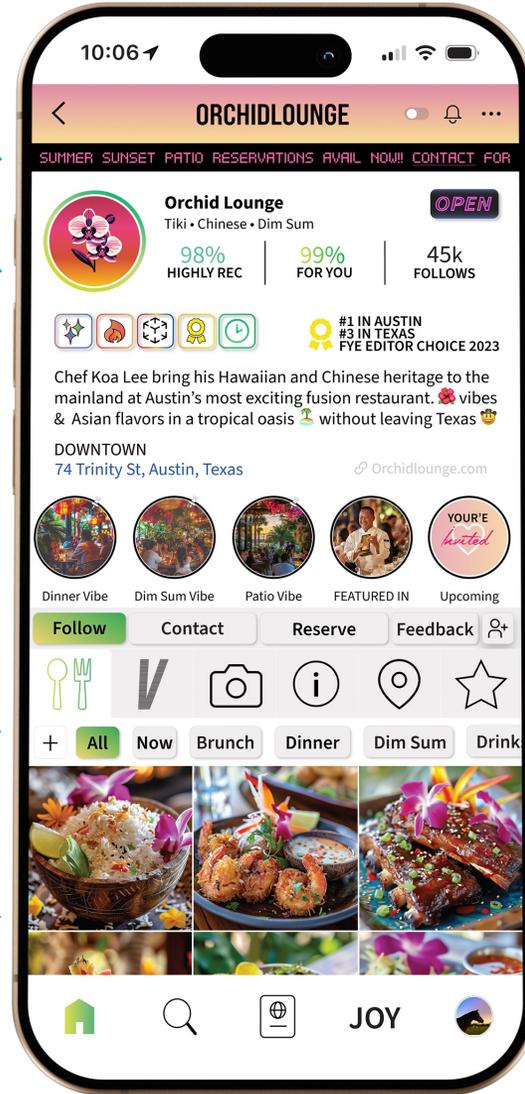


Live venue information

Trustworthy, personalized match scores powered by JOY

Multi-criteria smart filters

Interactive visual menus



A SMARTER, MORE ENGAGING SEARCH.

The first visual search engine that helps users decide **where to go** and **what to eat**.

TECHNOLOGY & IP

Feast Your Eyes is built on a metadata-driven discovery engine purpose-built for hospitality.

Patented Core Architecture

Dynamic chip-based filtering engine (US Patent Granted 2025)

Trust & Ownership

Zero-party vault protects diner data; venues own their content, we own tag graph.

Data Flywheel

Self-reinforcing data loop

- **Structured dish tags** – every ingredient, texture, and vibe stored in a unified schema.
- **Collaborative tagging** – diners and venues add micro-details; JOY validates before they enter the pool.
- **JOY match-score** – model recalibrates with every search and tag, sharpening accuracy daily.
- **Group-logic engine** – blends multiple profiles to recommend venues for couples or crews.
- **Multi-attribute modeling** – diet, ambience, spend comfort, and timing all weighed in real time.

Compounding moat

User Taste Profile – learns each diner's flavors, vibes, and dietary cues, then scores every dish and venue for fit; precision grows with every interaction, making the system harder to replicate.

VENUE VALUE: WE TURN EVERY DISH INTO A MEASURABLE MARKETING ASSET

Visual discovery → live feedback → ROI, all in one console

Outcome

Feature

Discovered at decision

Curated profile & visual-menu indexing (structured tags)

Boost tonight's hero plate

Sponsored dish promotions, one-tap boosts, and First Taste coupons

Catch issues before reviews

Post-meal feedback buttons & instant alerts + live ops signals

Link ops to \$\$\$

Live ops  ticket analytics

 **KPI Ribbon** views • saves • covers • \$

 **Alerts** mismatch, noise, wait-time

 **Trends** top dishes • chip demand

 **Ops Correlation** wait vs spend scatter

Menu Mix & Peer Benchmarks

Rank dishes by velocity, margin, and city-percentile comps— see exactly where to double down or adjust.

See what moves the needle

Dashboards link views, check-ins, and sentiment to spend; Growth tier adds ops-vs-revenue correlation and reservation tooling

BUSINESS MODEL

Free starter gets photos structured → diners find dishes → venues upgrade for Boosts & Data.

Primary Engine: Venue Subscription

Starter (Free) → Funnel

Essentials (~\$225-\$250/mo →
Core revenue driver

**This is the launch wedge.
Recurring, high-margin
subscription revenue.**

Promotion Tools

**Growth & Enterprise →
ARPU Expansion**

Analytics, market insights, multi-
location management

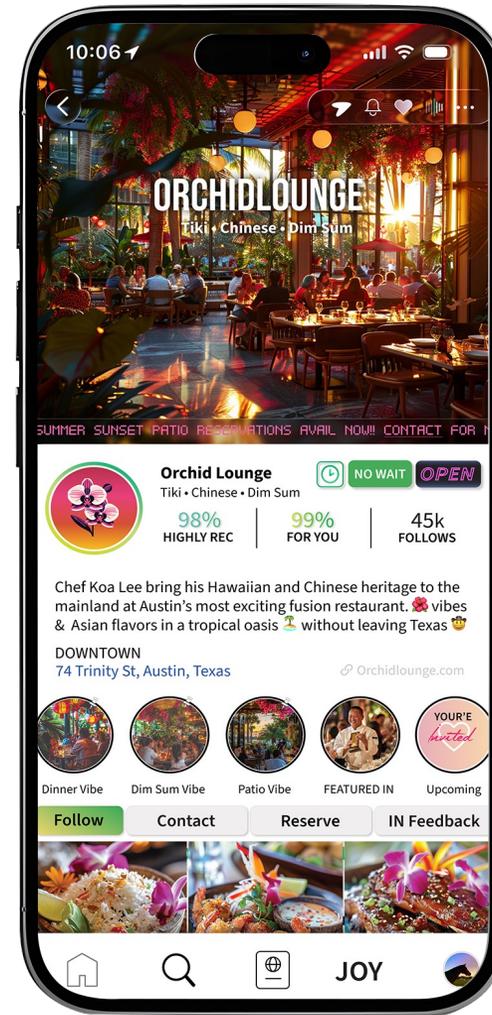
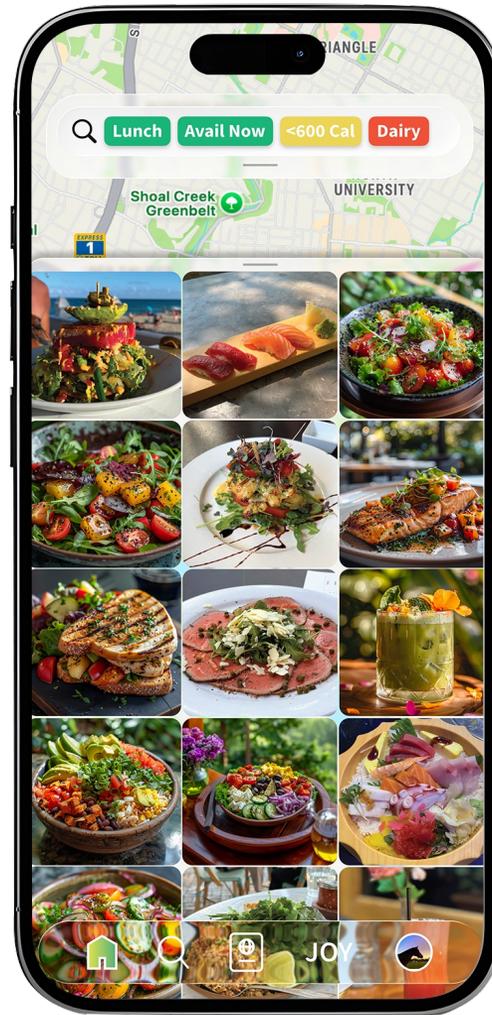
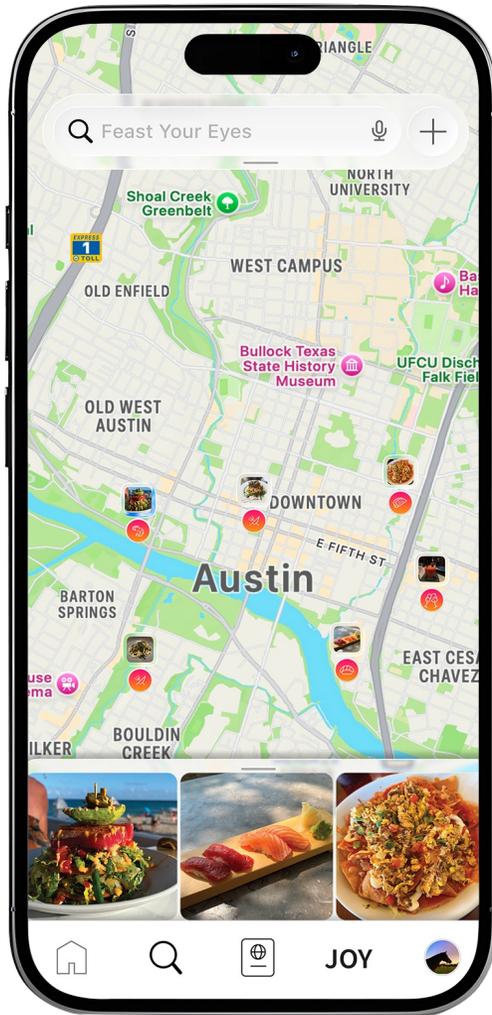
**Designed to increase
revenue per venue
without increasing
venue count.**

**Blended ARPU target:
\$300+ at maturity**

Visibility Tools

**Sponsored Placements
Within High-Intent Search
Flows**

**Structured search →
visibility control →
measurable ROI.**



STRUCTURED SEARCH → REFINED RESULTS → ACTIONABLE VISIBILITY

ROADMAP

Phase	Months	Key deliverables
Foundation	0-3	UX/UI, data ingestion
Build & Beta	4-8	Full stack, Live Chip Engine
Launch	9	Austin + San Antonio, first revenue
Scale Prep	10-12	Perf tuning, Houston/LA/Miami/Chicago pipeline

\$2.5M Seed covers the full build-to-launch cycle, bridges to initial cash-flow, and positions the platform for multi-city scale.

TEAM

Two technical founders and a senior sales operator leading a 2-city launch.

CHARNAE VILJOEN

CEO

Leads product architecture and structured discovery design

- Background in GIS, quantitative analysis, and design systems
- Co-inventor on granted utility and design patents covering dynamic tagging and chip-based filtering

Charnae@FeastYourEyes.com

ALEXANDER STROSS

CTO

Leads platform architecture and backend infrastructure

- Full-stack developer specializing in scalable backend systems
- Co-inventor on patented structured discovery systems

ANDY PATLAN

VP of Sales

Leads venue acquisition and city-level rollout

- 30+ years in sales leadership and team management
- Experience raising capital and building operational teams

Andy@FeastYourEyes.com

FEAST YOUR EYES

We're raising **\$2.5 M** to fund the 12-month runway and multi-city rollout.

Let's set up a 15-minute founder call to discuss the round.

BOOK CALL OR REQUEST MORE INFO

