



Press & Media Kit

Simpli is the operating system a dine-in restaurant runs service on: diners scan a table QR code to order and pay in the browser, and the restaurant gets a live kitchen queue and item-level analytics.

Version 1.0 · 24 July 2026 · hello@simpli.sg

Company overview

Simpli is the operating system a dine-in restaurant runs service on. A diner scans the QR code on the table and orders and pays in the phone browser: card or PayNow, no app to install, no hardware for the restaurant to buy. Orders land on a live kitchen queue with item-level control over serving, cancelling, and refunds, and every restaurant gets item-popularity and repeat-visit analytics at no extra cost. Reviews come only from diners who actually paid, and nothing ranks because a restaurant paid for placement. Simpli is built in Singapore, starting with full-service restaurants.

One-sentence description

Simpli is the operating system a dine-in restaurant runs service on: diners scan a table QR code to order and pay in the browser, and the restaurant gets a live kitchen queue and item-level analytics.

25-word description

Simpli is the operating system Singapore restaurants run dine-in service on: QR ordering, payments, a live kitchen queue, and item-level popularity analytics. Free to adopt.

50-word press boilerplate

Simpli is a Singapore restaurant-technology company building the operating system a dine-in restaurant runs service on. Diners scan a table QR code to order and pay in the browser, with no app to install. Restaurants get a live kitchen queue, menu controls, and item-popularity analytics. Free to adopt.

Present product vs. future ambition

Today: QR ordering, payments, a live kitchen queue, menu management, and item-level analytics. Free to adopt.

Long term (ambition, not shipped): a consumer-owned, order-verified picture of how people really dine. This is always labelled as future direction, never presented as live.

Ethics: no pay-to-rank, ever. Reviews come only from diners who actually paid. Order-verified signals are a published rule, not a marketing line.

Fact sheet

What	Simpli is the operating system a dine-in restaurant runs service on: diners scan a table QR code to order and pay in the browser, and the restaurant gets a live kitchen queue and item-level analytics.
Where	Singapore: full-service, dine-in restaurants
Diner surface	Phone browser via table QR code (no app to install)
Restaurant surface	Live kitchen queue, menu management, item-level analytics
Business model	Free platform. 1.4% + S\$0.10 per completed paid order, capped at S\$2.00. You only pay when you sell.
Founder	Shaun Stanislaus
Press contact	hello@simpli.sg
Naming	"Simpli" (capital S, lowercase remaining letters). No "Simpli App", no "Simpli.sg" as a name.

What Simpli does not claim

No live customer/restaurant counts, traction, revenue, partnerships, endorsements, awards, testimonials, market-size statistics, certifications (including implying official HPB Nutri-Grade status), delivery integrations, live broad AI recommendations, or ROI/performance claims. None of these may appear unless independently verified and approved.

Founder

Founder photograph: placeholder. Request current headshot at hello@simplici.sg.

Founder introduction (approved)

Shaun Stanislaus is the founder of Simpli, the operating system a dine-in restaurant runs service on. Simpli replaces the ordering terminal with the phone already in the diner's hand: scan the table QR, order, pay. No app, no hardware. He is building toward consumer-owned, order-verified dining intelligence, with a published no-pay-to-rank rule.

Full biography

Full founder biography: not yet written. Needs founder review before publishing. Contact hello@simplici.sg.

Logo & asset use



Instructions

Use the supplied files exactly as provided. Never retype, redraw, recolour, or recombine the mark. Clear space is roughly half the icon tile's height on every side. Minimum size: wordmark 96px/25mm wide, icon 24px/8mm. Full logo package (colour, black, white, monochrome, favicon, and social-avatar exports): see the accompanying logos/ folder or <https://simpli.sg/brand>.

Product screenshots

Approved product screenshots: request current captures at hello@simpli.sg. Caption format: "Simpli screenshot" + surface + capture month/year.

Trademark

"Simpli" and the Simpli mark are used under Simpli's brand guidelines (<https://simpli.sg/brand>). This kit does not grant rights beyond editorial and press use. Contact hello@simpli.sg for any other use.

Full guidelines

The complete brand & media guidelines (colour, type, voice, claims, applications) are at <https://simpli.sg/brand> and in Simpli-Brand-Guidelines.pdf.