

TABLETURNER Platform Whitepaper (v3)

VanderBot · Vanderbilt Entrepreneurship Practicum

Executive Summary

TABLETURNER bridges the critical data gap between hotel Property Management Systems (PMS) and restaurant Point of Sale (POS) systems. By integrating these disconnected datasets and layering them with Local Geo-Intelligence, TABLETURNER allows hotel F&B programs and independent restaurants to execute hyper-targeted marketing campaigns. The platform is currently in private testing (V11) following extensive market validation.

The Problem: Hotel Guests vs. Local Traffic

Historically, hotel restaurants have relied too heavily on transient guests, leaving them vulnerable to hotel occupancy seasonality and preventing them from establishing a genuine footprint in the local dining scene. A successful F&B program cannot survive on room keys alone; it requires loyal neighborhood regulars to build sustained traffic. TABLETURNER addresses this by treating the local audience as a primary target demographic, not an afterthought.

Platform Architecture

The platform's core architecture relies on three primary engines:

1. The Resolution Engine: Syncs PMS and POS data into a unified Knowledge Graph.
2. Local Geo-Intelligence Layer: Profiles surrounding neighborhoods to identify local personas (e.g., East Nashville Foodies, Hidden Locals).
3. AI Campaign Builder: Generates targeted marketing copy and deployment strategies based on the intersection of guest data and local persona tags.

Market Validation & Discovery

To ensure institutional-grade discovery, 20 in-depth interviews were conducted across both sides of the market. The discovery pool included VP-level corporate hotel directors, F&B Directors, and Independent Restaurant Operators. This comprehensive research confirmed the core hypotheses: current F&B marketing lacks local nuance, and the disconnect between PMS and POS represents a massive area of untapped revenue.

Technical MVP Status

TABLETURNER is currently in its V11 iteration, existing strictly in a private testing phase. The current UI/UX MVP allows for internal end-to-end QA. Core functional features include a dark-theme dashboard, the Resolution Engine interface, a fully operational Data Explorer, and dynamic tag-based Campaign Generation. It is not yet available for public deployment.

Economic Impact

By actively targeting and acquiring local regulars alongside hotel guests, properties can dramatically reduce Customer Acquisition Cost (CAC) while increasing the Lifetime Value (LTV) of their patrons. Sustained local traffic smooths out the revenue curve, insulating the F&B program from the cyclical nature of hotel occupancy.