

# Celoria

AI agents for salon chains. Automate the data work. Focus on what matters.

Pre-Seed 2026 · [celoria.ai](https://celoria.ai) · [eric@celoria.ai](mailto:eric@celoria.ai)

## THE PROBLEM

# As salon chains grow, data review becomes a bottleneck

### Smaller chains: Owner does it herself

- Pulls reports from each store manually
  - Tries to spot issues across 10, 20, 50 locations
  - Spends hours on data instead of running the business
- No time left for what matters: coaching staff, improving service, growing the brand

### Larger chains: Hire a GM (\$120K+/yr)

- GM pulls weekly reports, compares stores in Excel
  - Can tell you *what* happened, but not *why*
  - Doesn't understand the business deeply enough for real fixes
- \$120K/yr for shallow analysis. Owner still has to figure it out herself.

**Either way, the same problem:** The person who understands the business can't read the data fast enough. The person who reads the data doesn't understand the business. In beauty, where **service is 90%+ of the value**, this gap directly impacts revenue.

## THE INSIGHT

**// Our hypothesis from working with QQ Nails: the middle layer — the GM who sits between data and decisions — doesn't need to be a person. An AI agent can monitor 50 stores in real time, detect anomalies, and deliver actionable insights directly to the owner — the person who actually knows what to do with them. //**

The owner saves \$120K in GM salary. Gets higher-frequency data, deeper attribution, and real-time alerts — through announcements, direct messages, and performance dashboards. No middleman. No weekly lag. No shallow analysis.

THE SOLUTION

# A full-stack system with infrastructure designed for AI

The operations platform is live in 35 stores. The AI layer is what we're building next — and it only works because we built the right foundation first.

PROVEN — LIVE IN 35 STORES

**Email variable system**

Per-customer data injection at scale

**4-device real-time sync**

Web, iPad, POS, mobile

**Deep payment integration**

Split bills, group, flexible tips

**Data + communication**

KPIs in employee reviews, not separate tools

Built by operators. Per-store config, group appointments, tip presets — details only an 18-year veteran would know to build.

NEXT — WHAT THE INFRASTRUCTURE ENABLES

**AI personalized campaigns**

← variable system

**Real-time anomaly alerts**

← multi-device sync

**Smart reconciliation**

← payment integration

**Performance monitoring**

← data + communication

Our infrastructure was designed for AI from day one — data models, APIs, and multi-device sync all built to support AI agents acting autonomously.

## WHY NOW

# The window opened in 2025

### LLMs crossed the threshold

For the first time, domain-specific AI agents can reason about complex business operations — reconciliation, scheduling optimization, demand prediction — at a cost that works for SMBs. This wasn't possible 2 years ago.

### No legacy, no constraints

We started from a blank page in 2024. No existing customers to break, no old architecture to maintain. We can ship AI features faster because every design decision was made with AI in mind.

**First-mover window:** The cost of AI inference dropped 10x in 18 months. The next 2–3 years will determine who owns the operational data layer for service businesses. After that, switching costs lock the market.

PRODUCT

# Production-ready. Four devices. One system.



## Web Dashboard

Owner/manager hub — analytics, scheduling, staff, marketing



## iPad Kiosk

Walk-in self check-in. Browse services. Book appointments.



## POS Terminal

Card payments, tip adjustment, receipt printing.



## Mobile Apps

Guest booking + Employee schedule/check-in. iOS & Android.

46 feature modules · 732 test files · In production

AI VISION — NEXT PHASE

# Automate the low-value work. Free managers for what matters.

Based on QQ Nails research (50 stores). Our hypothesis: AI can handle the data processing that consumes managers' time, so they can focus on coaching teams, improving service, and growing the brand.

AI AUTOMATES (LOW-VALUE)

- Daily/weekly/monthly reports**  
Auto-generated, no GM needed
- Anomaly detection + root cause**  
Real-time, not weekly review
- Marketing execution**  
AI selects audience, channel, timing
- Reconciliation + cash audits**  
Auto-detects discrepancies, suggests causes



MANAGERS FOCUS ON (HIGH-VALUE)

- Coach underperforming staff**  
With data-backed insights, not gut feeling
- Design marketing strategy**  
AI executes; humans create the ideas
- Run experiments (A/B testing)**  
Test pricing, promotions, service combos
- Train teams, improve service quality**  
The 90% of beauty that only humans can do

## TRACTION

**35**

Locations live  
of 50 signed — 70%  
deployed

**26K+**

Transactions  
processed  
payments, refunds, splits

**12K+**

Appointments booked  
through Celoria system

**200**

Staff daily active  
1,200 guests weekly active

**Solo-built. Zero outside funding. 2 months from first deploy to 35 locations. These stores validate the core operations platform — scheduling, payments, staff management. The AI layer is our next phase.**

### Why QQ Nails chose Celoria

"18 years in the industry, 50 stores. Our previous platform couldn't solve our real problems — staff couldn't use it, managers spent hours on reconciliation, and marketing was all manual. We needed a system built for how we actually work."

— Joey Fei, Co-founder / COO, former QQ Nails owner

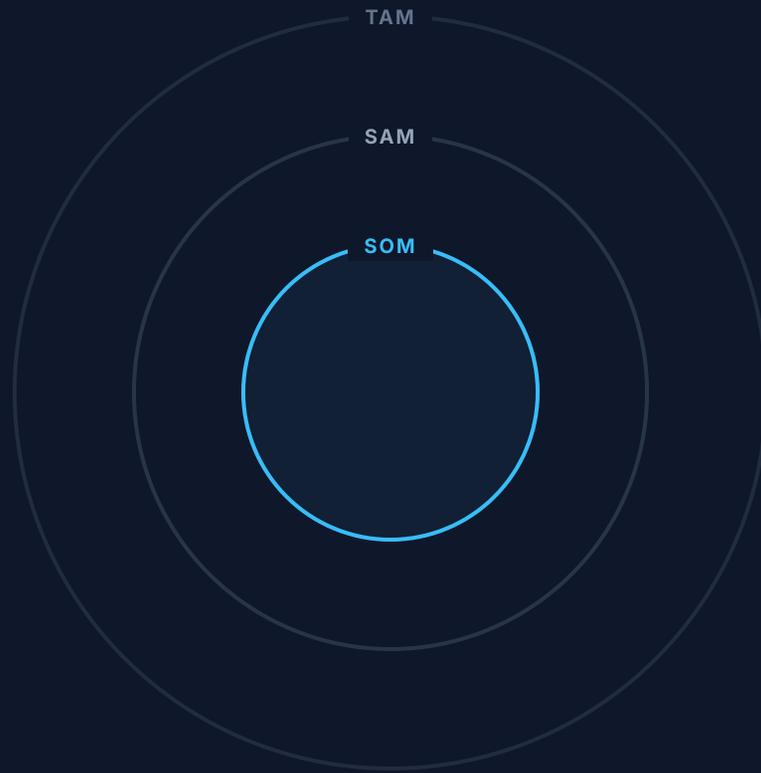
**2024 Q3**  
Development  
started

**2025 Q2**  
QQ Nails  
partnership  
— 50  
locations  
committed

**2026 Jan**  
First store  
live in  
production

**2026  
Mar**  
35  
locations  
live — full  
50 by April

# Appointment-based services are a \$150B+ industry — and still on paper



## TAM **\$7B**

Global appointment-based service SaaS & payments  
Beauty SaaS \$1B + Fitness SaaS \$2B + Scheduling SaaS \$0.5B + embedded payments ~\$3.5B

## SAM **\$1.2B**

US beauty & wellness chain SaaS + payments  
~50K multi-location chain locations × \$199/mo SaaS + est. 2.5% processing on ~\$30B transaction volume

## SOM **\$80M**

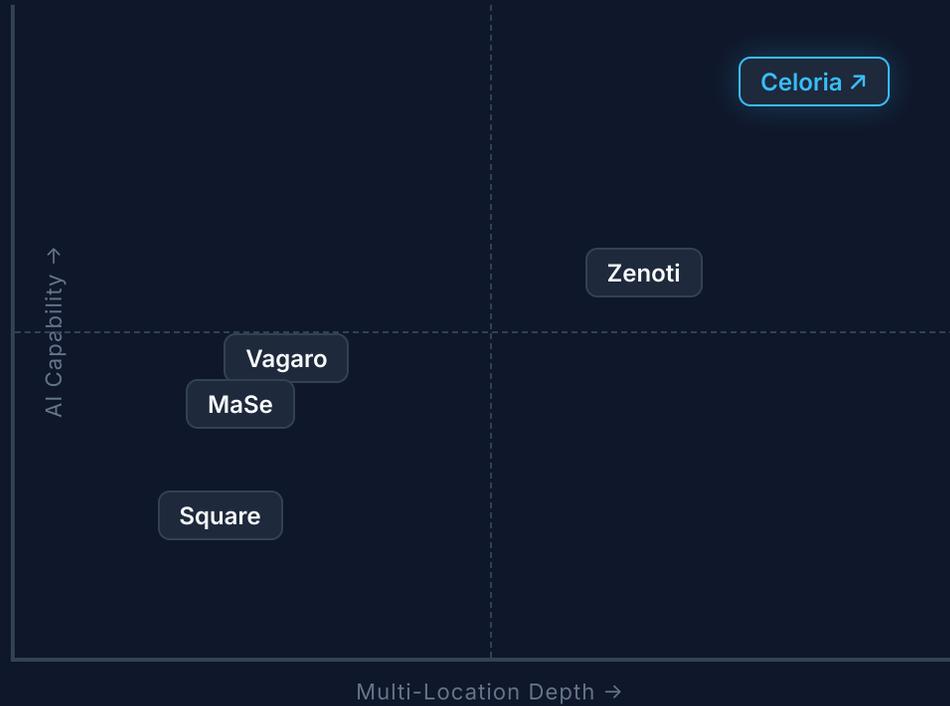
Nail salon chains, 5–50 locations  
~5K chain locations × (\$199/mo SaaS + est. payment processing)

**How we win:** Lower price than enterprise incumbents. Simpler UI that staff actually use. Competitive processing rates. Win on adoption — then let customer demand drive progressive AI upgrades.

**Expansion path:** Nail chains → All beauty chains → All appointment-based service businesses (spas, clinics, fitness)

Sources: \$150B+ = US beauty & personal care \$105B (Grand View Research, 2025) + US fitness services ~\$35B (IHSA/Statista, 2025) + clinic/wellness services. TAM: Mordor Intelligence (Salon & Spa Software, 2025), Verified Market Research (Gym Mgmt Software, 2025), Fortune Business Insights (Scheduling Software, 2025); payments est. at 2.5% of industry transaction volume. SAM/SOM: Celoria internal estimates based on Kentley Insights (\$12.9B nail salon revenue, ~24K US locations, 2024).

## COMPETITIVE LANDSCAPE



COMPANY	SCHEDULING →	POS	AI	MULTI-TENANT	PRICE
Square	Basic	✓	✗	✗	Free+
Vagaro	✓	✓	✗	Basic	~\$80/mo
MaSe	✓	✓	✗	Basic	~\$25/mo
Zenoti	✓	✓	Limited	✓	\$200+/mo
<b>Celoria</b>	✓	✓	✓ <b>Native</b>	✓ <b>Full</b>	<b>\$199/mo</b>

Pricing: Square (2025); Vagaro (7+ calendars cap, 2025); MaSe (2025); Zenoti custom, est. via Pabau.guide (2026)

BUSINESS MODEL

# Three revenue layers that compound with each location

RECURRING

**SaaS Subscription**

\$199/location/month — less than half of incumbent pricing

USAGE-BASED

**Payment Processing**

2.6% + \$0.10 per transaction — strategic processor partnership enables lowest rates for clients

EXPANSION

**AI Premium**

+\$99/location/month add-on

SaaS  
**\$199**

+

Payment margin  
**~\$155**

=

Gross revenue / location  
**\$354/mo**

Gross margin  
**94%**

Based on ~370 transactions/location/month at \$50 avg. ticket. With AI Premium: \$453/mo at ~87% margin (AI inference cost ~\$30-40/mo/location).

# Warm intros, not cold calls

**NOW**

**QQ Nails — 50 locations**

Live case study. Proving the system works at scale in production.

**NEXT**

**Joey's supply network**

Joey sells equipment & products to salon owners across NYC. Celoria is the next product in the bag. Trusted relationship — zero CAC.

**THEN**

**NYC → LA → beauty verticals**

Expand geographically, then into adjacent verticals: spas, lash studios, med spas.

**Early Pipeline**

**20**

Chains contacted  
NYC & LA

**5**

Expressed interest  
pricing validated

Automation features to demo post-launch. Pricing resonated — 50-70% below incumbent rates.

**Unfair channel:** Joey is the largest nail chain operator in NYC and an industry supplier. She doesn't just know these owners — she's their vendor. That's distribution built in.

## TEAM

E

**Eric He**  
CEO / CTO

MS Design (NYU) + MS CS  
(Georgia Tech)  
Ex-Meituan (services AI)  
Ex-Yonyou (enterprise AI agents)  
Solo-built the entire platform

J

**Joey Fei**  
Co-founder / COO

Founder of QQ Nails  
18 years in beauty industry  
50 locations across NYC  
Domain expert + launch partner

?

**Hiring**  
CTO

Senior technical leader  
AI/ML + infrastructure  
First key hire with funding

Builder who shipped AI at Meituan-scale + operator who ran 50 stores for 18 years. We don't study this industry — we're in it.

## MOAT 1

# Built-in distribution

Joey isn't just our co-founder. She's the **largest nail chain operator in NYC** — 50 locations — and an **equipment & product supplier** to other salon owners across the city.

She doesn't just know these owners. **She's their vendor.** Celoria rides on an existing trust relationship. Zero CAC for the first wave of customers.

### Distribution advantage

**50**

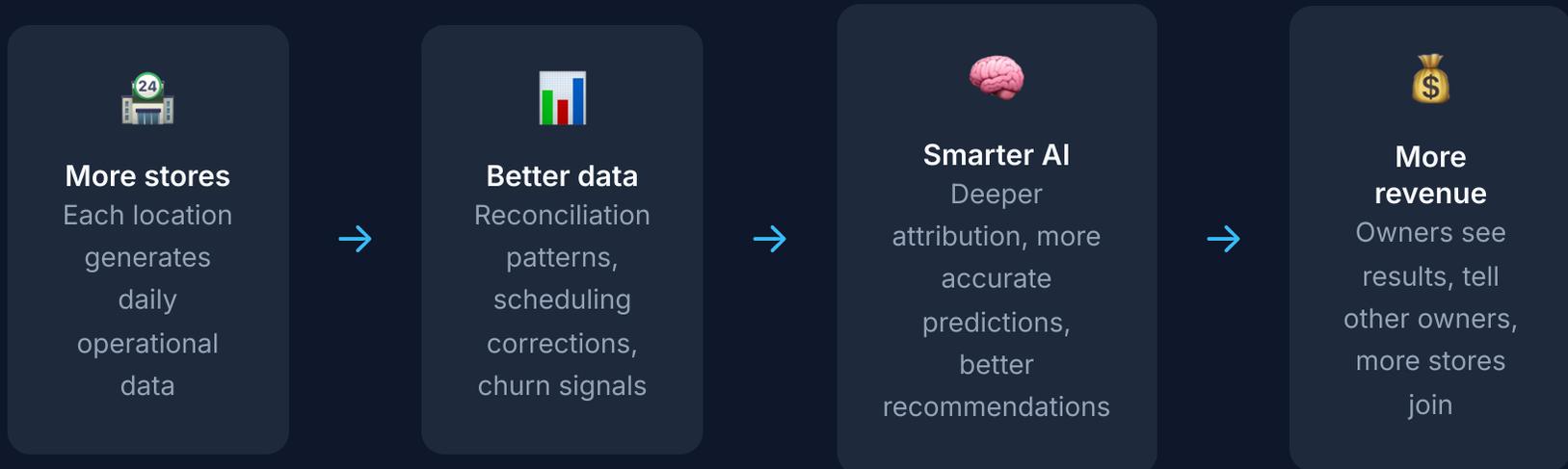
Owned locations

**100+**

Salons in supply network

Every salon Joey supplies is a warm lead for Celoria.  
Warm intros, not cold calls.

# Every day of operations makes the AI smarter



**Proprietary data** from real salon operations, not public datasets. As the AI layer goes live, this flywheel begins compounding. A competitor can copy features, but not 50 stores × 365 days of operational corrections.

MOAT 3

# AI-native from day one

Started from a blank page in 2024. No legacy customers to break, no old architecture to maintain. Every design decision was made with AI in mind.

## AI-ready data model

Every transaction, appointment, and employee action is structured for AI to read, analyze, and act on — not just for humans to view in reports.

## Multi-device action layer

When AI decides to send an offer or flag an anomaly, it can deliver through POS, mobile app, kiosk, or web — all in real time. The channels are built in.

## Fast iteration, zero baggage

No existing customer base to break with changes. We can ship AI features weekly, test in production with QQ Nails, and iterate based on real feedback.

**Speed is the advantage.** We don't claim others can't build AI. We move faster because we have no legacy to protect and a live 35-store testbed to validate every feature.

THE ASK

# Pre-Seed Round

To build the AI layer, validate our hypothesis with more customers, and scale to 200 locations

## Use of Funds



AI development — 45%



Team (CTO + 2 engineers + CS) — 35%



Sales & onboarding — 10%



Infrastructure — 10%

## 12-Month Milestones



74 locations live (50 QQ + ~24 new)



3 AI features in production



3+ paying chain customers



~\$260K ARR

## Path to Series A (18 mo)



\$500K–\$1M ARR



10+ paying customers



Repeatable GTM beyond Joey's network



AI with quantified ROI per location

30-month runway at ~\$33K/mo burn. Revenue-funded path to break-even possible by month 18.

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