

CASE STUDY

# Shinkai Group

## Launches KaiQ, an AI-Powered Voucher Marketplace Built on AWS and Shri Sai Tech LLC DBA SST

## Executive summary

Shinkai Group is building KaiQ, a digital deals and voucher marketplace for Singapore — one platform where shoppers discover local deals, merchants publish and redeem them, and the marketplace team runs the business. Shoppers find a deal simply by asking for it in their own words, from a cheap brunch near Orchard to a massage under $100.

Traditional local promotions are slow and fragmented: merchants rely on paper vouchers, social-media posts and printed codes, shoppers miss deals scattered across channels, and counter staff struggle to check whether a voucher is genuine. Every promotion takes manual work, and its results are hard to measure.

To realise its vision, Shinkai Group partnered with Shri Sai Tech (SST) to design, develop and deploy KaiQ on Amazon Web Services (AWS). Leveraging Amazon Bedrock for AI search, Amazon SNS for SMS sign-in, Amazon S3 for photos and documents and a containerised, cloud-native architecture, SST delivered a mobile app for shoppers, a Vendor Portal for merchants and an Admin Console for the KaiQ team on one secure platform.

## The challenges

- **Challenge 1 – Paper Vouchers and Scattered Promotions**
  Merchants promoted deals through flyers, social media and printed vouchers, while shoppers had no single place to discover what was on offer near them.
- **Challenge 2 – Vouchers That Are Hard to Trust**
  Printed or screenshot vouchers could be copied or reused, and counter staff had no quick way to check whether a voucher was genuine or already used.
- **Challenge 3 – Slow, Manual Deal Launches**
  Setting up a promotion, tracking how many vouchers were claimed and collecting payment for prepaid offers all took manual effort and separate tools.
- **Challenge 4 – Hard to Find the Right Deal**
  Shoppers had to scroll through long lists and filters; there was no way to simply ask for “a relaxing spa under $100” and get the right deals.
- **Challenge 5 – Secure Payments and Sign-In**
  Taking card payments, protecting shopper accounts and keeping each merchant’s deals and data separate required passwordless sign-in and strict access control from day one.

## About Shinkai Group

**Shinkai Group** is the company behind KaiQ, a digital deals and voucher marketplace for Singapore that connects shoppers with local cafés, restaurants, spas, salons, gyms and shops.

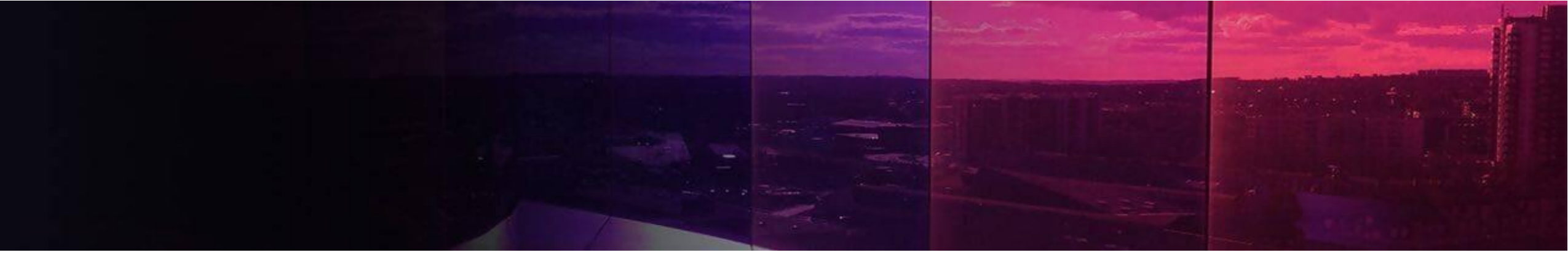
KaiQ’s mission is to make local deals effortless: shoppers find, claim and redeem deals in a few taps, and merchants win new customers without complicated tools.

## Edward Wong

**Chief Executive Officer**

A dynamic business leader specializing in corporate management consultancy, corporate finance advisory, and business development. Edward brings expertise in organizational growth, strategic planning, and event management, helping businesses expand into emerging markets and achieve sustainable growth.

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# Simplify Digital Transformation with AWS

Amazon Web Services (AWS) provided Shinkai Group with a secure, scalable and cost-effective cloud platform to build the KaiQ marketplace from the ground up.

By leveraging managed AWS services, KaiQ avoided the complexity of building and maintaining its own AI, messaging and storage infrastructure while gaining access to advanced foundation models, reliable SMS delivery, durable file storage and a scalable application layer.

# Why Shri Sai Tech?

Shinkai Group selected Shri Sai Tech for its deep expertise in AI implementation, cloud-native architecture on AWS, mobile and web application development and rapid delivery of production-ready solutions:

### Key reasons Shinkai Group selected SST:

- AI implementation capabilities, including semantic search
- AWS cloud architecture and Amazon Bedrock experience
- Mobile app development for iPhone and Android
- Web portals and secure API development
- Payments integration and secure, role-based access
- Agile delivery methodology
- Ability to rapidly deliver a production-ready proof of concept

# The Solution

SST designed and implemented KaiQ — a digital voucher marketplace built on AWS with Amazon Bedrock, Amazon SNS and Amazon S3 — that connects shoppers, merchants and the marketplace team on one platform.

### Shopper Mobile App

An iPhone and Android app where shoppers browse deals by category, see “Ending soon” countdowns and deals near them, claim free coupons or buy prepaid ones, and keep every coupon in one wallet with a monthly savings tracker.

### AI Search

Shoppers ask in their own words — “cheap brunch near Orchard”, “massage under $100” — and AI search on Amazon Bedrock understands the category, budget and area, finds matching deals and explains why each one matches.

### Vendor Portal

Merchants sign up, publish deals with a photo, offer, quantity, dates and per-customer limit, redeem coupons by scanning the QR code, track results in reports and add staff accounts for the counter.

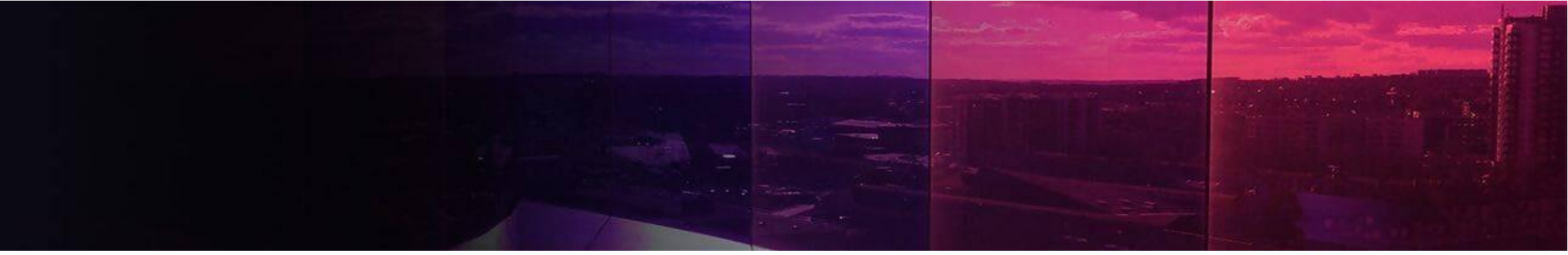
### Admin Console

The KaiQ team onboards and registers merchants, manages categories and commission, approves payouts, reviews compliance documents and follows every important action in an audit log.

### Secure Payments and Coupons

Prepaid deals are paid by card through Stripe, with bank verification when needed and an automatic refund if a deal sells out. Every coupon has a digitally signed QR code that works only once.

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### Passwordless Sign-In and Cloud Platform

Passwordless sign-in with a one-time SMS code sent by Amazon SNS, deal photos and merchant documents in Amazon S3, and a containerised API on Amazon EC2 behind Elastic Load Balancing, with AWS access through IAM roles.

# AWS Services and AI Models Used

### Foundation Models

| | |
|---|---|
| **Amazon Titan Text Embeddings V2 (Bedrock)**<br>Semantic search model<br>• Understands the meaning of a shopper's search<br>• Matches deals by meaning, not only keywords<br>• "Caffeine fix" finds coffee deals | **Fallback-Safe AI Layer**<br>Reliable by design<br>• All AI calls go through one gateway<br>• Automatic keyword search if AI is slow or down<br>• Ready for new Bedrock models as they ship |

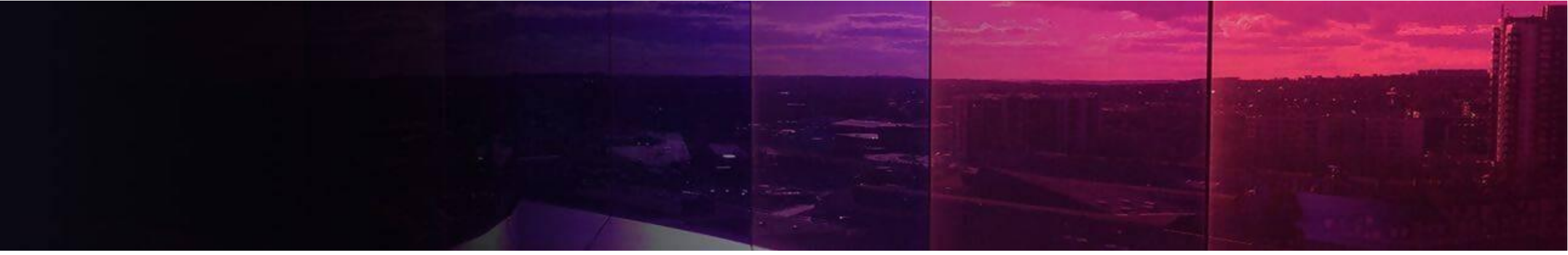
### AWS Cloud Services

| | |
|---|---|
| • Amazon Bedrock — AI search embeddings<br>• Amazon SNS — one-time SMS sign-in codes | • Amazon S3 — deal photos and merchant documents<br>• Amazon EC2 and Elastic Load Balancing — containerised API and portals |

# Results

- **Speed**
  - Deals go live in the app as soon as the merchant publishes them
  - Coupons claimed in a few taps and redeemed in seconds by scanning the QR code
- **Reach**
  - One platform for three audiences — shoppers, merchants and the KaiQ team
  - Six deal categories at launch; admins add new categories without code changes
- **Experience**
  - Ask-in-your-own-words AI search with a reason for every result
  - Deals near you, "Ending soon" countdowns and a monthly savings tracker
- **Security**
  - Passwordless SMS sign-in and digitally signed, one-time QR coupons
  - Card payments handled by Stripe; AWS access through IAM roles with no stored keys

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## Benefits

- Deals launched in minutes from the Vendor Portal and live in the app straight away
- One platform for shoppers, merchants and the marketplace team
- AI search that understands what shoppers ask for, in their own words
- Secure Stripe payments and passwordless SMS sign-in
- Tamper-proof QR coupons that work only once, redeemed in seconds
- Fallback-safe AI layer — search keeps working even if the AI model is unavailable

## Next steps

- Launch on the Apple App Store and Google Play
- Add Apple Pay and Google Pay for faster checkout
- Show distance and “Open now” for every deal
- Introduce push notifications for new deals nearby and expiring coupons
- Register the KaiQ SMS sender ID in Singapore for branded sign-in messages
- Move AI search into the database with vector search for even faster results

## About Shri Sai Tech LLC DBA SST

SST is an AWS Partner specializing in AI-driven, cloud-native architecture and secure, compliant solutions across a wide range of industries — including healthcare, finance, education, retail, manufacturing, logistics, energy, government and public sector, telecommunications, and media and entertainment. Partnering closely with our clients, SST rapidly designs and deploys production-ready AI platforms on AWS, bringing AI-powered capabilities to market with speed and confidence.

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