

FoodieAI

Transforming Restaurant Experience with Generative AI

Smart Ordering for Customers | Smart Marketing for Restaurants

Google for Developers • GenAI Hackathon Lucknow 2025



Made with GAMMA

Two Critical Problems in Restaurant Industry

Customer Pain Points

- **Menu paralysis:** 78% of customers take 10+ minutes to decide what to order
- **Language barriers:** Non-native speakers struggle with menu terminology
- **Dietary uncertainty:** Lack of clear allergen, vegan, and nutritional information
- **No personalization:** Menus don't adapt to individual preferences or restrictions

Restaurant Pain Points

- **Poor descriptions:** Weak menu copy reduces orders by 40%
- **Budget constraints:** Small restaurants can't afford professional copywriters
- **Social media struggles:** Inconsistent or non-existent digital presence
- **Time-consuming content:** Hours spent creating promotional materials manually

❏ Small restaurants lose customers to chains with better digital presence and professional marketing



Massive Market Potential

7M+

Restaurants in India

A fragmented market ripe for digital transformation

450M

Smartphone Users

Active mobile users ordering food regularly

\$8B

Market Size

Food service market growing at 15% CAGR annually

50K+

Target Restaurants

Tier 2/3 city restaurants needing digital solutions

FoodieAI: Dual Platform Powered by Google Gemini



Customer Interface

QR-based conversational AI assistant

- Understands preferences and dietary restrictions
- Recommends dishes with detailed explanations
- Multi-language support (Hindi, English)
- Instant personalized suggestions

"What should I eat?" → Get perfect recommendations in seconds



Restaurant Admin Dashboard

AI-powered content generation

- Professional menu description generator
- Instant Instagram captions with hashtags
- WhatsApp promotional messages
- Competitive analysis and insights

"Upload photo" → Professional content in 10 seconds

Powered by **Google Gemini API** for cutting-edge natural language understanding and vision capabilities

Customer Experience Flow



Scan QR Code

Opens web chat instantly—no app download required

Natural Conversation

"I want something spicy and vegetarian under ₹100"

AI Analysis

Processes menu data, preferences, and dietary needs

Smart Recommendations

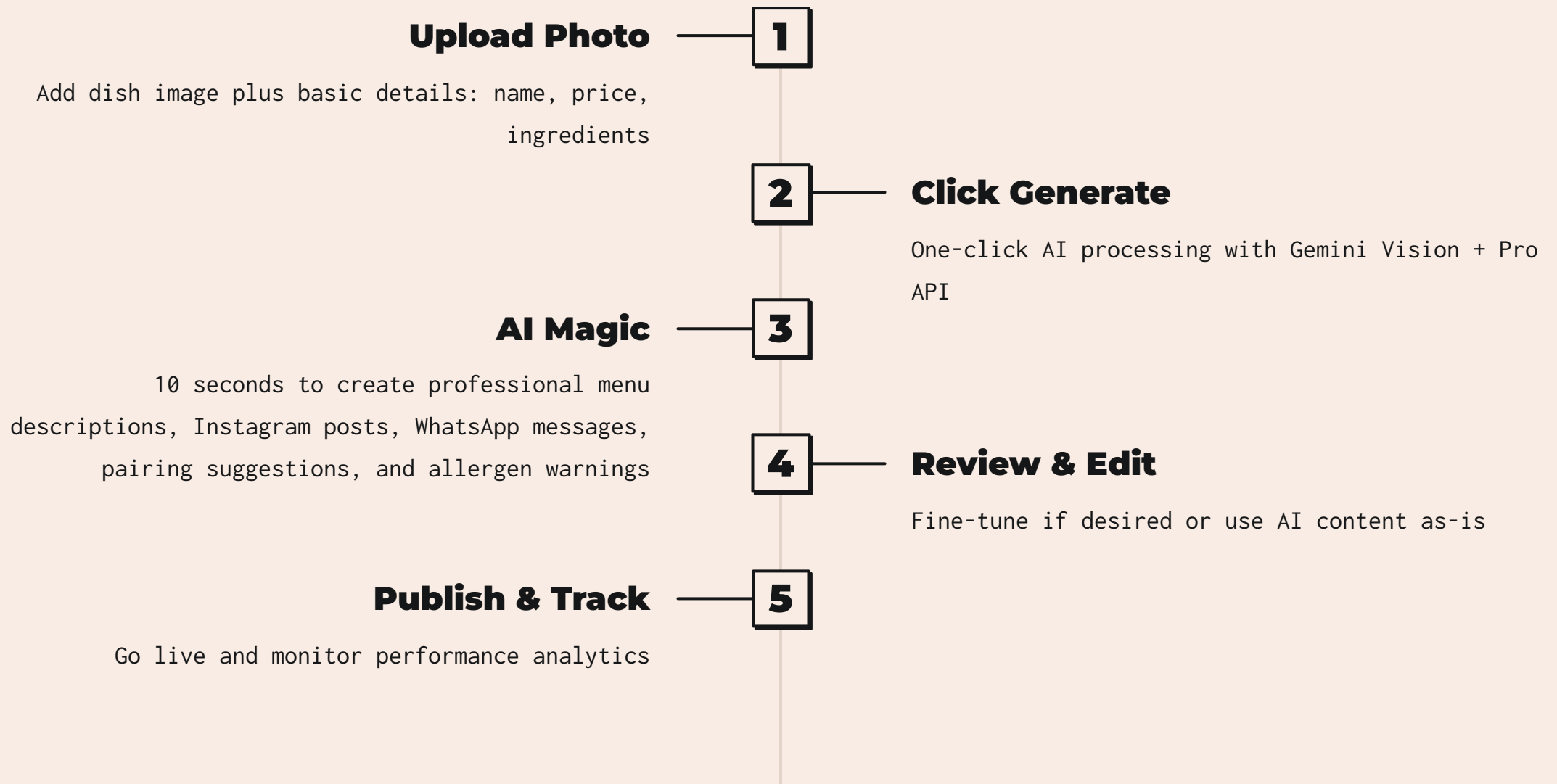
Shows 2-3 perfect matches with photos, descriptions, allergens, and reviews

Confident Ordering

Customer orders with full information and rates experience

Average decision time reduced from 12 minutes to just 2 minutes

Restaurant Admin Workflow



📋 **Example:** Input: Photo of Butter Chicken → Output includes: "Succulent chicken pieces simmered in velvety tomato-butter sauce..." (Menu), "🍗✨ Craving comfort food? Our Butter Chicken is pure indulgence! Tag someone who needs this! 📍" (Instagram), "🎉 TODAY'S SPECIAL: Butter Chicken Combo @ ₹220..." (WhatsApp)

Built on Google Cloud Ecosystem



Frontend

- React.js for responsive web app
- QR Code integration for instant access
- Mobile-first design approach



Backend

- Node.js + Express API server
- MongoDB for menu, chats, analytics
- Redis caching for AI response optimization



AI/ML Layer

- Google Gemini Pro (Conversational AI)
- Google Gemini Vision (Image Analysis)
- Google Cloud Storage (Image hosting)



Infrastructure

- Google Cloud Platform deployment
- Firebase Authentication for admin
- Cloud Functions for serverless AI calls

100% Google Stack – Optimized specifically for Gemini API performance and scalability

Revenue Strategy & Go-to-Market

Flexible Pricing Tiers

Feature	Free	Pro ₹999/month	Enterprise ₹4,999/month
AI Customer Chats	50/month	Unlimited	Unlimited
Content Generation	10/month	Unlimited	Unlimited
Analytics Dashboard	Basic	Advanced	Custom Reports
Support	Email	Priority	Dedicated Manager
Restaurant Locations	1	1	Multiple




Additional Revenue Streams

- White-label solutions for restaurant chains
- API access for POS system integration

Expansion Roadmap

1. **Phase 1:** 5 college canteens in 3 months
2. **Phase 2:** Local restaurants in Tier 2/3 cities
3. **Phase 3:** Restaurant chains

Join Us in Transforming Restaurants

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Month 1	Month 2
MVP Launch at GenAI Hackathon	Pilot program with 5 restaurants
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Month 3	Month 4
Scale to 50 restaurants across Lucknow	Maintain existing restaurants and try revenue generation.

Why We'll Win

- **First mover advantage:** GenAI for complete dine-in experience—customer ordering + restaurant marketing
- **Dual value proposition:** Solving problems for both diners and restaurant owners simultaneously
- **Viral growth:** QR-based deployment means zero customer acquisition cost and organic spread
- **Immediate ROI:** Restaurants see results within days, driving high retention and referrals
- **Google-powered:** Built on cutting-edge Gemini API with enterprise-grade reliability

The Ask

Hackathon Goal: Validate MVP

Seeking: Mentorship from Google experts, pilot partnerships with restaurants, investor connections

Vision: Transform how millions of people discover and enjoy food while empowering small restaurants to compete digitally

From Menu Paralysis to Menu Intelligence