

# YziAI

## The AI Engine Factory for Quote-Based Service Marketplaces

Starting with catering.  
Scaling to all services. ↗



# THE GLOBAL VISION

We are building the infrastructure layer for the service economy.

Millions of service marketplaces exist across dozens of verticals, but none of them can generate **instant, structured, executable offers**.



YziAI is building:



a **core AI engine** for quote-based services



and a **factory** that allows vertical marketplaces to be created on top of it

**We don't build marketplaces.  
We power all of them.**

# THE UNIVERSAL MARKETPLACE PROBLEM

**Service marketplaces fail for one fundamental reason. They cannot produce quotes instantly.**  
EasyAI replaces days of manual work with seconds of automation.

What changes in practice:

- **Time to quote:** days – minutes (95–99% reduction)
- **Conversion:** 2–4× higher
- **Cost per order:** 60–80% lower
- **Marketplace liquidity:** orders complete instead of stalling

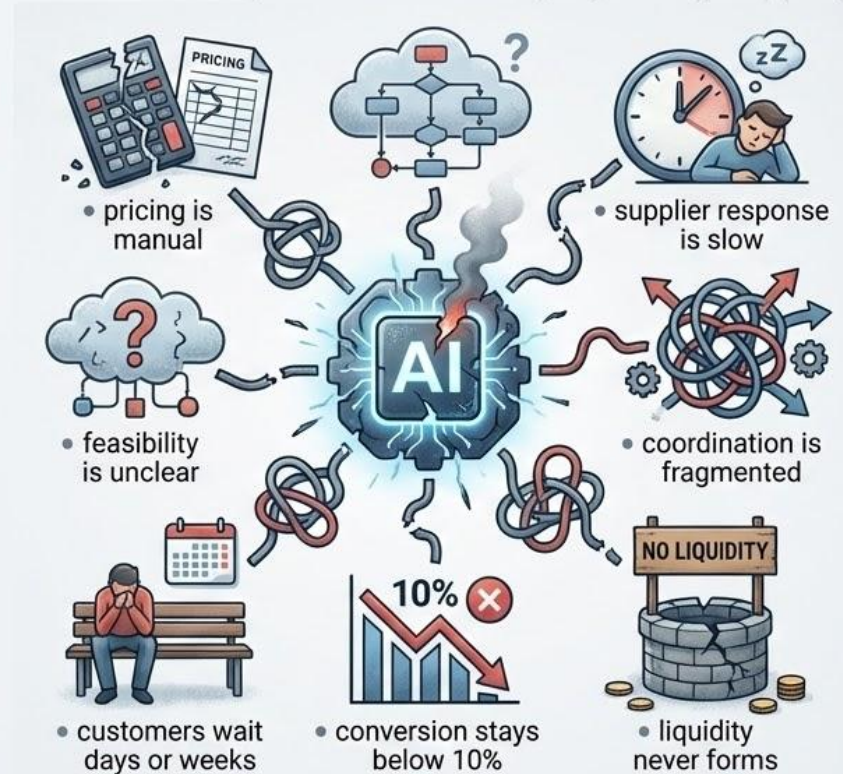
**Inputs** - customer needs, photos, constraints

**YziAll Engine** - rules, pricing, feasibility, workflows

**Outputs** - instant quote, execution plan, matched suppliers

This is not a marketing problem.

This is a **quoting and coordination** problem.



# SOLUTION

## Instant, structured, executable offers for any service marketplace.

EasyAI replaces days of manual work with seconds of automation.

What changes in practice:



**Time to quote:** days – minutes (95–99% reduction)



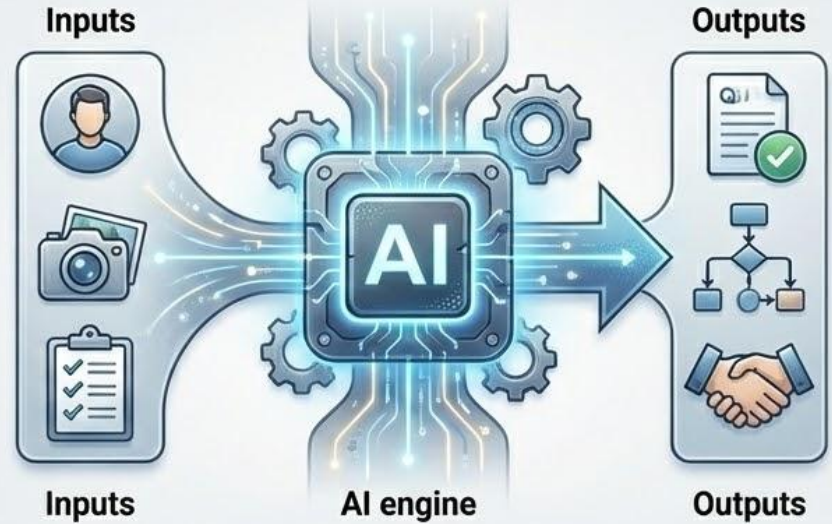
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**Cost per order:** 60–80% lower



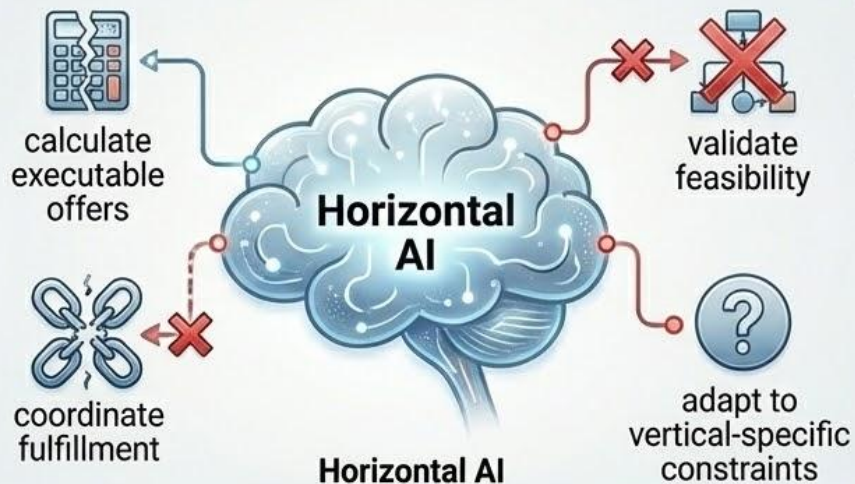
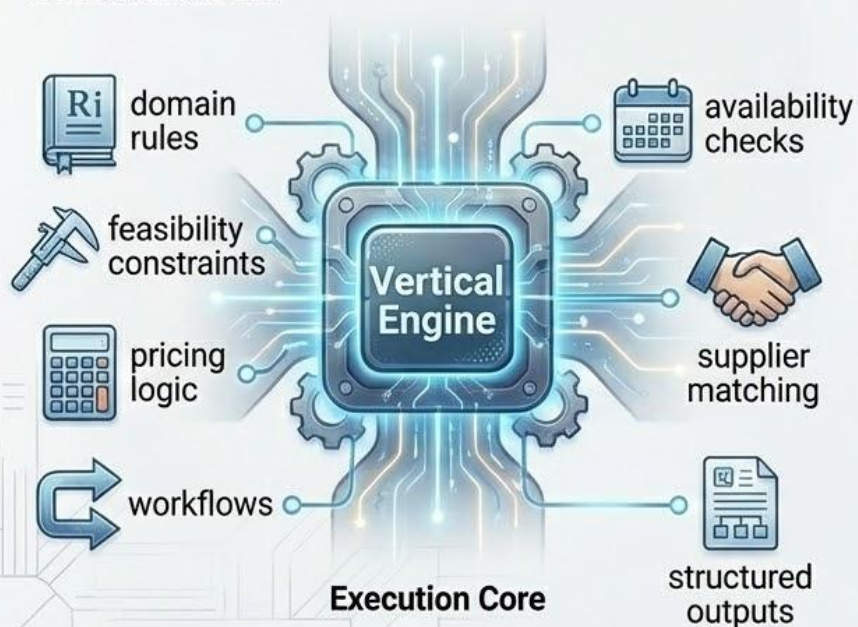
**Marketplace liquidity:** orders complete instead of stalling



This is not AI text generation.  
This is **execution infrastructure.**

# WHY HORIZONTAL AI DOES NOT SOLVE THIS

**Service marketplaces require execution.**

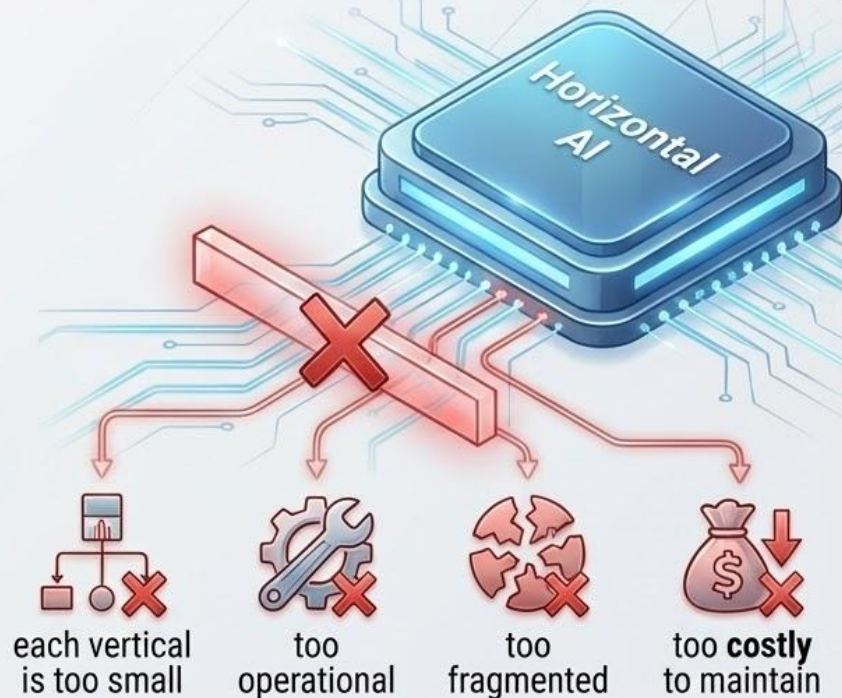
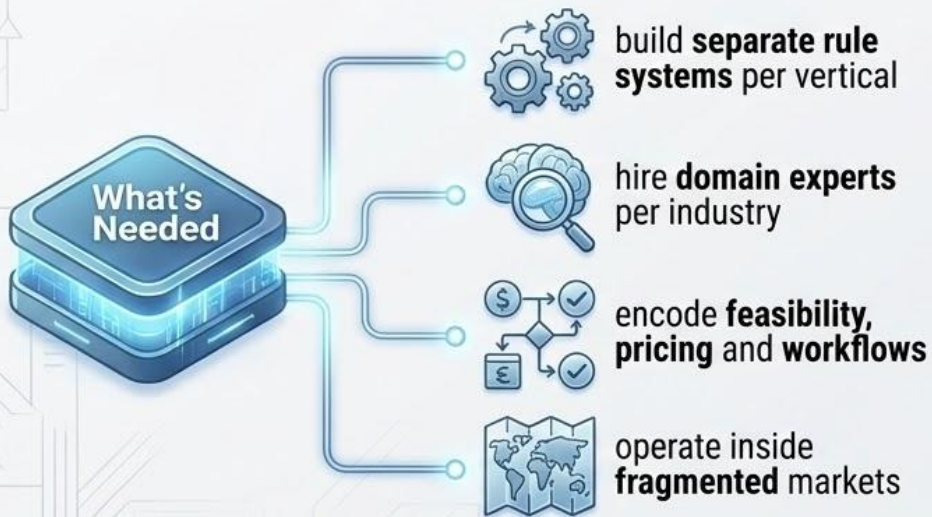


This is why **“AI-powered marketplaces” still fail.**



# WHY BIG TECH CANNOT BUILD THIS

This is not an AI problem. It's a **domain and economics** problem.

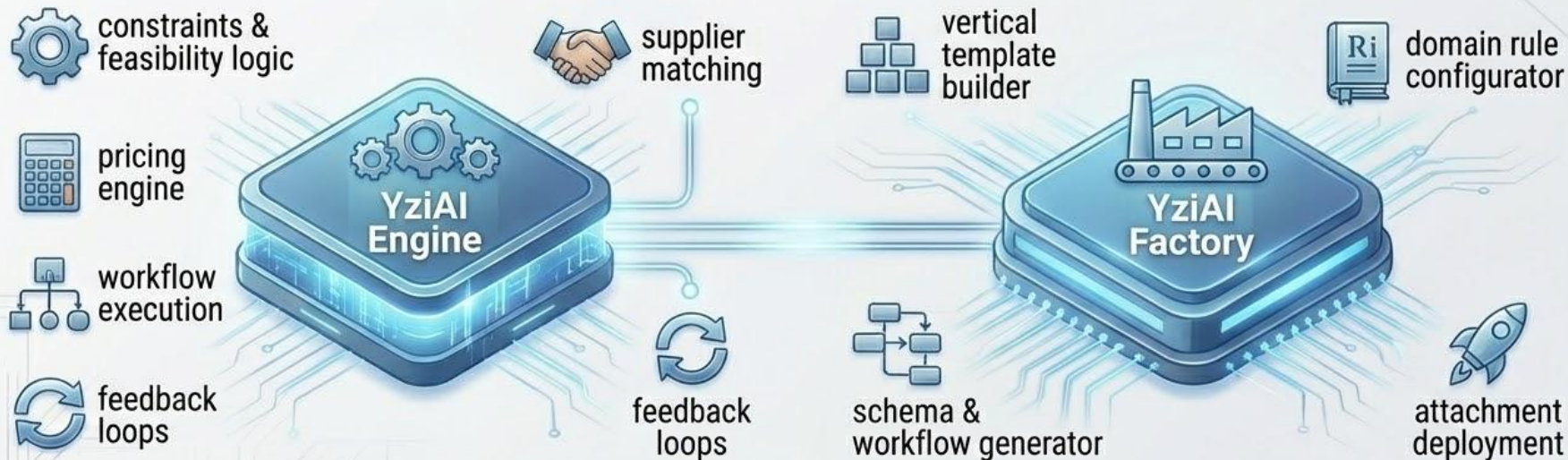


This model is **structurally incompatible** with how Big Tech builds products.



# OUR BREAKTHROUGH: ENGINE + FACTORY

We didn't build another marketplace.  
We built the system that builds them.



Vertical marketplaces become **configurations, not products.** 

# MARKET COMPOSITION: QUOTE-BASED SERVICES ECONOMY

Large, fragmented service markets sharing the same structural problem



venues, catering, production,  
staffing, rentals, logistics  
→ ~\$1T+ in the US alone  
→ significantly larger globally



materials, labor,  
maintenance  
→ trillion-scale globally



renovations, installations,  
repairs  
→ multi-trillion globally



cleaning, beauty, creative,  
maintenance, logistics, rentals



Different definitions — **same structural bottleneck.** 


# FIRST VERTICAL ATTACHMENT: CATERYZI

We validated the engine in the hardest vertical first.  
CaterYzi is not our business model.  
It is our **first vertical attachment**.



Why catering:



If the engine works here, it **works anywhere.** 

# TRACTION

The engine is already working in production.



**€8,000 GMV**  
in first month, growing  
week-over-week



**60 customers**  
served



**8 active chefs**  
onboarded



**25+ chefs**  
on waiting list

**Operational impact (early signals):**



Quotes generated  
in < 1 minute



Manual coordination  
eliminated



Conversion significantly  
higher than traditional  
catering flows



Chefs respond only to  
pre-validated,  
feasible orders

***“Achieved without paid acquisition and without manual quoting.”***

# CATERING MARKET (WEDGE ONLY)

Catering is our **validation playground**. Not our end market.



Global catering services:  
~\$150–200B annually



U.S. catering market:  
~\$60–70B

**Large enough to validate engine logic.**  
**Focused enough to iterate fast.**

# WHY WE CAN BUILD THIS (FOUNDER FIT)

**Domain expertise + engine thinking.**



10+ years in catering  
& event operations



Deep understanding of  
real-world constraints



Ability to translate  
domain rules - AI logic



Built and launched the  
first vertical template  
end-to-end



Iterating the engine  
based on live usage

***This is operational infrastructure, not theoretical AI.***

# PROVING ENGINE REPEATABILITY

We are not scaling verticals. We are proving that the engine is horizontal. To validate that YziAI works beyond catering, we will intentionally build a limited number of additional templates. Not as products, but as proof points.



**GreenYzi**  
(Landscaping Services)

- material calculation
- physical feasibility logic
- budgeting workflows
- contractor matching



**GuideYzi**  
(Guided Experiences Marketplace)

- scheduling & availability logic
- capacity & group constraints
- dynamic pricing
- professional matching

**Same engine. Different domain rules.**

***Once repeatability is proven, template creation moves to the **Factory** and the **ecosystem**.***

# TEMPLATE STRATEGY & EXECUTION FOCUS

We optimize for engine correctness, not speed.

## Phase 1 – Single-Vertical Deep Validation (0–18 months)



### CaterYzi (Core Focus)

- continuous iteration in production
- engine correctness & reliability
- pricing logic refinement
- feasibility & workflow edge cases
- real operational data accumulation

**Goal:** Prove that the engine works deeply and reliably in one complex vertical. The first template is the hardest – and the most important.

## Phase 2 – Controlled Horizontal Validation (Year 2)



### Template #2: GreenYzi (Landscaping)

- built with dedicated domain expert
- validates physical feasibility & material logic



### Template #3: GuideYzi (Guided Experiences)

- validates scheduling, capacity & availability logic

**Expected cadence:** 2 templates in ~6 months using the already-proven engine.

**Key principle:** We will not scale by building verticals ourselves. We scale by proving the engine – then opening the Factory.

***No new templates are budgeted or required during the first 18 months.***

# BUSINESS MODEL (SUBSCRIPTION-FIRST)

We monetize the engine, not the verticals.



**Starter / Single Vertical**

**€299–€499 / month**

- access to YziAI Engine
- Factory tools (rules, workflows)
- template hosting & execution
- basic analytics



**Enterprise / Custom**

**€3,000+ / month**

- custom integrations
- SLA
- advanced analytics
- dedicated support



**Secondary revenue** (non-core, optional)

- Transaction fees on internal verticals only
- 10–15% (e.g. CaterYzi)

Used for:

- early GMV validation
- cash-flow
- engine stress-testing

**One mid-size marketplace running on YziAI can generate €12k–€18k ARR.**

# COMPETITIVE ADVANTAGE

**This is an architecture moat.**



Engine + Factory  
model



Domain rules embedded  
into infrastructure



Real operational data



Reusable vertical  
templates



Each template  
improves the engine



Big Tech structurally  
misaligned

***The more it's used, the harder it is to replace.***

# GO-TO-MARKET STRATEGY



**Phase 1 - Engine validation**  
CaterYzi + live GMV



**Phase 2 - Horizontal proof**  
2nd & 3rd vertical templates



**Phase 3 - Factory opening**  
External template builders  
→ subscriptions



**Phase 4 - Scale**  
YziAI becomes global



External template  
builders → subscriptions



YziAI becomes  
infrastructure layer

# SCALING POTENTIAL — HOW BIG CAN THIS BE?

**YziAI does not scale with users. It scales with marketplaces.**

## Who pays us



Existing service marketplaces



New marketplace builders



Enterprise platforms running internal marketplaces

**Customer** = marketplace operator, not end users.

## Unit economics (infrastructure SaaS)



Average subscription per marketplace:  
€1,000–€2,000 / month



Average ARR per marketplace:  
€12k–€24k

## Realistic scale scenarios



2,500 marketplaces → €30–60M ARR



5,000 marketplaces → €60–120M ARR



10,000 marketplaces → €120–240M ARR

## Why this scales



no supply  
ownership



no logistics



no local  
operations



one engine,  
configurations

**Pure infrastructure scaling.**

# TEAM



## Arūnas Jonaitis - Founder & CEO



Vision & Market Strategy

- 4 years in finance (ex-Investment Consultant & Head of Private Banking, Finasta Bank)
- 15+ years in restaurant & catering sector
- Unique blend of financial expertise and food industry experience driving a clear vision to build AI infrastructure for quote services



## Albertas Pocius - Growth marketing / CMO

- Ex-Kilo health
- 10 years growth marketing experience with various scale up projects.



## Lukas Stacevičius - CTO

AI & Product Architecture

- 15 years building software solutions



## Mindaugas Kriščiūnas - Business development

Fundraising & Scaling

- 15 years growing startups and scaleups. From idea to exit.

“Advisory board expanding with AI and marketplace experts.”

# BUDGET BREAKDOWN

## Pre-seed stage operating expenses

### Monthly Operating Burn



Technology  
development:  
€5K - 10K / month



Sales &  
marketing:  
€5K - 10K / month

**€20K**  
Total monthly  
burn



Sales &  
marketing:  
€5K - 10K / month



Operations &  
support:  
€5-8K / month

### Annual Operating Expenses



# INVESTMENT ASK

## Building the AI Infrastructure Layer

### Seeking: €300K Pre-Seed

• **Runway:** 18 months

• **Use of funds:** AI infrastructure development, pilot operations, and first integrations.



#### Build & Validate the AI Engine

- Finalize and train CaterYzi AI (matching, pricing, prediction modules).
- Operate pilot project (CaterYzi) to collect cross-vertical data.

**Outcome:**  
Demonstrated 30–40% operational cost reduction in pilot operations. subscription-based engine licensing (ARR). Transaction fees used only for internal pilots.



#### Productize the Platform (AI-as-a-Service)

- Modularize the AI core into an API-ready infrastructure.
- Develop partner onboarding tools, documentation, and SDK.

**Outcome:**  
Ready-to-license product for other marketplaces.



#### First Licensing Pilots & Revenue

- Onboard 2–3 marketplace partners (Baltics & Poland).
- Launch first commercial AI licensing pilots.

**Outcome:**  
€60–100K ARR by Month 18 (scalable to €200K+).



#### Prepare for Series A (18+ Months)

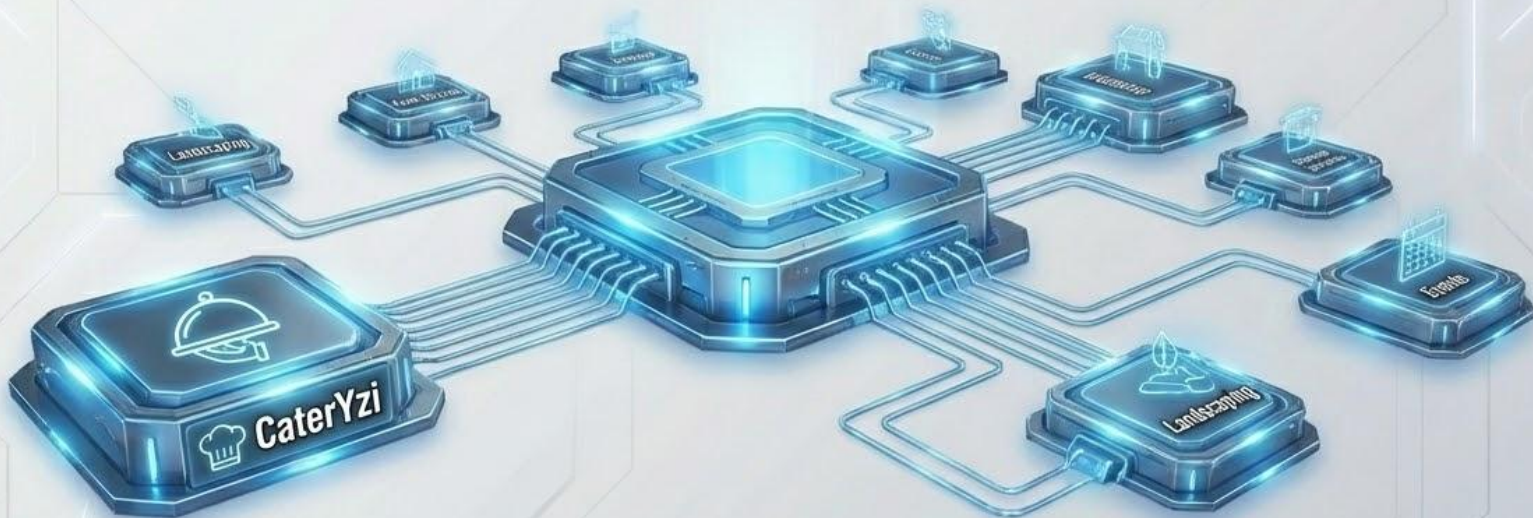
- Establish proven multi-market AI integrations.
- Data flywheel starts: more partners = smarter AI = higher margins.

**Outcome:**  
Infrastructure validated, ARR scaling, ready for €1–1.5M Seed/Series A.

# CLOSING VISION

**We're not building verticals. We're building the factory that builds them.**

YziAI becomes the infrastructure powering the global quote-based services economy.



**CaterYzi** is only the beginning.