



ShotBot

Panther Cage Match Fall 2022

Darron Kotoyan, Ponthea Zahraii, Gilberto Arellano, Marisa Mini



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Meet the Team

Darron Kotoyan:

Major: Data Science

Emphasis: Business and Economics

Year: Senior

Marisa Mini:

Major: Data Science

Emphasis: Business and Economics

Year: Senior

Ponthea Zahraii:

Major: Computer Science

Minor: Neuroscience

Year: Junior

Gilberto Arellano:

Major: Software Engineering

Minor: Analytics

Year: Senior



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Problem Statement

"As reported by NBC Los Angeles, 37% of restaurants reopening in California are unable to pay their rent and 350,000 restaurant jobs remain unfilled."¹

Recently Assembly Bill 5 was passed in California classifying gig workers as employees: meaning that they are entitled to the same benefits as employees (minimum wage) and will affect the ability to get immediate labor in an already difficult economy.

1. CaliforniaGlobe.com Report – January 20, 2022

Implications of the Problem Statement

(The dilemma if you own a bar/restaurant)

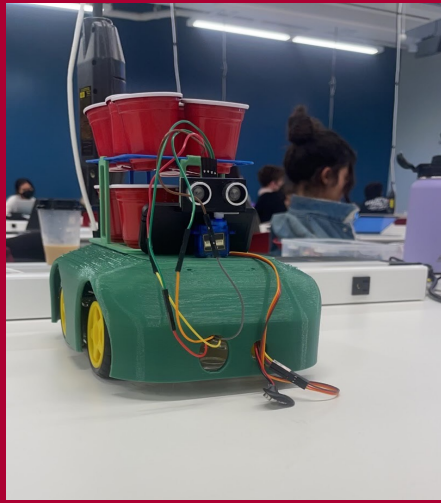
“Now the AB5 passed, I don’t have enough money to pay my workers!”

“My bar is busy but I don’t have enough workers to satisfy my customers!”



“I wish there was a way to keep up the quality of service without having to hire new people.”

“My profit margins are shrinking and I’m projected to go bankrupt shortly!”



Our Solution



ShotBot is a drink delivery technology used to *improve efficiency* and *cut operating costs* using automation within the service industry, that is different than traditional bartenders because of ShotBot's *autonomous artificial intelligence delivery system, that includes payment & identification, integrated cloud supply chain, and drink safety mechanisms.*

How ShotBot Works

Customer orders



Bartender pours shot and places them in ShotBot safe shot glass holders



It's time for ShotBot to go!



ShotBot scans ID and takes payment. Now drinks are delivered in an efficient-safe manner while time was saved.



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Value Proposition (how much will customers save)

CURRENT STATE

Cost of Part-Time Employee	
Number of hours per week	25
Number of weeks worked per year	45
Wage per Hour	\$25
TOTAL	\$28,125

FUTURE AUTOMATION STATE

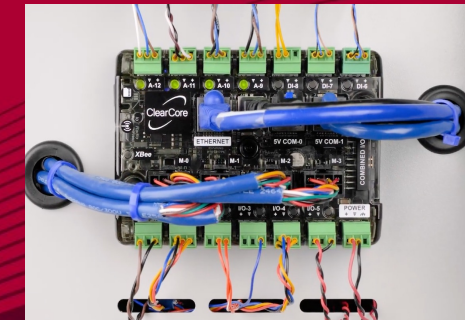
Price of ShotBot	
Hardware Cost	\$3,299
Annual Service Contract	\$399
Monthly Supply Chain Cloud Services	\$55
TOTAL	\$3,753

Annual Savings: \$24,372



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Multi Generation Map



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Go to Market Strategy

Web Sales

- Online sales on official ShotBot Website
- Sell to restaurant service providers (Restaurant Depot)

Bar Service Contracts

- Individual service contracts made with bar owners and restaurant chains
- Service licensing arrangements with restaurant distribution networks

Collaboration Licensing

- Partner with large restaurant chains to provide mass automation services
- Partner with automation technology companies such as Hitachi, Samsung, etc



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Financials Pro Forma

	2023	2024	2025	2026	2027
Number of Bars and Nightclubs in California	6428	7000	7572	8144	8716
# of Bars short staffed & in financial distress	37%	37%	37%	37%	37%
Total ShotBot Targets	2378	2590	2802	3013	3225
Market Penetration %	1.00%	8%	12%	18%	30%
Total Sales Targets	24	207	336	542	968
Cost per Goods (COGS)	\$ 310.00	\$ 310.00	\$ 310.00	\$ 2,807.00	\$ 2,807.00
Sale Price per Unit	\$3,753	\$ 3,753.00	\$ 3,940.65	\$ 12,999.00	\$ 12,999.00
Marketing & SG&A	\$ 28,550.00	\$ 29,977.50	\$ 31,476.38	\$ 33,050.19	\$ 34,702.70
Total Business Revenue	\$53,337	\$683,421	\$1,189,166	\$5,495,180	\$9,826,229

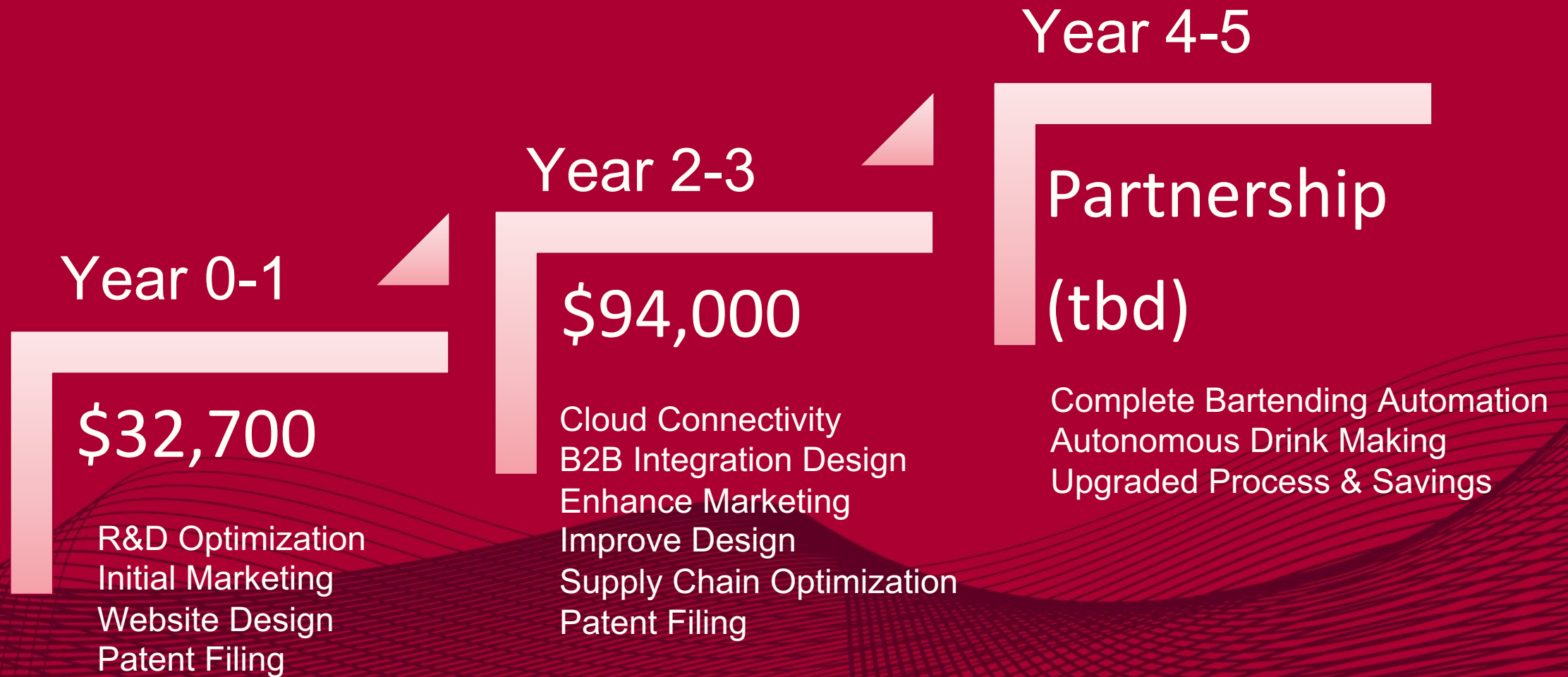
Assumptions:

- In 2026 partnership will cause increase in price for functionality
- Market growth rate of 8.9% from 2021 to 2028 ¹
- Just California market, national market not considered and therefore larger revenue potential

Potential Intellectual Property

- Patent modules:
 - Cloud supply chain logistics (monitoring alcohol supply & automatic orders)
 - Facial recognition for correct drink delivery
 - ID identification using lookup database
 - Payment sorting through facial recognition and order

The Ask



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