



NextGen Menu

Speakers:

Hyson Su

Apostolos Apostolidis



Our Company

- o Based in Edinburgh, UK
- o New ordering system for restaurants/bars/cafes
- o Our goal is to deploy a system where the customer will be able to order without needing the presence of a waiter and optionally charge his/her credit card on the fly
- o Customers can even register and create their favourite meals which will be available every time they visit places registered with us!
- o No more waiting time, waiter mistakes and chasing the waiter

Players, Problem & Pain

o **Target Market:**

Mainstream and high class restaurants, cafeterias, bars, pubs, etc that have high customer traffic

o **Market Size:**

Provided interface adjustable on native language → Global usage

o **Problems Solved:**

Elimination of customer complaints

- service
- mistakes
- bill



Painkiller

- **Problems**

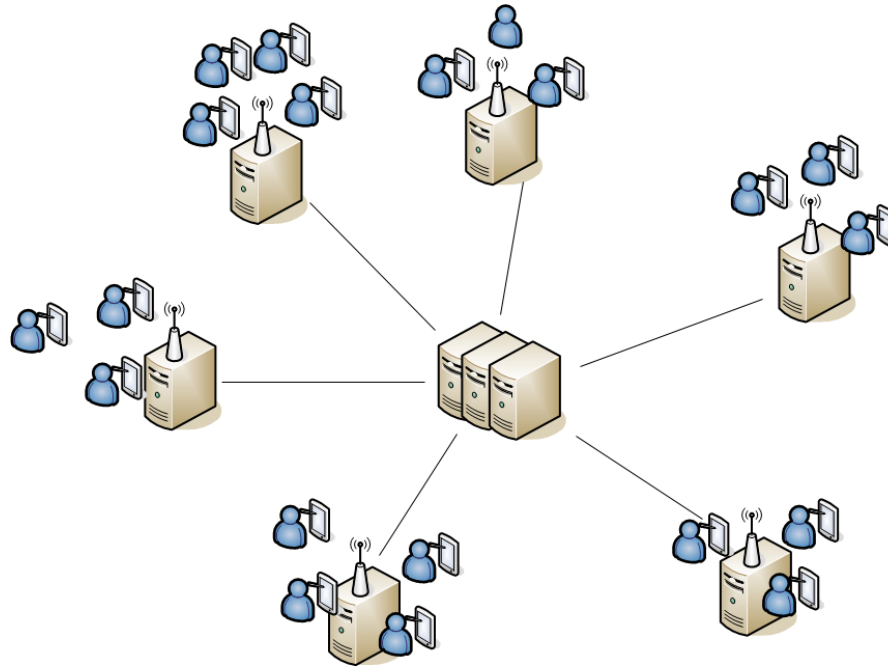
- Waiting time
- Waiter's mistakes
- Carrying cash and credit cards

- **Solutions**

- Once come, just order
- Submit your own meal selection
- Paypal, credit card registration through our secure system

Technologies Involved

- Server/Client System
- Wireless technology (802.11b)





Technologies Involved (cont.)

- Rechargeable OLED touch screen device
- SSL connection for credit/debit card charging
- Lifetime of over 3 years

Competition

- o Mobile Waiter assistants



- o Point of Sale (POS) Solutions



But all products are used by waiters or cashiers!



Our business model

- Customers:

All mainstream and high class restaurants, cafeterias, bars, pubs, etc all over the world that serve food or drinks and need to handle high customer traffic efficiently

- Product differentiation:

- Adjustable interface in native language
- Personalization
- Easy and fun to navigate
- Ability to pay online



Our business model (cont.)

- o Needs that we satisfy:

We provide an easy to use and adjustable product at a reasonable price which will result in the elimination of complaints and the increasing of customer traffic due to:

- Decrease of time until the placement of the order
- Decrease of human mistakes concerning the order
- Elimination of time for bill payment and avoidance of cash carrying

- o Ways of capturing profits:

- Sell product to customers
- Subscription on a 3 month basis (“Rent” product)
- Upgrade software and user interface
- Syndication



Let Market Know

- o Advertising

- Restaurants/bars/... (denote product usage, trial periods)
- Web e.g. Google
- Magazines
- Market research (questionnaires, surveys, direct phone sales addressed to businesses and customers)

Metrics and Money

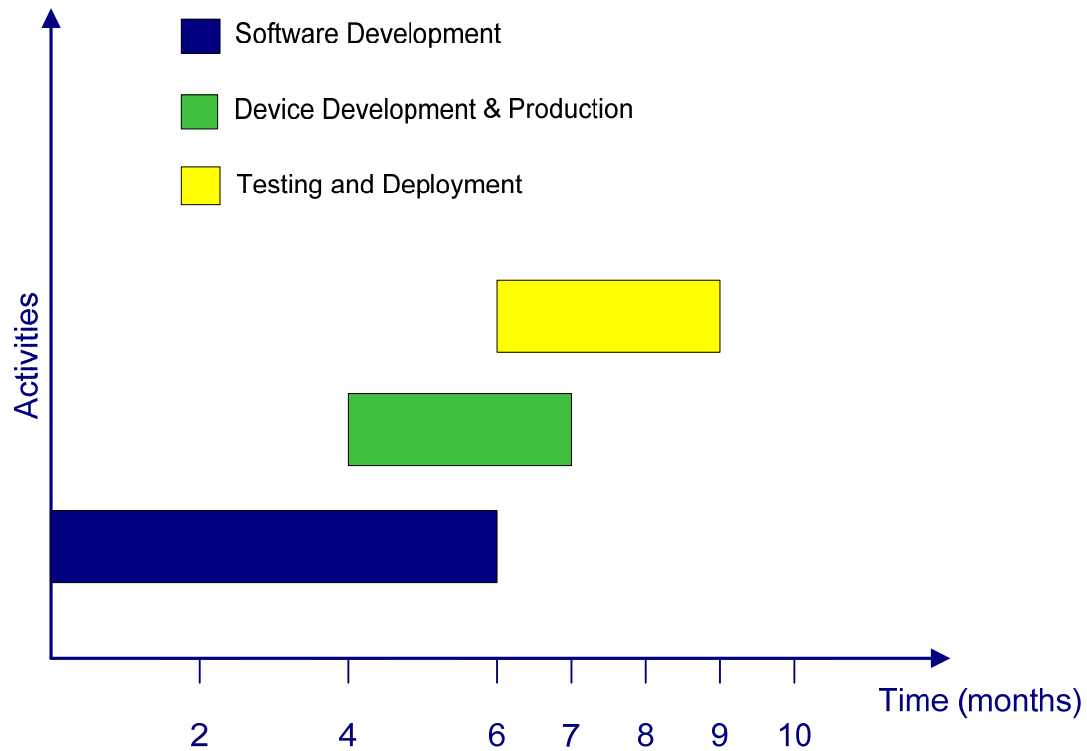
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues					
Sales/Lease	£38,600	£339,000	£1,089,400	£879,800	£4,621,800
Subscription Service	£180	£5,520	£21,120	£24,720	£96,720
Syndication	£3,000	£20,000	£24,000	£28,000	£32,000
Total Revenues	£41,780	£364,520	£1,134,520	£933,520	£4,750,520
Costs					
General & Admin	£108,000	£108,000	£204,000	£258,000	£482,000
Engineering	£58,000	£122,000	£376,000	£90,000	£1,800,000
Advertising	£10,000	£15,000	£10,000	£8,000	£7,000
Legal	£100,000	£100,000	£100,000	£100,000	£100,000
Total Costs	£276,000	£335,000	£690,000	£456,000	£2,132,000
Total	(£234,220)	£19,520	£444,520	£476,520	£2,618,520



Team

- o Apostolos Apostolidis (CEO)
- o Jason Manousos (CTO)
- o Sofia Pediaditaki (CTO)
- o Haisong Su (CFO)

Timelines & Status





Why Us?

- o We provide a simple technological solution
- o Easy to implement
- o We focus on the needs of the end customers