

BarTab

Tab management + payment + inventory for neighbourhood bars + pubs. Open tabs + split bills + daily reconciliation — POS systems are over-engineered for 50-seat bars.

■ 1,499/month.

Category	Set 7 · Verticals & Creator
Customer	Indian neighbourhood bars + pubs + small breweries (40-150 seats) handling tab + cash + UPI + group settlements
Monetisation	■1,499/mo Solo · ■3,499/mo Pro (multi-staff + advanced) · ■6,499/mo Multi-location
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

BarTab is vertical SaaS for India's ~80,000 small neighbourhood bars + pubs + small breweries. The structural pain: bar operations involve workflows generic POS systems (Petpooja + UrbanPiper + Posist) don't fit well — running tabs (customer accumulates orders across an evening), split bills (5 people splitting unequally), staff-handover (shift ends mid-tab), inventory tracking by-the-drink (versus by-the-bottle which is what most POS tracks).

Product: focused tab + payment + inventory + daily-reconciliation SaaS purpose-built for small-bar workflows. Tablet-based front-of-house + simple owner dashboard.

Year-1 target: 1,200 paying bars generating ■2.2 crore annual revenue against ■45 lakh costs. Cash-positive month 4.

The Problem

An Indian neighbourhood bar (40-150 seats + 3-12 staff + ₹3-25 lakh/mo revenue) faces operational chaos that generic POS systems don't address. Running tabs (most customers run tabs through evening + pay at exit + tabs can run ₹2k-30k per group). Split bills (group of 6 unequal-share split is common; manual calculation error-prone). Staff handover (one bartender's tab handed to another mid-evening). Inventory by-the-drink (a bottle of premium whisky sells across 18 drinks; need to track drink-level depletion + identify pour over-counts that indicate theft). Daily reconciliation (cash + UPI + card across shift's 200+ transactions).

Existing options. Petpooja + UrbanPiper + Posist: designed for restaurants; weak tab management + by-the-drink inventory + split-bill workflow. Generic POS: not bar-specific. Most small bars run paper + cash-register + memory + accept the inevitable 5-12% loss to operational errors.

Market gap: focused bar-specific SaaS at sub-POS pricing.

The Solution

BarTab structured around bar-specific workflow. Tab management: open per-table or per-customer tab; add orders progressively; split or merge tabs at any point. Split bills: structured split logic (equal + per-item + custom percentages + including-tip).

Inventory by-the-drink: per-bottle inventory tracked at drink-level granularity (a bottle yields N drinks; system deducts per drink poured; flags pour-over patterns indicating theft or over-pour).

Staff workflow: per-staff session with shift opening + closing reconciliation + tab-handover protocols.

Daily reconciliation: end-of-day automated reconciliation of cash + UPI + cards + tab settlements; flag discrepancies.

Owner financial dashboard: per-shift revenue + per-staff sales + per-drink margin + inventory variance + tip distribution.

Pro tier ₹3,499/mo: multi-staff role permissions + advanced analytics + supplier-order integration. Multi-location tier ₹6,499/mo: consolidated dashboard across 2-5 bars.

Market Opportunity

Indian neighbourhood bar + pub market: ~80,000 establishments. Subset in addressable size range: ~50,000. Software penetration <8%.

At ₹22,000/yr blended ARPU, SAM is ~₹1,100 crore. Realistic 3-year capture: 0.5-2% = ₹5.5-22 crore ARR.

Adjacent expansion. Year 2: small-restaurant tier (focused-tab-heavy restaurants). Brewery tier expansion. Year 3: liquor-shop tier (different workflow but adjacent vertical).

Target Customer

Primary persona: a 42-year-old owner of 60-seat neighbourhood pub in Bengaluru, ₹14 lakh/mo revenue. Loses ~₹85k/mo to operational errors. Will pay ₹1,499/mo Solo after demo.

Secondary persona: a 38-year-old owner of 120-seat sports bar in Pune with 10 staff. Will pay ₹3,499/mo Pro tier.

Tertiary persona: a 45-year-old founder of 4-bar group across Bengaluru. Will pay ₹6,499/mo Multi-location tier.

Product

Tab management: open + split + merge.

Split bills: structured split logic.

Inventory by-the-drink: per-bottle drink-level tracking + variance flagging.

Staff workflow: shift open/close + tab handover.

Daily reconciliation: automated cash + UPI + card + tab settlement.

Owner dashboard: per-shift + per-staff + per-drink margin + inventory variance + tips.

Pro tier additions: multi-staff role permissions + analytics + supplier-order.

Multi-location additions: consolidated dashboard.

Technical Architecture

Frontend: React Native for tablet (bar tablet primary) + Next.js web for owner dashboard.

Backend: Python on Hetzner cloud, Postgres.

Payments: Razorpay for UPI + card payments + subscription billing.

Customer support: Crisp + WhatsApp.

Business Model & Unit Economics

Three tiers. Solo ■1,499/mo. Pro ■3,499/mo. Multi-location ■6,499/mo.

Conversion: 14-day trial converts at 26%. Distribution: 60% Solo, 32% Pro, 8% Multi-location. Monthly churn under 3%.

Gross margin: 80%. Costs: infrastructure + WhatsApp + customer support.

LTV: ■17,988 × 28 mo = ■50,366 (Solo); ■41,988 × 36 mo = ■1.5L (Pro); ■77,988 × 42 mo = ■2.7L (Multi-location).

Unit Economics (Year-1 base case)

Year-1 paying bars	1,200
Blended ARPU	■18,500/yr
Year-1 revenue	■2.2 crore
Gross margin	80%
CAC	■3,200
Year-1 all-in costs	~■45 lakh
Year-1 net contribution	~■1.3 crore

Go-to-Market

Channel 1 — Field sales in 8 cities (45%): hire 4 field reps targeting bar-dense districts.

Channel 2 — Bar-supplier partnerships (25%): liquor distributors + bar-equipment vendors.

Channel 3 — Bar-association partnerships (20%): regional bar-owner associations.

Channel 4 — Content + SEO (10%).

Roadmap (first 12 months)

- Month 1-3: MVP with tab + payment + inventory + Solo tier. 80 bars.
- Month 4-5: Split bills + reconciliation + Pro tier, 280 bars.
- Month 6-8: Multi-location tier + advanced analytics, 650 bars.
- Month 9-10: Supplier-order integration + expansion to 8 cities, 950 bars.
- Month 11-12: 1,200 bars, ■2.2 crore annualised.

Key Risks

- Petpooja + UrbanPiper response with bar-focused module — possible. Mitigated by speed + bar-specificity depth.
- Slow adoption: bar owners often older + skeptical of software change. Mitigated by field-sales demo + onboarding support.
- Liquor-regulation variance: each state has different liquor rules. Mitigated by state-specific feature flags + compliance guidance.
- Payments dependency on Razorpay: any change affects business. Mitigated by multi-payment-processor support.

- Customer concentration variance: bar owners are not high-volume customer category. Mitigated by Multi-location tier higher LTV.