



The Hotel People OS

Automating hotel operations with AI — so every guest feels remembered, every staff member knows what to do next, and every manager sees problems before they become crises.

We didn't build a solution and look for a problem.

The problem found us.

01

The Guest

I stayed at the same hotel four times. They never remembered I don't drink strawberry juice.

My room preference, repeated every visit. My allergy, in no system. I assumed it was one bad hotel.

9th

Conversation with a GM changed everything

Spoke to several GMs. By the 9th GM interview, we stopped thinking about software. He described his industry -

Repeat guests who don't come back. Staff turnover bleeding the business. Four systems that don't speak to each other.

72+

Conversations, before writing a line of code

GMs, front desk staff, housekeeping, frequent travellers — across India and UAE. Every single one confirmed it.

GMs called it a dedication problem. Staff called it a support problem. Both were right.

This is a people-to-people breakdown. Not a system-to-system one. This is how Kintsug was born.

"Hotels aren't just understaffed — they're cognitively overloaded." — Amitabha Das,
GM, Sarovar Portico

\$650K

lost per hotel, per year.

Not from bad service. Not from bad staff. From fragmented operations, invisible burnout, and a vicious attrition spiral that no existing system is built to stop.

700,000+

luxury & upscale hotels facing this problem globally

\$8K

lost per employee who burns out and
leaves

75%

annual attrition

Hotels run on WhatsApp, gut feel & crossed wires.



65 rooms · 140 staff · 40% guest-facing · \$8K per attrition

= \$840K in recoverable revenue loss, per property, per year.



The Cost of Broken Systems



Disconnected tools create chaos



Chaos drives burnout & poor experiences



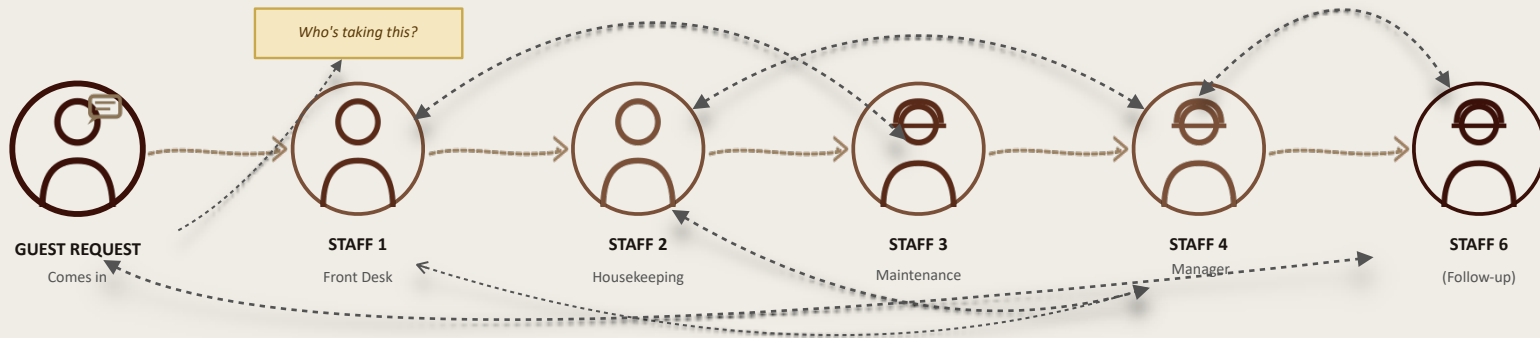
High attrition becomes the norm



Profitability quietly erodes

Today, 6 people & 4 systems can't answer one guest request on time.

25+
min per request



LOST IN TRANSLATION

- Info passed **person-to-person**.
- 14% failure rate reported by guests.

Time lost. Revenue lost.
Guests notice.

6 PEOPLE & 4 DISCONNECTED SYSTEMS

3.5 HOURS

LOST DAILY ON COORDINATION

- No visibility
- No tracking
- No accountability

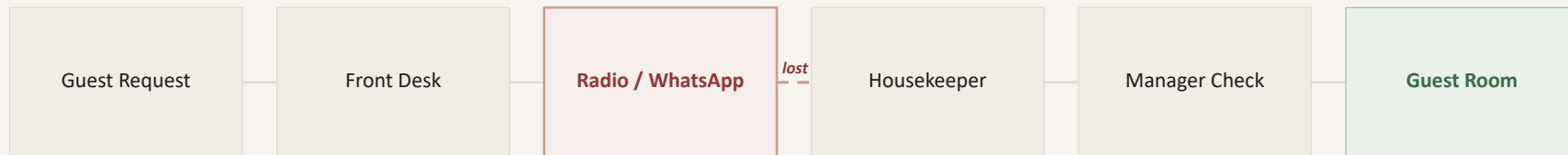


- Duplicate work
- Delays
- Frustrated guests

Manual. Disconnected. Reactive.

What should take 4 minutes takes 25.

If it happens at all.



T O D A Y

25+ minutes, preference lives in someone's memory.
Or a WhatsApp message. Or nowhere.

Lost between shift changes/ departments or to churned employee.

W I T H K I N T S U G

4 minutes, Every preference remembered.
Every visit, every time.

one system, automatic, every time — no handoff, no loss

Multiply this by every guest request, every shift, every day. 700,000 hotels. This is where the \$650K leaks.

The Hotel People OS.

One platform. Every person in the hotel. Everything connected — without ripping out a single existing system.

THE GUEST

Mentioned high floors once. Next visit, it's already there.

Experience

- Preferences auto-captured from every interaction
- Delivered to staff before the guest arrives
- Every stay feels like the hotel remembers

FRONTLINE STAFF

Knows what to do next.

Execution

- SOP-guided task flow — no WhatsApp chains
- AI auto-balances workload in real time
- Every action tracked, every guest note saved

MANAGER

Saw the burnout signal, 3 weeks before resignation.

Oversight

- Real-time visibility across all departments
- Burnout alerts before people quit
- AI learns manager behaviour, then does it better

HIRING & TRAINING

Hire better fits, faster.

Onboarding

- SOP-driven agentic onboarding from day one
- Role-specific training paths by skill gap
- Better fits, hired faster

LEADERSHIP

Operations ran themselves. He used the hour to think

Control

- Breakdown prediction before it reaches the guest
- Cross-property intelligence in one view
- Decisions that took a walk now take a glance

Generic AI Wrapper vs. Kintsug.

Feature	Other AI Wrappers	Kintsug — Hotel People OS
Hotel AI Core approach	✗ Generic LLM wrapper. Not built for hospitality. No hotel context.	✓ Purpose-built per hotel. Understands SOPs, roles, and guest profiles.
Guest Preferences Retention & recall	✗ Passed person-to-person. Lost in handoffs. Staff forgets or is too busy.	✓ AI saves in 30 seconds. Any staff captures. Virtually zero lost preferences.
Staff Burnout Workload & recognition	✗ Overworked / underworked staff. No recognition. HRMS & workload disconnected.	✓ Real-time AI task allocation + SOP. Peer reviews. Unified system.
System Integration PMS / POS / HRMS	✗ Siloed tools. Rip-and-replace required. High switching cost.	✓ Sits above existing stack. No rip-and-replace. IDS Next, Opera & more.
Guest Comms Aria voice agent	✗ Generic chatbot or none. Inbound calls manual. No pre-arrival engagement.	✓ Aria AI handles pre-arrival & inbound. Personalised, always-on, zero wait.

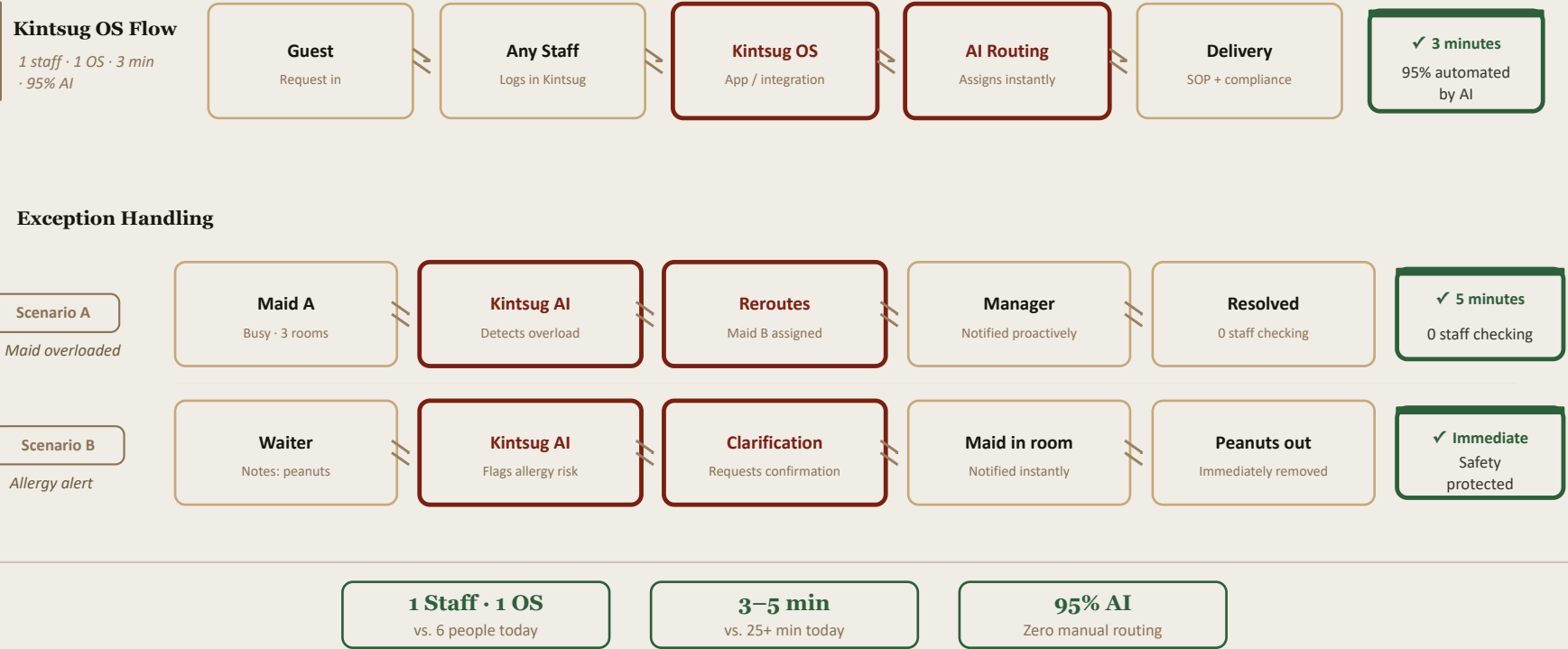
Generic AI Wrapper. Vibe-Coded Solution

Takes a generic LLM. Wraps it in a hotel-branded UI. Calls it AI. Has no memory of your guests, your staff, or how your specific property operates. Every hotel looks the same to it.

Kintsug -Trained on how your hotel actually runs

Trains on how your managers actually allocate tasks, catch issues, and handle guests. Learns your hotel's rhythm. Gets smarter every month. Eventually makes better decisions than the manager & frees the manager to do what AI never can - offer presence to guests.

How Kintsug handles every request — and every exception.



The Orchestration Layer

SYNC

Single Staff Interface

Unified operations



Guest Journey Orchestration

Seamless pre-to-post stay
experience



SOP - based task execution

Automated Workflows



Burnout & Attrition

Predictive Analytics



Kintsug Orchestration Layer

REAL-TIME DATA SYNC • UNIFIED API • CONTEXTUAL INTELLIGENCE

AI LOGIC



API GATEWAY



SECURITY



• **NO RIP & REPLACE**

- Native API first.
- Direct data layer when speed matters.
- File-based import when needed.
- Nothing is left outside the system - including manual data.



PMS

PROPERTY MANAGEMENT



POS

POINT OF SALE



HRMS

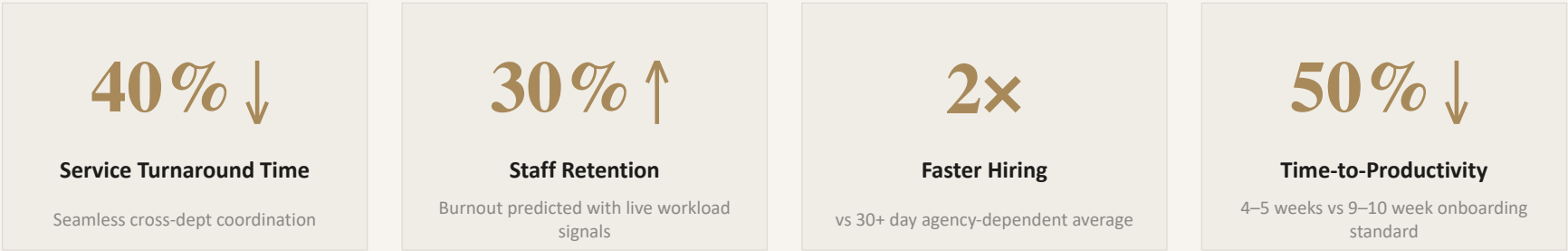
HUMAN RESOURCES



LMS

LEARNING MANAGEMENT

Everyone wins. Here's what the numbers say.



	Today	With Kintsug
Operations	3+ hrs daily on coordination & firefighting	Single interface — next action always clear
Retention	Burnout invisible until resignation letter	Predictive signals fire 3 weeks early
Hiring	30+ days, heavy agency dependency	14 days with SOP-aligned AI matching
Training	9–10 weeks before productive on the floor	4–5 weeks via micro-learning on demand

We Have Paying Clients.

...and more hotels are waiting

FIRST REVENUE | PRE-LAUNCH

2

Luxury Paid Contracts



Wyndham & Sarovar Portico — LOIs/MOU completed. Sarovar Flagship Property goes live in year end; first customer payment landed in the bank in July -> expansion to 150 properties within an year.

INBOUND

150+

Branded Properties in Pipeline, including Chain Distribution



Sarovar corporate is finalizing Day 1 deployment of our Hiring Optimisation Module across all 150 properties — in discussion. Expolnn Suite (mid-scale India) also signing shortly, entirely through warm referrals.

VALIDATED

73+

Hotel Conversations



Across India & UAE markets. ~70% were deep research-oriented sessions with GMs, HR Directors, and frontline staff.

Pricing validated at 6–8% of workforce leakage · \$15,000 ACV per property · Zero discounting in any signed deal

Competitors make staff work faster. We make them stay longer.

	Legacy Stacks (Oracle Opera, SAP)	Point Solutions (Lance, Shiftplanners)	Kintsug
Primary Goal	Record Keeping	Task Speed	Retention + NPS
User Experience	Complex Dashboard	To-Do List	SOP-Guided Flow
Data Signals	Single Silo	Execution Only	Context + HR Signals
Outcome	Where did it happen?	Finish this now	Why will they quit?
Integration	Hard to modify	API Dependent	Overlay — No Rip & Replace
Staff Reality	Ignored	Accelerated	Addressed

Moat · Proprietary burnout index trained on real operator behaviour. High switching cost. Hard to replicate without multi-year data.

A \$10.5B operations layer. We start where it's urgent.

TAM

\$10.5B

700K+ properties globally

700,000 properties globally across midscale, upscale, and luxury tier.

SAM

\$2.5B

~165K target properties

165,000, target properties concentrated in Europe & India.

SOM

\$150M ARR

10,000 early-adopter properties

10,000 early-adopter properties. Flagship luxury properties in India & European boutique heritage chains.

India/GCC for depth of problem. Europe for willingness to pay. SEA & Australia for scale — branded growth markets with the same operational pain, faster procurement cycles.

What was impossible 3 years ago is now inevitable.

01 **Greenfield Category.**

No existing solution combines labor-aware AI with operational execution. Hotels have PMS and task tools. Nobody has the intelligence layer connecting them to people.

02 **AI Infrastructure Finally Ready**

LLMs + serverless infrastructure now make real-time, context-aware operational orchestration viable at scale. This was impossible in 2022.

03 **Post-COVID Labor Crisis**

Persistent staff shortages and rising guest expectations collide with a shrinking talent pool — making manual operations structurally unsustainable.

04 **Budget Shift to SaaS**

Hotels are actively moving tech spend away from rigid legacy CapEx toward high-ROI SaaS with clear payback timelines. Buyers are ready.

Market Direction ·

Lance (YC, \$3.7M) validates the category. They optimize task speed for the US. We tie workforce intelligence to human sustainability — different thesis, different geography.

The Orchestrators.

Devika Kumar

Founder & CEO



- **Workforce Logic (Keka HR)** Led 20+ engineer team on core HR, payroll & attrition tools
- **System Orchestration (Plane.so)** First product hire — led 40+ engineers to Jira-parity workflow engine in under 10 months
- **72+ Hotelier Interviews** Before writing a single line of code. Problem found us, not the other way.

Shubham Tiwari

CTO · Ex-Keka, TripStack



6+ years building enterprise integrations across HRMS, travel & UK payroll at Keka and TripStack — exactly the architecture Kintsug runs on. .NET + Azure, scalable systems across India, UK & international markets.

Team Structure

Engineering

2 Full-Stack + 1 QA

Product & Design

2 PM + 2 Designer

Hospitality BD

2 Ex-Operators (Marriott, Comrad)

Business Advisor

Alok Aviral

General Manager, IOCL North India Division · PG Economics · MBA Marketing · ET Top 100 Minds for Retail India

Pre-Seed Round

Raising

₹7 Crore (~\$725K USD)

Target Runway

12–14 Months

To reach Series A inflection point

Use of Funds

Tech + GTM

\$50K allocated to Sarovar & Wyndham onboarding and customer success. PMS/HRMS integrations, backend infra.

Milestone

50+ Properties Live

India first, Europe/GCC, Australia & SEA to follow.

Engineering & Product

45%

GTM Execution

30%

Ops & Infrastructure

15%

Working Capital

10%

The Bet

The industry that runs on people deserves software built for people.

700K+

Properties

losing \$650K/year to a problem nobody has solved end-to-end

2

Signed Contracts

before a single investor cheque — Wyndham & Sarovar,
zero cold outreach

12–14 months

Until Series A

with ₹7 Cr to reach 50+ live properties and chain-level
distribution proof

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