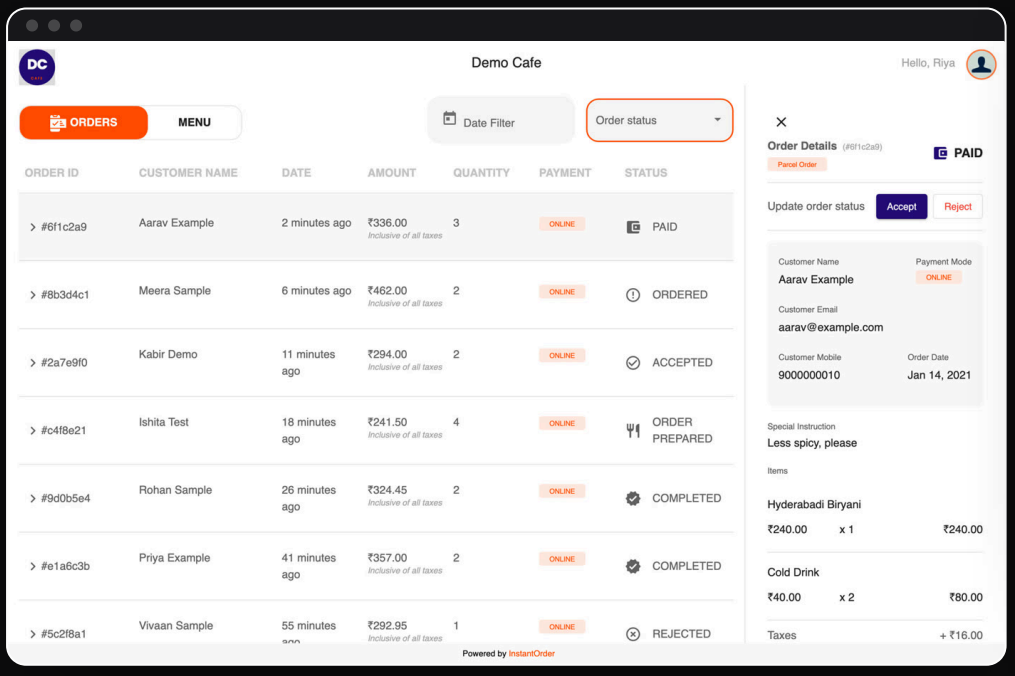
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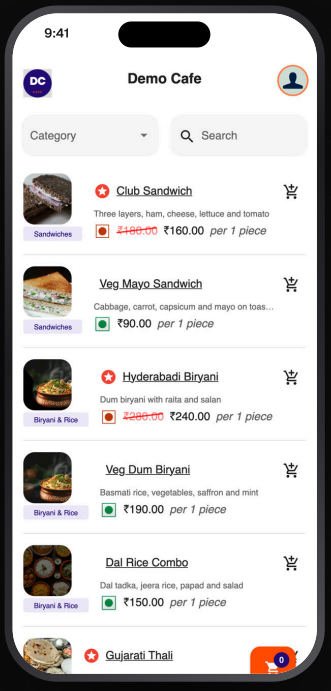
INSTANTORDER, REBUILT · 2026

FOR RESTAURANTS, CAFÉS, SHOPS AND PLATFORMS

Your shop, online in 10 days.

Your own online ordering system, under your brand: a QR menu for every table, orders and payments straight to your screen, a post studio for social media, and an admin to run it for many shops. A new serverless build on your own AWS. Ready in 10 days.





SCREENS: THE INSTANTORDER APP WE BUILT IN 2020-21, WITH A FICTITIOUS DEMO SHOP

WHY

Your menu, your orders, your customers.

Most local food shops take orders on the phone and on paper, or hand a share of every order to a delivery app. Your own ordering link keeps the customer, the data and the margin with you.

TODAY

Paper, phone and cash

- Commission on every app order
- Paper menus to reprint when a price changes
- Orders taken by phone, written by hand
- Cash only, change at the counter
- No time to make social posts
- Custom apps that cost a fortune

WITH INSTANTORDER

One link. One QR. Orders in.

- Your own link and a QR menu for every table
- Update a price and it changes everywhere
- Orders arrive live on your screen
- Pay online or in cash
- Posts from templates in a few minutes
- One-time price, on your own AWS

This guide shows **InstantOrder**, the white-label ordering platform we built in 2020–21 for local food vendors in Vadodara. The screens come from a local run of that app with fictitious demo shops (Demo Cafe, Sample Sweets & Farsan). The package is a **new serverless build** of the same idea, set up on your own AWS account.

WHAT'S INCLUDED

Order, run, promote. Own it.

01
Order

- A link and a QR menu for each shop
- Categories, search, veg marks, offer prices
- Units: per kg, 500 g, per piece, per dozen
- Cart, special instructions, online or cash
- An order status page for the customer

02
Run

- Live orders, filtered by date and status
- Accept, reject, prepared, completed
- Menu, categories and photo cropping
- Opening hours, about page, offer banner
- Receipts for every order

03
Promote

- Post studio: menu item, offer, festival, card
- Drafts saved as you go
- Download with caption and hashtags
- Emails: welcome, invoice, balance alerts

04
Own it

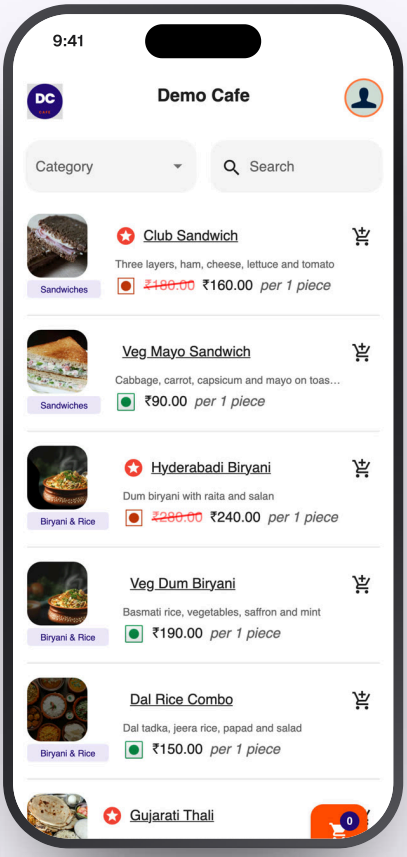
- Your logo and brand throughout
- Serverless on your own AWS account
- Razorpay in India, Stripe internationally
- One shop, or many with admin and tokens

₹1,50,000 + GST · $2,500

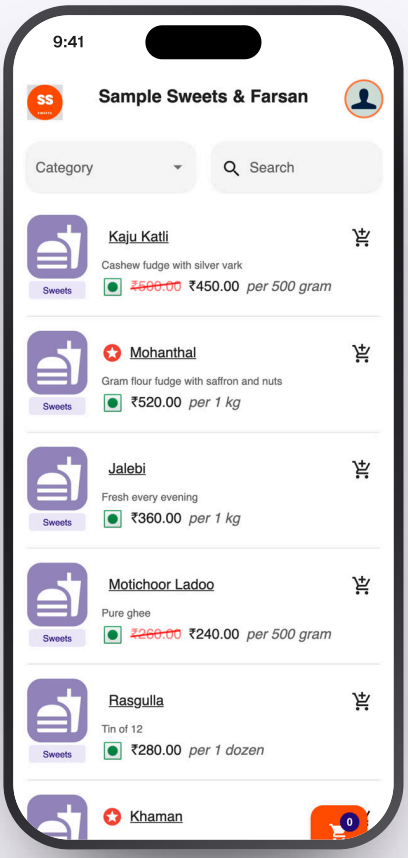
One-time · ready in 10 days · set up on your own domain, AWS, payment gateway and email accounts

No app. No login. Just the menu.

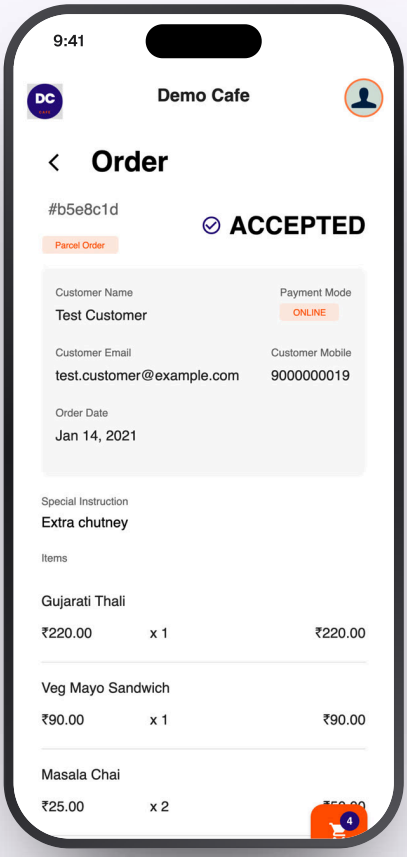
The customer scans the QR on the table or opens the shop's link. The menu opens in the browser, by category, with search, veg marks and offer prices. They add to the cart, leave a note and pay online or in cash, then follow the order on a status page.



MENU WITH OFFER PRICES



A SWEET SHOP SELLS BY WEIGHT



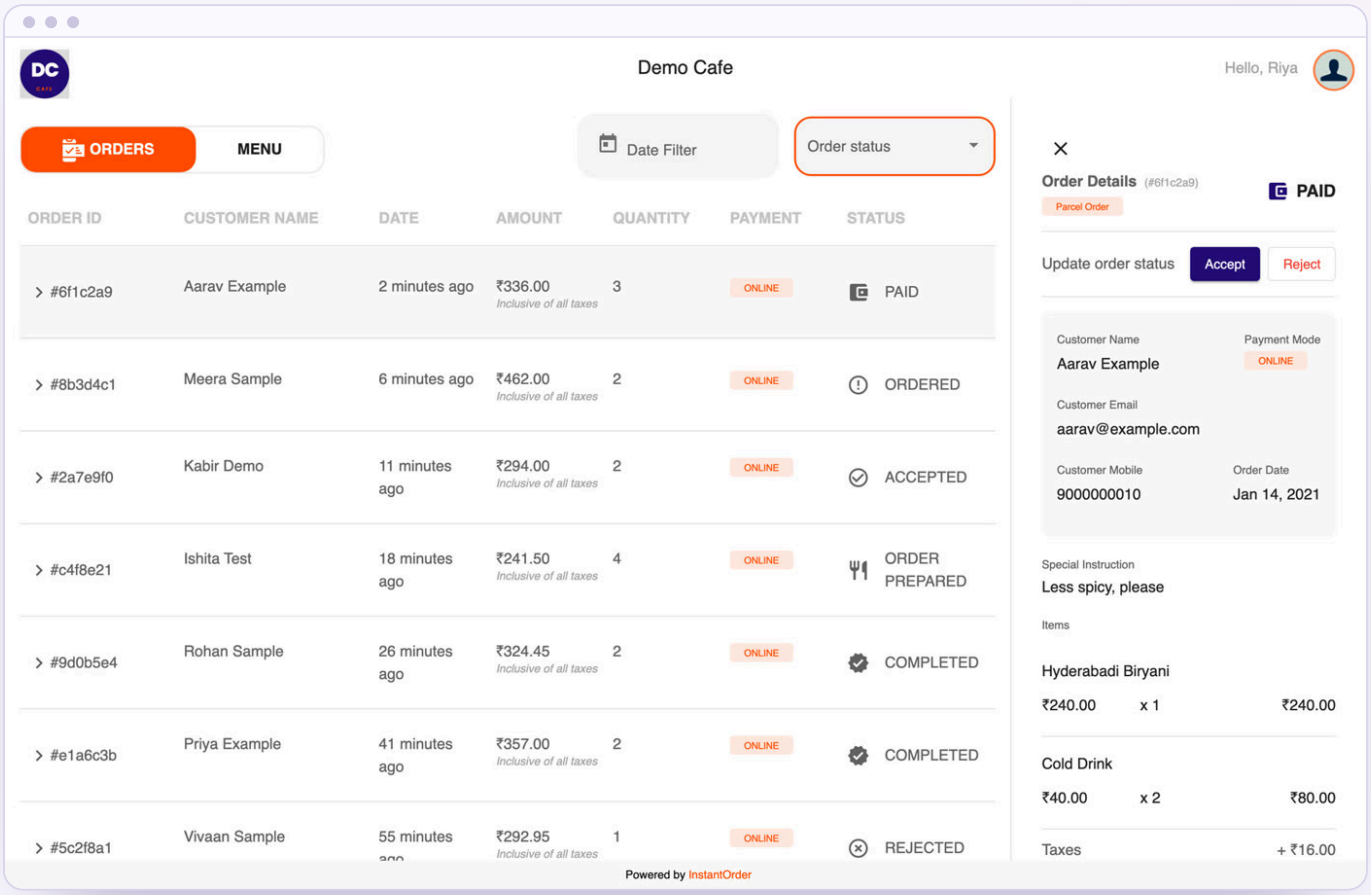
ORDER STATUS, LIVE

- A link (or subdomain) and a printable QR card
- Units per kg, 500 g, piece or dozen
- About page: hours, photos, offer, social links
- A closed page outside opening hours

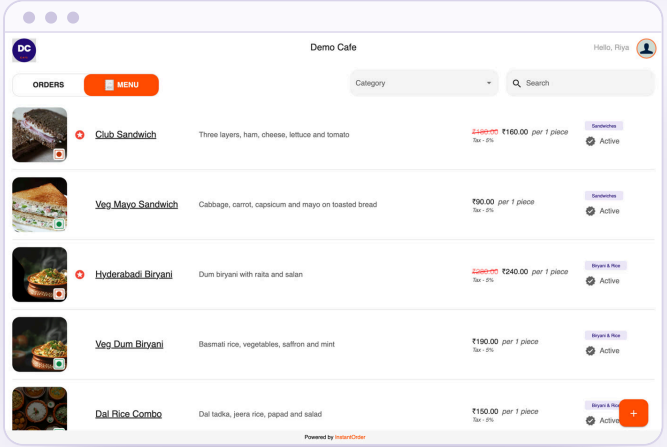
INSTANTORDER, 2020-21 · FICTITIOUS DEMO SHOPS: DEMO CAFE, SAMPLE SWEETS & FARSAN

Orders arrive live.
One tap per step.

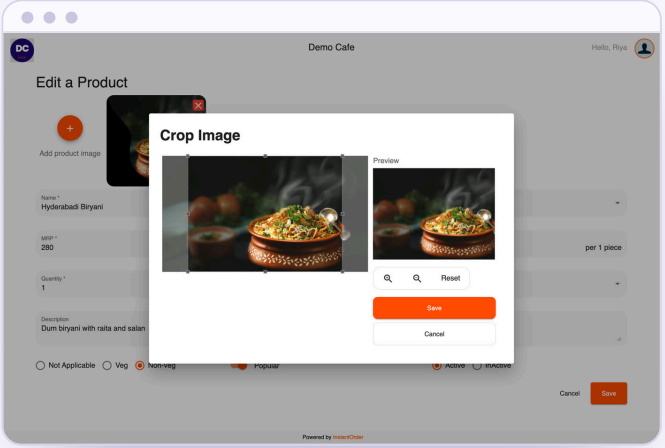
Every order lands on the shop's screen with the items, the customer's note and how they paid. Accept or reject it, mark it prepared, then completed. The menu, photos, prices and opening hours are the shop's to change.



ORDERS WITH AN ORDER OPEN · FICTITIOUS CUSTOMERS



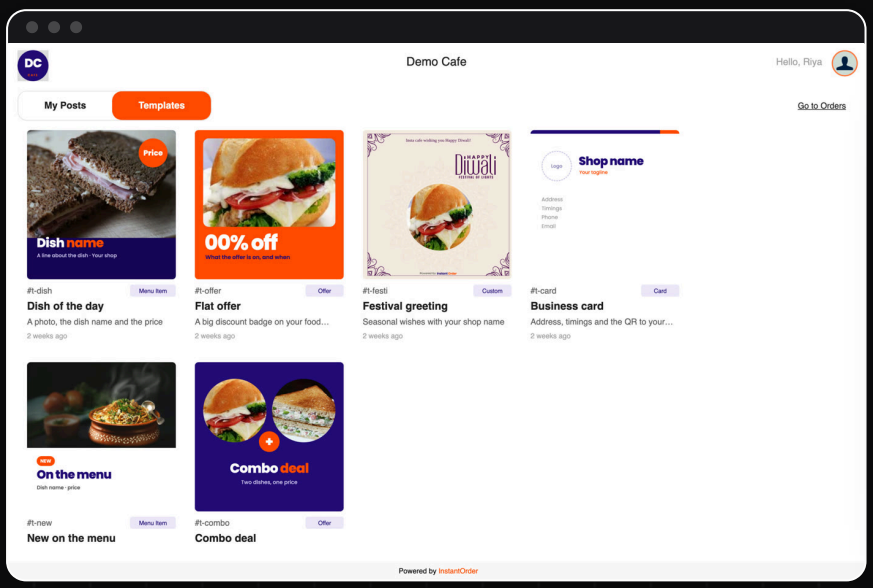
MENU: OFFER PRICES, UNITS, TAX

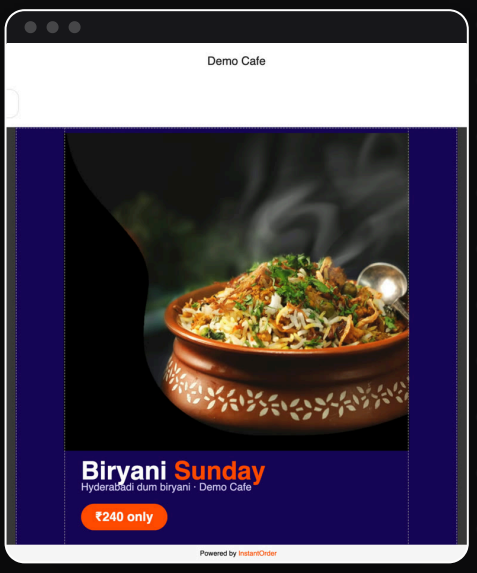


CROPPING A DISH PHOTO

- Filter orders by date and status
- Bank account for online payouts

Posts from templates.
Emails that send themselves.





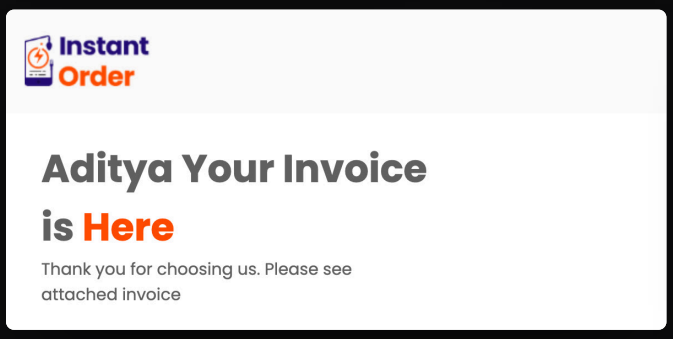
TEMPLATE PICKER AND THE POST EDITOR · DEMO SHOP

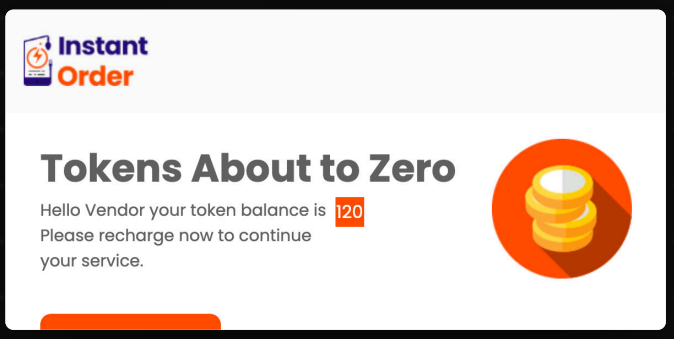






A 2021 FESTIVAL CARD FROM THE STUDIO · TWO DEMO POSTS





2021 EMAIL TEMPLATES: WELCOME, VERIFY, INVOICE, MONEY ADDED, TOKENS LOW, TOKENS ZERO

Serverless, on your own AWS.

The 2021 app ran on a Spring Boot server with MySQL. The package is a new build of the same features on AWS serverless services, in your account: you pay AWS directly and own the code, the data and the customers from day one.

WEB APP

Customer, shop, admin

One web app for menus, orders and admin.

→

API

API Gateway

One API for every screen.

→

COMPUTE

AWS Lambda

Runs only when a request comes in.

DATABASE

PostgreSQL

Shops, menus, orders, tokens.

FILES

S3

Menu photos, logos and posts.

EMAIL

SES

Welcome, invoice and balance emails.

PAYMENTS

Razorpay in India, Stripe for international buyers

Customers pay online or choose cash. Online payments go through your own gateway account.

ONE BUSINESS

Your shop, your link

- A restaurant, café, shop or kitchen
- Your domain and your QR cards
- Your menu, your payments
- No tokens needed

PLATFORM MODE

Run it for many shops

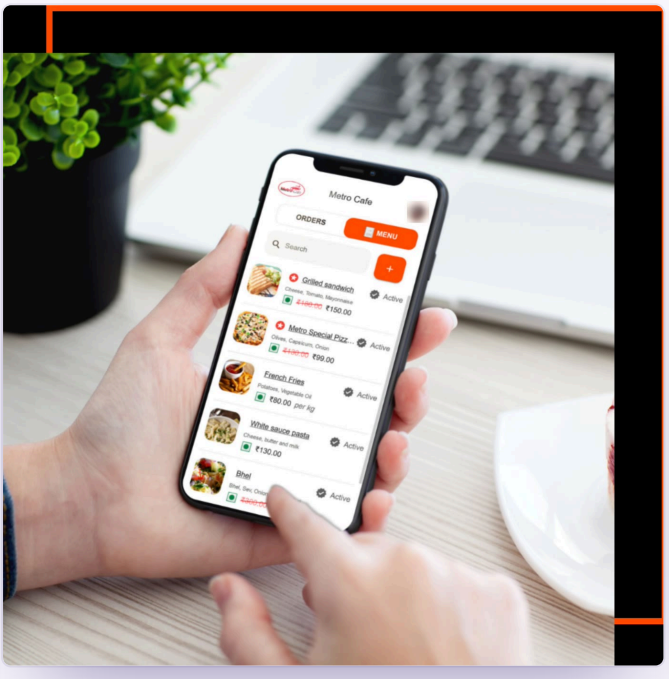
- Each shop gets its own link, QR and menu
- Approve and manage shops in the admin
- Shops prepay tokens, a little per order
- Post templates for every shop

Stack for the rebuild: AWS Lambda, API Gateway, PostgreSQL, S3 and SES. The 2021 stack is from the InstantOrder code.

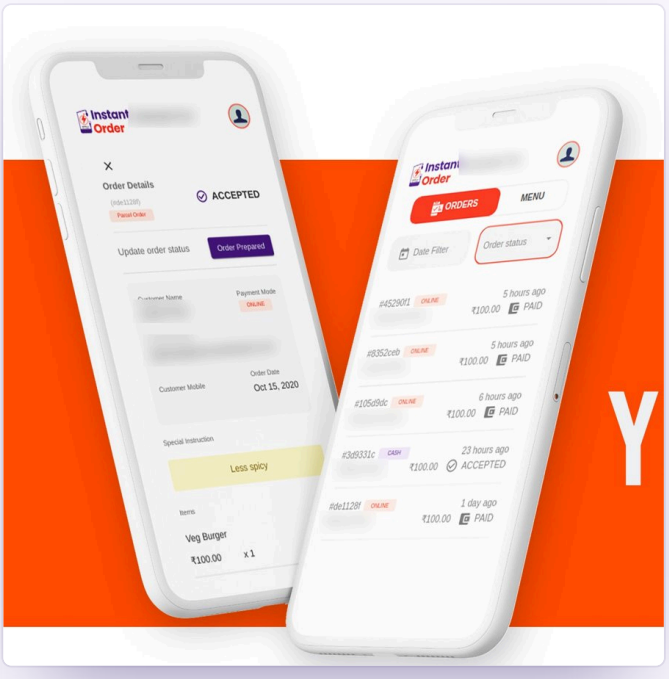
CASE STUDY · INSTANTORDER, 2020–21

Instant Order

InstantOrder was a white-label online ordering platform for local food vendors in Vadodara, India. We built the customer menu and ordering, the shop owner's orders, menu and post studio, the platform admin, live order updates, Razorpay payments with prepaid tokens, and the transactional emails. The service is no longer live.



2021 MENU PHOTO



2021 FLYER · NAMES AND EMAIL BLURRED

- Built 2020–21: Angular web app, Spring Boot API
- QR menu cards and shop links
- Prepaid tokens bought through Razorpay
- No commission in %, no setup or annual fee
- Orders pushed live over websockets
- Post studio with templates
- Admin for vendors, users and templates
- Transactional emails, welcome to invoice

NO RESULTS ARE QUOTED: THE SERVICE RAN IN 2020-21 AND IS NO LONGER LIVE. DEMO SCREENS USE FICTITIOUS SHOPS.

HOW WE WORK

From first call to live in 10 days.

01

DAY 1

Call and brief

One business or platform mode, payment options, your brand, and the shops and menus to load first. You open the accounts on the list below.

02

DAYS 2 TO 3

Brand and menus

Your logo and colours applied to the menu, the shop screens, the QR cards and the emails. Your menu loaded with photos and prices.

03

DAYS 4 TO 8

Build and set up

The app and API on your AWS account, payments, email, the post templates and the admin.

04

DAYS 9 TO 10

Test, launch and hand over

Test orders and payments, then live keys and your domain. Owner logins, QR cards to print and a walkthrough for your team.

WHAT WE NEED FROM YOU

- Your logo and brand colours
- A domain, in your name
- A Razorpay and/or Stripe account
- One shop or platform mode (and token prices)
- One person who can say yes
- Your menu, with prices and photos
- An AWS account, in your name
- An email sending domain
- Support email and legal pages
- Feedback within a day at each step

INSTANTORDER, REBUILT

Book a free 30-minute call.

₹1,50,000 + GST · $2,500

One-time, for India and international clients. Ready in 10 days. Razorpay in India, Stripe for international buyers. We set it up on your own domain, AWS, payment gateway and email accounts. You pay those providers directly and own everything from day one.

Optional maintenance, from launch: ₹10,000 + GST or $180 a year. Security and framework updates, backups, uptime monitoring, SSL checks and small fixes. Hosting is not included.

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BOOK A CALL

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