SHOPLAUNCH STUDIO · 2026 PRICE CHECK FOR INDEPENDENT PIZZERIAS

The $3.00 order: what a pizza shop pays for its own button

Six hundred orders a month for thirty-six months, at each vendor's **own published US price, read 11 November 2026**, before tax and before card processing. That is **21,600 orders**, and Slice's $3.00 fee alone is **$64,800** of them.

Platform	Plan	Monthly	3 years	What the money buys
Slice	Online Growth — $39/mo + $3.00 an order	**$1,839**	**$66,204**	Branded site, app listing, ordering, Google listing — and $1,800 a month of per-order fees
Slice	Complete Growth — $99/mo + $2.00 an order + $1,000 setup	**$1,299**	**$47,764**	Adds POS, phone ordering, full hardware, account manager; $1,200 a month of per-order fees
DoorDash	Online Ordering, Starter — 0% commission	**$0**	**$0**	A direct ordering page and checkout at 3.3% + 30¢ a card order — active DoorDash store required
DoorDash	Boost — branded website and email	**$99**	**$3,564**	Website, email, 2.9% + 30¢ processing; still 0% commission on direct orders
DoorDash	Plus — app delivery, if every order came through it	**25%**	**$135,000**	$6.25 on a $25 order; 6% on app pickup, 30% on Premier delivery
Toast	Basic — Traditional, plus the $1,153 kit	**$69**	**$3,637**	Register and reports; no online ordering, no website
Toast	Core — first pack with online ordering, plus the kit	**$219**	**$9,037**	Online ordering and the DoorDash, Uber Eats and Grubhub integrations
Toast	Core with the $1,113 handheld kit	**$219**	**$8,997**	Same software on the device a counter actually uses
Toast	Growth — first pack with a website, plus the kit	**$578**	**$21,961**	Website, gift cards, loyalty, SMS and email
ShopLaunch	Starter — the page, the menu, the box-lid QR	**$0/mo**	**$49**	One page, sizes and toppings, phone button, dough line, 4×4 in QR sticker PDF + counter card
ShopLaunch	Local Pack — full menu, three print pieces	**$0/mo**	**$199**	40 items with toppings, box-lid stickers, A5 counter card, window board, 5 posts. Paid once

Slice: Online Growth $39/mo + $3.00 a card order (none under $10); Complete Growth $99/mo + $2.00 + $1,000 setup; 2.90% + 30¢ cards on both; month to month. DoorDash: 15% / 25% / 30% on app delivery, 6% on app pickup; Online Ordering (formerly Storefront) is 0% on direct orders at $0 / $99 / $249 a month and only for a shop with an active DoorDash store. Toast: Basic $69, Core $219, Growth $578 a month with the kit up front on a two-year term; Core is the first with online ordering, Growth the first with a website.

The $25 pie, worked out

$3.00 on a $25 pie	12% of the ticket, charged to the shop
600 orders a month × $3.00	$1,800 a month — 120 pies of margin at $15 a pie
Three years: 21,600 orders	$64,800 in fees, which is 4,320 pies
ShopLaunch Local Pack	$199 once — 13 pies, then $0 for as long as the page is up

The box lid is the only billboard a pizzeria owns. At 600 orders a month, 20 boxes leave the shop a day and 21,600 in three years — each one handed to somebody who already likes the pizza. A 4 × 4 in sticker, twelve to a sheet, one code, opens the menu and the phone number with nothing to install. If one box in fifty comes back as a phone order instead of an app order, that is **432 orders** over three years paying no commission: **$1,296** that would have gone to Slice's toll, or **$2,700** to DoorDash at 25%. One in two hundred still pays for the page twenty times over. The code here scans to the live sample page.

Five questions before you sign anything

Is the fee per order, or flat?	A flat fee does not grow in a good week; a per-order fee does, and it lands hardest on the regulars who would have phoned you anyway. Ask for the figure at your own volume, in writing.
What happens to the site if I stop paying?	On a subscription: not the site. Ask who owns the domain and whether the menu exports. The page we sell is yours — the link, the PDFs, an edit key.
Is the free direct-ordering page free of the marketplace?	DoorDash Online Ordering is 0% at $0 a month, but only for a shop with an active DoorDash store — so the 15–30% on app orders continues. Read both lines, not the headline.
Does it print anything for the box?	A lid leaves the shop 20 times a day at 600 orders. Ask for the sticker, the counter card and the window board as files you own, printed wherever you like.
Does it lead with the phone number?	A phone order costs nothing. If every channel on offer carries a fee, the page is built to sell the fee, not the pizza.

What the one payment is — and what it is not

Yes	No
You get: a mobile page with a price for every size, the toppings, the half-and-half rule, the dough line, an open-now badge, **Call to order** as the primary button, directions, photos · a 4×4 in box-lid QR sticker and a counter card · an edit key. $49 / $199 / $499, live the next business day.	**You do not get:** a till, card payments, a checkout, driver dispatch, inventory, staff hours or a loyalty programme. No commission, no customer data. Keep the register and the ordering system you already use — nothing is migrated.

Prices are each vendor's published US list price on 11 November 2026 and change without notice. A $25 ticket and $15 left after food are our assumptions. Card processing is excluded on both sides: it is paid either way. **shoplaunch-app.pages.dev/pizza** · ShopLaunch Studio, Busan, Republic of Korea · chonnom61482@gmail.com