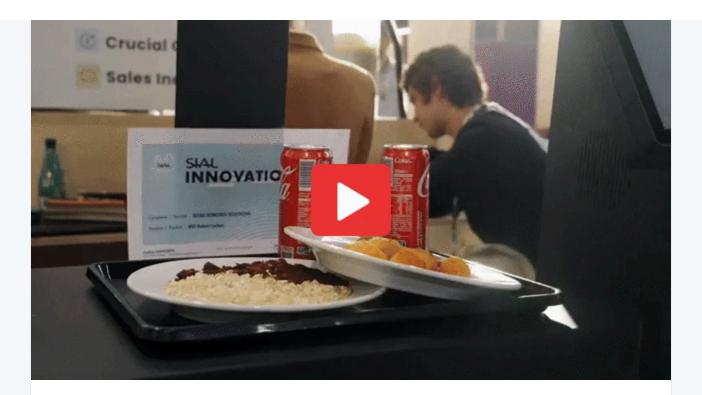**RETAIL ROBOTICS SOLUTIONS**

The autumn period proved to be a busy time for Retail Robotics Solutions, marked by participation in exhibitions across a wide geographic range, culminating in their involvement in the large-scale Web Summit 2024 in Lisbon in November.

Another key update in brief: we have started generating our first revenue, covering 30-40% of the burn rate. By February-March 2025, the company plans to achieve operational break-even.

SIAL 2024: How It Went

In the middle of October, we participated in one of the largest restaurant business and food tech exhibitions, SIAL in Paris. Our Robot-Cashier, a lightning-fast self-checkout system equipped with AI and computer vision, demonstrated outstanding results and attracted hundreds of visitors to our booth. Attendees could see firsthand how it flawlessly recognizes prepared food in seconds. You can watch a short report from the exhibition in [our video](#).

The Role of AI in Transforming Self-Service Dining

On the sidelines of the SIAL 2024 exhibition, a discussion titled '**The Role of AI in Transforming Self-Service Dining'** took place.

Participants included:
- Paul Schultz, Managing Director of Culmen Capital;
- Phil Jeudy, Innovation Lead at Group Foodiz;
- Dimitri Rodin, CEO of Retail Robotics Solutions.

The full 30-minute conversation is available in a [separate video](#).

Here, however, we found it important to highlight a key takeaway — a quote on which AI projects are most promising for attracting investment, from **Paul Schultz**:

> When I approach any AI or tech investment — since AI is now an extension of tech — I follow four simple rules.
>
> **First**, an AI solution must address an existing need with a realistic approach. For instance, offering AI to make hamburgers may not be very practical.
>
> **Second**, it shouldn't create new problems. Nobody wants a situation where, for example, the AI leaves a hamburger undercooked or makes the fries soggy.

***Third**, the solution should effectively replace a tedious task, freeing up people to engage in more meaningful work. Take the RRS cashier system, for example: instead of employees manually inputting numbers, they can move into roles in customer service or management, enhancing overall efficiency.*

***Finally**, and this is key from an investment perspective, the solution must generate a positive economic return. In other words, it has to be profitable. The required return depends on the investor's profile. Typically, venture capitalists expect a high multiple, but as the technology matures and the market normalizes, these expectations may gradually decrease.*

TechCrunch Disrupt 2024

In the end of October, I represented RRS at TechCrunch Disrupt in San Francisco. It was a fascinating experience – being among some of the brightest minds and boldest innovators in the technology industry. A highlight for me was witnessing the Start-up Battlefield, where some of the hottest new start-ups competed for the grand prize. The winner was a biotech start-up from Colombia offering a solution to diagnose breast cancer – a well-deserved win! It was great to connect with prospective investors and partners, and to see that there was a genuine enthusiasm for our solution. I am excited to see where else RRS's journey into the US market will take me!

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Igor Alekseyev, Sales Director UK & US

CEO Insights: Lessons from a Breakthrough Season in Unattended Dining

This fall, RRS experienced an unprecedented exhibition season, showcasing our Robot-Cashier at four major events in Silicon Valley, Texas, Paris, and Lisbon over just eight weeks. During this time, we engaged with over 500 industry professionals, joined two AI & FoodTech expert panels, pitched twice to investor audiences, secured funding from three venture funds, and initiated collaboration with five POS vendors.

Dimitri Rodin, CEO

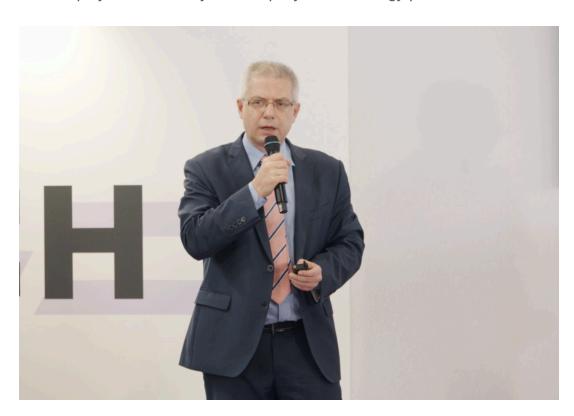**Unattended Checkout in Dining: A Market on the Rise**

Unattended dining solutions are rapidly reshaping the industry, driven by labor shortages, consumer demand for speed, and the technological maturity of AI. Key drivers include:

1. **Labor Optimization**: AI-powered self-service systems reduce operational costs by automating tedious tasks, enabling staff to focus on more meaningful roles such as customer engagement.
2. **Enhanced Efficiency**: Solutions at the first view alike 365 Retail Markets' kiosks integrate seamlessly with restaurant operations, streamlining orders, payments, and kitchen workflows. This technology reduces wait times and maximizes profitability.
3. **Adoption Acceleration**: Much like self-checkout in retail, AI-powered dining kiosks are set to transition swiftly from cautious trials to mass rollouts. Analysts predict significant ROI potential, pushing adoption faster than many other dining technologies.
4. **Customer-Centric Innovations**: Features such as meal customization, loyalty rewards, and mobile ordering apps add value for both operators and customers. These tools cater to 24/7 operations, making unattended dining more versatile.

Key Takeaways from the Field

The exhibition marathon underscored RRS's global leadership in AI-driven dining solutions. No comparable project matches our accuracy in recognizing freshly prepared dishes or the scale of our rollouts. However, it also revealed industry hesitations:

- **Decision-Makers Seek Data**: Restaurant executives require more operational metrics to confidently embrace AI technology. This highlights the need for startups to engage in educational outreach, demystifying AI applications for potential adopters.
- **Future Scalability**: Industry trends suggest that unattended dining solutions will soon mirror the widespread adoption of self-checkout in supermarkets. The gap between pilot projects and full-scale deployment will likely close rapidly as technology proves its value.

From an Investor's Lens

Investors are closely watching AI-driven dining technologies. While funding rounds are currently focused on scalability, the market's potential for exponential growth post-rollout is undeniable. The challenge lies in balancing rapid expansion with the need to demonstrate sustained profitability.

Key Principles for AI Success

At a recent AI in dining panel, industry experts distilled four critical rules for AI adoption:

1. Address real-world needs with practical applications.
2. Avoid creating new user challenges.
3. Automate repetitive tasks to free employees for strategic roles.
4. Ensure positive economic returns, balancing immediate ROI with long-term scalability.

The Road Ahead

As unattended dining continues to evolve, the opportunities for AI-driven solutions are immense. RRS is not just participating in this transformation — we are shaping its future. By bridging the gap between technology, operations, and customer experience, we're to set the standard for AI in dining.

This season validated our vision and strengthened our resolve to lead the industry forward. The future of dining is here, and it's automated, efficient, and powered by AI.

Thank You!

Retail Robotics Solutions

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