

Most Visionary Restaurant Ordering Platform 2025 – North America



There are countless restaurants around the world that should be renowned for serving exquisite dishes but are unfortunately lacking in flavour when it comes to securing an online revenue. Whilst these restaurants are delivering high quality dishes, they are often losing potential sales because they have not established an online ordering service – where approximately 40% of dining experiences now occur. Menuverse has been born from this growing challenge, offering an innovative platform designed for restaurateurs and their clients – streamlining the process of online ordering and delivery through an all-in-one solution developed with the challenges of hospitality in mind. We spoke with Inthirith Baphrachanh below, Founder and CEO of Menuverse, as the company is named in the Technology Innovator Awards 2025.

The online food delivery sector has experienced significant growth, shaped by the unprecedented impact of the global pandemic. From imposed lockdowns to quarantine regulations, millions of households around the world were forced to remain at home and the demand for delivery dramatically increased. Today, food delivery continues to champion the sector, now driven by rising costs-of-living and growing concerns among consumers. Information from Cardlytics' State of Spend: Dining Sector Report details that total revenue for restaurants has fallen by 4% so far in 2025, driven by an 11% decline in visitor numbers. This is a sector that is desperately crying for change, and Menuverse aims to deliver.

Based in Bloomington, Minnesota, Menuverse is an emerging company on a simple, yet powerful mission: to transform the ways in which restaurants connect with their customers. Striving to make the dining experience seamless for customers whilst helping restaurants thrive in an increasingly digital world, the company specialises in developing innovative restaurant ordering and payment technology solutions that empower clients to streamline operations, improve customer experiences, and increase revenue.

Menuverse serves a range of clientele – from independent restaurants and cafes to multi-location chains – diverse in size and scale but each sharing a commitment to efficiency, customer satisfaction, and future-ready growth. Since its inception, the company has served this varied clientele with the core values of innovation, integrity, collaboration, and customer success, each of which has been instrumental for Menuverse – not only in sustaining its mission but in propelling it forward.

“Our mission wouldn’t be possible without our values serving as the foundation,” Inthirith explained. “Innovation keeps us ahead of industry shifts; integrity builds trust with clients and partners; collaboration ensures we work closely with restaurants to address real needs; and our commitment to our customers’ success ensures that every feature we build and every service we provide delivers tangible value.”

Driven by this mission, Menuverse offers solutions that enable its clients to deliver a seamless dining experience for every order they take. The company has developed an innovative online ordering and delivery system that centralises all food pick-up, delivery, and dine-in options so that restaurateurs can remain in complete control of their operations. From offering guests the convenience of ordering and paying in just a few clicks to accepting incoming orders on the fly to managing commission-free deliveries, Menuverse empowers restaurants to manage their operations with efficacy.

Combining cutting-edge technology with personalised support, Menuverse supports its clients through the journey from end-to-end. Its platform wizard is equipped to guide each client through the setup of their online profile and menu, generating their personalised button to begin taking orders right away. With Menuverse’s support, clients can establish an engaging website, manage their online presence and marketing, and utilise a mobile application that will open a new sales channel for their business – all within one, easy-to-use platform.

Menuverse has proven to be an integral partner to restaurants wishing to succeed in their markets, offering a wide array of operational and financial benefits its clients’ establishments. Employees can easily manage the platform with no coding required, meaning that operations can be delegated and shared amongst teams to ensure that service remains smooth. With a strong focus on reducing third-party service fees and increasing



direct customer sales, Menuverse’s solutions can add a significant additional 30% to its clients’ online revenue.

Of course, one of the biggest advantages Menuverse’s platform offers is data ownership. Its system allows to build direct relationships with their customers through tools that include email campaigns, promotional announcements, discounts, and customer engagement strategies. The company also helps clients to automate growth with features such as autopilot campaigns for second-time buyers, abandoned cart recovery, long-term re-engagement for dormant customers, and many more.

Across these offerings, Menuverse upholds an unwavering commitment to empowering clients and streamlining the dining experience. Each client is provided with ongoing support, both throughout their journey with Menuverse and beyond. This includes ongoing support via chat and phone call, free coaching, meet and greet onboarding, regular new features, AI-powered delivery management and customer experience enhancement tools, and guidance on industry best practices.

“Our clients often say they love working with us because they get the full package: the developer, the salesperson, and the CEO, all in one,” said Inthirith. “We don’t just provide a service – we empower our clients to understand the technology behind it. This hands-on approach ensures that they fully understand the ins and outs of owning and managing an online ordering platform. By choosing us, clients gain not just a system, but a partner committed to their long-term success in the digital space.”

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Such services are delivered by a team that has been built upon collaboration, innovation, and respect. Menuverse’s people serve

as its very heartbeat, driving the company forward with expertise, creativity, and a commitment to achieving innovation, customer satisfaction, and long-term growth. This team fosters an internal culture where every voice matters and every employee feels empowered to share ideas, experiment, and learn together. In this environment, full potential is unlocked to drive both individual growth and collective success.

“Transparency, recognition, and continuous development are key pillars of how we operate,” Inthirith told us. “When recruiting, we prioritise individuals who are not only highly skilled but also adaptable, collaborative, and forward-thinking. We look for problem-solvers with a growth mindset – people who embrace challenges, communicate openly, and take ownership of their work. Beyond technical skills, we value integrity, empathy, and a genuine passion for contributing to something bigger than themselves.”

With this mindset, Menuverse has reached new heights of success. Today, hundreds of restaurant owners use the company’s platform to streamline and enhance their operations, cementing its position as a trusted partner to establishments around the world. This status is underpinned by a number of glowing testimonials left by clients of Menuverse, including its first ever review from a client, now affectionately referred to as the “Million Dollar Google Review.”

In the “Million Dollar” review, Huey Fung, Owner of Hip Sing BBQ Restaurant in Minnesota, wrote: “Menuverse has been an exceptional partner for our restaurant. They offer practically everything a restaurant needs to operate and grow online – websites, digital ordering, marketing, and more. With their ongoing support and expertise, our family business recently reached a major milestone: we purchased a million dollar real estate property. We truly could not have done it without Menuverse’s dedication and innovative solutions.”

Of course, Menuverse understands that maintaining this frontrunning position requires continual improvement and innovation. The hospitality industry is evolving rapidly, with technology, customer expectations, and market demands reshaping the ways in which restaurants operate. Among these developments are the integration of artificial intelligence and automation to streamline operations, the growing emphasis on delivering personalised user experiences, and the increasing importance of secure and seamless payment solutions.

Like many technology companies, Menuverse has been faced with the challenge of navigating such rapid industry shifts whilst ensuring that its solutions remain relevant and reliable. Customer expectations for speed, personalisation, and seamless digital experiences, for example, continue to grow at an unprecedented

rate. Early on, the company also faced the challenge of earning trust in a competitive market dominated by larger, established players.

To overcome such challenges, Menuverse remained laser-focused on its strengths: listening to clients, being agile in development, and investing in innovation. By maintaining close relationships with restaurants, the company was able to design solutions that directly addressed its clients operational pain points. It took a client-first approach that not only differentiated Menuverse in the market but also enabled the company to build long-term loyalty and credibility with clientele.

Now, Menuverse stays ahead of industry developments by continuously monitoring industry trends, emerging technologies, and evolving consumer behaviours. The company actively invests in research and development, explores strategic partnerships, and encourages a culture of innovation across the team. Perhaps most integral to Menuverse’s operations is its mindset; rather than viewing change as a challenge to be overcome, the company believes that each market shift presents new opportunities for businesses to deliver value in ways that were once unimaginable.

“This allows us not just to react to change but to anticipate it, ensuring that our solutions remain visionary and future-ready,” said Inthirith. “By encouraging innovation within our team and investing in research and development, we ensure that we remain ahead of the curve. Most importantly, we listen closely to our customers – their evolving needs guide how we adapt, refine, and innovate. This mindset allows us to not just keep pace with change, but to shape the future of our journey.”

“We are not just building tools; we are shaping the future of restaurant ordering and payment technology.”

Looking to the future, Menuverse has a number of exciting plans ahead. For the remainder of 2025, the company will be focused on expanding the capabilities of its platform to make restaurant ordering and payment even more seamless, secure, and personalised. This year, Menuverse will be introducing enhanced AI-driven features to help restaurants better understand customer behaviour, improve decision-making, and create truly tailored dining experiences.

Alongside this, Menuverse is also looking to strengthen integrations with third-party tools, spanning everything from loyalty programmes to delivery platforms. These developments will ensure that clients can utilise an all-in-one solution that grows alongside them. What’s more, Menuverse will prioritise the expansion of its footprint into new markets – both domestically and internationally – as its reach continues to grow and scale.

Since its inception, Menuverse has continually sought to reshape and reimagine the ways in which restaurants operate. The company has successfully enhanced the order, payment, and delivery processes of countless eateries and establishments and has made groundbreaking contributions to the wider hospitality sector through such endeavours. For its continued innovations and significant successes within this space, Menuverse has been rightfully recognised as North America’s Most Visionary Restaurant Ordering Platform 2025 – and its mission has only just begun.

“Beyond 2025, our vision is to shape the future of hospitality technology by staying at the forefront of innovation,” Inthirith announced. “We are exploring emerging technologies such as voice ordering, predictive analytics, and advanced payment solutions to ensure that our clients remain ahead of industry trends. At the same time, we remain deeply committed to our vision: empowering restaurants to thrive in a digital world.”

Founder’s Reflection

A Story of Faith, Resilience, and Gratitude

“In December 2021, my life took an unexpected turn. I was rushed to the ER at St. Cloud Hospital in Minnesota on December 17, 2021, and remained hospitalized for three months – until March 15, 2022.

What began as a fight for my life during COVID-19 became a profound journey of faith, recovery, and rediscovery.

“Those were my most vulnerable moments. Bound to a wheelchair and having lost more than 70 pounds, I was told it could take up to three years to fully recover. Yet through it all, I held on to faith – and to the unwavering support of my life partner of 25 years, Southida Mila, who has always been my rock.

“I am forever grateful to God, to my family heritage that instilled strength and perseverance in me, and to the remarkable doctors, nurses, and staff at St. Cloud Hospital who cared for me during my weakest hours. Surviving and standing here today is nothing short of a miracle.

“During my recovery, I focused on rebuilding not only my health but also my purpose. While still in a wheelchair, I dedicated myself to improving my software platform – enhancing integration, SEO, and overall business performance. What began as a personal battle to survive transformed into a mission to innovate and inspire.

“Doctors predicted it would take three years before I could truly begin again, and they were right – but in a way none of us expected. As I reached full recovery, my company began to thrive. Every challenge, every setback, and every test of strength led me to this defining moment.

“I am deeply thankful for the journey – for the lessons, the pain, and the miracle of life itself. True strength is discovered only when life tests you beyond your limits – and faith reminds you that miracles are real.”



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