Verbitir combines a loyalty wallet and a transparent surplus-food marketplace into one product for Türkiye's independent cafés.

One QR code per consumer, valid at every merchant. Every listing is itemised — a product whose contents are not disclosed cannot be represented in the system.

NO PLAYER IN TÜRKİYE OFFERS BOTH IN ONE PRODUCT

Loyalty vendors do loyalty. Surplus apps do surplus. The two markets do not touch. This finding survived research designed to hunt for counter-examples.

Verbitir offers both in a single product. That is a difference resting on the product itself, not on a reading of the law.

THE OPENING

Independent cafés that will never build their own app get loyalty. Chains that already have loyalty have no surplus channel at all: Kahve Dünyası runs Çekirdek across 190+ stores, Espressolab runs Eslab Wallet across 284 Turkish outlets. In Saudi Arabia, Starbucks, Tim Hortons and Cinnabon all use Barakah for exactly this, while keeping their own loyalty separate.

MARKET EVIDENCE

The one major player that tried the consumer market has been dormant since early 2025: last Play Store release 20 January 2025, live merchant counter at zero, consumer content frozen at 2023. The company has repositioned to B2B waste management across 14 language locales. That same company raised $6M at a $43M post-money valuation in 2023, led by 212, on roughly $14M of revenue from 70+ corporate clients — not a weak company, but one that left the consumer market. Play Store rating 2.3 across 364 reviews. Too Good To Go does not operate in Türkiye.

POSITIONING

The sharpest line in the review data is a user writing that it “makes you feel like a beggar”. Verbitir is positioned as premium discovery, not food rescue. Merchants sign a Service Standard: a discounted customer is greeted exactly as a full-price one.

COMPETITORS

Two new entrants launched itemised surplus in Türkiye in 2026. Both offer surplus only:

Foodya ETBİS registered 23.02.2026 · iOS and Android · iyzico · pickup only · contents and allergens disclosed before ordering · sole proprietorship

DailyGood İstanbul/Şişli · joint-stock company · both app stores · 5,000+ users, self-reported

Neither has a loyalty product, and no loyalty vendor has a surplus channel. That is precisely where the difference sits. Separately, Foodya's price presentation rests on a previous price declared by the merchant — the practice the advertising amendment in force 1 August 2026 exists to close.

PILOT TARGETS · Q4 2026

Monthly active loyalty consumers	**500**
Beachhead merchants	**20**

Launch area: Beyoğlu, Karaköy and Galata.

REVENUE MODEL AND UNIT ECONOMICS

As of 28 August 2026 · to be replaced as a single block once our accountant reports

Starter	**₺0 / month**	₺1,500 / month from 1 January 2028
Shop	**₺2,500 / month**	₺5,000 / month from 1 January 2028
Chain	**₺10,000 / month**	+ ₺6,000 / additional branch
Surplus commission	**15%**	merchant side

Launch pricing holds until 31 December 2027. All prices exclude VAT. The consumer-side service fee and the blended take rate are not stated in this version, because the VAT treatment is pending our accountant's opinion.

MARKET CONTEXT

A consolidating market with several credible buyers — and an asset none of them owns. Uber acquired 85% of Trendyol GO for $700M in 2025 and is absorbing Getir and Delivery Hero. Yemeksepeti is being carved out of Delivery Hero and sold to SSW Partners, a New York firm. The meal-card oligopoly — Edenred, Pluxee, Multinet, Setcard — sits on 243,000 Turkish merchants under simultaneous antitrust investigation.

Comparable transactions price the network, not the ARR. SumUp's 2021 acquisition of Fivestars was $317M for 12,000 SMB merchants — roughly $26,400 per merchant, though it is a peak-market print and should be read materially lower today. Uber's Trendyol GO purchase works out at roughly 0.41× gross bookings. Surplus food has no disclosed transaction price in five years. This is presented as a thesis, not a commitment or a projection.

THE ASK

350,000 USD

Angel investor · 18-month runway

USE OF FUNDS

Field operations and merchant acquisition	**40%**
Formation, data registry (VERBİS), legal and accounting	**30%**
Product development and infrastructure	**20%**
Reserve	**10%**

FOUNDERS

Mohamed ELTorky — CEO	Cloud architect, 8 years. Product and technology.
Emir Yılmaz — COO	İstanbul café operator. Field operations and merchant relationships.
Aren — CTO (AI co-founder)	Architecture, compliance and engineering.

Founders take no salary at pre-seed. Modest salaries will be considered only after Series A, with the app live and generating revenue.

Let’s talk: investor@verbitir.com · calendly.com/ceo-verbitir/30min

The full investor deck is shared after a Calendly call.