

Deal With Meal

By BORSCH crew

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Market Analysis



Mobile apps are useful only for visitors

Advisory services do not work without visitors' interposal

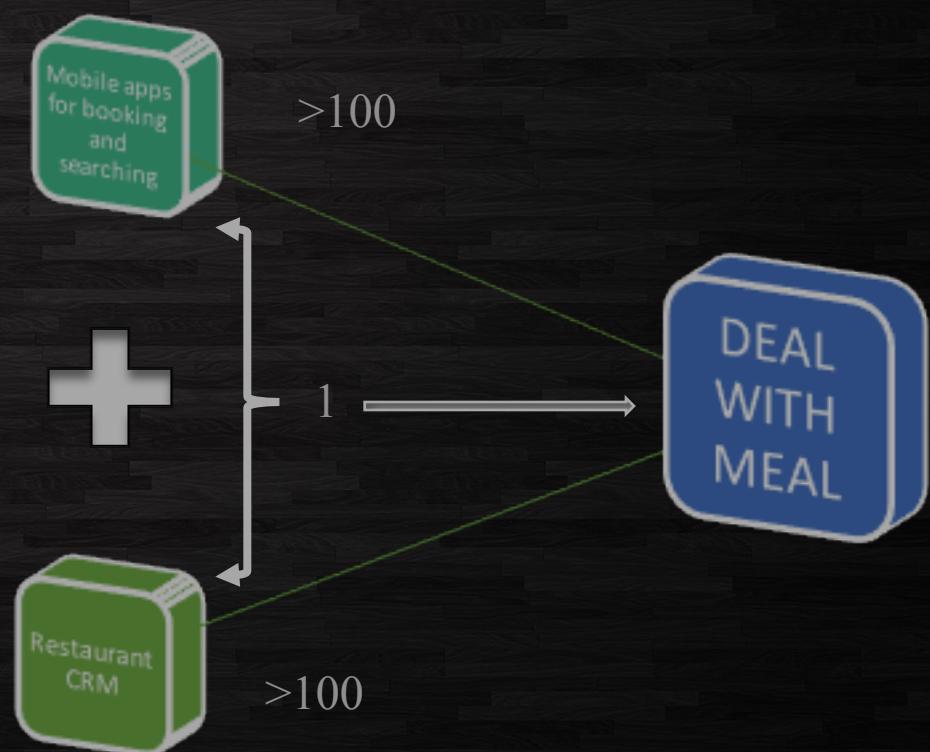
Restaurants analytical systems are poor

No services both for restaurants and visitors

Permanent growth of HoReCa business

<< No one can think well, love well or sleep well, if he has not dined well >>

Virginia Woolf





System that provides interaction between staff and customers of the restaurant



The entire automated process of visiting the restaurant:
from booking the table to bill the payment



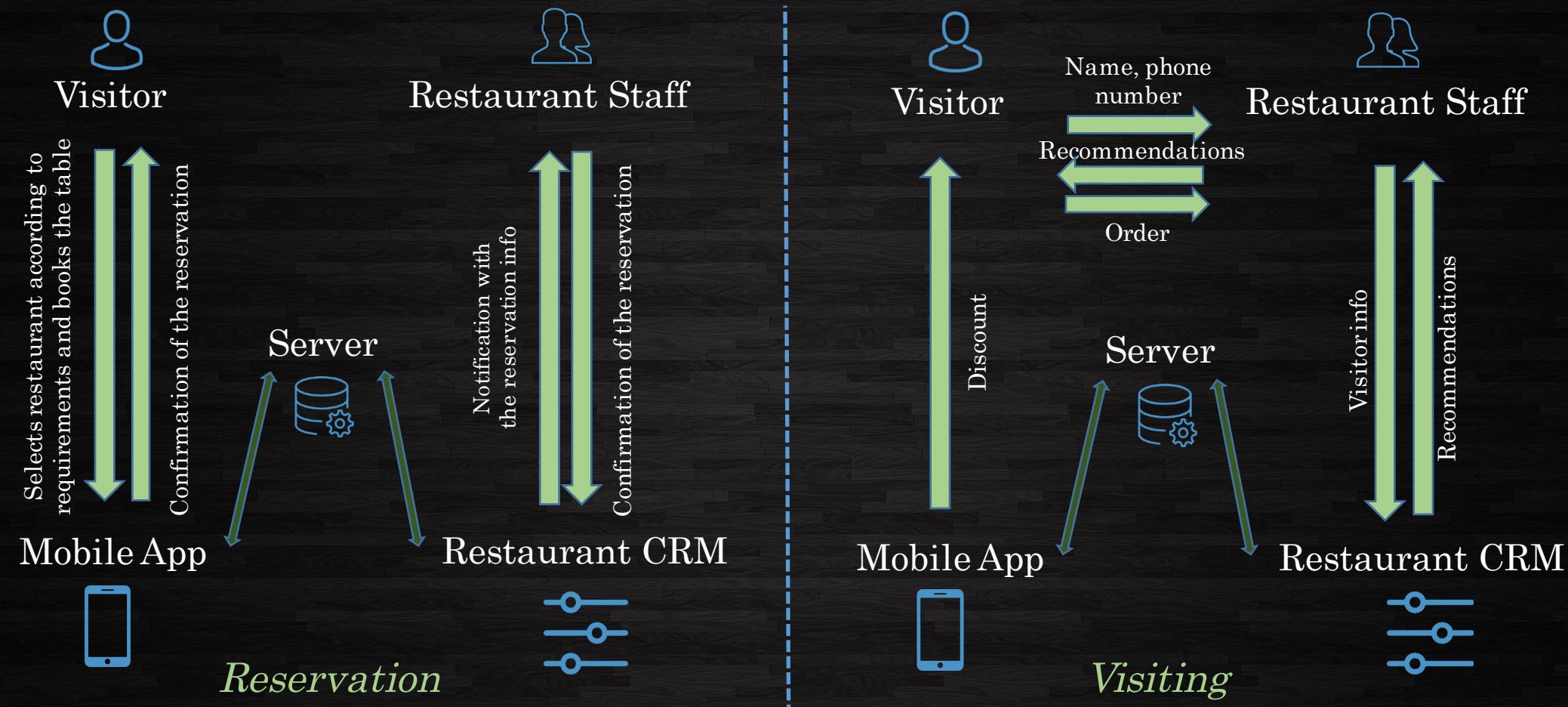
Recommender system is based on machine learning



Analytical system is for the restaurants



How does it work?



We have developed a sterling system: mobile app is for visitors and restaurant CRM is for staff



Use cases

Visitor



Comes to the restaurant

Recommendation/discount system



Forms a recommendation for the visitor (he/she wants Ribeye Steak)

Books table for the next week (several visitors)

Visited the restaurant 2 weeks ago

Restaurant Staff



Offers Ribeye Steak (discount is feasible)

Purchases more fish

Result



Happy visitor (more tips and wishes to come again)

More efficient logistics

Booking the table for the next week (several visitors)

The main part of our service is a recommendation/discount system. Its AI allows restaurateurs to provide an individual approach to each visitor

Visitor (mobile app)



Visits restaurants once per 2 weeks



Interested in special offers and discounts



Has got a credit card and smartphone



Exacting in good service

Restaurant (CRM)



New or pretty new



Bad communication channel with the customers



Has poor CRM

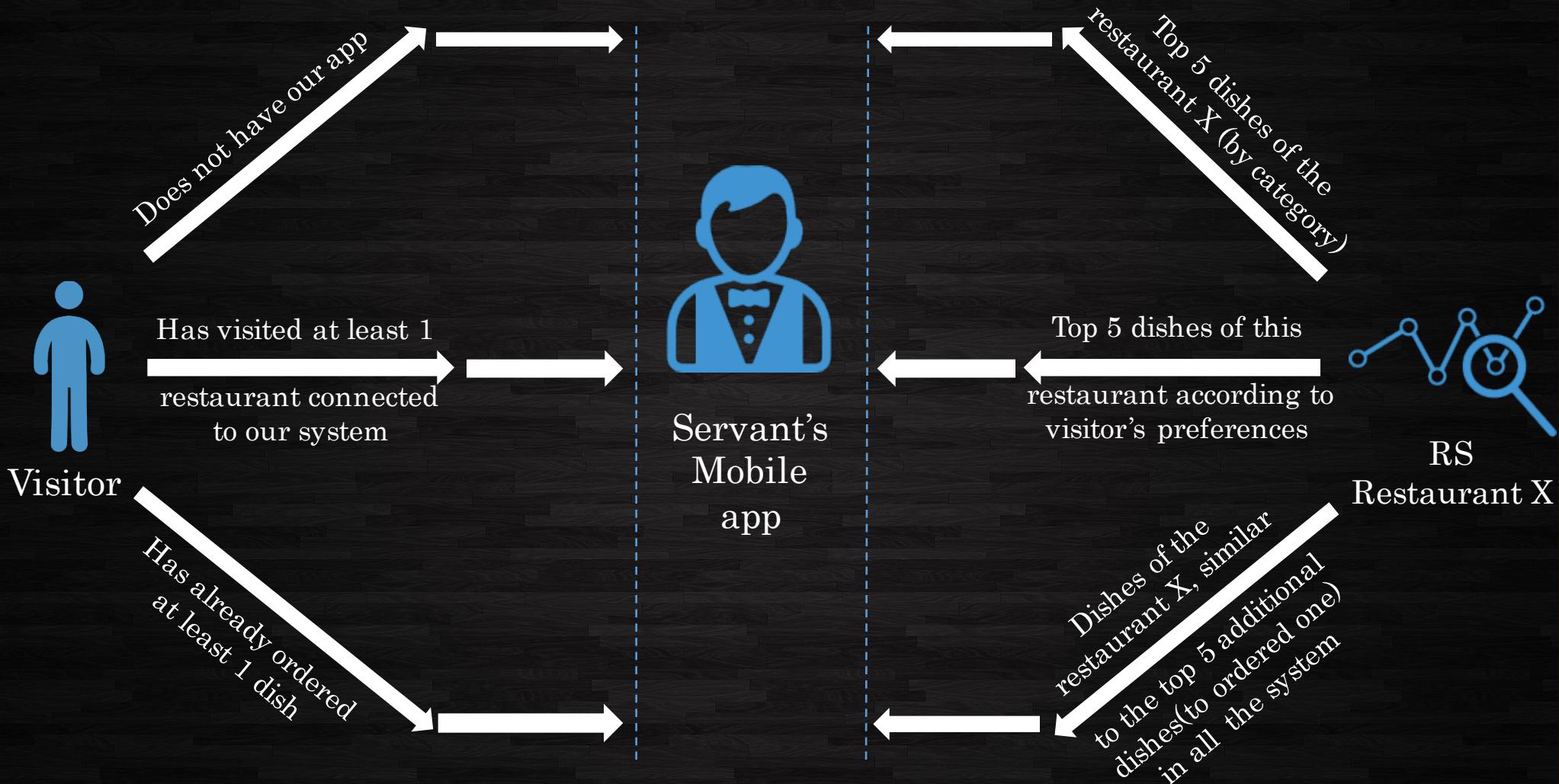


Decrease in demand





Recommendation system (RS)



The learning of the recommendation system occurs predominantly at night in order to decrease system worktime



Borsch crew

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这个人 Sergey Ignatushchenko

这个人 Maksim Shevchenko

这个人 Alexander Shoshiashvili

这个人 Alexander Ivanov

这个人 Denis Merkushin