TOYB GROUP

SERVICE OVERVIEW · 2026

A store-operations assistant, explained.

What the service does during a week, what a location receives every month, what it costs, and the three things we tell owners we will not do.

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03 What it costs
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05 Starting

$298 / mo
per location, no contract, 0% commission
Basic plan

1 tap
approval before anything is published
product rule

24
languages, one product and one rule
live editions

TOYB GROUP · Republic of Korea · contact@toyb.ai.kr · toyb.ai.kr

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Every figure is labelled with its source and date. Overseas results do not exist yet; proof figures describe Korea, 2026.

What runs, week by week.

TOYB is sold as a monthly service per location, not as software to operate. The three workstreams below run continuously; the owner sees only what needs a decision.

A · Reviews and reputation

Incoming reviews are read daily. Replies are drafted in the store's own voice, with the facts of the review in hand — the dish, the visit, the complaint. Low-star and hygiene-related reviews are held for explicit confirmation and never posted automatically. Every reply is logged with its timestamp.

Daily review sweep · Drafts in the store's voice · Held back: low-star, hygiene

B · Store information across platforms

Hours, holidays, photos, menus, prices and notices are kept identical across the connected map and search platforms. A mismatch becomes a submitted correction, then a re-check — a closed loop, not a report the owner has to action.

4 map platforms + AI search · Pass/fail per channel · Correction submitted, then re-checked

C · Local marketing and reporting

One plan per month, built from the area's measured density and the store's margin: what to promote, when, with what budget. Execution stays inside the approved cap. The month closes with one page — what changed, what it cost, what to do next.

Monthly plan from the area · Budget cap enforced · One page, one number

Google Maps · Apple Maps · TripAdvisor · AI answer engines · Instagram

What the owner keeps

The store's accounts, its name, its photos and its customers stay the store's. TOYB holds a permission the owner grants and can revoke; nothing is transferred, and everything is handed back unchanged on exit.

Seven days to a running store.

No migration, no new tool to learn, no change to how customers find the store. The store keeps its accounts; TOYB operates on a permission the owner grants and can revoke.

When	Step	What happens
Day 0	Free check	Three gaps with evidence: listings that disagree, photos older than 18 months, reviews unanswered over 30 days.
Day 1	Connect	Map and search platforms linked with read/write permission; the first correction queue submitted.
Day 2–3	First drafts	Review backlog drafted; the month's plan built from the area's measured density and the store's margin.
Day 4–5	First approvals	The owner taps through the queue — edit, approve or reject, each with the exact text.
Day 6–7	First report	One page: what changed, what it cost, what to do next.

Every month after

- ✓ Reviews answered daily, corrections re-checked, one plan executed inside the approved cap.
- ✓ One page at month end: changes made, spend used, the next month's first three actions.
- ✓ Cancel any time — no notice period, no exit fee; accounts and content returned unchanged.
- ✓ The price does not move: no commission on sales, no per-order fee, no setup fee.

The one rule that never changes

Nothing is published, answered or spent without the owner's one tap. Low-star and hygiene-related reviews are always held for confirmation, even when the draft is ready.

What we do not need from the owner

- — No password to a personal account, and no access to a bank or card.
- — No new tool to learn, and no change to the platforms customers already use.
- — No long brief: the first check only needs the store's name and city.

Plans and what they include.

Per location, per month, inclusive of tax where applicable, billed in the currency shown by Paddle as merchant of record. No setup fee, no contract, no commission on sales.

Plan	Per month	Locations	Core work	Added
Basic	**$298**	**1**	**Reviews, listings, daily checks**	**—**
Pro	**$398**	**1**	**Everything in Basic**	**Monthly campaign + content**
HQ — Core	$498	up to 3	One dashboard	Per-store reporting
HQ — Multi	$798	up to 10	One dashboard	Per-store reporting
HQ — Group	$1,198	up to 30	One dashboard	Priority support

Extra location $39 / mo · European editions €298 / €398, HQ €498–998 · Singapore billed in SGD at checkout.

Refunds and cancellation

Cancel within 7 days of payment while the service has not started and the payment is refunded in full. After that, unused days are refunded on a 25-day basis (monthly fee × remaining days ÷ 25). From 25 days used the refund is zero, the subscription simply ends and nothing further is charged.

Add-on: measured site reports

For an opening, an expansion or a market entry, the same data layer is sold as a standalone report by TOYB Research Lab. Counted venues, source lines and snapshot dates; no footfall, no card sales, no forecast.

Report	Price	Scope
Neighbourhood Brief	$49	4–6 pages · one storefront, one radius
City Report	$490	12–16 pages + CSV · one city, first entry
Country & Sector Pack	$1,490	25–35 pages + CSV · one country, four sectors
Custom Site Selection	$2,900	35–50 pages · ten named sites, ring by ring

Gulf and commercial real estate

In Saudi Arabia, the UAE and the wider GCC the asset owner is the buyer, so editions lead with district saturation, missing categories and vacant unit capacity. Gulf quotes are three times the standard tier rate.

Three things we will not do for you.

Every service has a boundary. Ours is printed here so an owner can hold us to it.

We will not guarantee a ranking, a traffic number or r

Nobody honest can. What is guaranteed is the work, the reporting and the approval rule.

guarantee

We will not publish, reply or charge behind the owner's back.

Anything that leaves the store waits for one tap. Low-star and hygiene reviews are always held.

approval

We will not sell a forecast, footfall or card-sales figur

Our reports count venues, gaps and visibility. Where a number is an estimate, it is labelled as one.

data honesty

We will not lock a store in.

No contract, no notice period, no exit fee. Accounts and content are returned unchanged.

exit

> **“A refusal printed before the invoice is worth more than a promise printed after it.”**
>
> Why the boundaries are on this page and not in the contract.

Not affiliated

TOYB is an independent product. Platform names — Google Maps, Apple Maps, TripAdvisor, Instagram — belong to their owners, and TOYB is not affiliated with, endorsed by or sponsored by any of them.

What is guaranteed

The work is done, the report is printed, and nothing leaves the store without the owner's tap. Those three are in the contract; a ranking is not.

Start with a free check.

A 30-second check of listings, reviews and photos, with no account and no payment. If it is useful, the founding waitlist reserves a place and the opening rate.

1. **Free check**
   Send the store name and city. The mismatches, stale photos and unanswered reviews are shown before anything is paid — no account needed.

2. **Founding waitlist**
   A place in line for the opening cohort: a queue number is issued immediately, the founding rate is held, and no card is taken.

3. **Opening**
   Billing opens once payment integration is complete. The first month starts on the owner's word, never on a timer.

Contact

contact@toyb.ai.kr · toyb.ai.kr · research.toyb.ai.kr — worldwide, replies within one business day, in English, Japanese, Chinese, Vietnamese and Korean.

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Questions owners ask first

Question	Answer
Is there a contract or minimum term?	No. Monthly, cancel any time. No cancellation fee, no notice period.
Who owns the accounts and content?	The store. TOYB operates under a limited licence while the subscription runs.
What happens on day one?	A free check report and a first correction queue — no payment, no account.

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Your store runs.
We run the busywork.

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