OPEN PROTOCOL PROOF / CONTROLLED LIVE PILOT NEXT

Not another pizza app.

Pizza4People is a public proof of an open base layer for direct restaurant-customer discovery and ordering. A customer can discover a restaurant through public registries, while the menu, order endpoint and identity key stay with the restaurant-owned node.

PUBLIC GITHUB | SPEC AND CODE PUBLIC | INTEROP KIT PUBLIC | NOT PRODUCTION YET

The short version: When a platform leaves a market, restaurants and customers should not lose the basic digital connection because that connection was never theirs.

Download English PDF

Dansk version

pizza4people.com

protocols4people.com

github.com/DennisHedegreen/p4p

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WHY NOW

Just Eat is leaving Denmark. Platform dependency becomes visible.

Just Eat Takeaway.com has confirmed that operations in Denmark end on **30 April 2026**. This is not only a story about one app. It exposes a deeper question: who owns the digital contact layer between restaurants and customers?

Pizza4People does not answer with another closed marketplace. It asks a narrower question: can basic discovery, menu access and order submission be an open protocol instead of a platform silo?

What can be written now

- A Danish open-protocol proof has been published around Just Eat's Denmark exit.
- The project separates discovery from platform ownership.
- It is not production-ready restaurant infrastructure yet.
- The next step is independent node tests and a controlled restaurant pilot.

SOURCE: JUST EAT TAKEAWAY.COM NEWSROOM, "JUST EAT TAKEAWAY.COM INTENDS TO CEASE OPERATIONS IN DENMARK", UPDATE DATED 14 APRIL 2026.

SYSTEM IN ONE PAGE

Registry discovers. Node owns. Client talks directly to node.

CORE FLOW

Client

Finds restaurants, renders menus, sends orders.

Registry

Discovery, heartbeat and public node metadata.

Restaurant node

Menu, order endpoint, status, identity and operator control.

Registry is used for discovery. Menu and order flow go directly from client to restaurant node. The registry must not become an order broker, payment processor or customer account owner.

1. Discover

Client asks a registry for nearby restaurants.

2. Direct menu

Client fetches the menu from the node, not from a marketplace database.

3. Direct order

Order is sent to the node. Live orders require operator activation.

LAYERS

Open base first. Commercial services on top.

Restaurant node

Owns menu, order mode, order flow, keys and module choices.

Payment

Optional module.

Delivery

Optional module.

Trust / company ID

Optional trust layer.

POS / printer

Optional integration.

What the project aims to prove

- Discovery can be interoperable.
- Menu and orders can go directly to the restaurant-owned node.
- A restaurant can later switch node implementation without leaving the protocol.
- Commercial actors can build modules without owning the base layer.

What it does not claim yet

- Not a broad restaurant network.
- Not a finished Just Eat replacement.
- Not production-ready payment or delivery infrastructure.
- Not a verified trust network yet.

CURRENT STATUS

What is public now, and what gets tested next.

Public now

- Public proof site: pizza4people.com
- Umbrella site: protocols4people.com
- Public GitHub repository with spec, schemas and reference code
- Independent node implementer kit
- Reference registry, client and node foundation

Next practical test

1. Two or three independent people build their own nodes.
2. Each node is tested with the same checker.
3. All nodes announce to the same registry.
4. The client discovers nodes and sends direct test orders.
5. The first restaurant pilot runs pickup-only and only with explicit live mode.

PILOT TOPOLOGY

Primary registry

First discovery endpoint. Can run on a small VPS.

Backup registry

Separate server for discovery failover.

Restaurant-owned node

Menu, order mode, order state and operator control.

Client

Finds via registry. Talks directly to node after discovery.

TECHNICAL VERIFICATION

Others can build their own node and test against the contract.

The important part is not that one reference implementation works. The important part is that others can implement the same small contract and still interoperate.

The public repository includes an implementer kit and a dependency-free checker for the minimum node surface.

Minimum node API

- `GET /p4p/info`
- `GET /p4p/menu`
- `POST /p4p/order`

Checker

```
python3 scripts/check-node.py --node-url http://localhost:8101/p4p
```

```
python3 scripts/check-node.py --node-url http://localhost:8101/p4p --test-order
```

PRESS ANGLES

Three ways to cover the story without overstating it.

Denmark / Just Eat

From the country where Just Eat began, an open protocol proof appears around the platform's Denmark exit.

Open web / protocol

Can local commerce get an open base layer before commercial services are added?

Foodtech / restaurant

The restaurant's digital identity, menu and order endpoint can stay with the restaurant.

Contact

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Links

https://pizza4people.com

https://protocols4people.com

https://github.com/DennisHedegreen/p4p

Just Eat Takeaway.com source

ACCURATE STATUS LINE: PIZZA4PEOPLE IS A PUBLIC OPEN-PROTOCOL PROOF. THE NEXT STEP IS INDEPENDENT NODE INTEROPERABILITY AND A CONTROLLED LIVE PILOT. IT IS NOT A FINISHED RESTAURANT PLATFORM.