LoomThai

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PARTNERS' BRIEF · 2026

Loom Platform. From walk-by to walk-in.

Moving from customer by chance to customers by choice. Hyper-local commerce infrastructure for provincial Thailand — one hub, ten products, one funnel.

10	26,000	6	~75,000	55M+
Products	Identified leads	Provincial markets	Pipeline leads	LINE users in TH

Thai SMEs today run on Facebook posts and a LINE chat. The Loom Platform gives them a branded, interconnected, beacon-aware digital stack — acquired in the field, activated for free, monetised daily — for less than the cost of maintaining separate tools.

01 — PLATFORM

The Ten-Product Platform

loomthai.com sits at the centre as the brand, discovery and Intent Trigger Protocol (ITP) hub. Around it orbit two freemium tasters, five revenue products, two sales tools 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.
LoomLocal	**Sales Tool**	Ready-made, customisable PWA showcase for field sales teams.
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.
ThaiCard	**Revenue Product**	Budget self-serve digital business card at thaicard.app; feeds the upsell ladder into full LoomCard.
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.
LoomFlash	**Revenue Product**	Hyper-local flash deals converting perishable spare capacity into revenue.
LoomWiFi	**Coming Soon**	OpenWrt guest-WiFi + BLE beacon node for list-building and sponsor spots.

The flywheel: TeamLoom acquires merchants in the field. The free tasters (LoomCard, LiteSite) convert them into verified platform accounts at near-zero CAC. Five revenue products monetise daily operations and compound retention across the stack — with domain, hosting, managed email and multi-card upsells on every graduate.

02 — MONETISATION & GO-TO-MARKET

How the funnel makes money

Money is made on the five revenue products — SmartMenu, LoomLoyalty, LoomTab, LoomFlash and ThaiCard, the budget self-serve card for price-sensitive merchants — and on the freemium tasters themselves once merchants outgrow the free tier: own domains, hosting, managed email and multi-card packs turn LoomCard and LiteSite graduates into paying accounts. TeamLoom itself is internal infrastructure — its ROI is measured in qualified pipeline, not licence revenue.

Stage	Driver	Output
Awareness	TeamLoom field visits, loomthai.com and the LINE Official Account.	26,000 identified leads.
Activation	Free LoomCard / LiteSite created in minutes during a TeamLoom visit.	Verified merchant accounts plus upsell hooks.
Trigger	BLE Beacon × LINE proximity events (Intent Trigger Protocol).	Sub-2-second in-context conversion.
Monetisation	SmartMenu, LoomLoyalty, LoomTab, LoomFlash and ThaiCard.	Recurring SaaS and transaction-fee revenue.
Expansion	Freemium graduates (domains, hosting, email, card packs) and cross-product attach.	Rising ARPU per merchant.

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 on existing routes before the Bangkok phase begins. Bangkok — the jewel in the crown — is deliberately deferred: TeamLoom will define its routes and leads on the hoof, with provincial proof-points as the trust currency for entry.

03 — DISTRIBUTION MOAT

LINE × BLE Beacon. The game changer.

Thailand's LINE Official Account channel reaches 55 million users — effectively the country's universal messaging, payments and merchant channel. Loom's proprietary BLE Beacon engagement system is being integrated directly into LINE (permitted in Thailand), 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 local 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. With 26,000 identified leads, a ~75,000 interstitial pipeline and field infrastructure already live, the platform turns walk-by traffic into walk-in revenue.

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