



Interactive Restaurant Assistant

Proposed Pilot Program Tailored to You



There are just under 100,000 food and drink establishments in Canada that are visited on average 22 M times daily. 54% of Canadians eat out at least once a week.

Our national restaurant partners have seen an **+13% on average spend**. Pilot program delivered a **+600% increase in dessert sales** with focused media advertising.

GROWTH Reaching consumers differently is a key opportunity for growth inside the restaurant industry.

Source: Harvard Business Review, Business.com, National Restaurant Association, Nielsen, Made in CA.



01 With digital ordering, restaurants can **capture richer sales data**, such as order item timestamps at the customer level, menu navigation patterns, and real-time customer behavior.

02 Brands spend on average **9.1%** of their total revenue on consumer marketing. **81%** of consumers noticed in-restaurant advertising.

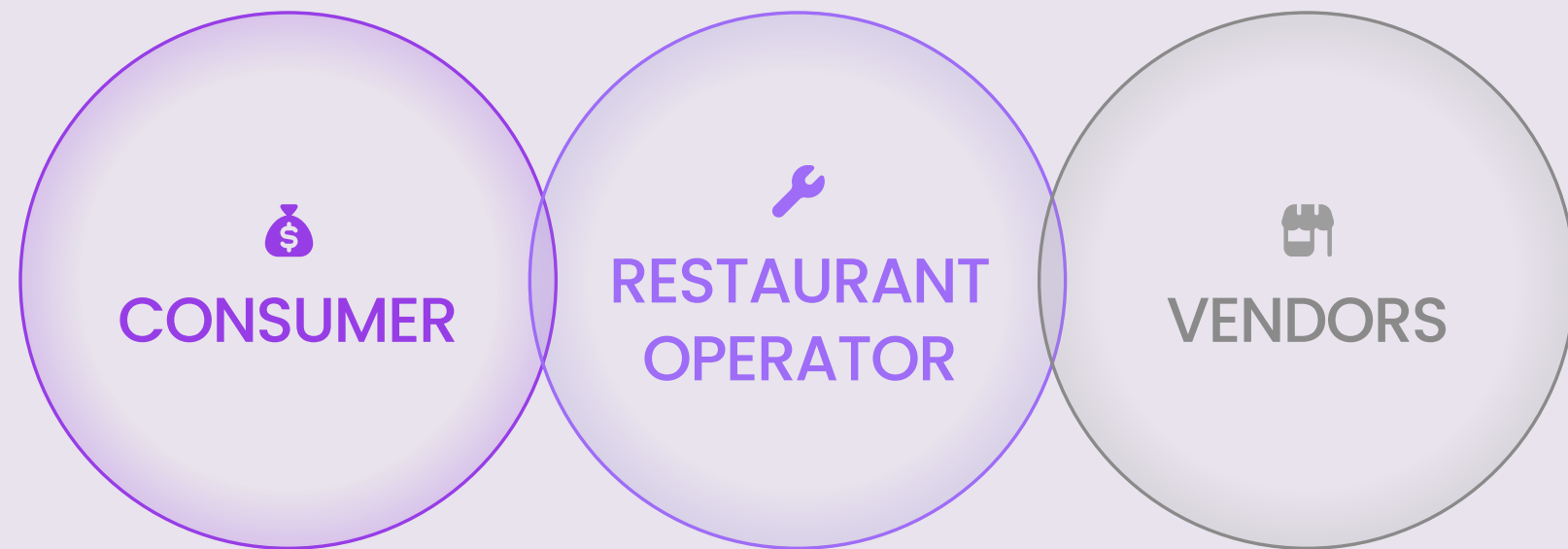
03 **Customer data** can be **combined** with real-time **operations** information (e.g., items in preparation) to provide personalized recommendations that increase both customer satisfaction and kitchen efficiency.

04 Studies have shown that consumers are more open to **brand discovery** in relaxed, social environments, such as restaurants. The ambiance, combined with sensory experiences (taste, smell, and visuals), enhances brand recall and engagement



The restaurant industry has too many stakeholders, all of them with **different needs**.





- CONSUMER ENGAGING digital menu
- CONSUMER AWARENESS media platform
- Interactive and passive CONSUMER SELLING
- Increases OPERATIONAL EFFICIENCY
- INCREASED SALES for operators and staff
- REVENUE GENERATION through media revenue share of vendor agreements

End-to-End Benefits



Oh yes... And as a bonus your customers can charge their phones!



Take your consumer on an **interactive menu** journey with information, recommendations and features highlights.

INSIGHT “22% of smartphone users have ordered something at a bar or restaurant and had to use their power outlets”

Excuse Me function to request server assistance for in-person engagement.

Integrated table-based payment solution for next-generation applications.

Provide at table phone charging capabilities to customers...for free!



FOODIEA.I. Integration



- Present real time digital menus that **drive revenue**
- **Reduce touchpoints** with integrated QR codes
- Target key dayparts to **drive additional revenue**
- Provide late-night push on key menu items **saving on unnecessary end of day wastage**
- Operations and labour **efficiency**
- **Save thousands** on print costs
- In-house messaging of **loyalty programs**
- Brand training and operations education can be pushed to the devices to **educate your staff onsite**

Happy Hour Countdown Benefits

Revenue



According to Nilsen, U.S. Bars & Restaurants generate 60.5% of their average weekly sales from Happy Hour.



Increase average bill spend!
Restaurants with Happy Hours had 33% higher transactions than those without.





There is an opportunity for your vendors to advertise their brands inside your restaurant.

It does not impact your business...Oongalee contracts a separate media agreements with your vendors.

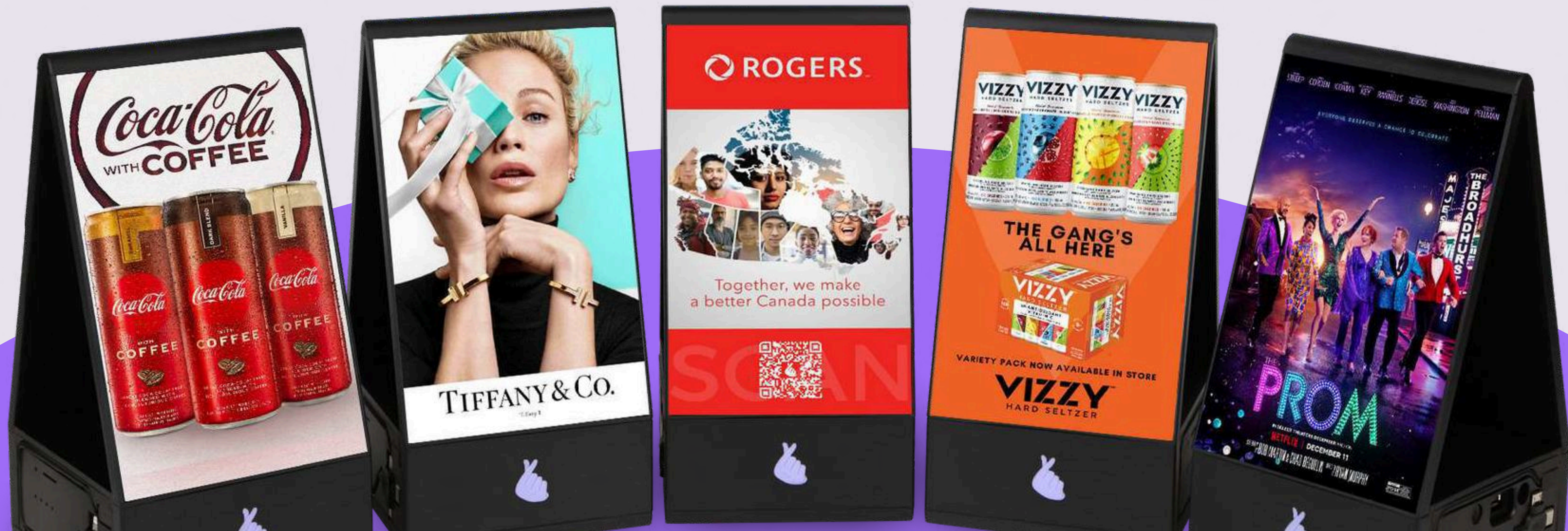
And you will be paid a % of all media revenue!

Maximize investment for your vendors, creating stronger partnerships between your restaurants and their brands.



Stronger vendor partnerships based on greater consumer engagement and sales velocity

Advertising is data driven.
We're here to help. 🤝



PROPOSAL FOR PILOT PROGRAM

Units include a Digital Media Screen, 24-hour battery, and charging capabilities, maintenance and servicing. Unlimited content.

- No of locations: 3
- No of Technology Units per location: 10

Fee Structure for 8 week pilot

\$150 **WAIVED**
/month per location

Covers technology leasing and unlimited content.

\$0.35 **WAIVED**
/unit per day

Covers deployment, implementation, service & maintenance

20% Media Revenue Share (NOT INCLUDED)

Not included for pilot programs. However, if 3-year agreement is signed within 60 days of the pilot program, any media revenue from the date of implementation will be paid.





Let's Work Together



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