



Loom Ecosystem

Partners' Brief — Hyper-local commerce infrastructure for Thailand

From walk-by to walk-in. Moving from customer by chance to customers by choice.

8	Products	26,000	Identified leads
6	Provincial markets	75,000	Pipeline leads

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The Eight-Product Ecosystem

loomthai.com sits at the centre as the brand, discovery and Intent Trigger Protocol (ITP) hub. Around it orbit two freemium tasters, three revenue products, one sales tool and one distribution gateway.

Product	Role	What it does
loomthai.com	Hub	Brand, discovery & ITP beacon/NFC entry point.
TeamLoom	Sales Tool	Field sales routing, qualification and lead graph for 26,000+ merchants.
LoomCard	Freemium Taster	Free lite digital business card; upsell to custom domain and business packs.
LiteSite	Freemium Taster	Free PWA site under our domain; upsell to custom domain, hosting and email.
SmartMenu	Revenue Product	QR menu and four-station F&B; ordering. SaaS subscriptions.
LoomLoyalty	Revenue Product	Points, stamps and member-tier loyalty for merchants.
LoomTab	Revenue Product	Bar/restaurant tab management with optional secure chat room.
LoomLocal	Sales Tool	Ready-made, customisable PWA showcase for field sales teams.
LoomWiFi	Coming Soon	OpenWrt guest-WiFi + BLE beacon node for list-building and sponsor spots.

Monetisation & Go-to-Market

The ecosystem is designed to acquire merchants at near-zero CAC through freemium tasters, then monetise through SaaS, hardware and managed services.

Stage	Mechanism
Awareness	ITP beacons, LINE Official Account, LoomWiFi sponsor spots and field teams.
Activation	Free LoomCard or LiteSite created in minutes during a TeamLoom visit.
Monetisation	Upgrade to SmartMenu, LoomLoyalty, LoomTab or paid hosting/domain/email.
Expansion	LoomWiFi nodes, BLE integrations and Bangkok market entry.

Provincial-first rollout

Six predefined provincial markets are already mapped with ~26,000 identified leads. TeamLoom will collect an estimated 75,000 additional interstitial leads before the Bangkok phase begins. Bangkok is deliberately deferred until the route methodology is proven in the provinces.

Distribution Moat: LINE × BLE Beacon

Thailand's LINE Official Account channel reaches 55 million users. Loom's proprietary BLE Beacon engagement system is being integrated into LINE, creating an Intent Trigger Protocol that converts physical proximity into digital action without requiring users to install an app.

LoomWiFi extends this moat: a single OpenWrt node broadcasts a secure guest Wi-Fi network and a LINE-compatible BLE beacon simultaneously. Five-second sponsor spots build the list; zero-friction login captures the lead.

Why now

Thai SMEs still rely on fragmented Facebook and LINE presences. Loom gives them a branded, interconnected, beacon-aware digital stack for less than the cost of building and maintaining separate tools. The ecosystem turns walk-by traffic into walk-in revenue.



For partnership enquiries: loomthai.com

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