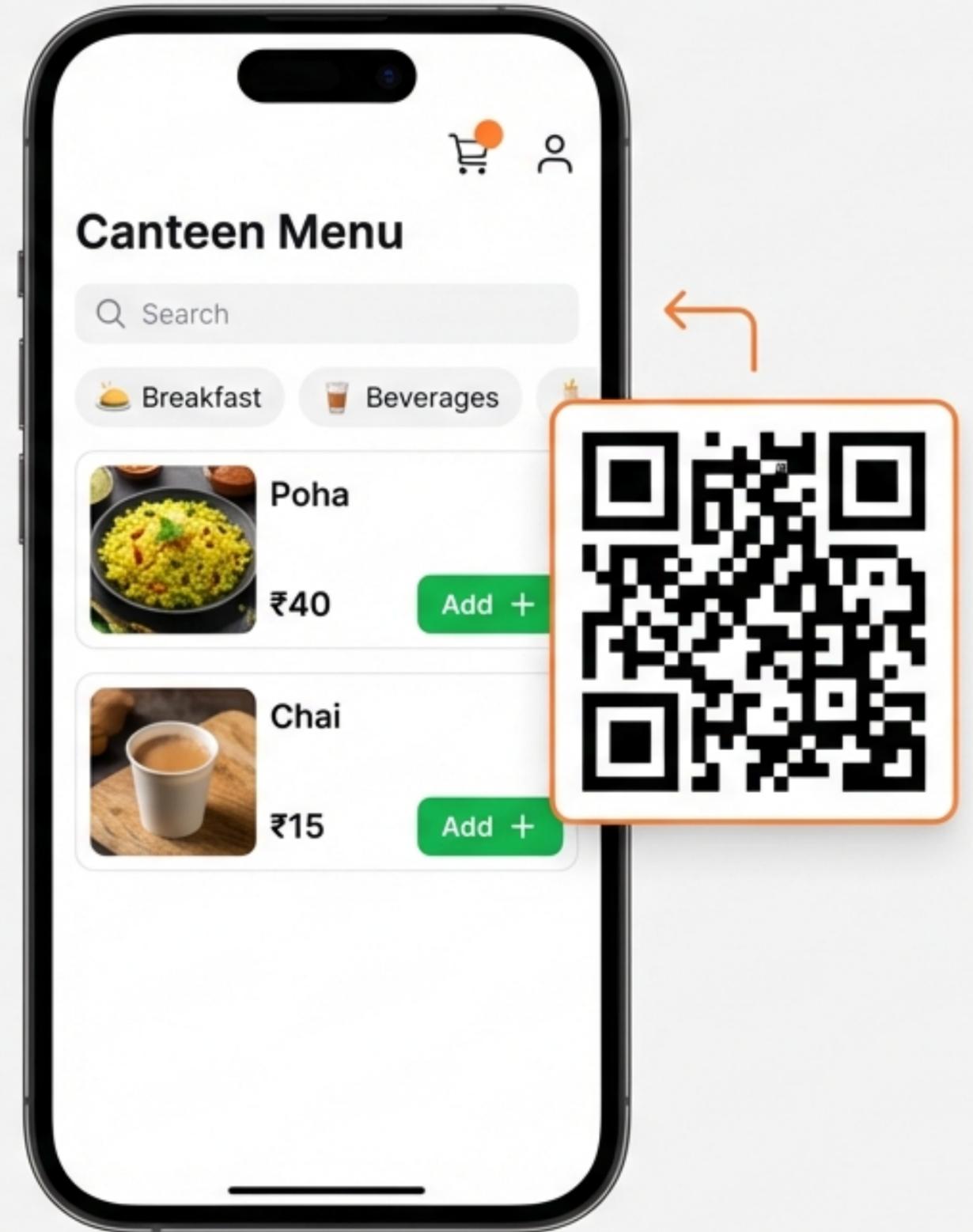


Khaozy

**Skip the Queue.
Not the Food.**

A college canteen **food pre-ordering** platform — VU Pune, 2026.

Built by: Gaurav Guddeti & Nihal Pardeshi.



The Canteen Hasn't Changed in 20 Years. The Students Have.

Every college canteen in India faces the same three broken realities during the 30-minute lunch rush:



The Queue

15–25 minute waits just to place an order. Students regularly skip meals on busy days rather than deal with the chaos.



Cash Chaos

No digital payments. The canteen owner simultaneously handles cash, cooking, and shouting orders. Errors are constant; money is lost.



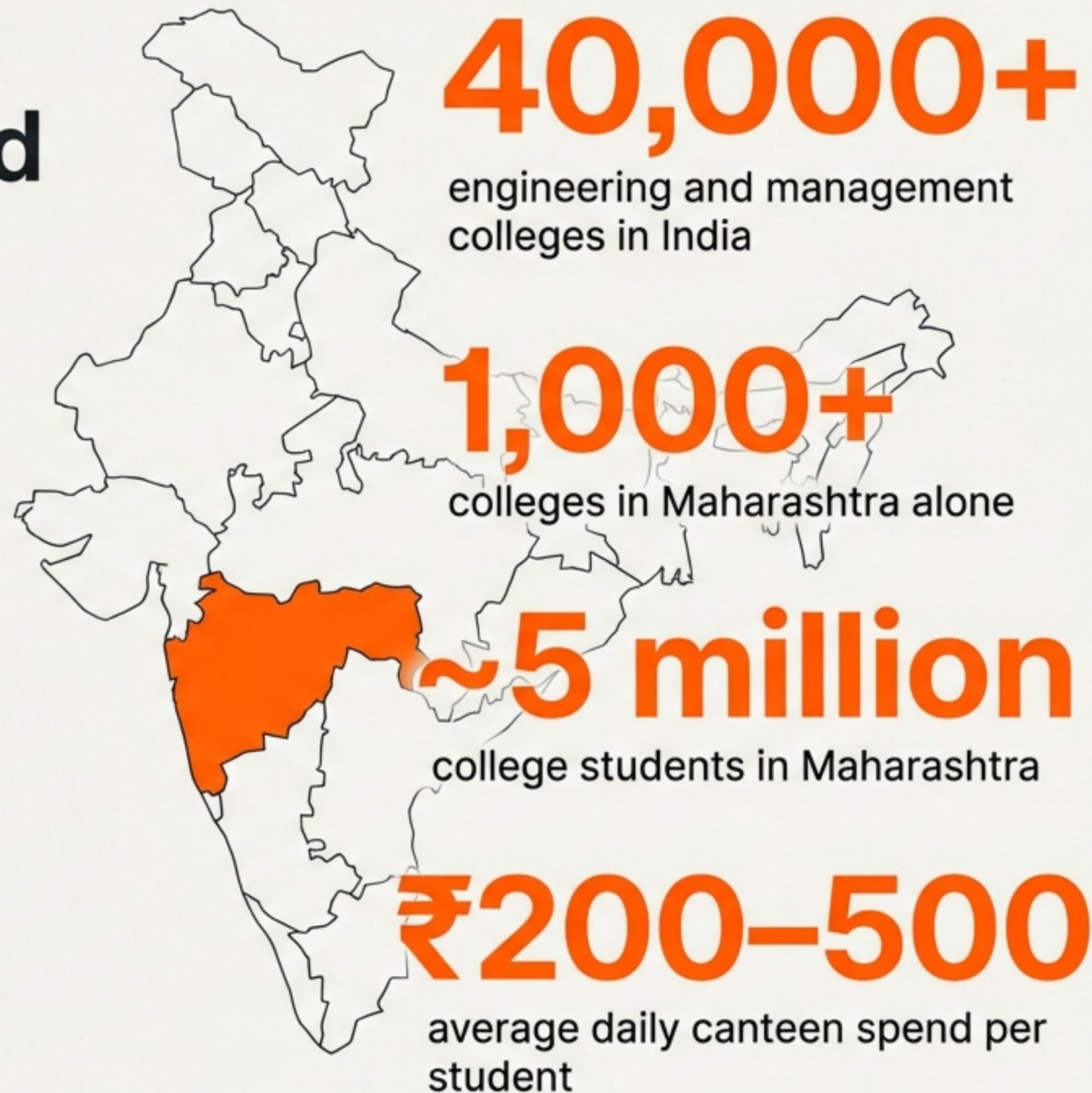
Zero Visibility

Students have no idea if poha is available until they are physically standing at the counter. Wasted trips and daily frustration.

Space Grotesk: A Massive Underserved Whitespace

The strategic vision: Start at 1 canteen. Build a replicable playbook. Scale to 40,000.

Only 7% of Femtech/edtech funding goes toward underserved campus niches. College canteen digital infrastructure across India today is essentially zero.



When Arjun Wins, Ramesh Wins.



Arjun — The Student

Age 19, Second Year, VU Pune

- **Context:** Has a 30-minute lunch break. The canteen queue takes 20 of those minutes.
- **Pain Point:** Skips lunch on busy days rather than deal with the queue.
- **Need:** Order from class, pick up in 2 minutes, actually eat a proper meal.



Ramesh Bhaiya — The Canteen Guy

Age 48, Running the canteen for 12 years

- **Context:** Simultaneously handles cash, cooking, and shouting orders during peak hours.
- **Pain Point:** Constantly forgets orders, gives wrong items, loses money on cash errors.
- **Need:** Know what to make before students arrive. No confusion. No cash fights.

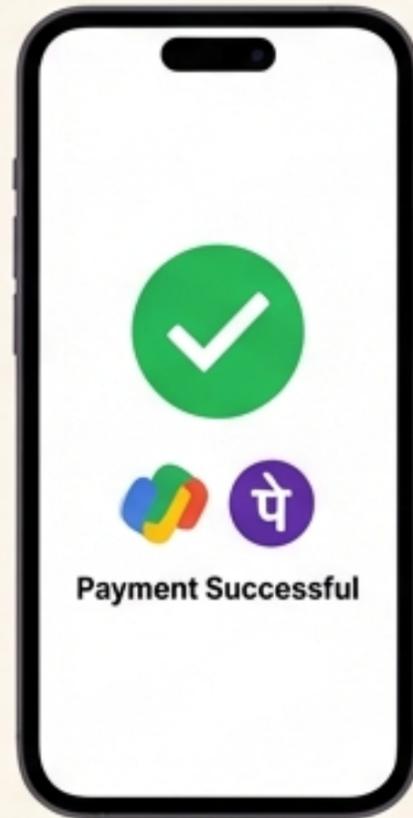
One QR Code. Zero Queues. Full Canteen Control.

Step 01: Browse & Order



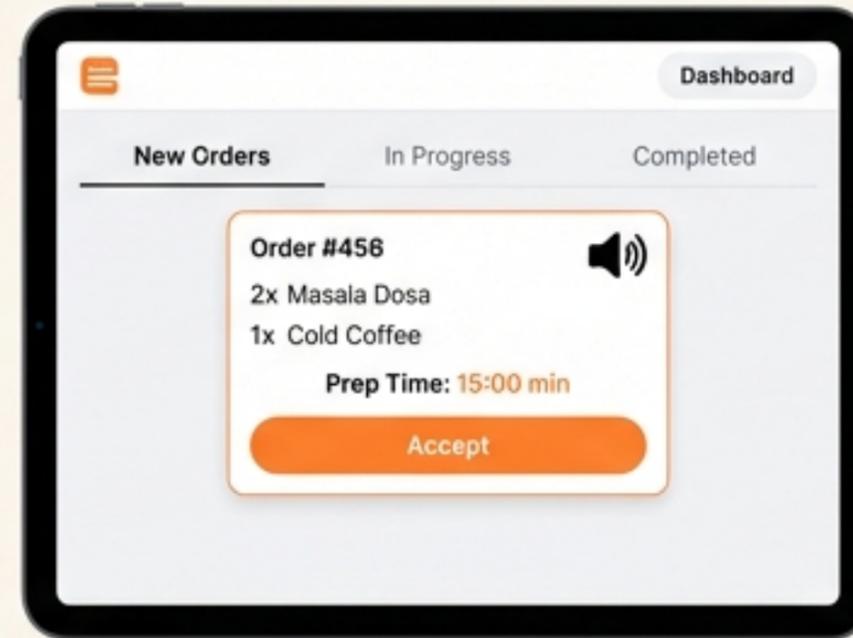
Student opens Khaozy PWA via QR code. Browses the live menu with real-time availability.

Step 02: Pay via UPI



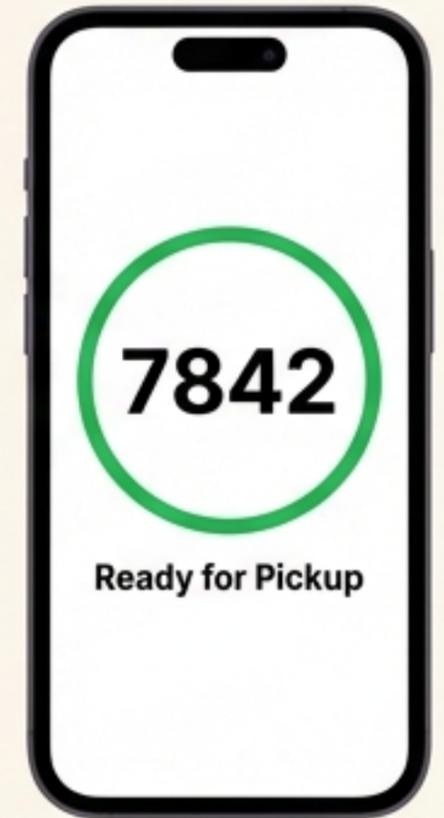
Razorpay checkout via GPay, PhonePe, or Paytm. The order reaches the dashboard ONLY after payment confirmation.

Step 03: Canteen Prepares



Dashboard triggers a loud audio alert. Canteen taps 'Accept'. A live countdown timer starts for the student based on prep time (e.g., chai = 5 min, noodles = 15 min).

Step 04: Pickup by Token



Student receives a 'Ready for Pickup' notification. Shows a unique 4-digit token at the counter. Zero queue.

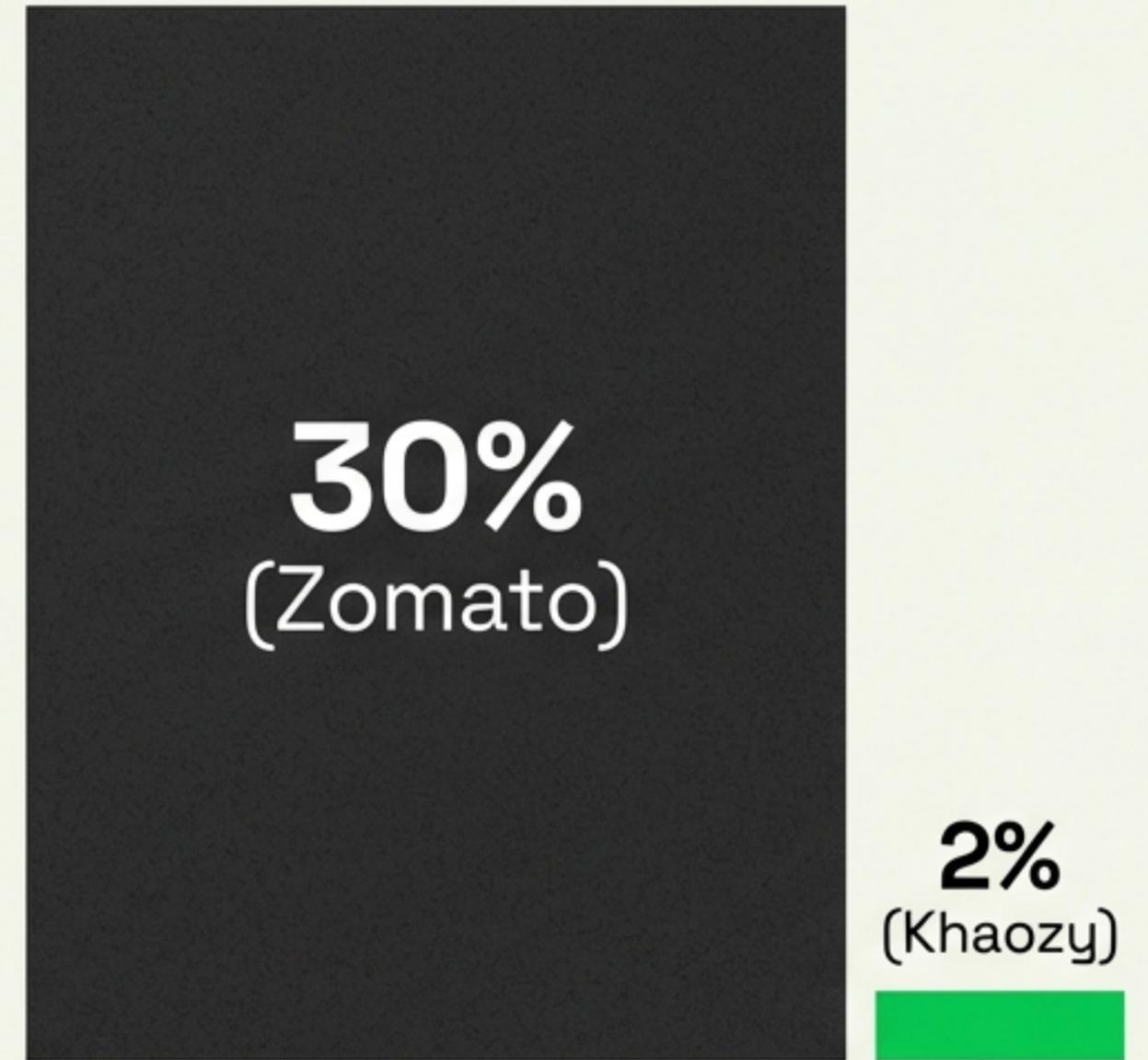
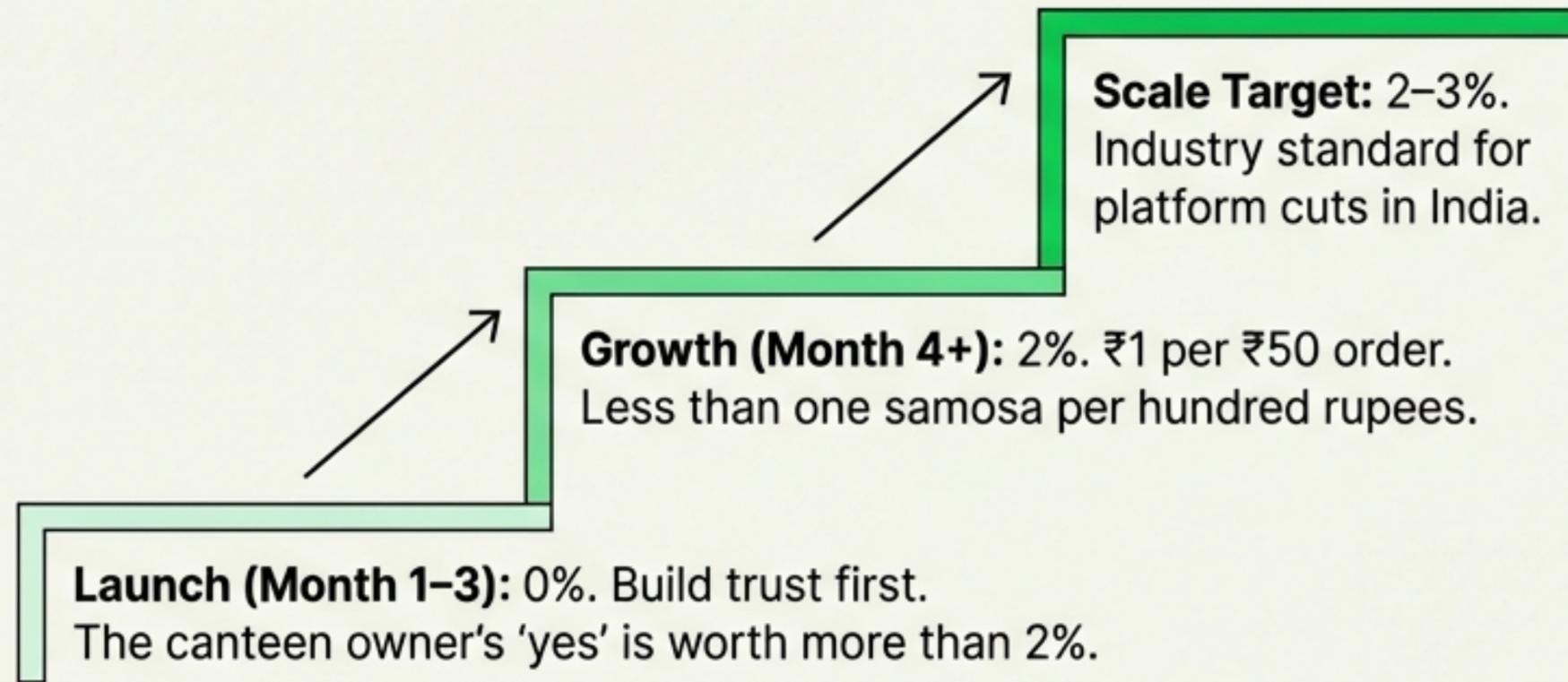
Purpose-Built for the Indian College Context

No existing solution combines digital ordering, UPI payments, real-time tracking, and canteen-side management in one product.

Solution	What It Does	Why It Fails Here
Zomato / Swiggy	Food delivery to doorstep.	 Fails due to delivery fees and lack of walkup canteen optimisation.
College ERP Systems	Admin and fees management.	 Fails because food ordering is an afterthought.
WhatsApp Orders	Students text orders to canteen.	 Fails due to manual tracking, zero payment integration, and lack of queue management.
Cash Queue (Status Quo)	Students walk up and order.	 Fails due to 15–25 min wait times, cash errors, and zero visibility.
Khaozy	Pre-order + UPI + live tracking.	 Purpose-built for college canteens. Students love it. Canteen guy loves it.

A Frictionless Path to Profitability

Zomato takes 20–30%.
Khaozy takes 2%.



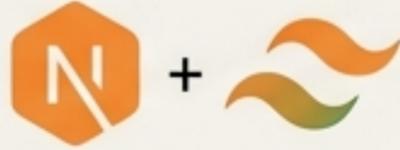
Future Revenue: College B2B Licences (₹2,000–5,000/month), premium Canteen Analytics Reports, and Vendor Partnerships.

Total cost to run MVP: ₹0/month.
Every tool in the stack is on its free tier.

Modern, Serverless, and Ready to Scale

PWA-ready from day one. Installs via QR code with zero App Store friction.

Framework & Styling



Next.js + React with Tailwind CSS v4 for fast, zero-overhead utility design.

Auth



Clerk (Email OTP + @vupune.ac.in domain allowlist). Free up to 10k users.

Database & ORM



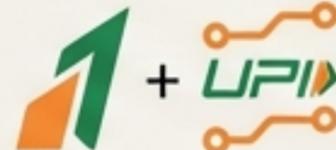
Neon DB (Serverless Postgres—Supabase is blocked in India) with Drizzle ORM for type-safe queries.

Realtime & State



Pusher Channels for live order status (200k messages/day free tier) and Zustand for cart state management.

Payments



Razorpay. India-native UPI, auto-refund API, and automated payment splitting via Route.

Hosting



Vercel. Instant deploys built for Next.js.

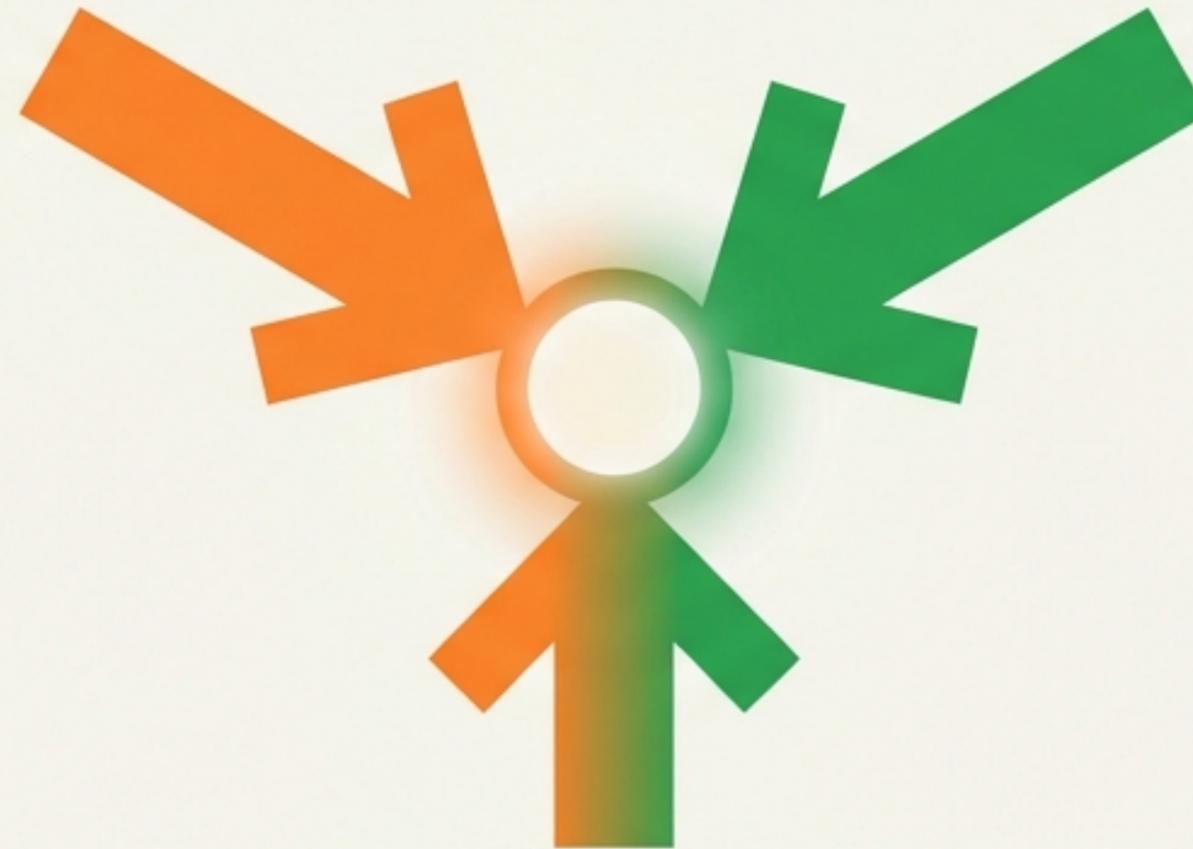
The Perfect Convergence of Technology and Behaviour

Universal UPI Adoption

UPI usage among Indian college students is near-universal in 2025. The core payment behaviour is already locked in.

Frictionless PWA Technology

Progressive Web Apps eliminate App Store and Play Store hurdles. Students can scan a QR code and install the app to their home screen in 10 seconds.



The Founders' Edge

The canteen queue problem has existed for decades, but no student-built, campus-specific solution exists. Gaurav and Nihal eat at the VU Pune canteen every day. They feel the problem. An outsider cannot replicate that trust with the canteen owner.

The Playbook to Capture the Campus

Phase 1 — Prove It (Month 1-2)

- Observe peak hours before pitching. Demo the dashboard directly on Ramesh Bhaiya's phone. Offer a zero-cut one-week trial to remove all risk. Secure the first 50 student orders via WhatsApp groups and QR posters.

Phase 2 — Lock It (Month 3-4)

- Refine UX based on real feedback.
- Introduce the 2% platform cut once value is undeniably proven. Expand to more notice boards and document the onboarding playbook.

Phase 3 — Scale It (Month 5+)

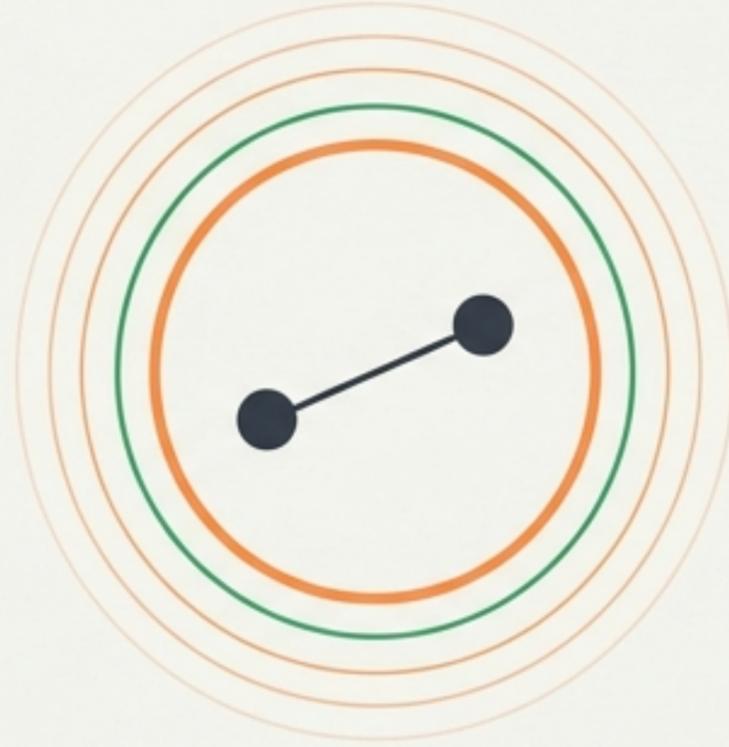
- Approach the second canteen at VU Pune.
- Expand to neighbouring colleges using the proven playbook. Target 10 canteens within 12 months and raise seed funding based on strong traction metrics.

From Single Canteen to Campus Ecosystem



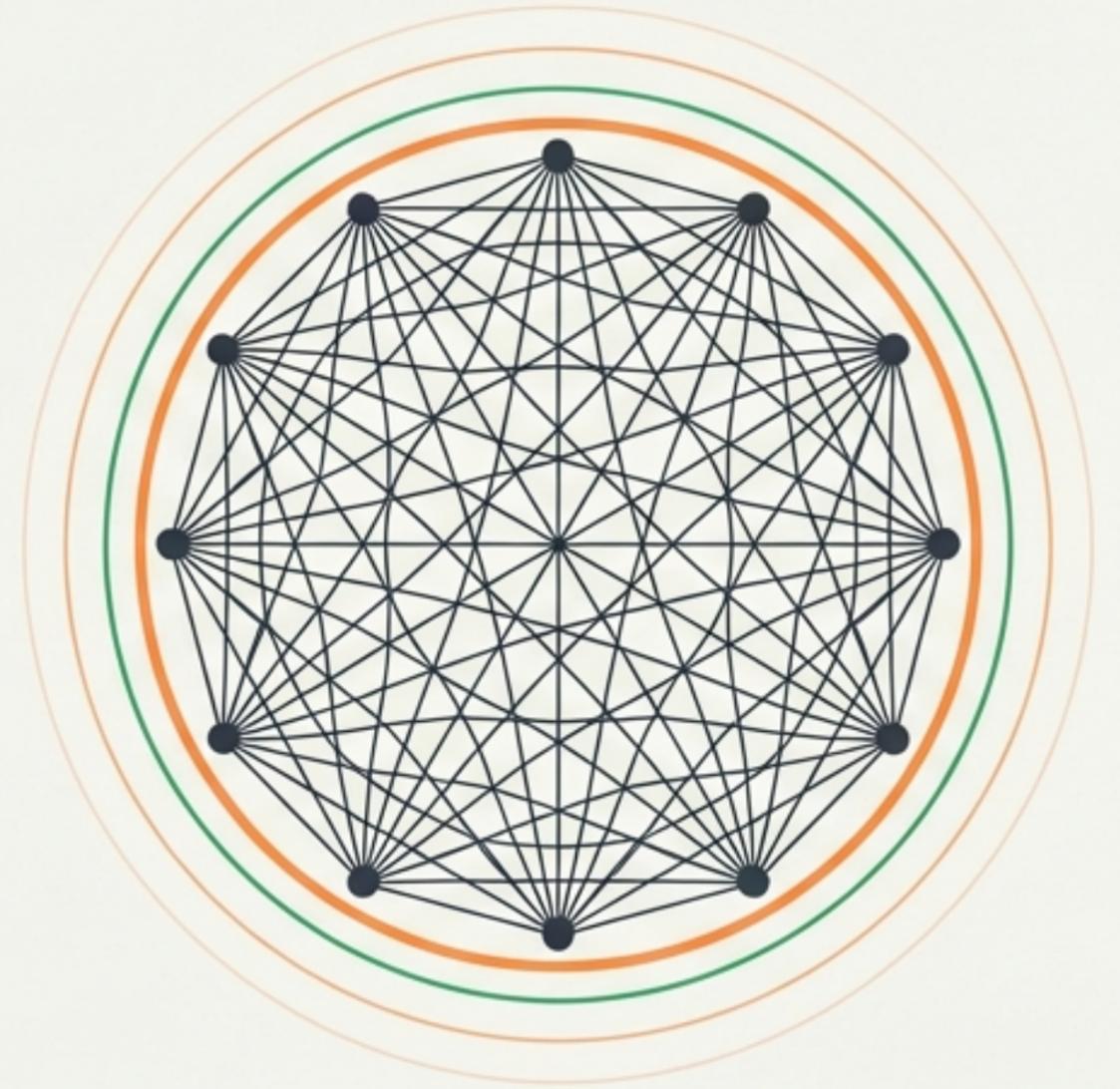
Horizon 1 — MVP (Now)

Web app live at VU Pune. Student UPI ordering, live canteen dashboard management, 4-digit token pickup, PWA home screen install, and 10 active security guardrails.



Horizon 2 — Integration (3–6 months)

Android native app via React Native, push notifications, order history analytics for the canteen, smart prep time intelligence based on queue depth, and a second canteen onboarded.



Horizon 3 — Ecosystem (6–18 months)

Multi-college management dashboard, B2B college institutional licensing, vendor marketplace integration, and AI-powered demand forecasting (e.g., predicting poha demand on rainy days). Path to Series A.

The Queue Ends Here

Current Status: Ready to Ship

The Next Step: Walk into the canteen.
Show Ramesh Bhaiya his dashboard.
Start the trial.

Contact: guddetigaurav1@gmail.com and
nihalpardeshi12344@gmail.com

