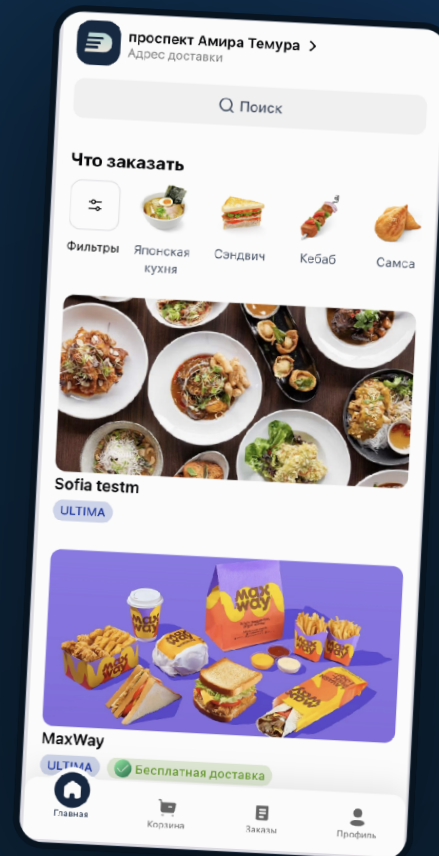


SEED ROUND

delever

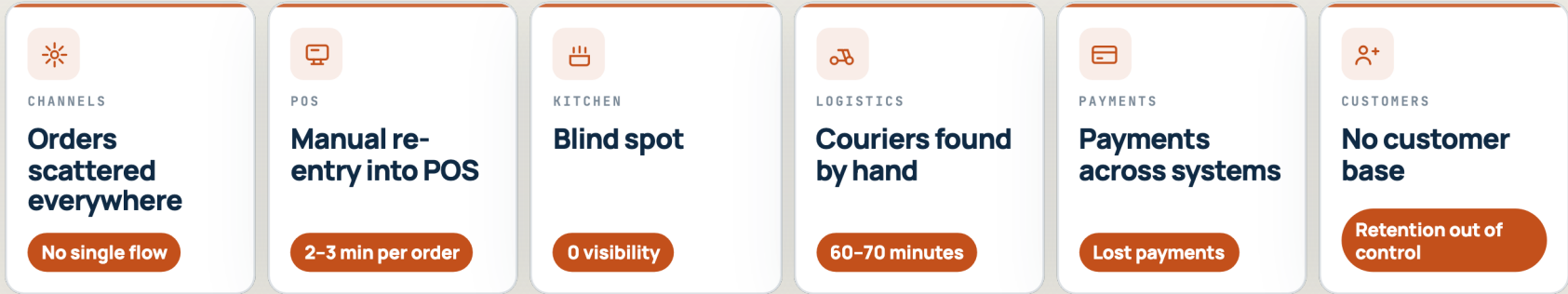
From chaos to systematic growth

Automation platform for online sales and delivery for restaurants and retail.



To operate online, a business **has to run a dozen disconnected IT systems.**

Sales channels, payments, courier services, analytics, reporting, communications, marketing and loyalty — each a separate system. Every one needs its own person or team: errors, no synchronisation and a lot of manual work.



IT headcount costs

every system needs its own person or team

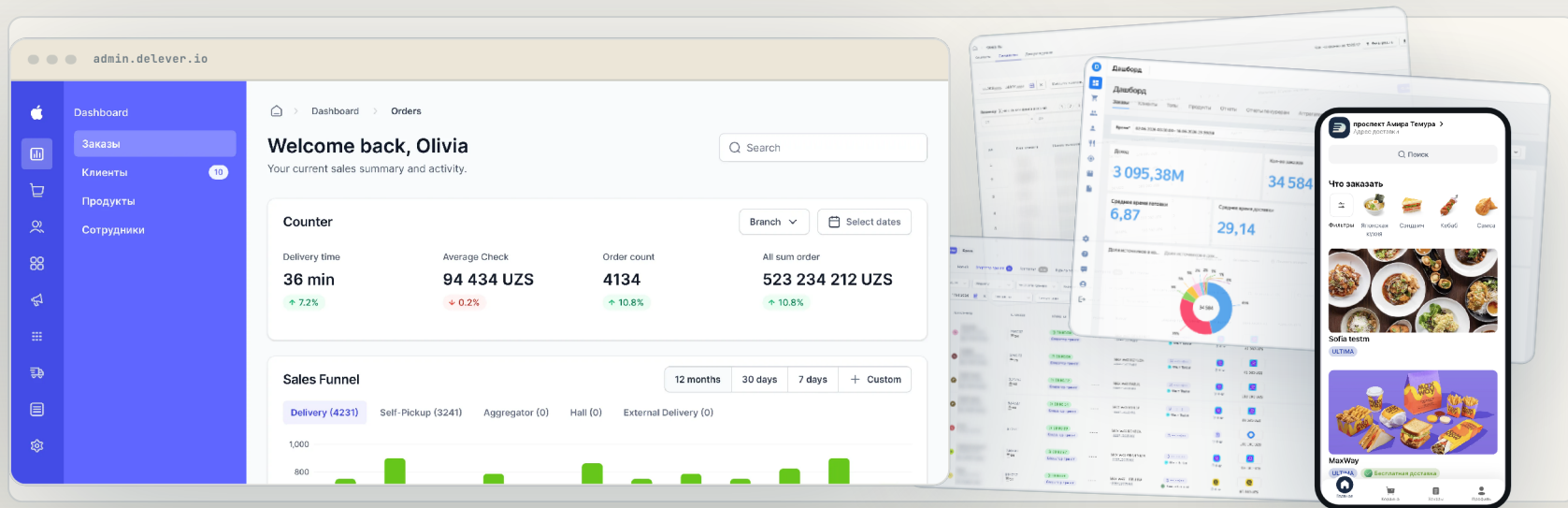
Scaling is hard

or simply impossible

More volume = more staff

more orders means more people

Delever is the restaurant operating system: sales, marketing and delivery in one place.



CHANNELS

One flow

orders from 7+ channels land in one system

POS

0 seconds

straight into POS — no manual re-entry

KITCHEN

Real-time

kitchen and metrics fully transparent

LOGISTICS

30–40 min

3PL couriers called automatically

PAYMENTS

One ledger

all payment systems and fiscalisation unified

CUSTOMERS

Smart CRM

segments, triggers and abandoned carts



CUSTOMER CASES

MAXWAY • YAPONAMAMA • OQTEPA • OKADZAKI

×5.5

chain revenue growth

The result of fully automating online sales and delivery and bringing every channel into one system.

\$70K

saved per year • ~15 staff
YAPONAMAMA

0 sec

order transfer • was 2–3 min
ALL CUSTOMERS

×2

faster delivery • 60–70 → 30–40 min
OQTEPA LAVASH

+25%

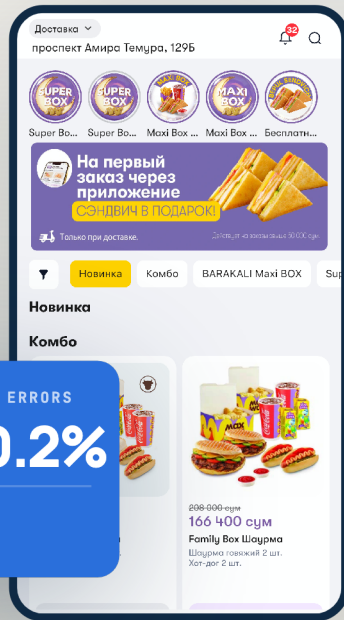
higher average check • promos and combos
MAXWAY

AGGREGATOR ORDER ERRORS

7% → <0.2%

down 35×

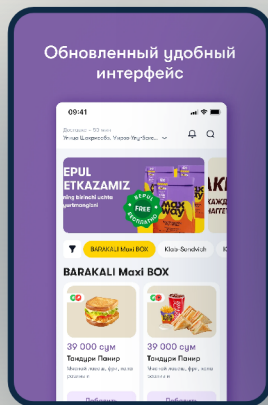
OKADZAKI



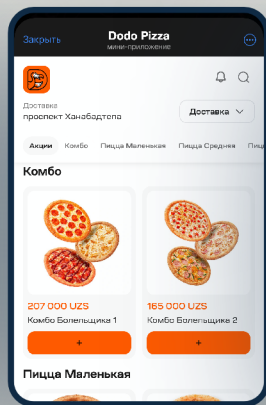
Trusted by global brands.



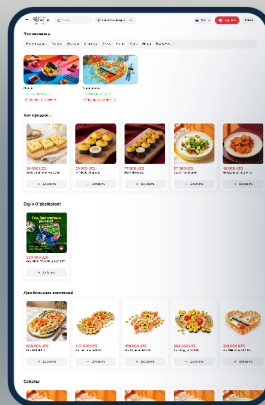
+ hundreds of brands



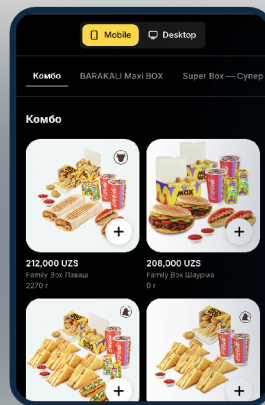
APP • MAXWAY



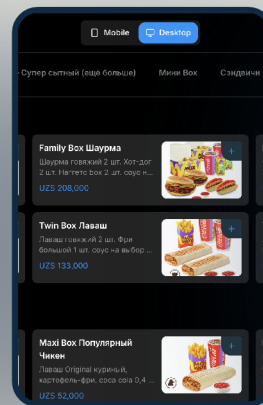
BOT • DODO PIZZA



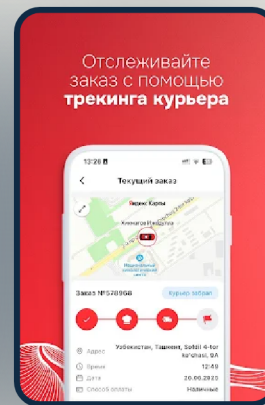
WEBSITE • YAPONAMAMA



WOLT • MAXWAY



YANDEX EATS • MAXWAY



DELIVERY TRACKING

We size the market bottom-up — **by real venues.**

2.5%

OF SOM CAPTURED • \$720K RUN-RATE

TAM

\$150M+

Central Asia, the Caucasus and the Middle East

SAM

\$45M

Full coverage of Central Asia and the Caucasus

SOM • TODAY

\$29M

16,500 venues × ~\$1,750 average annual contract

ACTIVE MARKETS

Uzbekistan • HQ

Kazakhstan

Georgia

Azerbaijan

Kyrgyzstan

Cyprus • pilot

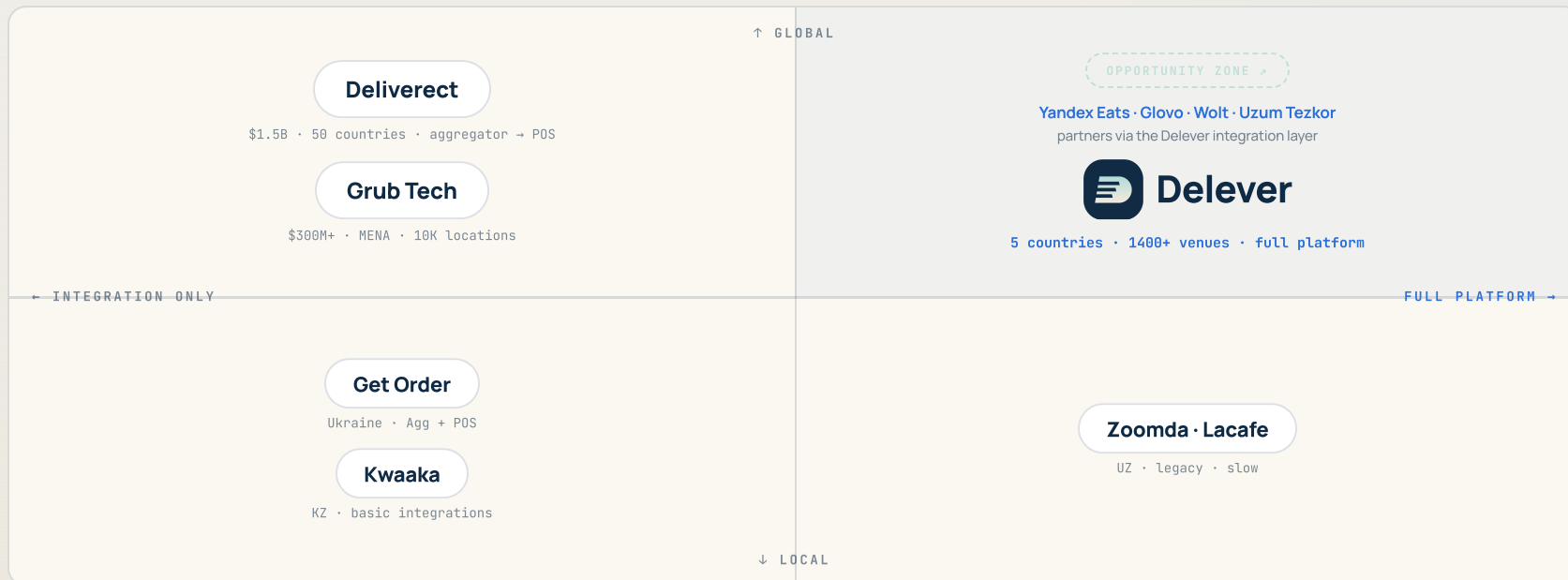
UAE • pilot

GLOBAL SAAS TAM

~\$2.6B

CAGR ~18%

Market map.



Full system

not a plugin — orders, kitchen, couriers, CRM

40+ integrations

each one a barrier to entry

Local expertise

5 markets, 1400+ venues, 6 years

Consistent growth and real business metrics.

20M

ORDERS PROCESSED · CUMULATIVE

\$200M

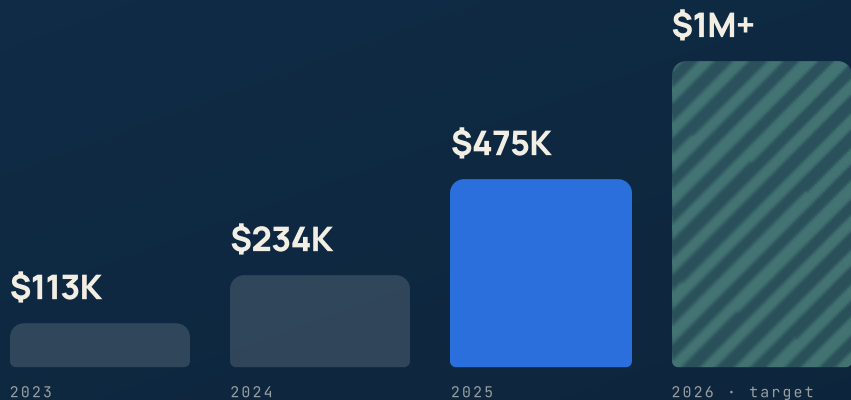
GMV · CUMULATIVE

5M

USERS · CUMULATIVE

\$60K₊

MONTHLY REVENUE



LTV 3+ years

MRR Churn 1%

NRR 102%

LTV/CAC 3.2x

Gross margin 60% → 70%

HOW WE MAKE MONEY

Multiple revenue streams — one ecosystem.

01 • SAAS SUBSCRIPTION — CORE

Basic	from \$1,200/yr
Medium	from \$3,600/yr
Enterprise	from \$30,000/yr

02 • USAGE-BASED REVENUE

Transaction fees

A percentage of every order processed.

API monetisation

Banks, payment and courier services pay for access to the infrastructure.

03 • PLATFORM REVENUE

Marketplace fees

Commissions from partner storefronts and marketplaces.

Add-ons

CRM, couriers, analytics, loyalty — paid modules on top of the subscription.

Our partners are market leaders.

PAYMENTS AND BANKS





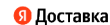





AGGREGATORS AND LOGISTICS







POS AND ERP










INVESTORS AND INSTITUTIONS






A team from the industry.



CEO & FOUNDER

Fakhridin Yusupov

10 years of operations and management in HoReCa and foodtech. Ex-CEO & ECOM at MaxWay — led the chain's growth on Delever. Oson, MyTaxi, Workly, Maxtrack. MBA, DBA.



CO-FOUNDER

Azizbek Bakhodirov

Ex-Express24 — the first national food aggregator. 7 years leading teams and IT outsourcing at Udevs.



CO-FOUNDER

Abdullo Khidoyatov

Ex-MyTaxi — built the first online taxi service. Strong technical leader, 7 years leading teams at Udevs.



ADVISER

Madiyar Bakbergenov

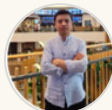
Ex-Kwaaka, Chocofood, Vlife · CEO of Pandev · 10+ years in startups and foodtech.



PRODUCT OWNER

Jamoliddin Jamolov

Product and platform development.



CTO

Shokhrukh Juraboyev

Architecture and the platform engineering team.



HEAD OF CUSTOMER

Hasan Sharopov

Customer success and deployments.

+20

people on the team

Engineering · deployments · sales
· support

ROUND

\$1M at a \$20M valuation

The capital funds scaling, growth and consolidation in our current markets.

60%

\$600K

Marketing and sales

20%

\$200K

Team and offices

20%

\$200K

Integrations

2026

\$1M ARR organic

WITH THE ROUND

\$3M ARR · 2027

\$20M

VALUATION

÷

\$3M

ARR · 2027 TARGET

=

6.7×

FORWARD ARR

2024: \$4M valuation at \$13K MRR → today \$60K+ MRR (×4.6). Valuation grew ×5 — in line with the business.

Let's build this together.

Fakhriddin Yusupov

CEO & CO-FOUNDER

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EMAIL

delever.io

WEBSITE



SCAN TO SAVE THE CONTACT