



HOT & BOT
cafe



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Our Concept

Coffee robot baristas are one of the latest forms of machines in the world of coffee automation.

They deliver delicious cups of coffee in the most efficient manner and with almost no errors.

We believe in a world where robots work side-by-side with people improving living standards.

The customers of **Hot & Bot cafe** will enjoy today a coffee with the taste of the future.





Our Technology

The **Hot & Bot** robot barista makes use of its six-axis robotic arm to carry out the operation needed to make a tasty cup.

With great precision, it makes about 120 cups of coffee in an hour.

Orders can be made by interacting with the machine through a tablet that operates with the system.

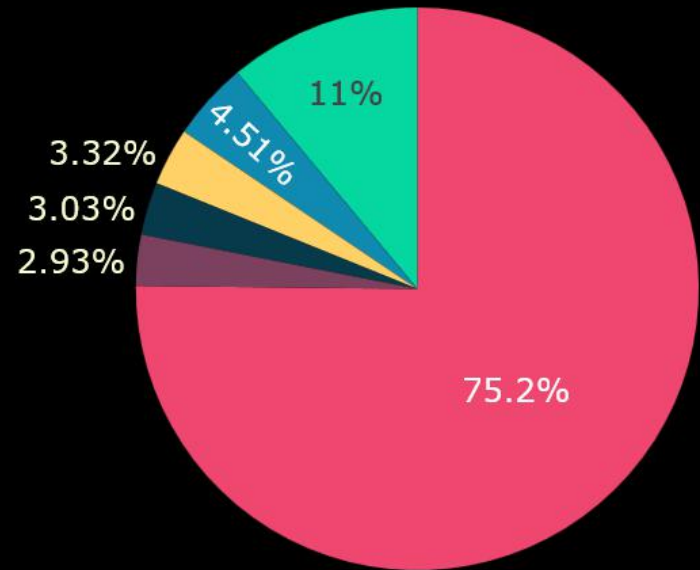
It brings a wide menu ranging from latte, matcha latte to single-origin espresso etc. giving the best coffee tech experience to our customers.

Understanding the Market:

The food
sector in LA



How many food establishments per type in LA?

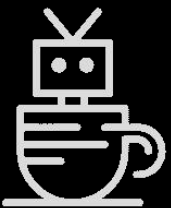


restaurant	7255
fast food	1066
cafe	436
pizza	320
bar	292
bakery	283

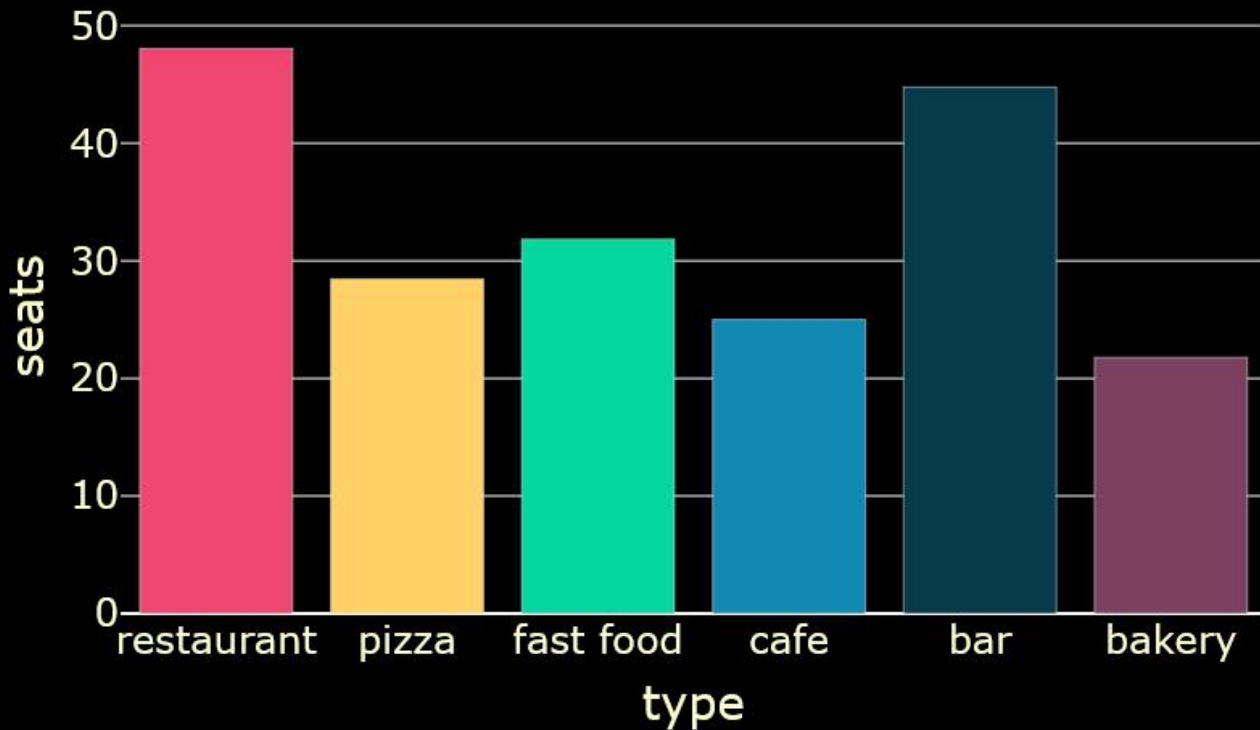
There is a total of more than 9600 food establishments in LA divided in different types.

More than 75% of all food establishments are restaurants.

The remaining 25% are divided by 11% of fast food, 4.5% of cafes, 3.3% pizza and 3% for bars and the same for bakeries



Seats average by type of establishment

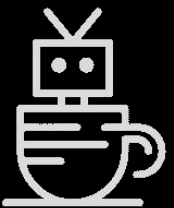


restaurant	48
pizza	28.5
fast food	31.8
cafe	25
bar	44.8
bakery	21.8

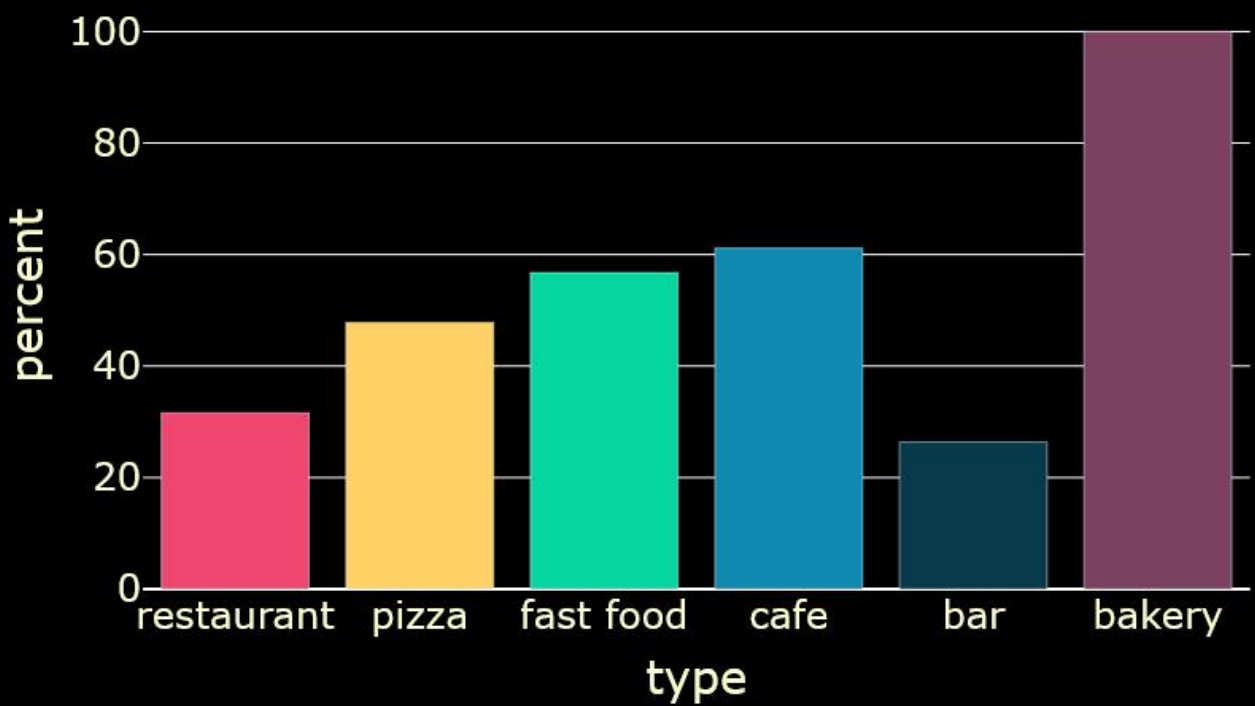
The restaurants have the greatest number of seats, with an average of 48 seats per establishment.

Also the bars have a great number, with 44 seats on average.

The bakery and the cafe have the fewer seats with an average of 21 and 25 respectively.



How many are part of a chain?

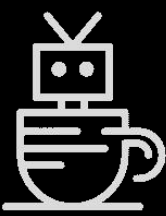


restaurant	2292
pizza	153
fast food	605
cafe	266
bar	77
bakery	283

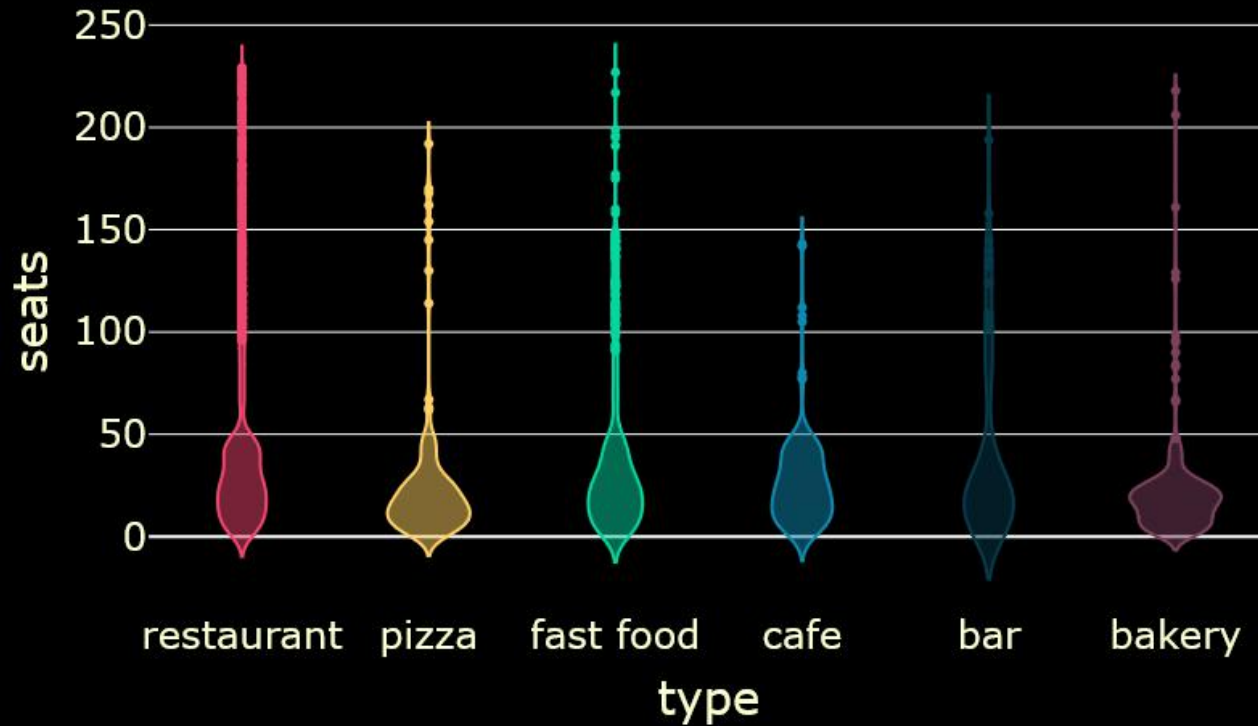
From the whole universe of food establishments in LA only 38,1% are part of a chain, and the other 61,9% are independent places

All the bakeries in LA (100%) are part of a chain. 61% of the cafes and 56% of the fast food are also part of a chain.

The restautants, having a higher absolute number of establishmens part of a chain (2292), represents only 31% from the total restaurants in the city. The bars have only 26% of chain bars



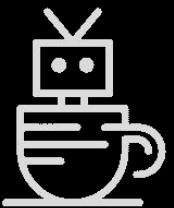
The chain's distribution of seats



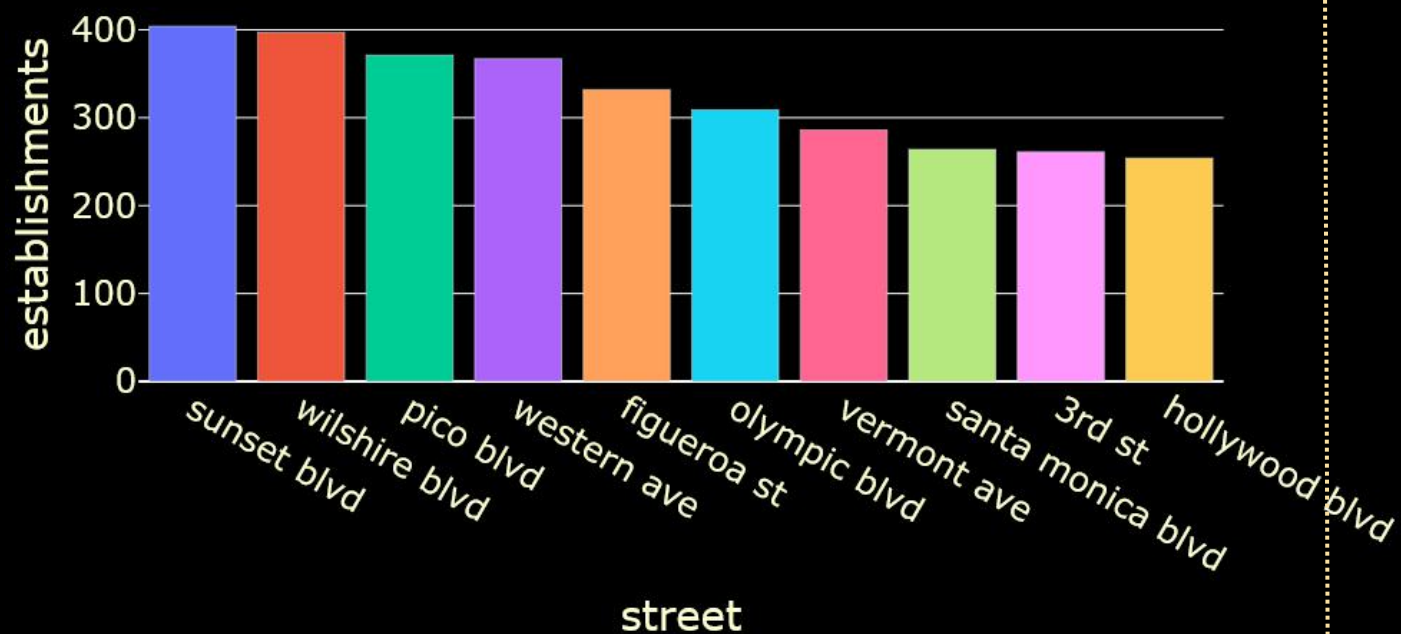
The establishments part of a chain have an average of 25 seats in general.

This values varies when dividing by type, with an average of 28 seats for restaurants, 24 for fast food, 22 for cafe, 21 for bar, 18 for bakery and 14 seats for pizza places.

Looking to the graphs we can see that the chain are characterized by many establishments with a few seats and some few big places with a high number of seats each.



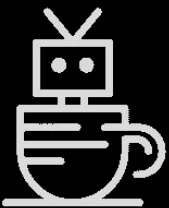
Top 10 streets with more restaurants



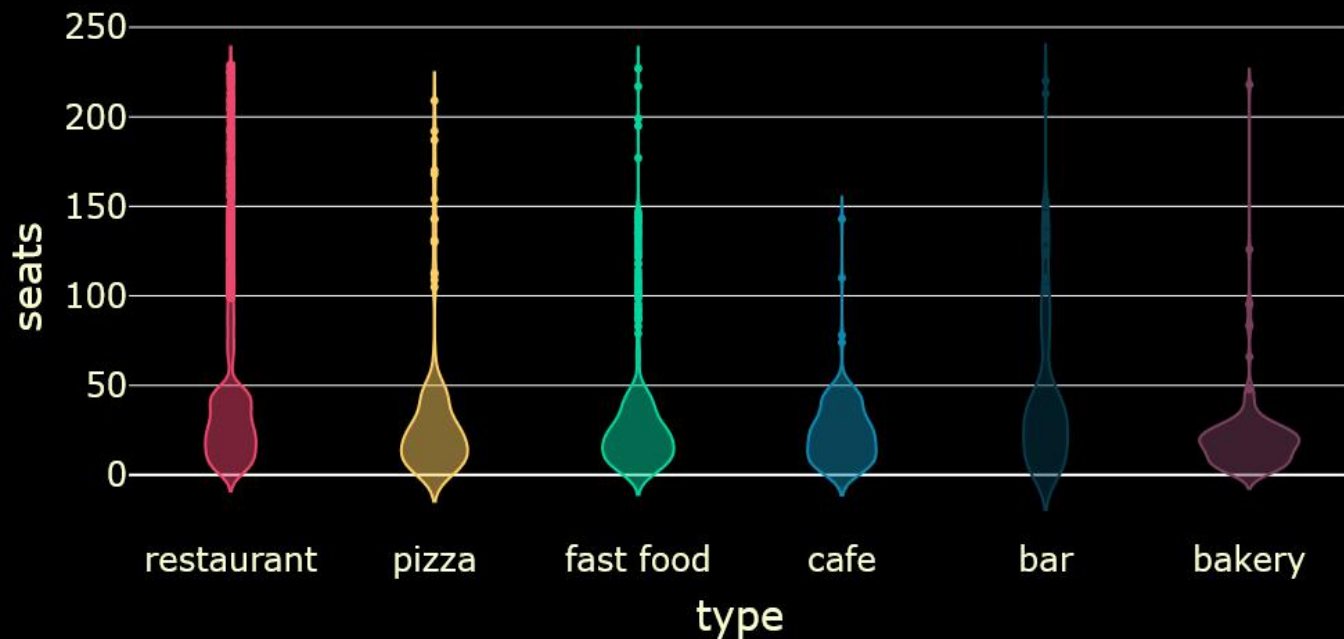
There are streets that concentrated a lot of restaurants in LA.

The top 10 streets have more than 250 food establishments each, reaching the maximum of 400 only in the famous Sunset blvd.

Other names as Hollywood blvd, Figueroa st, Wilshire blvd, Santa Monica blvd are also part of this top 10 streets list.



Seats on top streets (by types)

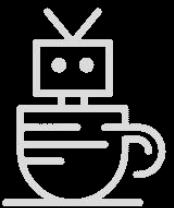


The streets with more than **100** food places concentrate **4865** business , more than 50% of the restaurants of the city.

The seats distribution average for all food establishments is 28, with a large number of them in the range from 14 to 46 seats. There is also some small number of establishments with less seats (starting from 1 seat) and with more seats (reaching the maximum of 229 seats in one unique restaurant).

Dividing by types, we can see that the pattern generally is the same, with the establishments with more seats for bars and restaurants with the average of 31.5 and 31 seats each.

The other types had the average of seats around 20, also with a few bigger locals with more than 200 seats with the exception for the cafes with a maximum of 143 seats in its bigger coffee shop.

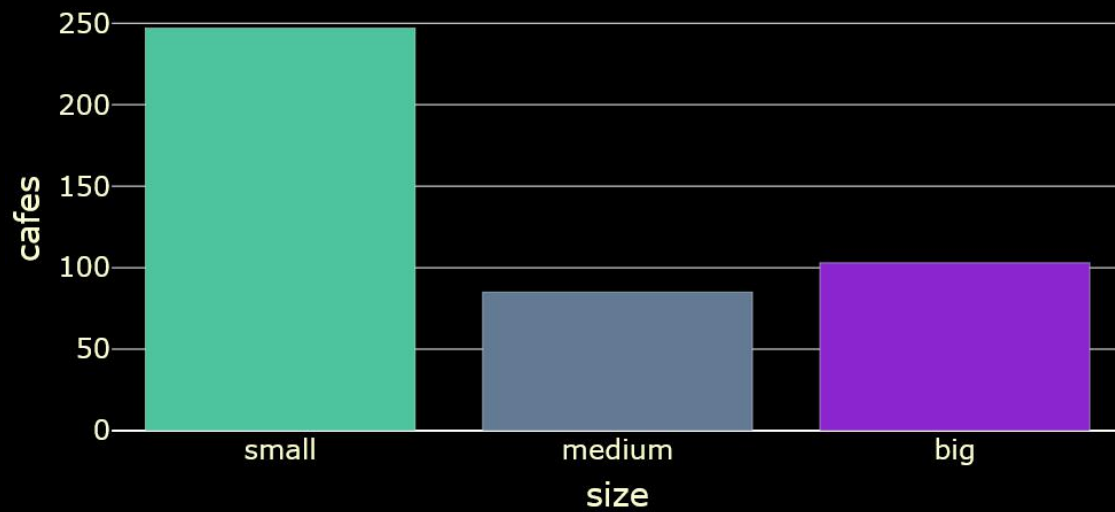




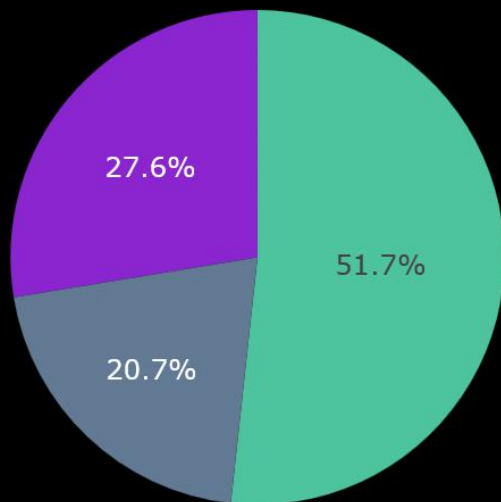
**Understanding
the Market:**

Zoom in into the
Cafe sector in LA

Size of the cafes in LA

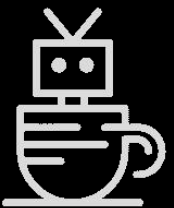


Size of the cafes in top Streets LA

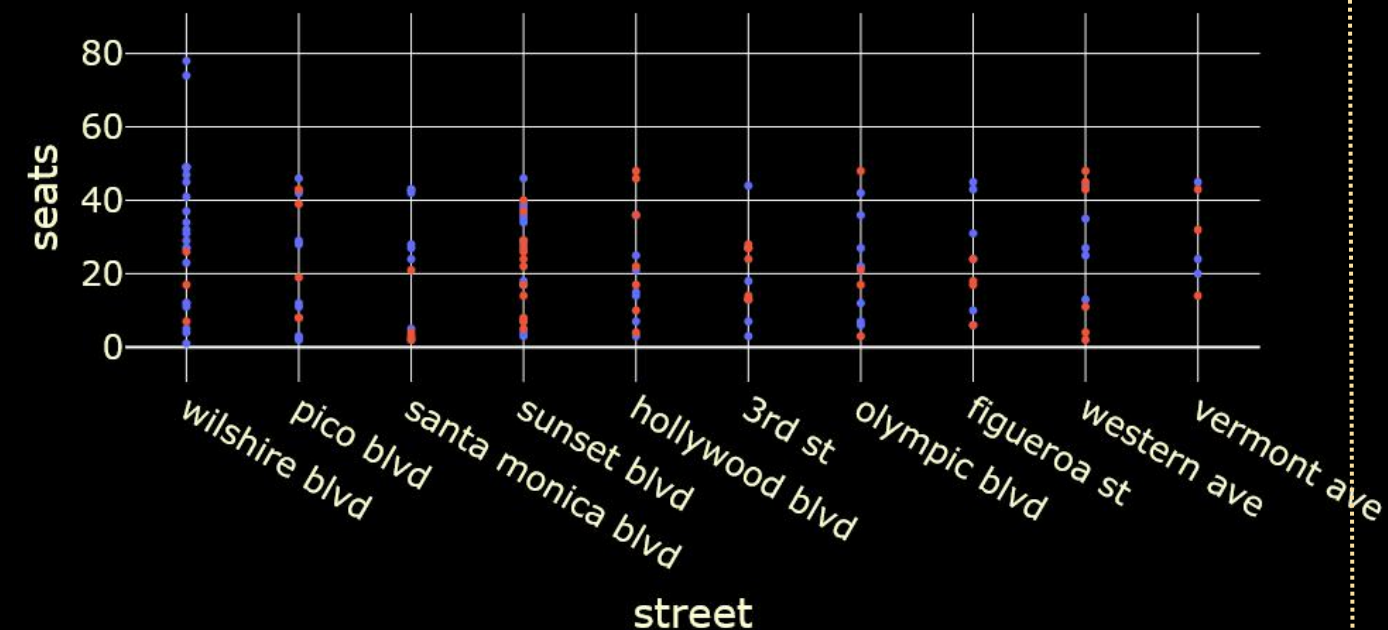


The small cafes (with less than 25 seats) are more than 50 % of all cafes in LA (56.8%) and in the streets with more than 100 food establishments (51.7%)

The big cafes, with more than 35 seats are the second most spread size of cafe in the city, followed by the cafes with more than 25 and less than 35 seats.



Cafe's seats in the Top 10 streets



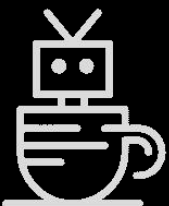
The red dots are showing cafes that aren't part of a chain, and the blue ones all the cafes that are part of a chain.

The seats distribution average for the cafes is 21, with the 75% inside the range between 11 to 34 seats.

The two biggest cafes are located at Western ave (143 seats) and Vermont ave (110 seats)

More than 60% of all coffee shops are part of a chain (the blue dots on the graph)

The chain cafes are responsible for 63% of the seats and the remaining 37% for independent businesses



Our Plan

Following the analysis of the LA market, our plan is to open a small local with around 20 seats in one of the top streets with more than 250 food places.

The **Hot & Bot** Robot Barista can work 24 / 7 and this can boost the income for the cafe, attending our customers at any hour of the day.

We estimate a ROI in about 9 months after the beginning of our activities.

The success of this first step, will help us to turn the **Hot & Bot** cafe in a great chain of Robot Cafe in the US in the future years





Partnerships

The **Hot & Bot Cafe** is geared towards one goal; to serve great cups of coffee with precision and efficiency creating a great experience for our customers.

To make this project a reality we are opening to potential partners to be part of this revolution to impact the ritual to drink the best coffee daily.

For more information about how you can collaborate with **Hot & Bot Cafe**, please send a message to our email [*partnership@hotnbotcafe.com*](mailto:partnership@hotnbotcafe.com)

Join the Hot&Bot Cafe revolution!

