**Meeting Notes**:

* + Rob is interested in the state of models (SOTA)
    - Benchmarks
    - Feasibility studies done, but not with the people we interviewed
  + MRO
    - Monitoring competitors
    - Menu matrix -> get access to that
    - Menu engineering at the TK-level
    - V2 -> menu positioning, focus on drinks for bar team
    - Miami Competitors
      * Sexy Fish, Zuma, Maderra
      * Pricing will be the biggest struggle
      * Should be chasing pricing more frequently and have different menu for the US. Likely treat them as individual stores
      * Supply chain complexity
    - When entering new markets
      * Hire an external recruiter who takes 20-30% of salary especially for managers whom needs to speak spanish
      * $900/year is cheap for PeopleGPT and Adept
      * Use these as examples in the report
  + Market / Competitor Research Reports
    - Done by marketing, looking at Instagram
    - Not done by similar characteristics and automated intelligence gathering
    - Andy would like this

**Action Items:**