



AI ROBOTIC BARISTA PLATFORM

From Technology Experiments
to a Real Operational Solution in F&B

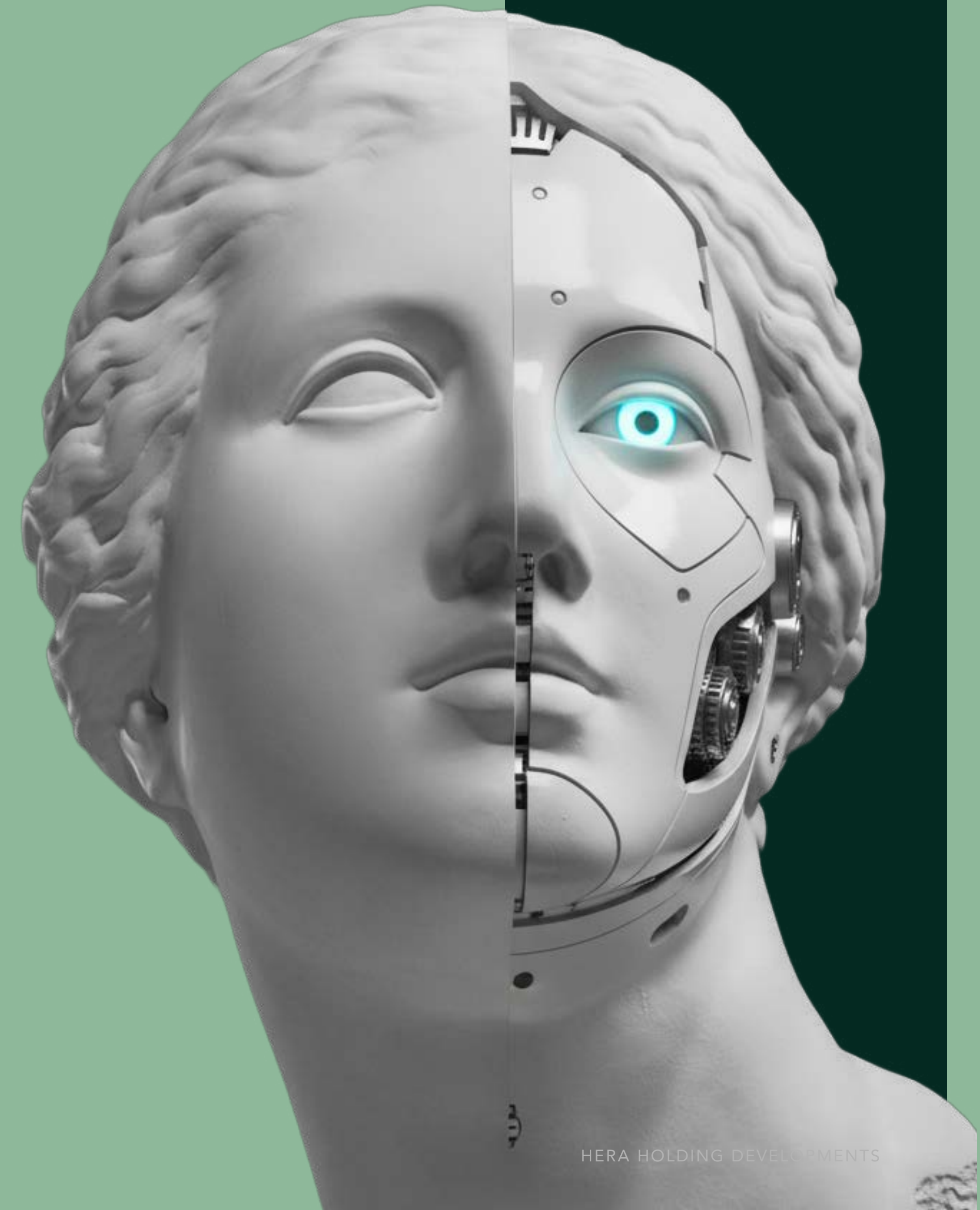
Over the past years, many technology companies have attempted to enter the Food & Beverage sector by developing robots and automated solutions.

However, the majority of these initiatives failed to scale or succeed commercially.

The primary reason is clear:

They were built by technology companies without real operational experience in F&B.

WE COME FROM THE OPPOSITE DIRECTION.



BUILT BY F&B OPERATORS, NOT TECHNOLOGY THEORISTS

BACKGROUND & EXPERIENCE

After many years of hands-on experience managing and operating multiple F&B brands in Lebanon and internationally, with deep exposure to:

- Operations management
- Supply chain
- Multi-brand and multi-location management
- Customer experience

And particularly through operating Second Cup in Lebanon, we were able to clearly identify the real challenges faced by F&B operators worldwide.



WHY COFFEE SHOPS FIRST?

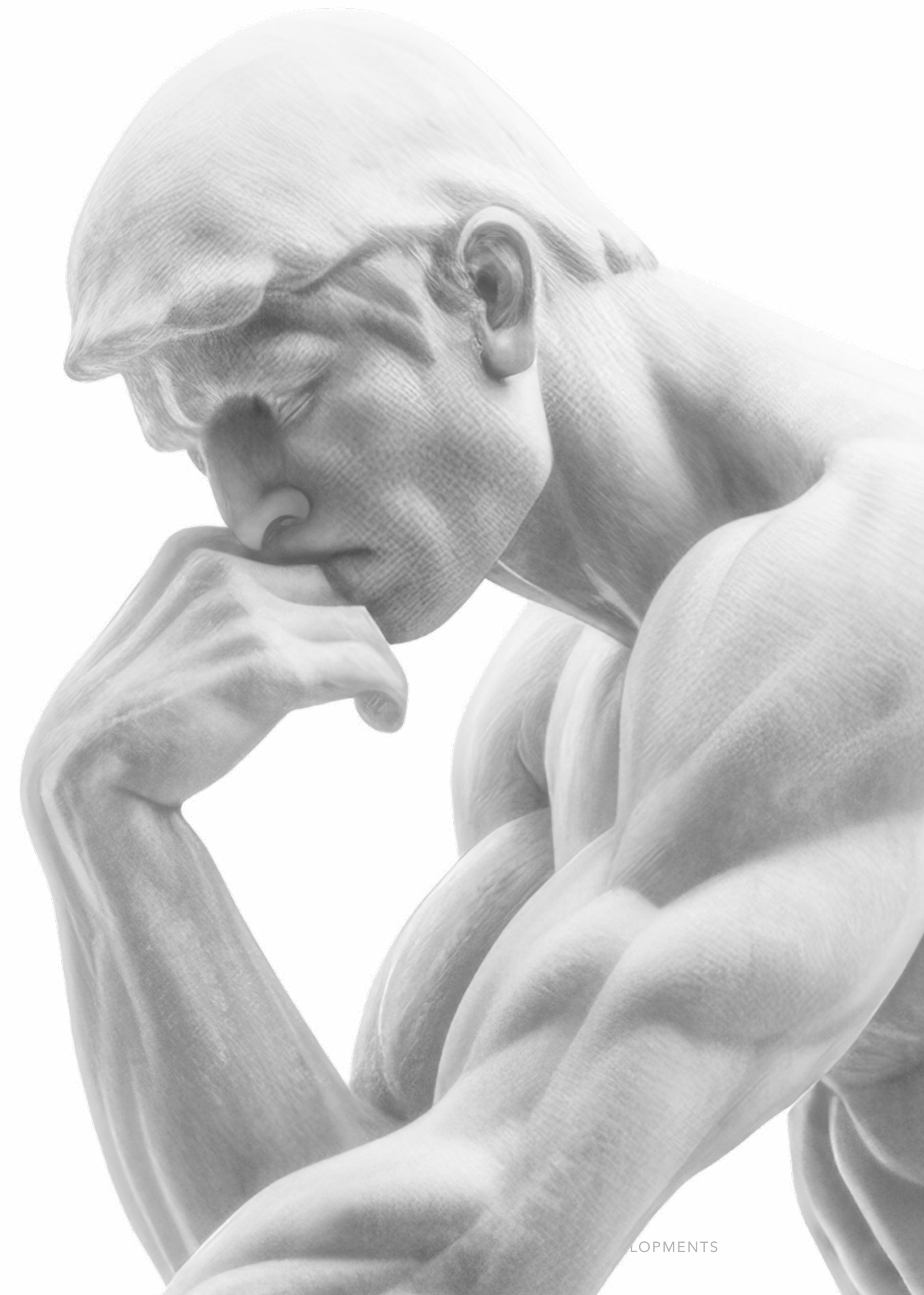
- High daily demand
- Premium pricing accepted
- Repeat behavior
- Simple SKU set
- Strong margins
- Works in malls, airports, offices, hospitals

"Coffee is the perfect starting point because it gives us fast cash flow, brand visibility, and operational proof, while the platform itself is expandable beyond coffee."



THE CORE PROBLEMS OF COFFEE SHOPS

CORE CHALLENGES IN THE GLOBAL COFFEE SHOP INDUSTRY



1. LABOR

- High labor costs
- Lack of consistency in product quality
- Labor instability and behavioral issues
- Continuous training requirements

2. CUSTOMER EXPERIENCE

- No true personalization
- Baristas do not know the customer's name or preferences
- Weak customer loyalty due to limited data-driven interaction

3. INVESTMENT RISK

Opening a coffee shop requires significant capital investment in:

- Interior design
- Infrastructure
- Fixed assets

If the business underperforms or needs to exit, at least 50% of the asset value is typically lost.



THE SOLUTION... 60 SECOND

AI ROBOTIC BARISTA PLATFORM A FULLY MODULAR & MOBILE PLATFORM

- The platform is installed as a complete unit
- It can be fully removed and relocated

This eliminates sunk costs and dramatically reduces investment risk.

PREMIUM PRODUCT SUPPLY & QUALITY CONTROL

One of the most critical pillars of this platform is product quality.

- We supply all key products and ingredients
- We work exclusively with high-quality, premium-grade ingredients
- Quality consistency is fully controlled at the source



QUALITY WITHOUT COMPROMISE

THIS ENSURES THAT:

- Every cup meets the same premium standard
- The brand experience is protected across all locations
- The platform delivers not only consistency, but excellence

For us, quality is non-negotiable and a core value of the platform.



A NEW LEVEL OF CUSTOMER EXPERIENCE

Instead of interacting with a traditional barista, the customer engages with a:

HUMANIZED 3D AI CHARACTER

- Uses face recognition
- Connected to a centralized customer database
- Knows:
 - Visit frequency
 - Order history
 - Favorite drinks
 - Personal preferences



TRUE PERSONALIZATION



- Customers interact with their own personal barista
- Orders are placed via WhatsApp
- Customers receive real-time notifications
- Orders are prepared within 60 sec with perfect consistency.

OPERATIONAL TECHNOLOGY

THE PLATFORM DOES NOT RELY ON AUTOMATIC COFFEE MACHINES IT OPERATES ON:

- Traditional espresso machines
- Professional grinders
- Ice makers
- Full barista stations

THIS GUARANTEE:

- Specialty coffee quality
- Barista-level extraction
- Zero human variability



COFFEE BEANS SELECTION

To ensure quality, depth of flavor, and customer choice, we operate with three types of premium coffee beans:

- Brazilian beans
- Colombian beans
- Decaffeinated Brazilian beans

MILK OPTIONS

We offer four milk varieties to cover dietary preferences and lifestyle choices:

- Lactose-free milk
- Low-fat milk
- Oat milk
- Coconut milk
- 16 different flavors available



FLAVOR CUSTOMIZATION

This combination of beans, milk options, and flavors allows us to:

- Create a very wide beverages
- Offer deep customization per customer
- Serve mainstream and specialty preferences simultaneously

As a result, the platform delivers exceptional variety without adding operational complexity.



OPERATIONAL SIMPLICITY

Operational requirement:

- One staff member only
- Ingredient refill
- Basic supervision

This platform enables exceptionally strong market penetration:

- Unique customer experience that is immediately recognizable
- High visibility and strong “wow effect”
- Clear differentiation from both local and international coffee brands

Even when competing against established global brands, the platform:

- Attracts first-time customers
- Converts them into repeat users through personalization
- Builds loyalty through technology, data, and quality

This level of differentiation is extremely difficult to replicate.



STRATEGIC IMPORTANCE FOR MARKETING

From a marketing perspective, this platform is a powerful growth engine:

- Highly shareable experience on social media
- Strong PR and earned media potential
- Data-driven marketing based on real customer behavior
- Ability to run personalized promotions and campaigns

The platform itself becomes:

- A marketing asset
- A brand ambassador
- A customer acquisition tool

This significantly reduces traditional marketing spend while increasing reach and engagement.



FAST ROI, SCALABLE GROWTH

UNIT ECONOMICS (PER PLATFORM)

- Average Daily Sales: ~600 cups
- Revenue Driver: High-frequency consumption + premium pricing
- Operational Model: Fully automated production with minimal staffing

Market Rationale

- Premium mall-driven retail environment
- Strong coffee consumption culture
- High purchasing power and brand receptivity
- Clear structural need to reduce labor dependency



Profitability & Returns

- Estimated ROI: ~18 months
- Gross Margin Potential: ~80%
- Margin Expansion Drivers:
 - Labor cost elimination
 - Centralized supply & quality control
 - Zero waste from human error

HERA PARTNERSHIP MODEL

Scalability & Expansion Plan

- Year 1 (Pilot): 3 platforms
- Years 2–5: +22 platforms
- Total Planned Deployment: 25 robots

Investment Thesis

- Capital-light, modular deployment
- Fast payback with repeatable unit economics
- Strong differentiation vs traditional coffee formats
- Platform expandable beyond coffee into additional F&B verticals

CONCLUSION

THIS IS NOT JUST A ROBOT.

It is a fully integrated AI-driven F&B operating platform, built on:

- Deep F&B operational expertise
- Premium product quality
- Advanced AI and robotics
- Data-driven customer engagement

OUR OBJECTIVE IS TO DELIVER:

- Best-in-class customer experience
- Strong and fast market penetration
- Sustainable competitive advantage
- Exceptional investment returns

“What we are looking for is not just investment, but a strategic partnership—to deploy this platform in Egypt with exclusivity, and scale it across your portfolio.”



Q&A

Q: WILL CUSTOMERS ACCEPT ROBOTS?

“Customers don’t see a robot—they see consistency, speed, and personalization.

The AI interaction actually increases engagement and repeat visits.”

Q: IS THIS ONLY COFFEE?

“No. Coffee is phase one.

The same platform can expand into other F&B and service verticals once deployed.”



A detailed marble bust of a woman's head, likely a classical Greek or Roman figure, with thick, wavy hair. The bust is shown in profile, facing left, and is set against a white background. A green horizontal bar is positioned below the bust, containing text.

If this makes sense strategically, the next step is to define Egypt exclusivity, select 2–3 pilot locations, and align on the partnership structure.

THANK YOU

