

Pedestal

Business Suite

One point-of-sale suite for independent restaurants and retailers: register, customer display, kitchen display, and manager app, with online ordering, gift cards, and integrated card payments.



POS



CFD



KDS



MANAGER

Eric McNamee, Founder · Pensacola, FL · support@pedestalpos.com · (850) 361-8004

THE PROBLEM

Independent stores run on POS systems that cost too much and are too hard for their staff.

OWNER

Pays for complexity

- US merchants paid a record **\$187B** in card-acceptance fees in 2024, about **\$1.57 of every \$100** in card sales.¹
- **80%+** of restaurant operators report significant strain from card processing fees.²
- Extras billed per device, and multi-year contracts (e.g., \$30/device/mo KDS app;³ 3-year contract on a hardware promo⁴).
- Stranded on legacy platforms: Shift4 bought Revel (2024) and has begun converting its merchants to Shift4 Dine.⁵ Founding merchants report slowed Revel updates and pressure to migrate.

STAFF

Fights the software

- Legacy systems like Revel feel unintuitive to new, often part-time hires.⁶
- In retail, price changes and shelf labels are slow, manual work.⁶
- **44%** of restaurant operators plan to replace or significantly upgrade their POS in 2026.⁷

GUEST

Waits in line

- Checkout slows down when register, card terminal, and kitchen don't talk to each other.
- Order errors and re-rings land on the guest.
- **35%** of small businesses pass card fees to customers; **32%** of those say customers cancel purchases when the fee is added.⁸

Sources: ¹ The Nilson Report, Mar 19, 2025 (\$187.2B in US merchant processing fees on \$11.9T of card purchase volume, 2024). ² National Restaurant Association 2026 State of the Industry, via Nation's Restaurant News, Feb 24, 2026. ³ Square pricing page (KDS app on Square Plus). ⁴ Clover pricing page promo terms. ⁵ Payments Dive, May 15, 2024 (Shift4 CEO: "You don't need two restaurant products"); Shift4 Q2 2026 earnings call, Aug 6, 2026 ("a beginning of conversion of Revel merchants over to Shift4 Dine"); merchant reports firsthand. ⁶ Jayroes store manager, to the founder. ⁷ Hospitality Technology, 2026 POS Software Trends Study, Feb 2, 2026. ⁸ J.D. Power, 2026 U.S. Merchant Services Satisfaction Study, Jan 13, 2026 (4,407 small-business merchants).

THE SOLUTION

One suite for every screen in the store, for restaurants and retail alike.



POS

At the counter

Registers for retail, grocery, quick service, and table service: barcode scanning, menus and modifiers, hold/send/pay, and integrated card payments.



CFD

Facing the guest

Customer-facing display mirrors the order and totals as items are rung up, and captures tip and signature when enabled.



KDS

In the kitchen

Kitchen display routes tickets by prep station, with age timers, late/urgent alerts, bump, and recall, over the store's local network.



Manager

On the floor

iPhone and Android app: approvals, 86 items, inventory lookup, purchase orders, label queues, and start-and-hold orders for the POS.

ONE DATABASE UNDERNEATH

Cloud back office

Online ordering

Gift cards

Integrated card payments (Dejavoo Cloud SPIn)

Inventory & purchase orders

Price updates & shelf labels

Reporting

Multi-location

Payments powered by **Dejavoo Cloud SPIn**

PRODUCT PROOF

Built, shipped, and running in a real store today.

LIVE IN PRODUCTION

- POS in daily use at an independent hardware store (Jayroes), with Do it Best EDI integration
- Integrated card payments through Dejavoo Cloud SPIn at both live sites
- Online ordering storefront for a live merchant
- Price updates and shelf-label printing (used at Jayroes)
- Gift cards: sell, redeem, check balance; tested and working in production
- Cloud back office: products, inventory, reporting
- Built-in dual pricing (card-price shelf labels + automatic cash repricing) and cash discount modules

BUILT · SHIPPING

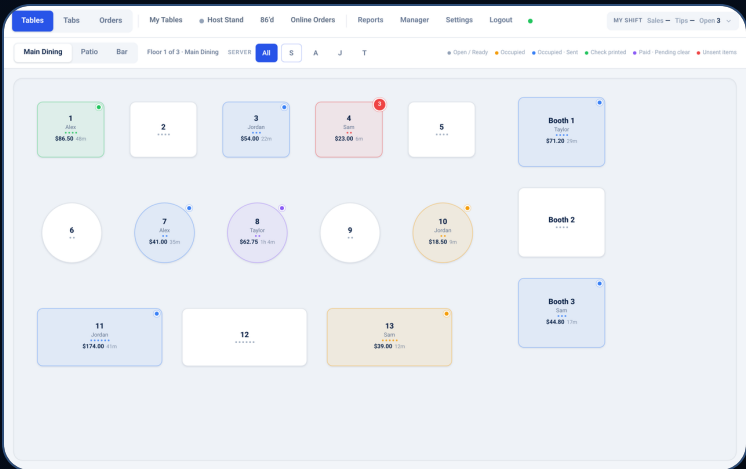
- Published on Google Play: POS, CFD, KDS, Manager. App Store: POS and Manager live; CFD in Apple review. KDS: Android (purpose-built kitchen hardware)
- Gift card migration: existing cards and balances carried over from Revel or any standard track-data system
- Offline, local-network mode: stations keep selling and sending kitchen tickets during internet outages (card approval still needs the processor)
- Quick service and table service flows

NEXT (MARKED COMING SOON)

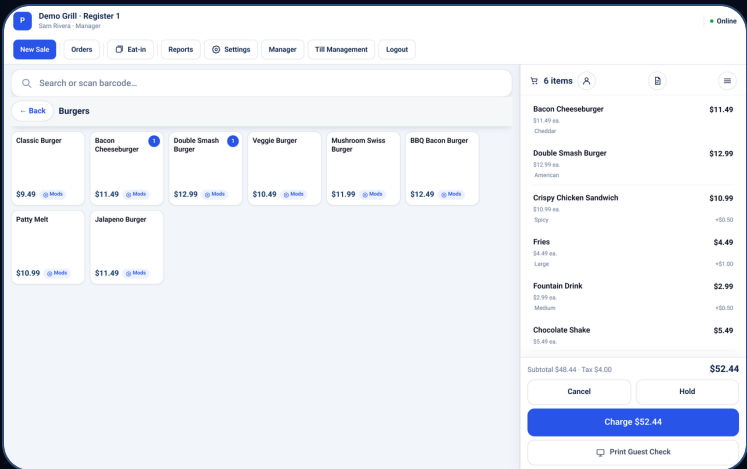
- EBT acceptance
- Integrated scale sell-by-weight
- Manager push notifications
- QR-code device provisioning

Security: payments run through Dejavoo SPIn semi-integration, so card data never touches the POS, which keeps Pedestal out of most PCI scope.

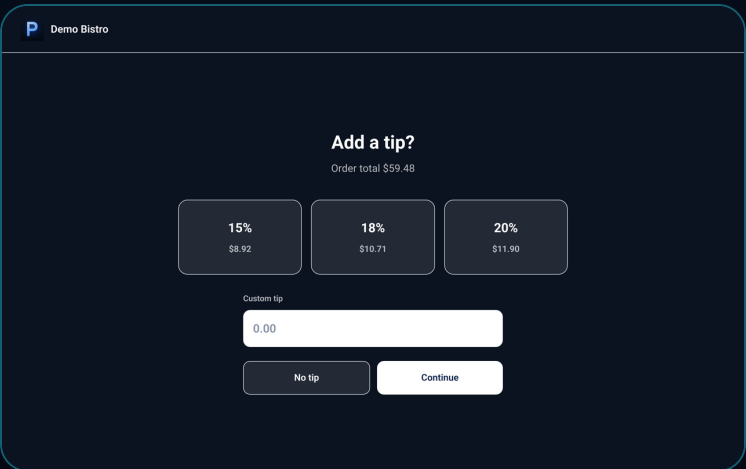
Screens: current Pedestal apps, rendered with fictional sample data (Demo Grill, Demo Bistro). More screens: appendix A4.



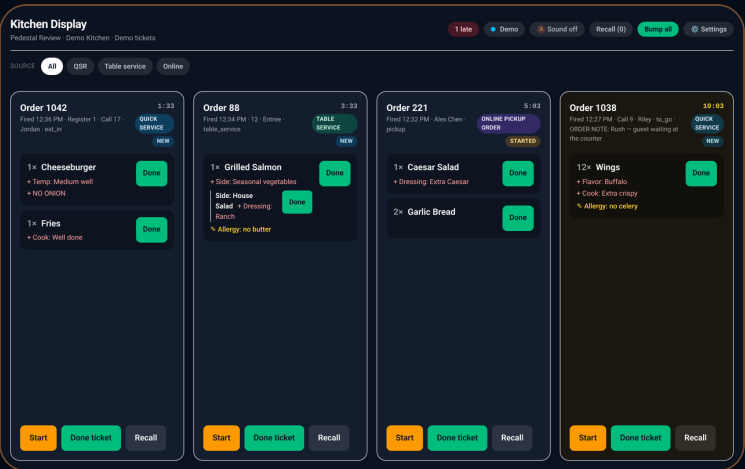
POS · table service



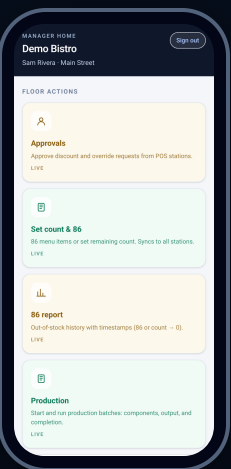
POS · quick service



Customer display · tip prompt



Kitchen display



Manager app

WHY US

A payments and POS-support veteran who built and launched a 4-app suite on ~\$1.5K cash.



Eric McNamee

Founder · product, engineering, support

Pedestal Studios Inc · Delaware C-corp (incorporated March 2026) · DBA
Pedestal Business Suite

- **16 years** in payment processing
- **10 years** in POS support, installation, training, and troubleshooting
- Led a POS company's support team as **Director of IT**, with deep PCI compliance and local-network experience
- Built the full four-app suite (POS, CFD, KDS, Manager) plus back office himself, as the **sole developer**
- Solo founder and today the only support person. First hires funded by this round: sales and support for direct accounts.

[linkedin.com/in/eric-mcnamee-222b0111](https://www.linkedin.com/in/eric-mcnamee-222b0111)

16 yrs

Payment processing experience

10 yrs

POS support, installation, training, troubleshooting

4 apps

POS, CFD, KDS, Manager + back office, built solo

\$0 outside

Capital raised to date: 100% self-funded (as of Sep 2026)

~\$1.5K

Founder cash to date (~\$300/mo × ~5 months), plus unpaid founder time

~5 months

From build to two live merchants processing cards

VALIDATION

Live and processing cards at two merchants. 2 of 3 founding merchants replaced or are replacing Revel.

LIVE · 2

Jayroes
Independent hardware store, live on Pedestal POS; processes cards daily. Replaced Revel after a side-by-side soak test. Do it Best EDI integration live.

Boggy Boys · Niceville
Live on Pedestal online ordering; processes cards through Pedestal.

Founding merchants · SaaS waived

COMMITTED · 2

Specialty retailer
Name withheld until launch. Goes live January 1, 2027.

Boggy Boys · both locations
Niceville + Seagrove switch to Pedestal POS by early 2028 at the latest (end of Revel contract), possibly sooner. A second Revel displacement.

Founding merchants · SaaS waived

IN TALKS · 9 LOCATIONS

4-location operator on Revel
Being pushed to Clover; ~\$100K/mo MPV per site. Active talks.

5-location high-volume operator
~\$90K/mo MPV per site. Early talks.

Pipeline: 9 locations, ~\$850K/mo MPV

AVERAGE MONTHLY PROCESSING VOLUME (MPV) · from prior-processor statements used for underwriting · not Pedestal-processed volume			
Jayroes	Specialty retailer (name withheld)	Boggy Boys (2 locations)	Combined, 3 founding merchants
\$139.4K	\$70.6K	\$250.2K	\$460.2K
2,132 txns · \$65 avg ticket · Mar–Jun 2026	889 txns · \$79 avg ticket · Jun–Aug 2026	Niceville May–Jun avg \$70.8K + Seagrove Jul \$179.3K (one month) · 6,888 txns	Jayroes + specialty retailer + both Boggy Boys locations (Seagrove = July only)

Jul 2, 2026

Jayroes side by side with Revel

Aug 2026

Card processing begins

Aug 18, 2026

Boggy Boys Niceville online ordering live

Sep 21, 2026

Jayroes Pedestal-only (~11 weeks side by side)

Oct 2026

First residuals fund (August volume)

Jan 1, 2027

Specialty retailer goes live

By early 2028

Both Boggy Boys sites to Pedestal POS (possibly sooner)



It was smooth sailing all day though. Even one of my high schoolers came in and used it to check someone out and didn't have to ask a question or anything. I didn't show him anything. It was just intuitive.

James Singleton, Manager, Jayroes (hardware retail)

Text message to the founder

REPLACED

Revel

After a side-by-side soak test; the manager says it's more intuitive. Boggy Boys (2 locations) is switching from Revel next.

SAVES TIME

Price updates + shelf labels

Per the manager, a lot of time saved on both. Vendor pricing flows in through the live Do it Best EDI integration (Jayroes' vendor).

OPEN REQUESTS

Wishlist items only

A receipt change and a minor UI change

Start with restaurants and specialty retail in the Southeast, then go nationwide.

TAM

970,903 locations

US restaurants (613,854) + POS-suited specialty retail (357,049)¹
× \$8.2K = \$7.92B / yr

SAM · BEACHHEAD

195,155 locations

Same categories in 8 Southeast states: FL, AL, GA, MS, LA, TN, SC, NC¹
× \$8.2K = \$1.59B / yr

SOM · BY 2030

1,000 locations

Target live locations by 2030 (≈0.5% of Southeast locations; 300–500 by 2029)
× \$8.2K = \$8.2M / yr

REVENUE PER LOCATION

\$8.2K / yr

= 12 × (\$130 blended SaaS + ~\$550 processing share)

Dollar values = locations × model revenue per location. Basis: new direct site, \$70K/mo card volume, entry share tier (main case), the conservative end of the model; the 2030 main-case average is ≈ \$12.4K. Model estimates, not received revenue.

Sources: ¹ U.S. Census Bureau, County Business Patterns 2023 (released 2025), US and state files, employer establishments (NAICS 2017). Restaurants: 722511 full-service, 722513 limited-service, 722515 snack and beverage bars. POS-suited specialty retail (company-defined): 444130 hardware, 4452 specialty food, 4453 beer/wine/liquor, 448 clothing, 451 sporting goods/hobby/music/books, 453 miscellaneous store retailers. Counts include chain locations. Dollar values are company calculations: locations × modeled revenue per location.

Two revenue streams, sold through two channels.

REVENUE STREAM 1

SaaS, per location / month

Single Station 1 POS + 1 CFD or KDS	\$59/mo
Standard 2 POS + 2 CFD/KDS	\$99/mo
Pro Multi-Station Up to 4 POS + 4 CFD/KDS	\$169/mo
Unlimited Unlimited POS + CFD/KDS	\$249/mo

Full feature access on every tier. Public pricing for new sites; waived for founding merchants.

REVENUE STREAM 2

Processing revenue (direct)

~90% Dual pricing: flat 3.83% on card sales

Card price shown on the POS and printed shelf labels; paying cash reprices the order to the cash price automatically. A separate cash discount module (merchant-set %) is also built in.

~10% Pass-through option (interchange-plus)

Interchange at cost + ~0.20–0.30% + \$0.10–\$0.15 per transaction.

Merchants process through PropelR Payments under Pedestal's partner agreement. Pedestal earns a tiered share of the processing margin above the processor's buy rate; the share rises with merchant count. Paid monthly, about two months behind.

Per new site, \$70K/mo card volume, entry share tier (est.)
~\$550 processing share + \$130 SaaS

≈ \$680/mo

PASS-THROUGH

Hardware: merchant-paid

The merchant pays up front for card readers and hardware. Pedestal orders, loads, and installs it, and builds the store's database. No hardware inventory.

≈ \$0 boarding cost

CONTRACTS

Merchants sign a Pedestal software license. Payments: 36-month agreement, \$0 early termination fee today to lower switching friction; 36-month terms on software and payments planned as Pedestal scales.

DIRECT SaaS + processing share

- Processing through PropelR; Pedestal pays the Dejavoo gateway (\$9.95/mo per site)
- Per store: SaaS + share – \$9.95 – infra share (≈ \$143/mo today, ≈ \$5 at 55 sites, ≈ \$1.63 at 175)

RESELLER / ISO Wholesale or discounted SaaS

- Case by case: wholesale licensing (10 bps of card volume + \$20 per license/mo) or published tiers at a discount, resold at list
- Reseller keeps processing and gateway. Per store: ≈ \$39–\$130/mo – infra share

Payments powered by Dejavoo Cloud SPIn. Founding merchants (Jayroes, Boggy Boys, and a specialty retailer launching Jan 1, 2027) keep their current pricing with SaaS waived, so SaaS revenue is \$0 today by design. Per-site example = model estimate, not received revenue: 90/10 dual-pricing/pass-through mix; processing margin above the buy rate using interchange and card-brand costs measured on founding-merchant statements; entry share tier; net of the \$9.95 gateway; \$130 blended SaaS (assumed tier mix). Mix: founder estimates. Infra share = company calculation: \$285/mo tools excl. gateway fees ÷ live sites (held flat). First residuals fund in October 2026.

Win direct accounts across the Southeast, then open a reseller channel.

PHASE 1 · DIRECT

now → mid-2027

Southeast, four verticals

- Direct sales from Pensacola across the Southeast: drivable or short-flight distance for in-person demos and installs
- Four verticals: retail, quick service, grocery, table service
- Wedge: Revel displacement. 2 of 3 founding merchants replaced or are replacing Revel; pipeline today: 9 locations, ~\$850K/mo MPV
- Pitch: dual pricing covers the merchant's card fees; merchant-paid hardware
- Proof so far: Jayroes ran side by side with Revel Jul 2 → Sep 21, 2026, then went Pedestal-only; Boggy Boys Niceville online ordering live Aug 18, 2026

PHASE 2 · CHANNEL

from mid-2027

Resellers

- Opens at roughly 10–50 direct sites, once all four verticals are fine-tuned (main case: ~28 direct sites by Jun 2027)
- Outreach: forums, Reddit, researched reseller lists, cold calls, and a simple all-in price offer
- Goal: ~2 new resellers per month, **10+ signed by end of 2027**
- Terms: wholesale licensing or discounted SaaS tiers; dealer portal already built. Builds on the direct-sales and support team this round funds

PHASE 3 · SCALE

2028 →

Nationwide

- Direct plus reseller channel nationwide toward 300–500 sites by 2029 and 1,000 by 2030
- Then international
- Projections count direct sites only; reseller-sourced sites are upside

COMPETITION

Incumbent pricing and terms, from their own public pages.

	Pedestal	Toast	Square	Clover	Revel
Software list price	\$59 / \$99 / \$169 / \$249 per location / mo (by station count)	Starter Kit from \$0/mo (1 location, up to 2 terminals); Point of Sale from \$69/mo	\$0 Free · \$49 Plus · \$149 Premium, per location / mo	Priced by business type on clover.com	Not published; revelsystems.com/pricing now routes to Shift4
In-person card rate (published)	Dual pricing: flat 3.83% on card sales; interchange-plus option	Not listed ("simple, flat rate")	2.6% + 15¢ (Free) down to 2.4% + 15¢ (Premium)	"As little as 2.3% + 10¢"	Not published
Contract terms (published)	Pedestal software license; payments on a 36-month agreement, \$0 early termination fee today	Not stated on pricing page	No locked-in contracts; cancel anytime	Hardware promo requires a 3-year contract	Not published
Extra screens / devices	CFD/KDS screens included by tier (1 to unlimited)	Additional devices carry additional charges	KDS app \$30/device/mo (Plus), \$20 (Premium)	Additional app fees may apply	Not published
Hardware	Merchant buys up front; iPad + Dejavoo terminals	Approved Toast hardware only	Hardware from \$59; can take payments with no hardware	Clover devices (Station, Mini, Flex)	Owned by Shift4 since June 2024
Support	Founder-led today; this round adds a support team	24/7/365 phone and web (Toast Care)	Phone 6am–6pm PT weekdays; 24/7 on Premium	Not captured	Not captured

Proof point: 2 of 3 founding merchants replaced or are replacing Revel (Jayroes live on Pedestal; Boggy Boys switching by early 2028 at the latest, possibly sooner).

Sources (retrieved Sep 25, 2026): Toast: pos.toasttab.com/pricing (plans, footnote on additional devices, hardware and support FAQs). Square: squareup.com/us/en/pricing. Clover: clover.com/pricing (rate headline, promo terms). Revel: revelsystems.com/pricing; Shift4 press release, June 14, 2024 (completed acquisition of Revel Systems). Pedestal: pedestalpos.com public pricing and founder.

FINANCIAL SNAPSHOT

From 2 live sites to 55 by end of 2027 and 1,000 by 2030; monthly break-even by May 2027 in the main case.

ILLUSTRATIVE PROJECTIONS

Calendar year	2026	2027	2028	2029	2030
MAIN CASE					
Live sites (year end)	2	55	175	400*	1,000
SaaS revenue	\$0	\$43K	\$181K	\$457K	\$1.12M
Processing share	\$1,952	\$238K	\$1.15M	\$3.03M	\$7.58M
Total revenue	\$1,952	\$281K	\$1.33M	\$3.49M	\$8.70M
Operating costs	\$1,427	\$181K	next-round plan (not modeled)		
EBITDA	\$524	\$100K	next-round plan (not modeled)		
LOWER CASE					
Live sites (year end)	2	22	88	200	500
Total revenue	\$1,952	\$75K	\$552K	\$1.60M	\$4.07M
EBITDA	\$524	-\$86K	next-round plan (not modeled)		

Assumptions in appendix

RUNWAY AND BREAK-EVEN · \$200K ROUND		
	MAIN	LOWER
Monthly EBITDA break-even	May 2027	Jan 2028
Cash-flow positive	Jul 2027	Mar 2028
Lowest cash balance	\$174K	\$89K
Cash at month 18	\$646K	\$185K
Runway: 18+ months in both cases. With no new sites at all, 12 months at planned spend.		

Tools today
\$305/mo

Cash on hand
\$347.86

Founder pay
\$0 today

Illustrative, not a forecast. Main: founder targets (55 = midpoint of 50–60 in 12 months); new sites at \$70K/mo card volume, \$130 blended SaaS, ~90% dual pricing / ~10% pass-through. *2029 range: 300 sites ~ \$2.83M, 500 ~ \$4.15M. Lower: lowest-margin merchant profile; 2027 adds start 3 months later at half pace, then half the targets. Costs: use-of-funds plan (\$200K funded by Feb 2027, month 1 = Mar 2027); main case adds a second sales hire from revenue; before close, tools only, founder unpaid. Direct sites only; reseller sites are upside.

THE ASK

Raising \$200K (pre-seed) to win direct accounts across the Southeast and build the team to support them.

Round size is flexible for the right partners.

TERMS

Raise	\$200K (pre-seed)
Instrument	Post-money SAFE
Valuation cap	\$3.5M
Discount	20%
Side letter	MFN; pro rata for large checks
Minimum check	\$10K
Minimum close	\$150K · close by Feb 2027

Commitments collected first; all SAFEs signed and funded together at close.

USE OF FUNDS · ~18 MONTHS

Founder salary	\$55.2K · 28%
full for ~6 months, then stepping down as revenue covers it	
Sales & support hires	\$63.8K · 32%
salespeople to win direct accounts, plus support	
Sales & customer acquisition	\$27.0K · 13%
Southeast travel, demos, installs, marketing, lead lists	
Senior code review & security (as needed, est.)	\$18.0K · 9%
spot checks for security and stability	
Tools, infrastructure & admin	\$14.1K · 7%
hosting, software, payroll, accounting, insurance	
Reserve & contingency	\$21.9K · 11%
held back; minimum cash floor	
Planned allocation of the full \$200K; sales (45%) is the flexible lever: scaled back if the ramp is slower, expanded from revenue if faster.	

MILESTONES THIS ROUND BUYS

- 12 months: 50–60 live sites across verticals
- First dedicated sales and support hires (no more single point of failure)
- 10+ ISO / reseller partners signed by end of 2027
- Seed-ready: late 2028 to early 2029

Path, not funded by this round: build out development, compliance, legal, HR, and operations.

Runway: 18+ months in both cases; 12 months with no new sites

Monthly burn: \$305.33 for all tools and infrastructure.

Tool	Type	Monthly	Source
Cursor Pro × 2	Development	\$40.00	cursor.com/pricing
Claude Pro	Development	\$20.00	claude.com/pricing
Google AI Pro (Gemini)	Development	\$19.99	gemini.google/subscriptions
ChatGPT Plus	Development	\$20.00	Eric (actual)
Figma	Development	\$20.00	Eric (actual)
GitHub Pro	Development	\$4.00	docs.github.com (plans FAQ)
Ionic Appflow	Dev / build	\$49.00	Eric (actual)
MacinCloud	Dev / build	\$39.00	Eric (actual)
Apple Developer Program (\$99/yr)	Dev / distribution	\$8.25	Eric (actual)
Hostinger (hosting + domain)	Production, fixed	\$20.19	Eric (actual)
Vercel Pro (usage-based)	Production, scales	\$20.00	vercel.com/pricing
Supabase Pro (usage-based)	Production, scales	\$25.00	supabase.com/pricing
Dejavoo gateway (2 × \$9.95)	Production, scales	\$19.90	Eric
One-time, excluded from the monthly total: Google Play developer registration (\$25, paid).			

Total monthly

\$305.33

Development + build tooling

\$220.24

Production infrastructure

\$85.09

\$64.90 of it scales with merchants (Vercel, Supabase usage; +\$9.95 per new site terminal)

Green sources are amounts confirmed by the founder; the rest are list prices as of Sep 25, 2026. Includes the Apple Developer Program (\$99/yr as \$8.25/mo). Excludes taxes, usage overages, and founder pay.

How the illustrative projections are built.

Live sites (year end)	Main: 2 / 55 / 175 / 400 / 1,000 for 2026–2030 (founder targets: 50–60 in 12 months, 300–500 by 2029, 1,000 by 2030), linear month to month. Lower: 2 / 22 / 88 / 200 / 500 (2027 adds 3 months later at half pace, then half the targets). Direct sites only.
Pricing and margin	New sites: ~90% dual pricing at a flat 3.83%; ~10% pass-through at interchange + 0.25% + \$0.125/txn (founder estimates); \$70K/mo card volume. Margin = pricing – processor buy rate under the partner agreement (confidential), with interchange and card-brand costs measured on founding-merchant statements (1.77–1.83%). Main: average of four merchant profiles; lower: lowest-margin profile (~\$28-ticket restaurant).
Processing share and SaaS	Tiered share of margin, rising with merchant count (each site at its bracket's rate): ≈ \$550/mo per new site at the entry tier, net of the \$9.95 gateway. SaaS \$130/mo blended across \$59–\$249 tiers (assumed mix). Founding merchants: current pricing, SaaS waived. No losses, churn, price increases, or hardware revenue.
Costs and runway	Month 1 = Mar 2027 (funds by Feb 2027; before close, tools only, founder unpaid). Founder \$9,200/mo (round-funded 6 months, then revenue); sales/support rep \$3,545/mo (\$19/hr + payroll tax); acquisition \$1,500/mo; senior code review \$1,000/mo (est.); tools + admin \$785/mo. Main case adds a second sales hire and \$3,000/mo acquisition from month 7, funded by revenue. Residuals paid 2 months after processing.
Reseller channel (upside)	Case by case: wholesale licensing (10 bps of card volume + \$20/license/mo; ≈ \$110–\$130/site/mo) or discounted SaaS tiers resold at list (≈ \$39–\$100/site/mo). Illustrative +2 resellers/month from Jul 2027: \$5.1K–\$17.2K in 2027. Not in the projections.
Dual-pricing design	Card price and cash price at the item level: the POS and printed shelf labels show the card price; paying cash reprices the order to the cash price, with no fee added at checkout. Consistent with Visa's distinction between a cash discount and a surcharge; ¹ the pending Visa/Mastercard settlement (¶42(d)) preserves dual pricing. ² Pedestal maintains the modules to current card-brand rules and updates the POS as rules change (company design review; no formal legal opinion).
Sensitivities (2030 revenue)	Main \$8.70M; every site at the entry share tier \$5.89M; \$100K/mo per site with \$169 SaaS \$12.36M; lower case \$4.07M.

Sources: ¹ Visa, U.S. Merchant Surcharge Q&A (v. 02152024), Feb 15, 2024, “What is the difference between a cash discount and a surcharge?” ² Superseding Rule 23(b)(2) Class Settlement Agreement, MDL 1720 (E.D.N.Y.), Nov 10, 2025, ¶42(d) (SEC exhibit filed by Visa); preliminary approval Jun 9, 2026 (Reuters); final approval pending.

The metrics Pedestal will report to investors.

Card volume (GPV)

Total dollar value of card payments processed through Pedestal merchants.

Residuals

Pedestal's share of processing margin on direct merchants' volume; posts about two months behind (August volume funds in October).

Net take rate (bps)

Residuals ÷ card volume, in basis points (1 bps = 0.01%).

ARPL

Average revenue per location: SaaS tier + residuals, per month or per year.

MRR / ARR

Monthly / annual recurring revenue (SaaS + residual run rate).

Live locations

Stores actively transacting on Pedestal; report net adds per month.

Logo churn

% of live locations lost per month or year, with the reason (closure vs. switch).

Gross / net revenue retention

Revenue kept from a cohort after churn (gross) and after upsell (net).

Attach rate

% of POS locations also running CFD, KDS, Manager, gift cards, or online ordering.

CAC and payback

Sales + onboarding cost to win a location, and months of contribution to earn it back.

Boarding cost

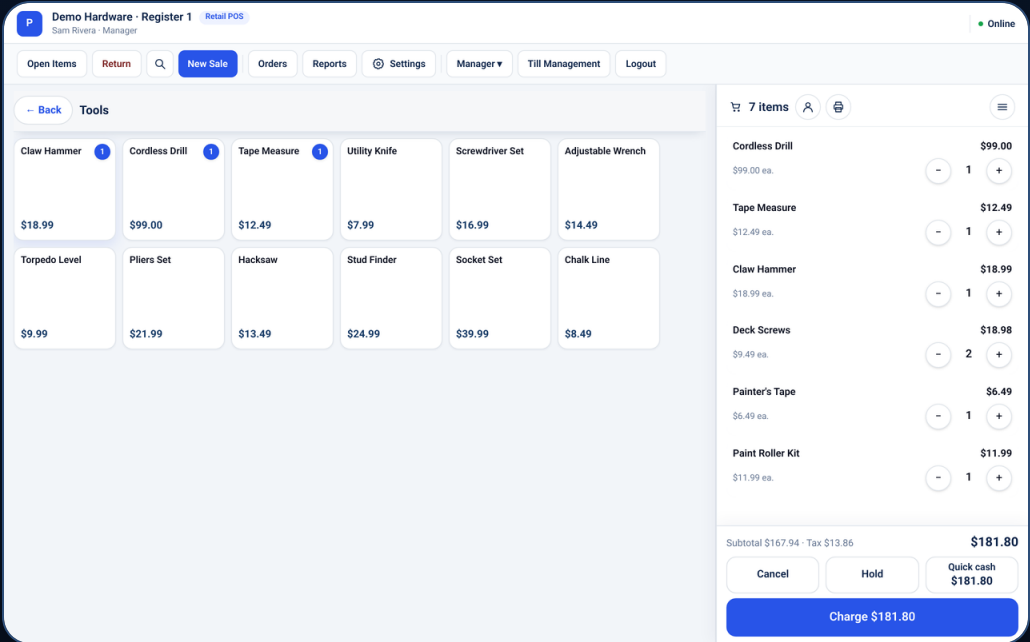
Pedestal's out-of-pocket cost to install a merchant (≈ \$0 today; hardware is merchant-paid).

Gateway cost / terminal

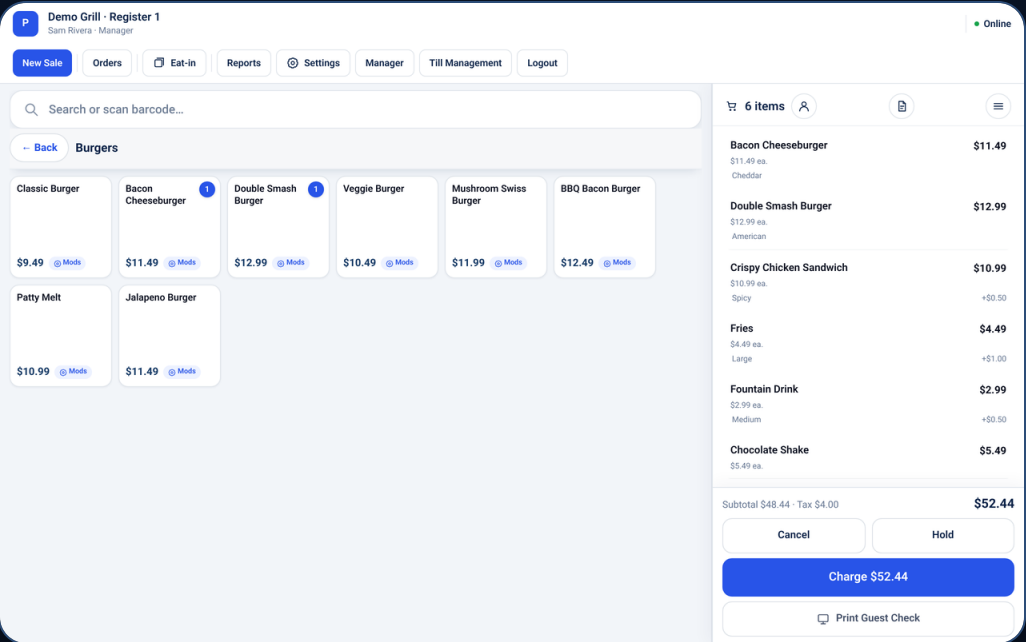
Dejavoo fee Pedestal pays on direct merchants: \$9.95/mo first terminal, \$4.95/mo second at a site. None on reseller merchants.

APPENDIX · PRODUCT SCREENS

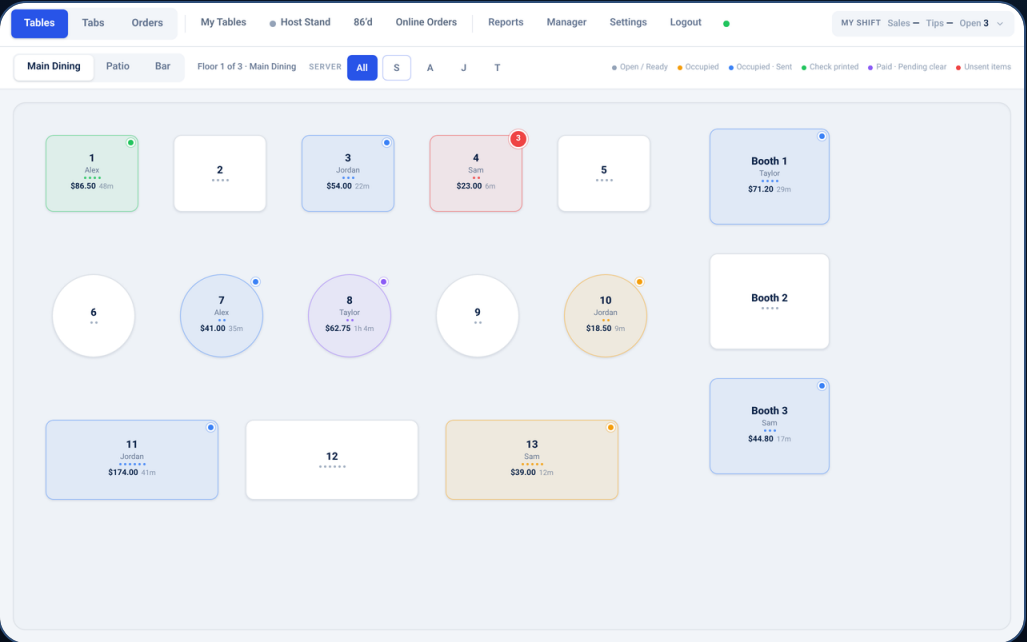
The product across verticals.



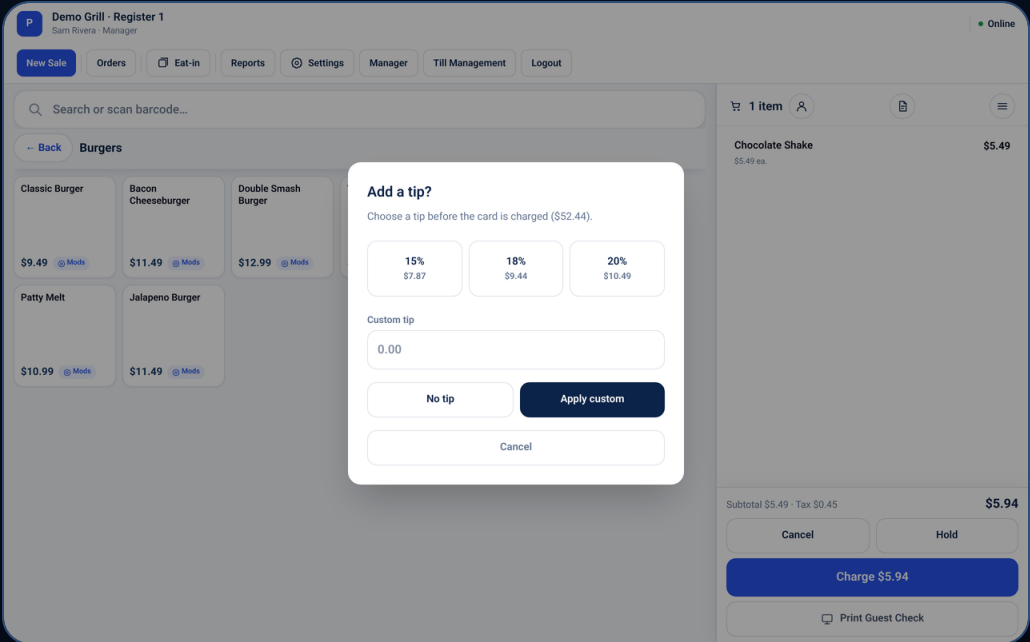
POS · retail register



POS · quick service



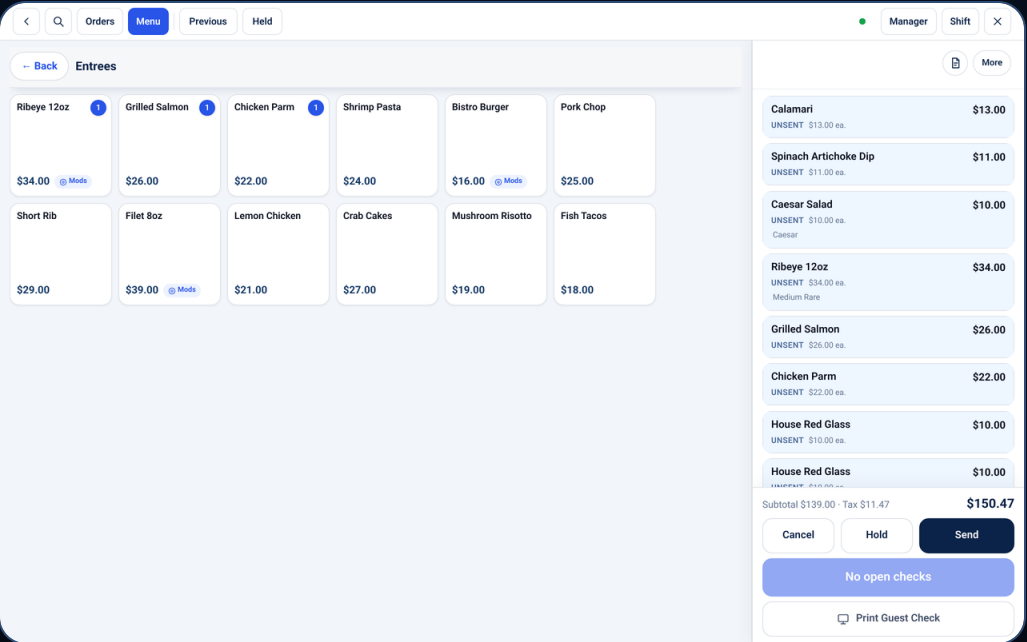
POS · table service



POS · tip prompt over an open order



Customer display · order in progress



POS · table-service check

Screens: current Pedestal apps, rendered with fictional sample data (Demo Grill, Demo Bistro), plus Demo Hardware for retail. Captured from the current Pedestal codebase on Sep 25, 2026; no customer data shown.

What each app does today, from the product documentation.

POS

- Retail, grocery, quick service, table service
- Barcode/SKU scanning; price- and weight-embedded barcodes
- Menus, forced/optional modifiers, hold-send-pay
- Table maps, seats, split checks, house accounts
- Dejavoo Cloud SPIn: sale, refund, void, tip, signature, batch
- Gift cards, loyalty; dual pricing (card-price labels, automatic cash repricing) and cash discount modules
- Offline / local-network selling; daily station backup

CFD

- Mirrors cart and totals in real time
- Tip and signature capture when enabled
- Paired to a register over the local network
- Native iPad app + browser install
- Provisioned by station code; no login on device

KDS

- Routes items to prep stations (multi-route)
- Expo or prep-station view
- Age timers, late/urgent states, sound
- Bump, bump all, recall (30 min)
- Filters by source: QSR, table, online
- Keeps working over LAN without internet

Manager

- iPhone + Android, PIN sign-in
- Restaurant: approvals, 86 items, shifts, end-of-day readiness
- Retail: scan-to-start orders, hold for POS
- Inventory lookup; purchase orders and receiving
- Label print queue sent to POS
- Local catalog works offline

Back office + online

- Products, taxes, employees, devices, multi-location
- Inventory: receiving, transfers, damages, min/max/par
- Do it Best EDI price-book integration (live) and pricing review
- Shelf/price labels to ZPL printers
- Reports: sales, tender, tax, product mix, labor, gift cards
- Online ordering: pickup storefront + POS inbox
- Dealer portal for reseller partners

Source: Pedestal product documentation (Manager app, native display apps, local-network architecture, dual pricing) and the public feature list on pedestalpos.com, as of Sep 25, 2026.

Where every number in this deck comes from.

- Census Bureau, County Business Patterns 2023 (cbp23us.zip and cbp23st.zip, released 2025), employer establishments, NAICS 2017: US restaurants (722511/722513/722515) 613,854 + POS-suited specialty retail (444130, 4452, 4453, 448, 451, 453) 357,049 = 970,903; same categories in FL, AL, GA, MS, LA, TN, SC, NC = 195,155. Market dollars = locations × \$8,154/yr modeled revenue per location.
- Nation's Restaurant News, Feb 24, 2026 (NRA 2026 State of the Industry: 80%+ of operators strained by card processing fees). The Nilson Report, "Merchant Processing Fees in the United States Exceeded \$187 Billion in 2024," Mar 19, 2025 (nilsonreport.com/newsletters/1281).
- Hospitality Technology, "Why 44% of Restaurants May Change POS in 2026" (2026 POS Software Trends Study), Feb 2, 2026. J.D. Power, 2026 U.S. Merchant Services Satisfaction Study, Jan 13, 2026 (jdpower.com press release; 4,407 small-business merchants, fielded Aug–Oct 2025).
- Toast pricing: pos.toasttab.com/pricing. Square pricing: squareup.com/us/en/pricing. Clover pricing: clover.com/pricing. Revel: revelsystems.com/pricing; Shift4 press release, Jun 14, 2024.
- Tool costs: confirmed actuals from the founder (ChatGPT Plus, Figma, Ionic Appflow, MacinCloud, Apple Developer Program, Hostinger, Dejavoo gateway); list prices for the rest (cursor.com/pricing; claude.com/pricing; gemini.google/subscriptions; docs.github.com; vercel.com/pricing; supabase.com/pricing).
- Pedestal SaaS tiers: pedestalpos.com public pricing (Single Station \$59, Standard \$99, Pro Multi-Station \$169, Unlimited \$249 per location / month).
- Merchant facts (Jayroes, Boggy Boys, the specialty retailer, pipeline, timeline dates, Revel displacements, founding-merchant SaaS waiver, pricing mix, boarding model, gateway fees): founder, Eric McNamee. Customer quote: text message from James Singleton, Manager, Jayroes.
- Processing economics: interchange and card-brand costs measured on prior-processor statements (Jayroes Mar–Jun 2026, specialty retailer Jun–Aug 2026; Boggy Boys statements are bundled, so restaurant profiles use a proxy). Processor buy rate and share tiers: PropelR partner agreement (confidential). Estimates only; not received residuals.
- Processing partner (PropelR Payments), channel economics, Dejavoo Cloud SPIn, company and founder background: founder.
- MPV: prior-processor statements provided by the merchants for underwriting (Jayroes Mar–Jun 2026, specialty retailer Jun–Aug 2026, Boggy Boys Niceville May–Jun and Seagrove Jul 2026); simple monthly averages of gross card volume.
- Product facts: Pedestal Business Suite repository documentation, read Sep 25, 2026. App store availability, contracts (software license; 36-month payments agreement, \$0 early termination fee today), Do it Best EDI integration, SAFE terms, cash on hand, and growth targets: founder, Sep 25, 2026.
- Revel / Shift4: Payments Dive, "Shift4 to buy rival POS firm Revel for \$250M," May 15, 2024; Shift4 Q2 2026 earnings call, Aug 6, 2026 (transcript: The Motley Fool via The Globe and Mail). Slowed updates and migration pressure: firsthand reports from the founder and founding merchants.
- Dual pricing: Visa, U.S. Merchant Surcharge Q&A (Feb 15, 2024); Superseding Rule 23(b)(2) Class Settlement Agreement, MDL 1720 (E.D.N.Y.), Nov 10, 2025, ¶42(d); preliminary approval Jun 9, 2026 (Reuters). Projections and use of funds: company model (illustrative; assumptions on the projection-assumptions slide).