

# Reimagine & Transform Food labeling & Distribution into a Food Services ecosystem

A FOOD SAFETY SYSTEMS PROVIDER



“With kitchen automation solutions, food service businesses can run better, safer, and more efficiently.”

EVP of Product Development & Marketing, Client Organization

## THE DIGITAL MANDATE

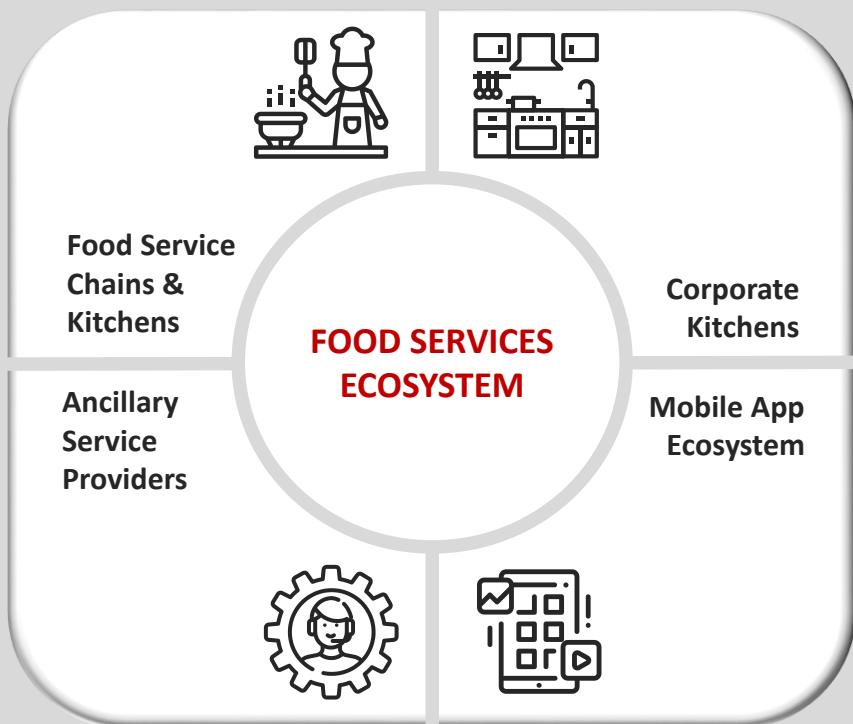
- **Digitize ineffective communication** channels between food services restaurants, kitchens & corporate
- **Need for innovation** in the food services ecosystem while ensuring safety
- **Unlock newer sources of value** through interactions with food service providers
- **Direct to Kitchens** - Menus, ingredients, recipe updates
- **Empower kitchen staff** through adaptive and self learning platform
- **Create newer business models** & revenue streams through kitchen automation



# Reimagine – To a Food Services Platform Ecosystem

## THE PLATFORMATION WAY

- Client, Restaurants, Food Services chains
- Non commercial kitchens, Apps providers
- 3<sup>rd</sup> party value added services partners (Nutritics etc)
- Value exchange - Food labels, food safety & nutritional information, recipes etc



## PLATFORMS & ECOSYSTEMS

### DIGITIZE THE KITCHEN

Unique approach to reimagine the food services ecosystem

Enterprise Apps Store for personalized experience

Straight through food label & nutrition data



### FOOD SERVICES ECOSYSTEM

Multi-tenant cloud based platform

Growing ecosystem of multiple restaurants & kitchens

Value added propositions around nutrition data etc to enrich customer experience



### EFFICIENCIES TO SCALE

Automation @scale

Ubiquitous access to data & labelling in kitchens

Centralized hub for corporate users to share data

On Demand mobile interventions to print food labels etc



### OPEN INNOVATION

New revenue streams by monetizing devices & hardware

Open ecosystem of partners, food service chains, restaurants, nutrition SMEs & consumers

Newer business models in the food services space



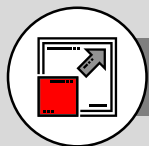
# Unlock Newer Sources of Value Creation

## DIGITAL THROUGH PLATFORMATION



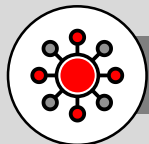
### OPEN

- Open Industry standards & Enterprise App Store
- Seamless integration with ecosystem participants
- Service providers to enhance value creation in the ecosystem



### SCALABLE

- Cloud enabled food services ecosystem
- Rapid provisioning of restaurant chains
- Plug & play of newer restaurants or food services models into the platform



### CONNECTED

- Cloud-enabled , connected restaurants across food services
- Ubiquitous access through kitchen mobile apps



### INTELLIGENT

- Self learning & curation of nutritional & safety data
- Real-time data visibility across the ecosystem
- Propensity to create newer recipes ' mix leveraging data insights



## CORE FOOD SERVICES ECOSYSTEM

### VALUE EXCHANGE

Nutritional , Food labels, Safety info, Recipes etc

### NEXGEN & FUTURISTIC

Empower consumers to make better food choices



## EFFICIENCY & COST TO SCALE

### FASTER PROPOGATION & TIME-TO-BROADCAST

From HQs to kitchens through cloud-based platform

### IMPROVED DATA SYNCHRONIZATION & CONTROL

Real time data availability & matching for predictive insights



## GROWTH & TRANSFORMATION

### RAPID ONBOARDING OF PARTICIPANTS

New kitchens and restaurant chains to platform

### CONTEXTUAL DATA AT THE POINT OF USE

To kitchen staff through mobile apps



## INNOVATIVE BUSINESS MODELS

### NEWER REVENUE MODELS

From sale of custom tablets and thermal printers

### OPEN SERVICE INNOVATION

By accommodating 3rd party apps and external services integrations

# 6-9 months

FOR RETURN ON INVESTMENT

-- as quoted by a end-customer

# 35,000

KITCHENS

-- projected to benefit in phase-1

