

THE HOSPITALITY PRINT EDITION | PRODUCT OVERVIEW & TECHNICAL  
SPECIFICATIONS

# MAVEN

## HOSPITALITY OS

A comprehensive, unified operating system designed for restaurants, cafes, hotels, and resorts. We consolidate your geofenced local ads, organic social branding, automated WhatsApp Cloud pipelines, customer CRM, table-side digital QR ordering, Point of Sale operations, and recipe-level inventory tracking into a single flat-fee service of **₹20,999/month**. Completely contract-free, and 100% commission-free.

Developed by Maven Hospitality Pvt. Ltd. | Technical Blueprint & Onboarding Roadmap Version 4.2

Flat Rate: ₹20,999/month

# The 8 Operational Blocks of Maven OS

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## Part I: Driving Footfall & Direct Digital Revenue

### 1. META ADS (PAID SOCIAL INFRASTRUCTURE)

We deploy custom-engineered, hyper-targeted local geofenced advertising architectures across Facebook and Instagram networks. Instead of broad, wasteful spending, our systems establish a strict, high-resolution physical radius (down to 1.5 kilometers) surrounding your specific physical hospitality outlets. Within this envelope, we deploy premium cinematic short-form video assets explicitly structured to engage immediate consumer intent. Our data integrations align with current meta-bidding algorithms to isolate and target high-spending local gourmards, converting algorithmic attention into immediate physical foot traffic, digital table reservations, or direct high-margin delivery checkouts.

### 2. BESPOKE ORGANIC CONTENT ECOSYSTEM

True brand equity is built through visual storytelling. Maven replaces traditional, disjointed social media management with a continuous, end-to-end production calendar built completely around your brand's unique identity. This block covers the production of high-fidelity narrative Instagram Reels scripts, stylized multi-grid visual layouts, highly engaging story sequences, and real-time interaction trackers. Every single piece of creative content is generated to reflect a luxury-tier aesthetic. Furthermore, our platform utilizes proprietary automation pipelines to format and cross-post updates daily to Google Maps and Apple Maps, maintaining absolute content parity across all discoverability indices.

### 3. HYPER-LOCAL SEARCH ENGINE OPTIMIZATION (SEO)

When consumers execute high-intent queries (e.g., "fine dining near me" or "best premium café in Kolkata"), visibility dictates survival. Maven embeds a complete, programmatic local search optimization engine into your business operations. We perform rigorous local citation synchronization across hundreds of verified directories, install complex schema markup scripts (FoodEstablishment JSON-LD) across your web portals, and coordinate rapid review generation loops. Following a successful guest transaction, our system prompts immediate, high-star reviews, signals positive reputation metadata to Google's ranking algorithms, and locks your venue into the definitive top positions of local map packs.

### 4. WHATSAPP BUSINESS CLOUD API ARCHITECTURE

We replace slow, inefficient emails and traditional SMS text vectors with Meta's official WhatsApp Business Cloud API framework. Your brand receives an officially verified green-tick business profile that natively integrates directly into your dynamic reservations, guest checkouts, and transactional ordering loops. Guests receive interactive, beautiful message templates containing sub-second reservation statuses, clear table assignments, instant digital receipts, and integrated feedback links. Crucially, the system features automated abandoned cart and drop-off recovery sequences: if a guest exits a digital order midway, a gentle reminder is automatically pushed to reclaim that high-margin transaction.

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## Part II: Flawless On-Site Operations & Margin Control

### 5. ADVANCED GUEST CRM & LIFECYCLE LOYALTY ENGINE

Maven establishes a detailed guest data warehouse that aggregates customer footprints across every interaction channel. The platform maps distinct consumer profiles containing name validation, exact visit histories, specific average check size, and detailed ingredient allergy tags. The system actively processes this data to trigger automated, highly targeted loyalty loops without manual work. Anniversary and birthday rewards are issued automatically via WhatsApp, and sophisticated win-back flows activate the exact moment a high-value regular guest lapses past a 30-day attendance window, extending a personalized incentive to ensure reliable customer lifetime value (LTV).

### 6. FRICTIONLESS FRICTION-FREE TABLE QR ORDERING

Our digital menu infrastructure completely matches your brand's unique aesthetics, entirely bypassing generic web grids. Diners scan high-contrast, beautiful physical QR markers to open a lightning-fast, high-resolution portal. Guests browse descriptive menu categories complete with rich visual assets, clear dietary/allergen badges, and live modifiers. Orders pass directly into the kitchen system without staff intervention. By integrating direct, zero-middleman payment pathways, Maven entirely eliminates third-party commissions, allowing your business to scale delivery, takeout, and dine-in operations efficiently.

### 7. FRONT-OF-HOUSE ENTERPRISE POS & BILLING TERMINAL

Maven replaces bloated legacy registry platforms with our enterprise-grade billing and Point of Sale terminal layer. Engineered with **Multi-Location Command**, this unified system scales seamlessly across single cafes or 50-outlet hospitality groups. It synchronizes front-of-house table statuses with real-time Kitchen Display Systems (KDS). Features include granular role-based employee authentication, secure cashier drawer verification, and live tracking of table occupancies. Delivered entirely with no ongoing software licensing fees, it provides central management with absolute structural command over service velocities.

## 8. MANAGED CUSTOM WEB PORTAL & EDGE NETWORK HUB

Every brand on Maven OS receives a dedicated, premium digital hub built completely on high-performance static architectures. We entirely manage the design, structural engineering, domain compliance, and hosting across serverless Edge CDN configurations. This architecture achieves sub-50ms global loading metrics, ensuring your web portal remains completely immune to sudden high-volume traffic surges. Fully optimized out of the box for deep indexation and protected by automated enterprise SSL, it operates as the secure, core foundation for direct guest acquisitions.

### Technical Spotlight: Recipe-Level Stock Decrement Engine

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Unlike basic POS registers, Maven correlates menu checks directly to raw inventory weights. Every checkout triggers an atomic recipe transaction (e.g., 1x Truffle Tagliolini automatically decrements exactly 6g imported truffles, 120g artisanal flour, and 1 egg). If any raw ingredient falls below buffer limits, the system instantly pauses orders, warns the cashier, and alerts the kitchen supervisor via automated WhatsApp.

# Economic ROI Cost Leakage Ledger

Auditing traditional expense leaks against Maven's flat subscription.

A restaurant generating ₹5,00,000 in monthly online and table ordering volume typically loses massive profit margins to aggregator commissions, social agencies, billing registers, and messaging tools.

Expense Category	Fragmented Way	Maven Way
20% Aggregator Commissions (on ₹5 Lakhs Revenue)	₹1,00,000/mo	₹0 (Flat Direct Orders)
Creative & Paid Social Agency Retainer	₹25,000/mo	Included Flat
Billing & POS Register (Petpooja/POSist)	₹4,000/mo	Included Flat
WhatsApp Broadcast & API Tool (WATI/Interakt)	₹5,000/mo	Included Flat
Managed Website Hosting & Development	₹2,000/mo	Included Flat

Fragmented Stack Total: ₹1,36,000 / month

Maven Flat OS Subscription: ₹20,999 / month

**NET MONTHLY SAVINGS:**

**₹1,15,001**

A guaranteed boost to your bottom line, returning over **₹13.8 Lakhs** in newly recaptured annual profits back into your business operations.

# Guest Lifecycle & Onboarding Roadmap

## 8-STEP GUEST JOURNEY FLOW

1. **Discover:** Geofenced Meta Ads & map SEO catch the local guest.
2. **Reserve:** WhatsApp Cloud Auto handles booking enquiries.
3. **Scan:** Diners scan table QR for rich digital menus.
4. **Order:** Table QR checks send ticket directly to kitchen.
5. **Sync:** Cashier billing register updates table statuses in real-time.
6. **Decrement:** Inventory levels decrease based on recipe grams.
7. **Log:** Guest database tracks spend, allergies, and visits.
8. **Return:** Automatic CRM flows trigger lapse-vouchers to secure repeats.

## 14-DAY ONBOARDING ROADMAP

- **Days 1-3:** Brand & Creative Assets Capture Audit
- **Days 4-7:** WhatsApp API Setup & Dynamic Menu Translation
- **Days 8-11:** POS Inventory Configurations & Table QR Code Prints
- **Days 12-13:** Meta Campaigns Development & Server Integration
- **Day 14:** System Live Operations & Cashier Training

**THE DATA OWNERSHIP ADVANTAGE:** Stop renting your customers from third-party aggregators. With Maven OS, you retain 100% complete ownership of your guest database, contact numbers, and ordering habits, permanently protecting your brand's most valuable asset.

## FREQUENTLY ASKED QUESTIONS

### Will migrating disrupt my daily service?

Absolutely not. Our 14-day onboarding runs entirely in parallel to your current setup. You run your existing operational system uninterrupted while we build ours, followed by a zero-downtime, instant switch on Day 14.

### Do I need expensive hardware?

No. Maven OS runs completely on any existing standard tablet, computer terminal, or modern smartphone. No proprietary or locked hardware matrices are required.

a maximum of 4 new venues per month.

**Book your deployment audit today.**

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