PRE-SEED · 2026

Kettlewise

Inventory autopilot for independent cafés. Order tomorrow's milk, pastries, and beans in one tap.

Kettlewise Inc. · Portland, OR

THE PROBLEM

Independent cafés order by gut feel, and throw the difference away.

- Owners place 4–6 supplier orders a week from memory and a clipboard.
- Too much: unsold pastries and spoiled milk go in the bin at close.
- Too little: the oat milk runs out at 10am and the regulars leave.
- We interviewed 14 café owners in Portland. 12 said ordering is the most stressful part of their week.

THE SOLUTION

Kettlewise forecasts tomorrow and drafts the order for you.

- Connects to the café's point-of-sale (Square and Toast to start).
- Forecasts demand per item from sales history, weather, and local events.
- Drafts each supplier order; the owner approves it in one tap from their phone.
- Set up in 20 minutes. No spreadsheets.

TRACTION

An 8-week pilot with 6 Portland cafés.

31%

less pastry waste at pilot cafés (owner-reported)

4 of 6

pilot cafés now paying $79/month

120

cafés on the waitlist

MARKET

Over 38,000 independent coffee shops in the US.

- At $79/month per location, that is a $36M+ annual opportunity in the US alone.
- Expansion: bakeries, juice bars, and small restaurants share the same ordering pain.
- Later: referral fees from suppliers who get cleaner, more predictable orders.

COMPETITION

Built for the corner café, not the chain.

- Spreadsheets and clipboards: free, but no forecasting.
- POS built-in inventory: counts stock, does not predict or order.
- Restaurant inventory platforms: built for chains and multi-site groups, priced and staffed for them.
- Our edge: forecasting tuned to small menus, and one-tap supplier orders.

TEAM

We ran cafés. Then we built the tool we wanted.

- CEO: 9 years in café operations, most recently running three locations.
- CTO: former data engineer at a grocery delivery startup, built demand forecasting for 200+ stores.
- Advisor: a former regional manager at a national coffee chain.

THE ASK

Raising $750K pre-seed.

- Reach 300 paying cafés in 18 months.
- Add two more POS integrations and a supplier marketplace pilot.
- Hire one engineer and one café-success lead.