TOYB GROUP

COMPANY PROFILE · 2026

Your store runs. We run the busywork.

TOYB is a store-operations assistant for independent businesses: reviews answered in the store's own voice, information kept correct on every map, local marketing planned and executed — each item approved by the owner with one tap. One monthly price, no contract, no commission.

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90,295,748
business locations in our own research database
our data · 2026

24
language editions, one product and one rule
live sites · 2026

1 tap
approval before anything is published
product rule

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

2026-11-23 · English edition

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

A small Korean team that ran the stores before it sold the system.

TOYB GROUP is a software company based in the Republic of Korea. We build one product: an assistant that runs the repetitive, time-consuming parts of running a local business — answering reviews, keeping store information correct across map and search platforms, planning and executing local marketing, and reporting what happened.

We built it because we were the customer. Our own stores were the first place every feature ran, which is why we can tell an owner what a change costs and what it returned — and why one rule sits inside every screen: nothing is published, answered or spent without the owner's approval.

Founded
2026, Republic of Korea

Customers
independent owners, small chains

Delivery
remote, worldwide

Payments
Paddle, merchant of record

What we are, precisely

Field	Answer
Product	TOYB — a web and mobile assistant for one store or a multi-location group
Customers	independent business owners and small chains, worldwide, served remotely
Languages	24 editions: en · jp · tw · vi · ar · de · fr · es · it · th · id · pt · nl · pl · tr · my · gr · cz · hu · no · se · dk · fi · ro
Edition scope	reviews, listings, local marketing, monthly reporting
Founded	2026, Republic of Korea
Payments	Paddle as merchant of record; card details never reach TOYB
Contact	contact@toyb.ai.kr · worldwide, replies within one business day

How we work

- The owner approves. Every publication, reply and charge waits for one tap.
- One number, not a dashboard. The monthly report says what changed and what it cost.
- No lock-in. No contract, no exit fee; accounts and content stay the owner's.
- Say what is true. Every figure carries its market and date — including Korea, 2026.

The owner is the last person left doing the work.

A single-store owner does not lack effort. They lack hours. Marketing, review replies, listing corrections and price checks fall to whoever is left awake at midnight — and they are the first things dropped when the counter is busy.

78.5%

of 1,179 public sites sampled are unreadable to AI search — no LocalBusiness structured data.

AEO sample · 2026-11-22

55.9 / 100

average AI-search visibility across 5,403 live websites in 34 countries.

AEO measure · 2026

11

unanswered reviews over 30 days, in one sample store check.

sample check · 2026

0%

commission on sales, and no per-order fee.

TOYB pricing

Why the work does not get done

	What actually happens
It is continuous, not skilled	A reply that waits two weeks is worse than no reply. The cost of this work is its rhythm, not its difficulty.
Agencies sell retainers	The monthly invoice does not move when the queue does — so the queue is managed, not cleared.
Tools assume an operator	Dashboards need someone to read them daily. A store has no such person.

> **“The work is not hard. It is just never finished.”**
>
> The line we kept hearing from owners — and the reason TOYB exists as a service, not a tool.

What TOYB does, line by line.

TOYB is one product, priced per location and per month. Each of the four workstreams runs on the same rule: the assistant drafts, the owner approves, the platform receives.

01 **Reviews, answered**
Drafted in the store's voice and posted once approved. Low-star and hygiene-related reviews never go out without explicit confirmation. Every reply is logged and reviewable.

02 **One store, every map**
Hours, photos, menus and notices kept consistent across the major map and search platforms, so a customer who finds the store on one platform sees the same store on the next.

03 **Local marketing, planned**
A monthly plan built from the area and the margin — what to promote, when and with what budget — then executed end to end. Spend stays inside the budget the owner sets.

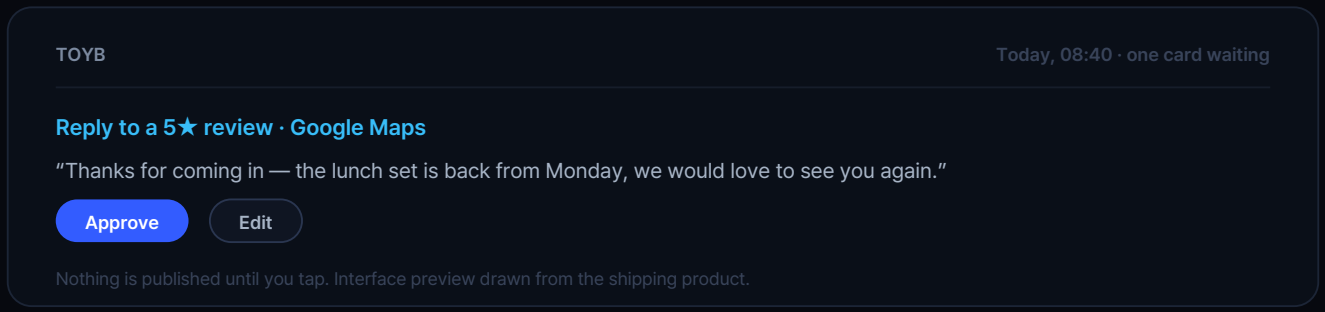
04 **The month, reported**
One number and one page: what changed, what it cost, what to do next. Not a dashboard to interpret.

The rule inside every screen

Nothing is published, answered or spent without the owner's one tap. A draft shows the exact text; a spend request shows the exact amount. Reject and nothing leaves the store.

What a store does not have to do any more

- Sit on a review queue at midnight, or leave it two weeks.
- Compare hours and photos across four platforms by hand.
- Read a dashboard to work out what changed this month.
- Sign a contract, pay a setup fee, or give up a percentage of sales.



Five steps. No new tool to learn.

There is nothing to install. The store keeps its own accounts; TOYB operates under a permission the owner grants and can revoke, and hands everything back unchanged on exit.

1. **Free check**
   Listings, reviews and photos are read, and the mismatches, stale photos and unanswered reviews are shown before anything is paid.
2. **Connect**
   The store's platforms are linked with read/write permission the owner grants — and can revoke at any time.
3. **Approve**
   A draft arrives with the exact text, and the exact amount where there is spend. Approve, edit or reject.
4. **Run**
   Replies, corrections and publications are executed daily across every connected platform.
5. **Report**
   A monthly page: what changed, what it cost, what to do next.

What arrives in the first week

When	What the owner receives
Day 0	Free check report — the three gaps that cost the most, with the evidence behind each.
Day 1	Accounts connected and the first correction queue submitted to the platforms.
Day 2–3	Review back-log drafted; the first month's marketing plan built from the area and the margin.
Day 4–5	First approvals: edit, approve or reject, each with the exact text.
Day 7	First weekly summary: what was changed, what it returned.

What it needs from the owner

- → One tap per decision — roughly ten minutes in the first week, less after.
- → Permission to read and write the store's own listings and reviews, revocable at any time.
- → A budget cap, if campaigns run. Nothing is spent above it, and nothing outside it.
- → No new software to learn, no password shared with TOYB, no change to how customers find the store.

What we can show, and where it came from.

Overseas results do not exist yet. Every proof figure below describes Korea, 2026 — our own directly operated stores and Korean customers — and comes with its source and date. When a result comes from another market it will be labelled the same way.

KRW 187M

monthly revenue at peak season, one of our own directly operated stores.

Korea · 2026

90,295,748

business locations loaded in our own research database, one counting standard.

Overture snapshot · 2026-11-18

1,179

public sites measured for AI-search readiness; 21.5% carry LocalBusiness data.

AEO sample · 2026-11-22

5,403

live websites scored across 34 countries on structured data, markup hours and crawler access.

AEO measure · 2026

What we refuse to claim

- No ranking, traffic or revenue guarantee — nobody honest can give one.
- No affiliation with, or endorsement by, any map, search or review platform.
- No footfall, card-sales or revenue forecast sold as data.
- No result from a market we have not operated in, presented as if we had.

Why this matters to a buyer

A vendor that prints where its numbers came from can be checked. A vendor that does not, cannot — and the second meeting is where unchecked numbers fail.

Four maps, one AI layer, two satellites.

The product sits on a data layer we built ourselves. Nothing here is rented per query, which is why a small store can carry the same instrumentation a chain carries.

Layer	What it does
4 map platforms + AI search	Google Maps, Apple Maps, TripAdvisor and AI answer engines checked in one pass, pass/fail per channel.
Own place database	90,295,748 business locations with category, brand and coordinate, one counting standard.
Public indicators	Official population and income indicators for 218 countries, refreshed with each release.
NASA VIIRS night lights	Annual radiance composites to compare commercial-district expansion, 0–30 km ring, 58 cities.
ESA Sentinel-2 surface	10 m optical change between same-season acquisitions, clouds removed by scene classification; 118 cities.
AI-search index (AEO)	34 countries, 5,403 live websites scored on structured data, markup hours, crawler access and page basics.

90,295,748 places · 218 countries · 58 cities · night light · 118 cities · surface · 34 countries · AEO

TOYB Research Lab

The same counting standard is sold as standalone site-screening reports: density, chain penetration, digital gap, AI-search visibility and opening velocity. No footfall, no card sales, no forecast — the weakness is printed on the page.

Data principles

- Non-identified aggregates only, at a minimum k-anonymity threshold — no individual venue or person can be singled out.
- One counting standard and one source line per table, so two reports for the same ring give the same count.
- Separate data kept separate: what is counted, what is observed by satellite, and what is an estimate are never mixed in one column.
- Snapshot dates printed on every figure, because a count is only as useful as the day it was taken.

One monthly price. Nothing else.

No setup fee, no contract, no cancellation fee, no commission on the owner's sales. Advertising budget, if campaigns are run, is the owner's money and is spent only inside the approved cap. Prices are per location, inclusive of tax where applicable.

Plan	Price	What it covers	Locations
Basic	**$298 / mo**	**Reviews and store information for one location**	**1**
Pro	**$398 / mo**	**Basic plus a monthly local campaign and content**	**1**
HQ — Core	$498 / mo	One dashboard, per-store reporting	up to 3
HQ — Multi	$798 / mo	One dashboard, per-store reporting, priority queue	up to 10
HQ — Group	$1,198 / mo	One dashboard, per-store reporting, priority support	up to 30
Extra location	$39 / mo	Any plan, per additional store	—

European editions are quoted in EUR: €298 / €398, HQ €498–998. Singapore is billed in SGD at checkout. VAT/GST where applicable is added at checkout and shown before payment.

Included in every plan

Approval before anything is published · daily checks · monthly report · pro-rata refund on unused days (monthly fee × remaining days ÷ 25) · full refund within 7 days while the service has not started · accounts and content returned on exit.

no add-on fee

Not included

Advertising spend (paid by the owner, inside the approved cap) · third-party subscriptions the store chooses to keep · medical and hospital sector work.

stated plainly

Billing is opening, not open

Payment integration is not finished. Until it is, a store can take the free check and reserve a place in the founding waitlist — the opening rate is held, and no card is taken anywhere on the site.

Different jobs, so the comparison is the invoice.

Published list prices of the vendors named, checked 22 November 2026. TOYB does reviews, store information and local marketing; the comparison is what a store pays, not which product is better.

	TOYB Basic	TOYB Pro	Owner.com Flexible	Owner.com Flat
Monthly subscription	$298	$398	$249	$499
Fee on the owner's sales	0%	0%	5% per order	0%
Contract / notice period	None	None	None	None
Reviews and listings handled	Included	Included	Included	Included
Local campaign work done for you	Light	Monthly	—	—
Difference at $10,000 a month in sales	$0 in fees	$0 in fees	≈ $500 in fees	$0 in fees

Owner.com is a restaurant online-ordering and website platform; its plans are $249/month + 5% per order or $499/month, with no long-term contract (owner.com/pricing, checked 22 November 2026). TOYB Pro at $398 is about 20% below the $499 flat plan, and neither TOYB plan takes a percentage of sales.

Where a store owner can check us

Claim	Where it is checked
The price	One price, printed. No setup, no commission, no exit fee — on the pricing page and in this document.
The approval	Every publication and charge waits for one tap — visible in the product, not only on a slide.
The refund	7 days full, then pro-rata on a 25-day basis, printed on the refund page.
The data	Every figure carries a source line and a snapshot date. Korea, 2026 where that applies.

Talk to the team that runs the stores.

There is no account manager between an owner and the product. Enquiries are answered by the team that operates the stores, in English, Japanese, Chinese, Vietnamese and Korean.

EMAIL

contact@toyb.ai.kr

Worldwide · replies within one business day · English, Japanese, Chinese, Vietnamese, Korean

toyb.ai.kr — headquarters (Korean) · research.toyb.ai.kr — measured site reports

24 editions: en · jp · tw · vi · sa · de · fr · es · it · th · id · pt · nl · pl · tr · my · gr · cz · hu · no · se · dk · fi · ro

Who we are, in one line

TOYB GROUP is a Korean software company. We build and operate one product — a store-operations assistant — and we run our own storefronts in Korea, which is why the product is measured against a real counter rather than a benchmark.

What this document is

- Every figure is labelled with its market and date; overseas results do not exist yet.
- Prices are list prices in the currency shown, checked 22 November 2026.
- TOYB is not affiliated with, or endorsed by, any map, search or review platform.
- TOYB is a product name of TOYB GROUP; payments are handled by Paddle as merchant of record.

> **“We would rather be precise than impressive.”**
>
> The rule the company runs on.

Next step

Two things are open now and both take under a minute: a free 30-second check of a store's listings and reviews, and a place in the founding waitlist — a queue number issued immediately, the opening rate held, no card taken. Billing opens once payment integration is complete.