Nick Morgenstern

AI product innovation leader, with founder and commercial experience

Eight years running Foodkit, a venture-backed ordering platform for restaurant chains including Domino's and Nando's. Two years designing, building and running DeepBliss, a live AI product, with a team of AI agents.

Open to senior AI innovation and new-venture roles: hybrid in Melbourne or Sydney, or remote in Australia. Permanent or contract.

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CAREER

NOV 2024 TO PRESENT · MELBOURNE

DeepBliss · Founder

Personalized media. A complete product.

Designed and built a personal practice app: you describe a goal, and DeepBliss turns it into affirmations spoken in a clone of your own voice, layered over entrainment audio, with images and video of you living the future you described. Live, with paying customers.

- Built and run with a team of AI agents under written rules: Claude Code writes the code, OpenAI's Codex reviews it, automated checks must pass before anything merges, and I decide what merges and what ships.
- 278 merged changes since May 2026, 54 production releases since July 2026 and 28 decision records (counted October 31, 2026).
- Codex reviewed 228 of the 229 changes merged since mid-September 2026 and raised at least one blocking or important finding on 135 of them.
- Owned the whole product: brand, the Oracle that turns an intention into a script, the voice and audio pipeline, image and video generation, billing, support and marketing.
- Built Video Studio, an internal tool that takes a brief to a published YouTube video or Short.

JUL 2016 TO MAY 2024 · SINGAPORE AND THAILAND

Foodkit · Co-founder & CEO

Enterprise complexity. A usable platform.

Co-founded and led a venture-backed ordering and delivery platform for restaurant chains: branded web and mobile apps, in-store operations, call-center tools, loyalty and an open API with 50+ integrations.

- Customers included Domino's Pizza and Nando's.
- Restaurant chains ran Foodkit in eight markets across Europe, Africa and Asia.
- Raised seed funding from two 500 Startups funds, 500 TukTuks and 500 Durians, and from angel investors.
- Hired and led a team of more than forty at its peak.
- 8.35 million orders, 2016 to 2024, all markets; US$320M+ in order value. Company figures, not revenue, not audited.
- Started Foodkit's AI lab in 2023: two of us, me included, tested AI ordering and customer service with the call centers of Minor Food Group and S&P, and judged the models of the day not reliable enough in Thai.
- Closed in 2024.

MAY 2015 TO JUL 2016 · BANGKOK

Ginja · Co-founder & CEO

Build the service. Connect the infrastructure.

Built a venture-backed food-delivery marketplace in Bangkok, working across third-party delivery fleets. What we learned became Foodkit's delivery tools.

- Described by BK Magazine in 2016 as the first commerce use of a Facebook Messenger bot in Southeast Asia.
- Backed by 500 TukTuks, 500 Startups' Thailand fund, in 2016.
- Routing and process work cut average delivery times 17%.
- Team of 25+.

FEB 2015 TO MAY 2015 · BANGKOK

TechGrind Incubator & VC · Entrepreneur in Residence

Test the opportunity before scaling it.

Advised startups on opportunity validation, business models, product strategy and go-to-market.

2011 TO 2015 · SINGAPORE AND AUSTRALIA

Aptivate.me · Founder and Managing Director

Creative ideas, made interactive.

Led a creative technology business that made interactive Facebook games, competitions and campaigns for well-known brands.

- Clients included Universal Pictures, Movember, MediaCorp, Suncorp Bank, Just Car Insurance, Bingle and Vibe Hotels.
- Rate My Ride for Just Car Insurance: 2.87M unique views and 38,000+ votes over three editions (campaign reporting at the time).
- Everything but the code: concept, design, sales and client work, with development by remote teams I set up in India and Sri Lanka.
- Profitable within months.

2010 TO 2011 · SOUTH MELBOURNE

The Junction · Co-founder & Strategy Director

Connect creative strategy to commercial purpose.

Developed digital strategy and commercial programs for Suncorp, Nando's, Interflora, Collingwood FC and public-sector clients.

2009 TO 2010 · DARWIN

Tourism NT · Head of Digital Marketing

Bring a destination to life.

Led digital transformation and a multidisciplinary team, connecting tourism marketing with digital experiences.

- Led a team of 13.

2008 TO 2009 · MELBOURNE

STA Travel · Senior Digital Marketing Manager, APAC

Digital growth across markets.

Led digital growth and product innovation across the Asia-Pacific region.

- My team of four was named Global Digital Team of the Year 2008.
- Launched STA Travel's online travel auction, live in Australia in December 2008.
- A/B and multivariate testing lifted conversion 19%.

2007 TO 2008 · MELBOURNE

Sensis · Product Development Manager, Search

From opportunity to market.

Helped build and launch ClickManager, paid search sold through the Yellow Pages sales teams, from opportunity identification to pricing and go-to-market.

- ClickManager: 1,400 customers in its first year.
- Recruited and trained a team of 14.

2005 TO 2007 · MELBOURNE

TD Waterhouse · Investment Coordinator

An early commercial foundation.

Helped redesign the broker-facing interface before moving into digital products.

EDUCATION

Master of Entrepreneurship and Innovation · Swinburne University of Technology · Coursework undertaken; qualification not completed.

Bachelor of Business (eCommerce) · Swinburne University of Technology

Advanced Diploma of Marketing · Victorian Business College

Finance (Stockbroking) · Securities Institute of Australia

COMMUNITY

RRR, 2002 to 2008: almost six years on air as a volunteer, playing music and interviewing international DJs.

Dates, roles and any figure without a cited source are from my own records and memory. Commercial figures are company-reported, not audited. Foodkit's order value is transaction volume, not revenue.