

DigIn

The Data Layer of Food Services.

Restaurant intelligence for brands, platforms and restaurants.

dig-in.io • October 2026



Photo: Haberdodas / Unsplash

-- THE PROBLEM

Food services run on **broken data.**

Venues don't provide data. They leak it: menus, photos, reviews, maps, bookings.
Platforms, brands and cities all decide on partial, stale views of the same street.

Fragmented

Dozens of sources, none complete

Inaccurate

Hours, menus and prices go stale

Limited

Venues with no website go unseen

Protected

The best signals sit in silos

-- WHAT WE DO

We turn the physical world into **structured, verified data.**

The intelligence layer beneath every decision about a physical place, built for foodservice, not borrowed from retail.

1.8M+

venues analysed in 12+ markets

150M+

data points, updated
continuously

100K+

images read by our AI every day

50+

sources unified per venue

Europe: PT ES FR UK IT IE AT DE BE NL LU SE NO IS AD MC · Brazil: SP, RJ, Gramado, Porto Alegre, Recife, Ilhéus, PI

-- HOW WE READ A VENUE

Many sources. **One verified record.**

SOURCES • ONLINE + ON SITE

 Maps & reviews Ratings, reviews	 Menus Dishes, prices
 Delivery & booking Apps, fees, tables	 Websites Hours, links, info
 Social media Posts, followers	 Guest photos Brands, room, kit
 Traffic Footfall, peak hours	 Field audits Physical, on site

HOW

-  **Scanned every month**
Change detected daily
-  **Read by AI**
Text, menus and photos
-  **Audited on site**
Regular presence checks
-  **Analysed & extrapolated**
Gaps filled, trends modelled

PER VENUE

1 record

253 data points

Traffic
Menus & prices
Online presence
Social media
Photos
Physical presence

Online sources scanned monthly and reconciled • physical audits on a regular cycle

-- HOW IT'S MADE

Discover. See. Enrich. **Verify.**

Four proprietary engines turn the map into one 360° dataset.

01

Discover

Grid-scan every venue across the map, including the ones with no website.

02

See

Computer vision reads every photo: signs, brands, equipment, seating.

03

Enrich

Menus, prices, reviews and delivery presence, all structured.

04

Verify

Entity resolution and daily change detection before a record ships.

Computer vision • LLMs • ML forecasting • OCR + NLP menu extraction • geo-intelligence

-- THE REVEAL

We see what others can't.

One guest photo, read by our AI.

12 **7** **1**
INSIGHTS BRANDS PHOTO

Red circles = brands detected

Dashed boxes = operational signals



Pixel engine · 100K+ images read every day

-- THE DATA · A REAL READ

Os Courenses, Alvalade. **Since 1992.**

Minho cooking, 122 seats, read against the 21 food & drink venues our scan found within 500 m.

REPUTATION

4.5★ · 2,706 Google reviews ·
93.5% at 4–5★ · Tripadvisor 4.2
(325)

SHARE OF VOICE

#2 of 21 by reviews within 500 m ·
#3 of 13 on rating

PEAK DEMAND

Wed–Sat, 1 pm · waits up to 15 min
· closed Sunday

SIGNATURE

Cozido · top review topic (35) ·
Thursday & Saturday

MENU ECONOMICS

36 mains · avg €17.56 · +18% since
2022 · café €1.30

CHANNELS

Phone only · no booking channel or
delivery app found · own domain
hijacked

Sources: DIG-IN scan and Google Maps, Tripadvisor, menu of 18 Mar 2026 · read 25 Oct 2026

253 data points, **every venue.**

45 Menu & brands

Brands on the menu · 15

Every brand and product listed on the menu.

Brands in the room · 16

What is visible: fridges, bottles, taps, signage.

Menu structure · 14

Size, categories and price spread, item by item.

33 In the venue

Equipment & serve · 14

Taps, coffee machines, glassware, branded furniture.

The room · 19

Space type, seating, terrace and presentation.

26 Venue profile

Venue identity · 12

Type, cuisine, chain or independent, years open.

Menu & ingredients · 14

Proteins, dietary options, premium ingredients.

The market around it, and the foundation.

92 Market & demand

Delivery · 16

Apps, ratings, prices, fees

Reviews & sentiment · 19

Ratings, praise, complaints

Reservations · 9

Booking platforms, ratings

Footfall · 8

Daily traffic, lunch vs dinner

Zone & competition · 5

Rivals within 500 m, rank

Demand signals · 12

Volume proxies, trend, hiring

Instagram · 11

Followers, engagement, cadence

Facebook · 6

Followers, rating, check-ins

TikTok & more · 6

YouTube, media, guides

57 Foundation & IDs, always included · Location 15 · Business profile 16 · Web presence 11 · Unique venue ID 10 · Data quality 5

-- WHY DIG-IN

Accessible and updated dataset vs traditional consulting

	TRADITIONAL DATA CONSULTANCIES	DIG-IN
COVERAGE	A sample, extrapolated	The full universe of venues
FRESHNESS	Annual studies	Reconciled every month
PRICE & USE	High-ticket strategic consulting	Accessible, for action now

From €1 per establishment analysed · start with one zone

-- WHO IT'S FOR

**Brands, platforms and restaurants
all compete on the same street,
with different blind spots.**

DIG-IN gives each of them the full picture, from one verified dataset.

-- THE QUESTIONS

The questions you can **finally answer.**

FMCG BRANDS

Where is my brand poured vs my rivals?

Share of voice **34% vs 22%** · 28 venues carry your equipment but not your product on the menu.

TECH PLATFORMS

Which venues am I missing?

95 of 180 venues in one zone not yet on any platform · stale listings flagged daily.

RESTAURANTS

How do I really compare on my street?

Os Courenses: **#2 of 21** on reviews within 500 m, **#3 of 13** on rating.

-- WHAT EACH ONE GETS

Three worlds, **one dataset.**

FMCG BRANDS

From blind spot to managed channel

- Brand visibility and share of voice
- Distribution and white-space maps
- Competitor presence by venue
- Market intelligence reports

TECH PLATFORMS

Close the gaps, win the market

- Data enrichment API
- Coverage and acquisition lists
- Catalogue health and price checks
- White-label reports for clients

RESTAURANTS

Open, price and compete on data

- Benchmarking vs the street
- Menu and pricing analysis
- Guest sentiment tracking
- Site selection for expansion

Platforms: delivery, booking, POS, payments and marketplaces • Restaurants: independents, groups and chains

-- THE PRODUCT

One dataset. **Three ways in.**

```
GET /venues/os-courenses
{ "rating": 4.5,
  "reviews": 2706,
  "delivery": [],
  "since": 1992, ... }
```

API

A live venue feed into your CRM, product or BI stack.



Dashboard

Self-serve maps, rankings and alerts for your teams.



Report

Custom or white-label studies, ready to present.

Also as raw JSON / GeoJSON • real-time alerts on openings, closures and changes

-- PROOF

Trusted where getting it wrong **is expensive.**

500+

clients across brands, restaurants and platforms

85%+

client retention rate

12+

markets across Europe and Brazil

BRANDS, HOSPITALITY & INSTITUTIONAL ENTITIES

Coca-Cola Europacific Partners · Heineken · Sogrape · Vila Galé · Turismo de Portugal · Gramado City Hall

-- WORKING TOGETHER

Start with one market. **Scale with the data.**

DATA API

Plug into your systems

A verified venue feed into your CRM, product or BI stack.

DASHBOARD

Equip your teams

Self-serve views for sales, marketing, ops and strategy.

WHITE-LABEL

Serve your clients

Benchmark reports under your own brand.

PROPOSED PILOT

One city, one zone, the data points you need, scoped online in three steps

PRICING

Usage-based SaaS, from €1 per establishment analysed

Delivered as dashboard, API or raw JSON / GeoJSON

-- ABOUT DIG-IN

Profitable, and scaling **across Europe.**

2021

MBO

Founded through the management buyout of a global platform.

15

people

THEN

Portugal

The full universe of our home market.

7+

years in food tech, on average

NEXT

Spain & Germany

First expansion beyond Portugal.

2x

revenue, doubling

TODAY

Europe & Brazil

12+ markets across Europe and Brazil.

3x

EBITDA, tripling

AT BREAK EVEN

Two rounds raised, now preparing our Series A. We raise only to grow further and become the number one player.

-- THE TEAM

Built by people who've **run food tech.**



Nuno Fernandes · CEO

Ex-Zomato, IKEA. Restaurant tech, data and sales.



Steven Murray · CMO

Ex-Zomato, Webfluentia, Swish. Strategy and expansion.



Francisco Soares · CTO

Ex-Outdare, eTnos. Restaurant, logistics and data tech.

15 people · 7+ years in food tech on average · Lisbon-based · 12+ markets

-- REQUEST A PILOT



Scope a pilot in **three steps.**

1 • WHERE

Pick a city, drop a zone

Place a 250 m, 500 m or 1 km zone on the map.

2 • DATA

Choose your data points

Pre-selected for your profile, from the 253 we track.

3 • SEND

We reply in 48 hours

Venue count, a data sample and a proposal.

Request a pilot → dig-in-pilot.dig-in.io

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Invested by: Portugal Ventures, Core Angels Lisbon / Supported by: Unicorn Factory Lisboa, Build Up Labs, Nest