

An order-at-table app that reopened 100+ venues and rescued the revenue line

ChargedUp — Engineering Lead

When COVID shut down its charging network overnight, ChargedUp needed a new revenue line fast. I led the build of a QR order-at-table app that went live in 100+ venues in under eight weeks and won two national drinks brands as launch sponsors.

100+

VENUES LIVE IN 8 WEEKS

+34%

AVG SPEND PER TABLE

6

APPS SHIPPED

£1.2m

ORDERS PROCESSED / MONTH

THE CHALLENGE

ChargedUp ran Europe's largest phone-charging network, with kiosks in pubs, bars and clubs across the UK. When COVID-19 closed hospitality overnight in March 2020, the revenue behind those kiosks went to zero. The business goal was blunt: stand up a new revenue line before venues reopened, or run out of runway.

WHAT I DID

- A web app off the QR scan, not an app-store download. Shipping the customer experience as a PWA skipped store review entirely, the difference between launching for reopening and launching after it.
- One serverless backend, infra as code from day one. Lambda, API Gateway and DynamoDB with Terraform modules, so spinning up a new venue took minutes. That kept the per-venue cost of growth near zero.
- Weekly demos with the first operators. I ran the first five venues as a feedback loop, routing their comments straight into the product rather than a backlog.

OUTCOME

The app went from nothing to live in 100+ venues in under eight weeks: a new revenue line before the old one could recover. Two national drinks brands, Red Bull and Jägermeister, signed on as launch sponsors, adding a second income stream on top of venue fees. The product outlasted lockdown and became a permanent line of business alongside the returning charging kiosks.

STACK