



# Augmented Reality based in-restaurant ordering app

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*Dine-in ordering redefined!*

# Our Team



## **Dharmin Vora**

ex-TVF Media  
100K+ followers on social media  
BMS Mumbai NM College



## **Parth Vora**

ex-1mg, ex -social kinnect  
Computer Science  
Mumbai University



## **Dhruvesh Mehta**

10+ Android Apps  
500K+ Downloads  
Computer Science  
Mumbai University

# Our Mentors



## **Mitesh Shah**

CFO – BookMyShow,  
ex-Ola



## **Vinay Bansal**

IPV, Wildcraft, GE



## **Anuj Gholecha**

Vcats, Supr  
Daily, Innov8

# Food is sold on visuals

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Same dish, different presentation!

**BUT**

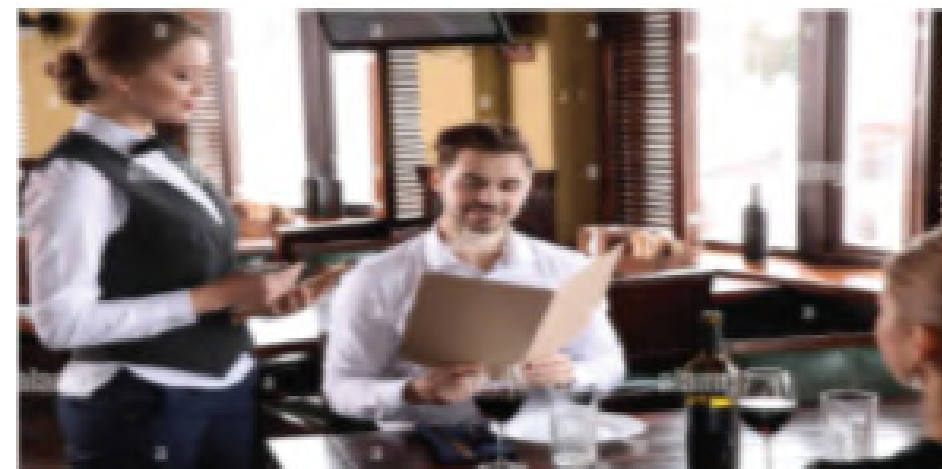


Same Menu

***How many times, in a restaurant have you ordered something that you saw on someone else's table?***

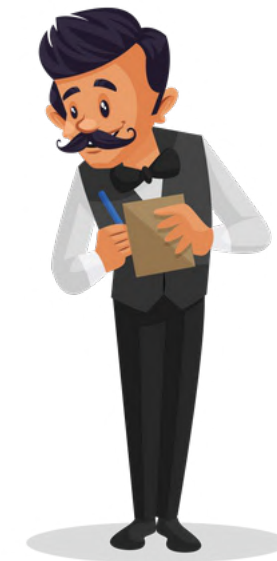


1921, 100 years ago



2021, present day

**BUT**



Still on  
Paper & Pen

# Challenges

## User

- Customer does not know what they are paying for.
- No ratings & reviews for each dish.
- No idea on quantity & ingredients.
- No incentive to order digitally.

INTERNATIONAL SPECIALTIES		H
Soup & Salad		
☐	☑	Hot n Sour soup (Vegetarian / Chicken) 299
☐	☑	Sweet Corn Soup (Vegetarian / Chicken) 299
	☑	Green Salad 199
	☑	Greek Salad 399
Lite Bite		
	☑	Masala Papad / Peanut / Nachos 299
	☑	Mix Vegetable Pakora 299
☐	☑	Sandwiches / Burger 299
		Grilled Sandwich (Vegetarian / Chicken) 299
		Club Sandwich (Vegetarian / Chicken) 299
		Burger (Vegetarian / Chicken) 299
International Selection		
☐	☑	Make Your Own Pasta 299
		Choice of Sauce / Spices / Cream Toppings 299
☐		Herb Grilled Chicken 299
☐		Fish n Chips 299
Starters		
	☑	Soya Chaap 299
	☑	Multani Panner Tikka 299

☐ Non Vegetarian ☑ Vegetarian Please inform our associate if you are allergic to any ingredients All prices are in Indian Rupees and Excluding applicable government taxes

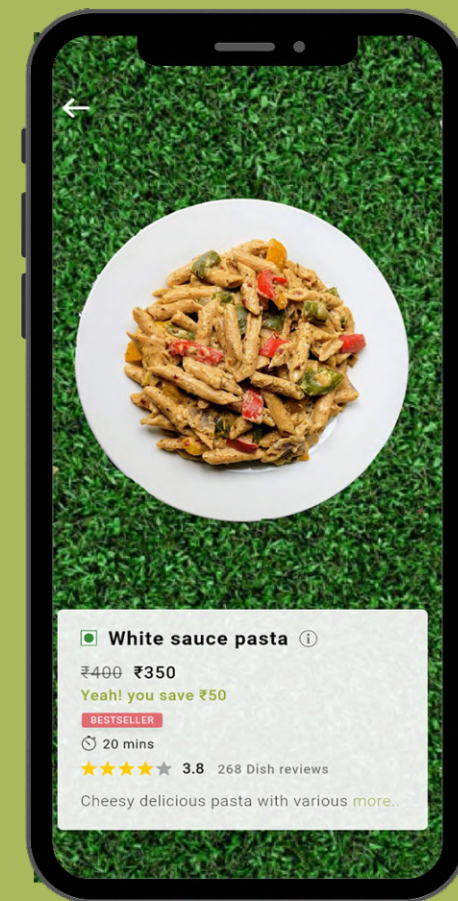
## Restaurant

- No way to upsell dine-in customers
- No data on best sold dishes, worst rated dishes etc
- Expensive staff
- Very less digital ways to get more new customers (Most of it is still online)

# Solution



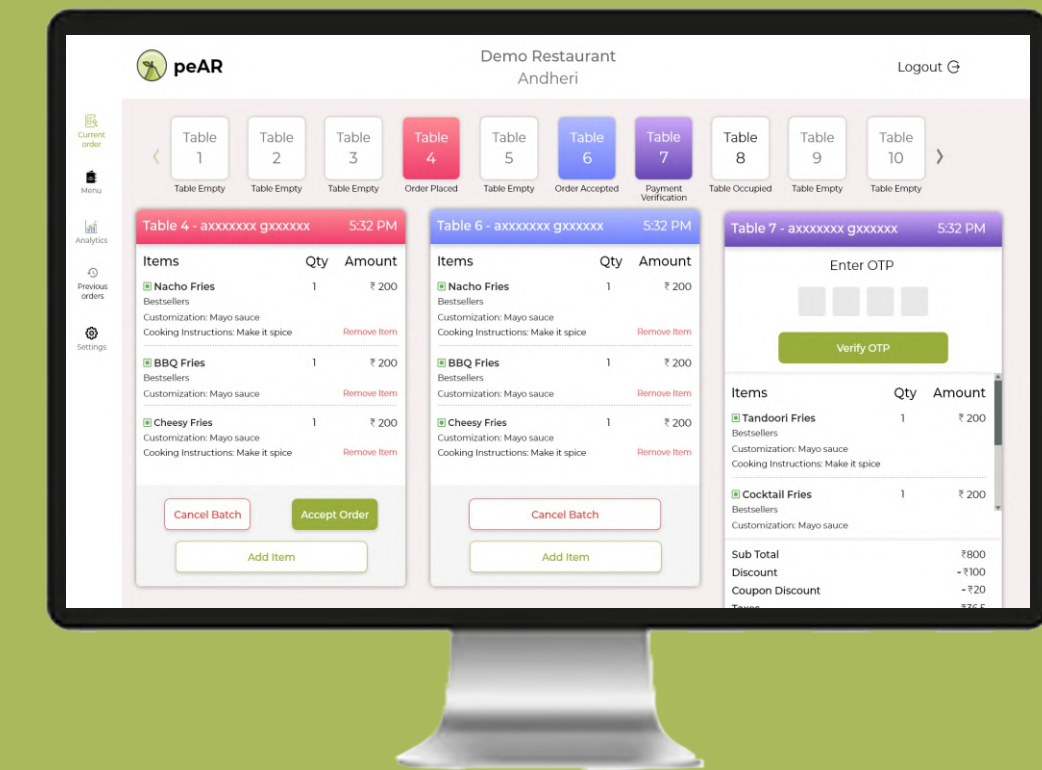
*Current menu*



*peAR 3D Menu*



*Current ordering system*

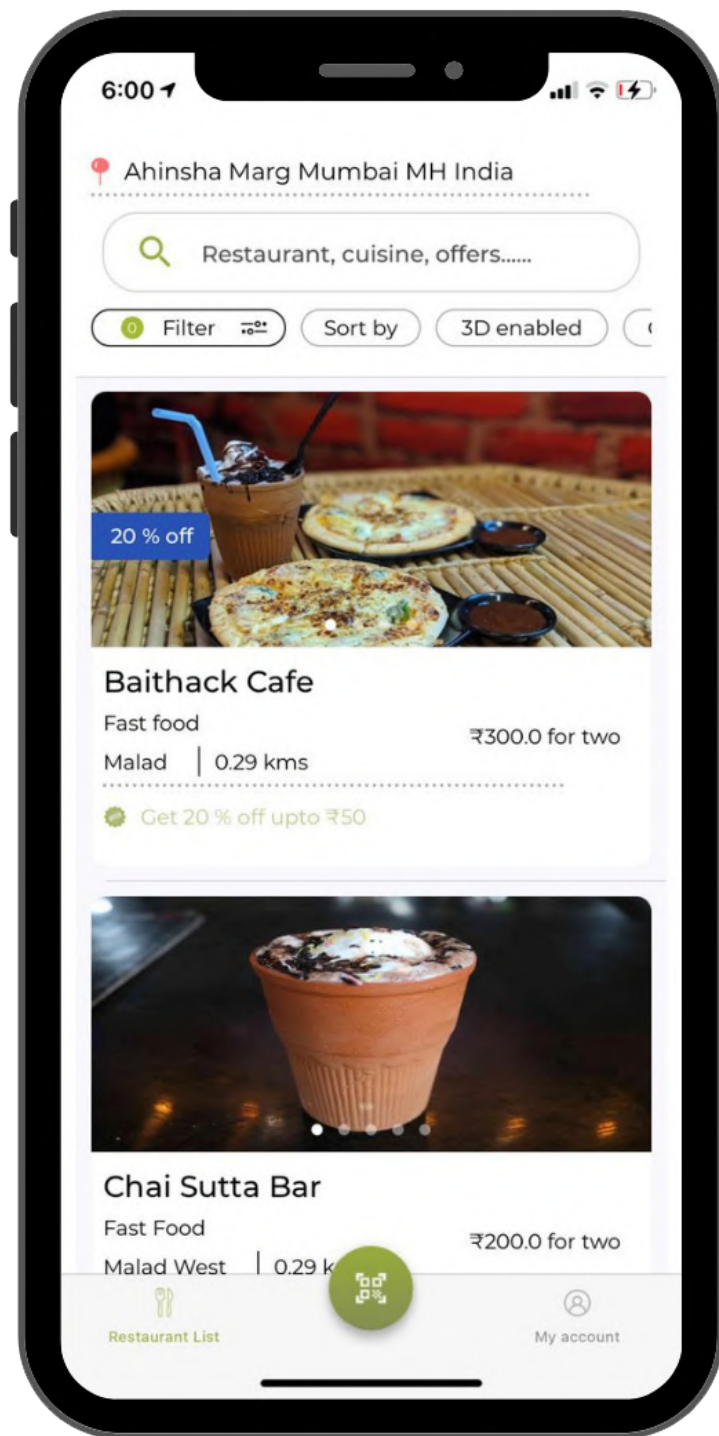


*peAR ordering system*

**Watch & Order**

**Digitizing restaurants**

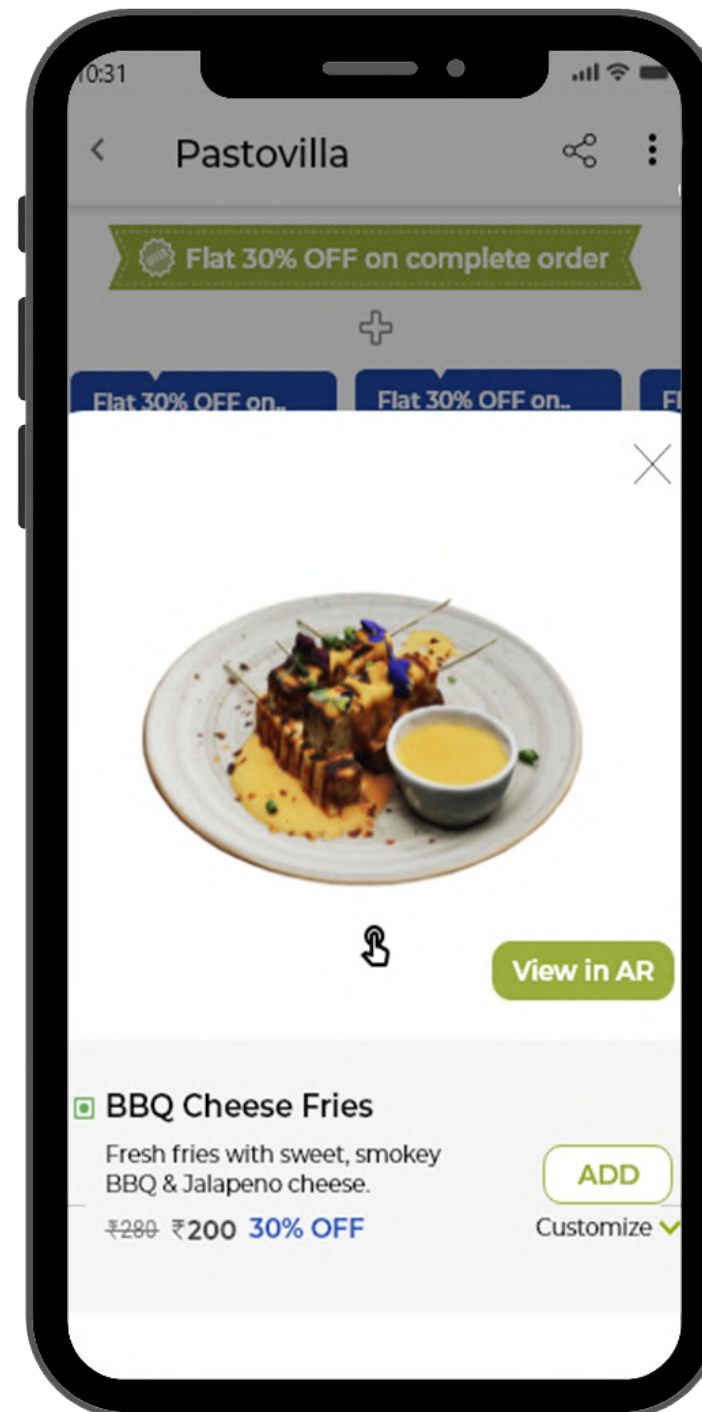
# In-restaurant ordering made 10X better



Discover nearby restaurants

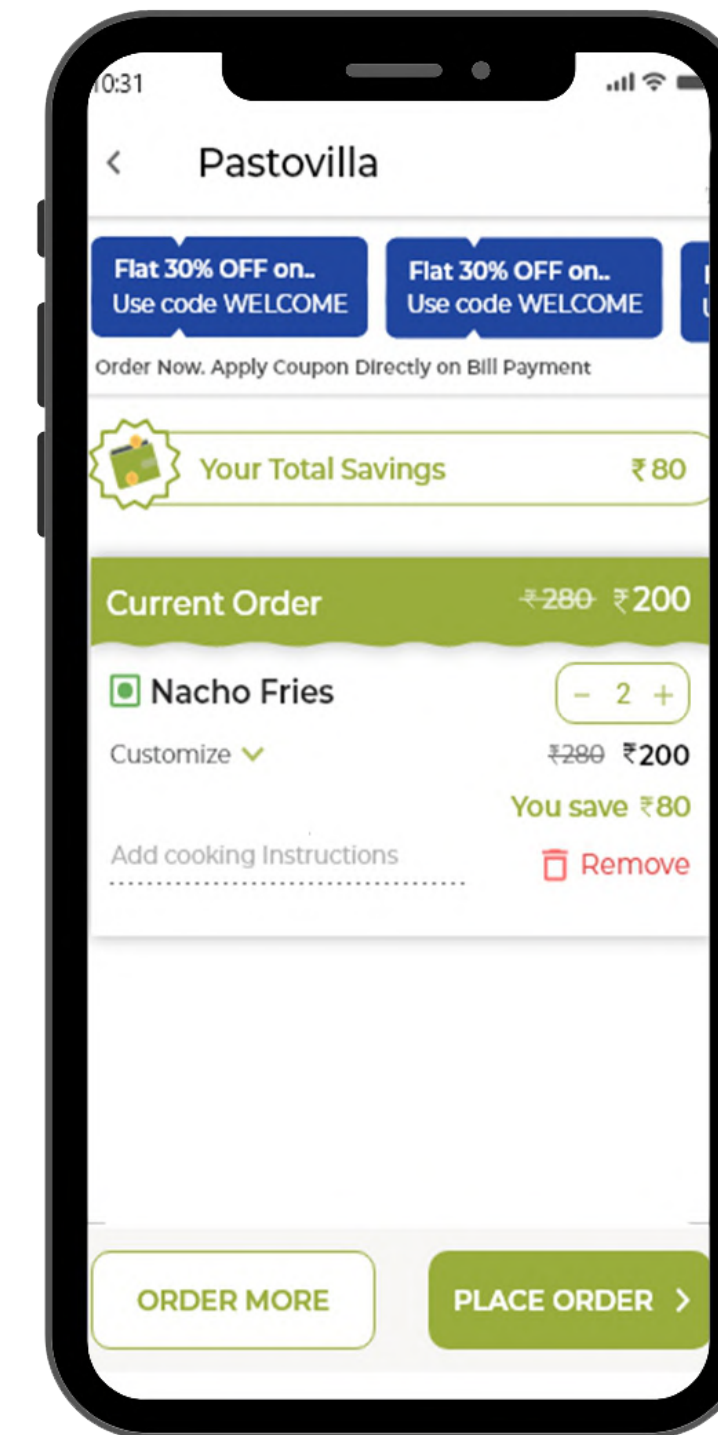


Visit & scan QR placed on the table

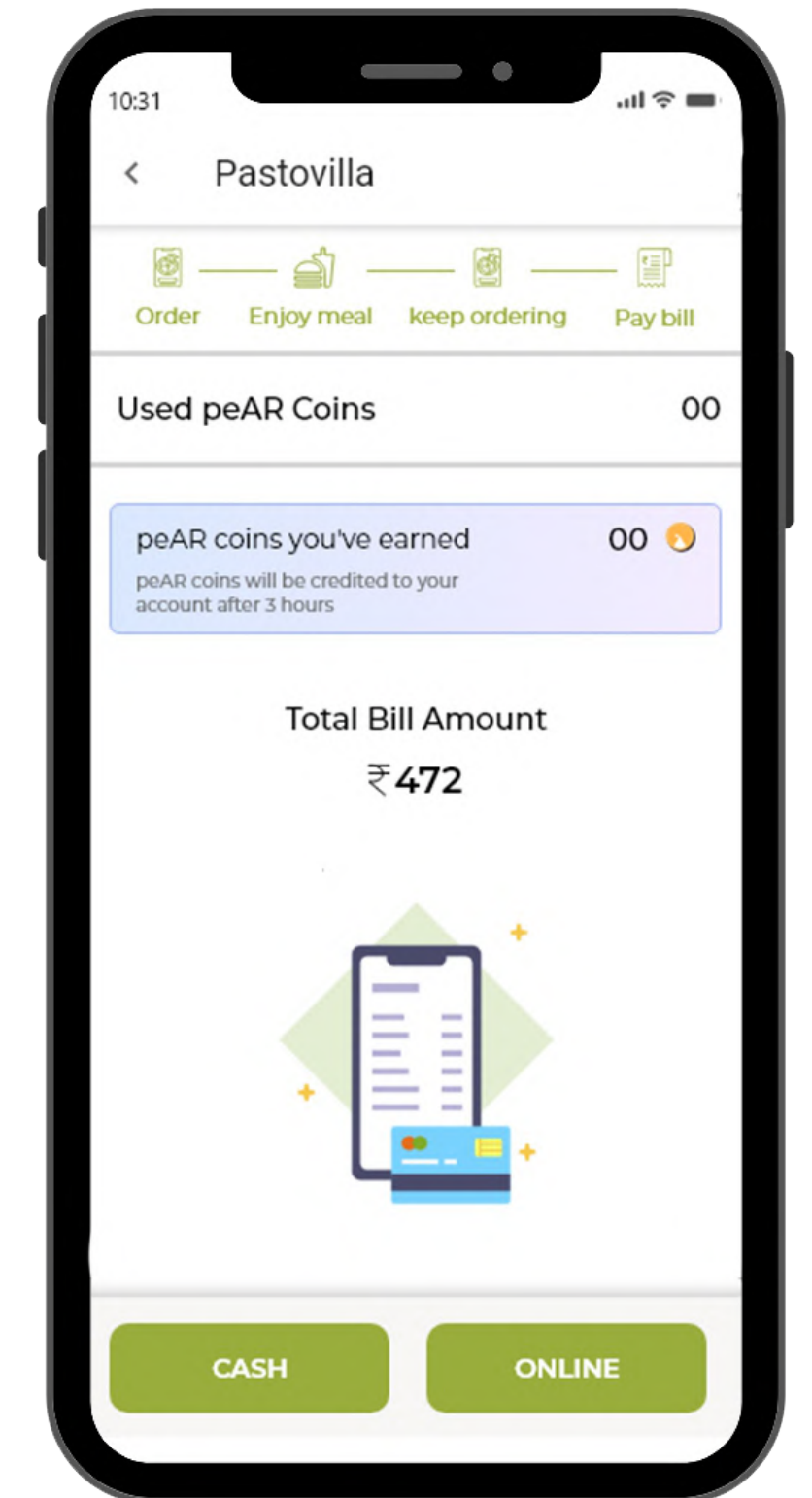


View menu in 3D & AR

- Size
- Ratings
- Presentation
- Reviews



Order & Pay bill digitally



Receive discounts & loyalty points

# Market Scenario

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## Table Reservations

*(\$2 Bn Market)*



## Food Delivery

*(\$10 Bn Market)*



## Dine - in

*(\$40 Bn Market)*



**Dine- in market is 4X bigger than food delivery market**

# Revenue Model



## **5-10% Commission**

on every order via the  
app to restaurants



## **Pay – Per – View**

for online food aggregators  
For API access

# User Traction

Unique  
Transacting Users

# 16163

MOM Growth

# 50%

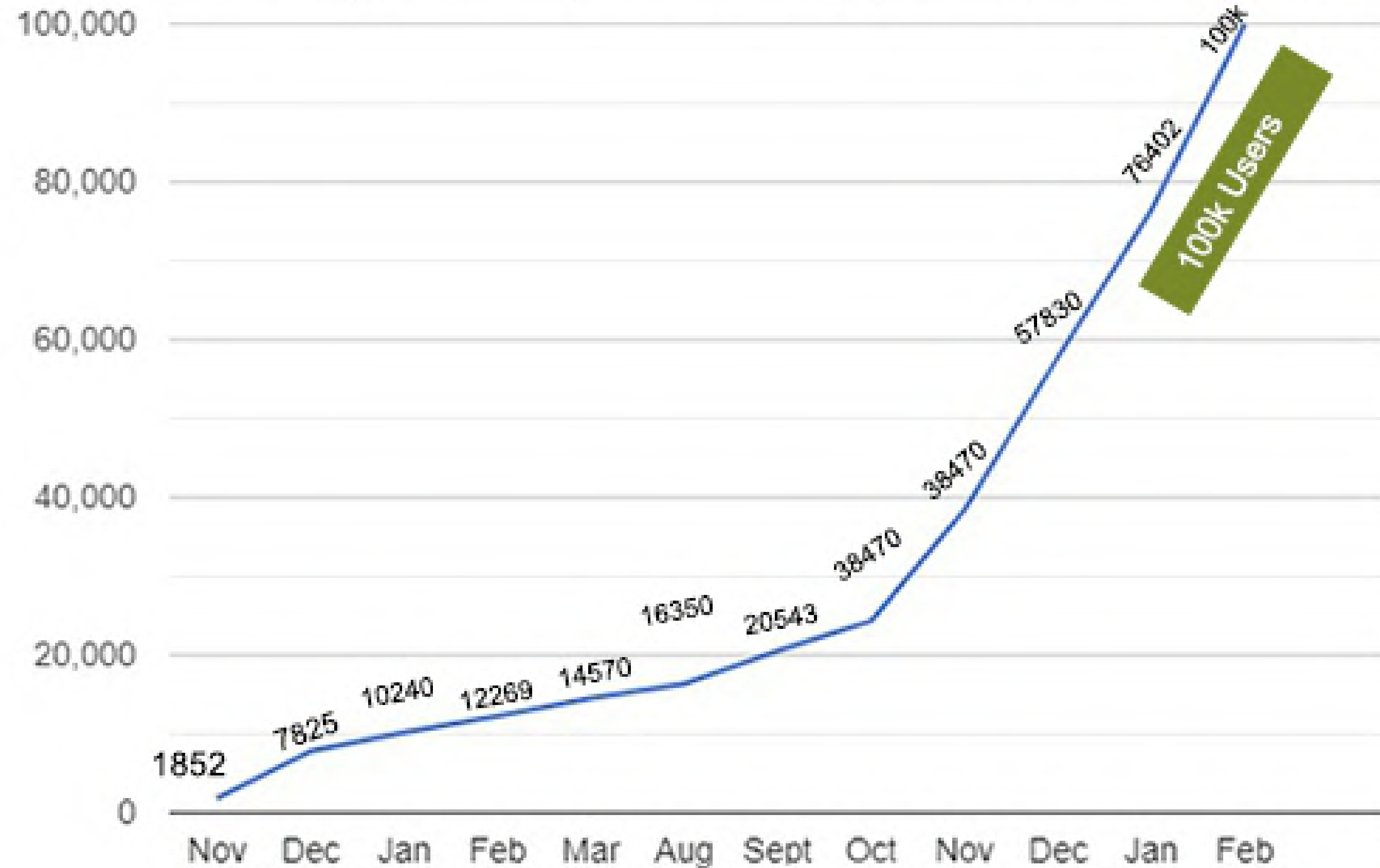
July 30 2021 -  
September 30 2021

Avg no. of 3D  
models viewed

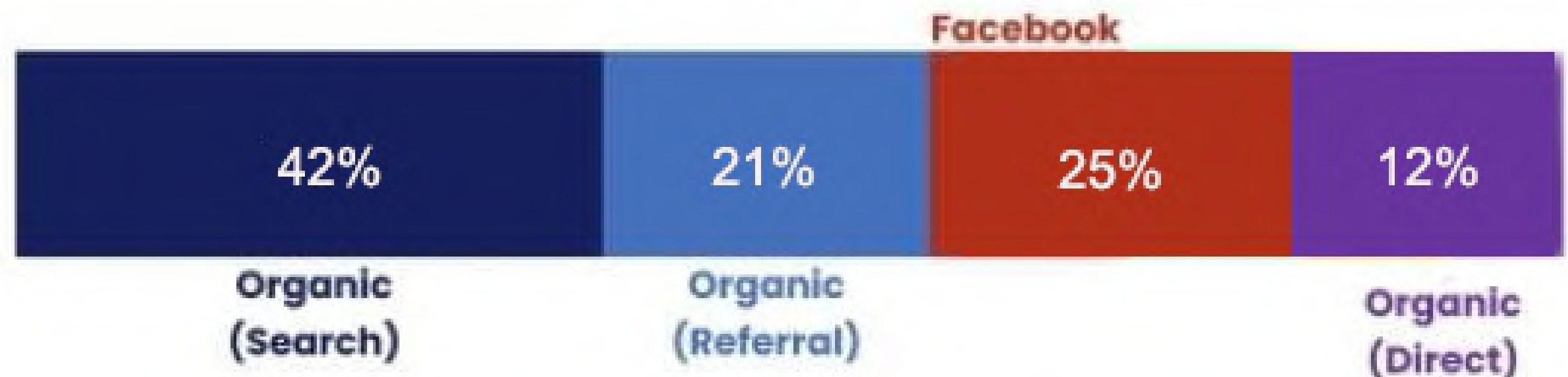
# 6.7

per person

Total App Installs (Source: Google Playstore Console)



Install Attribution (Source: Appsflyer)



# Restaurant Traction

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**11 Months**

Launched on  
October 1st 2020

**11,000+ orders**

Processed via the  
peAR app in November

**4500+**

3D Assets

**10 Lakh+**

Proprietary training  
data set images

**500+ Restaurants**

Processing orders  
via the app

**4.5 Crore**

Annualized GMV



Food swings café



Chai Sutta Bar



99 Pancakes



Pokket Café



What The Fries

# Strong Retention

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**105**

Blended  
CAC

**30.5%**

Day 30 User  
retention

**2.1 Times**

Average order per  
user per month

**INR 22**

Average revenue  
per transaction

**7.2 Months**

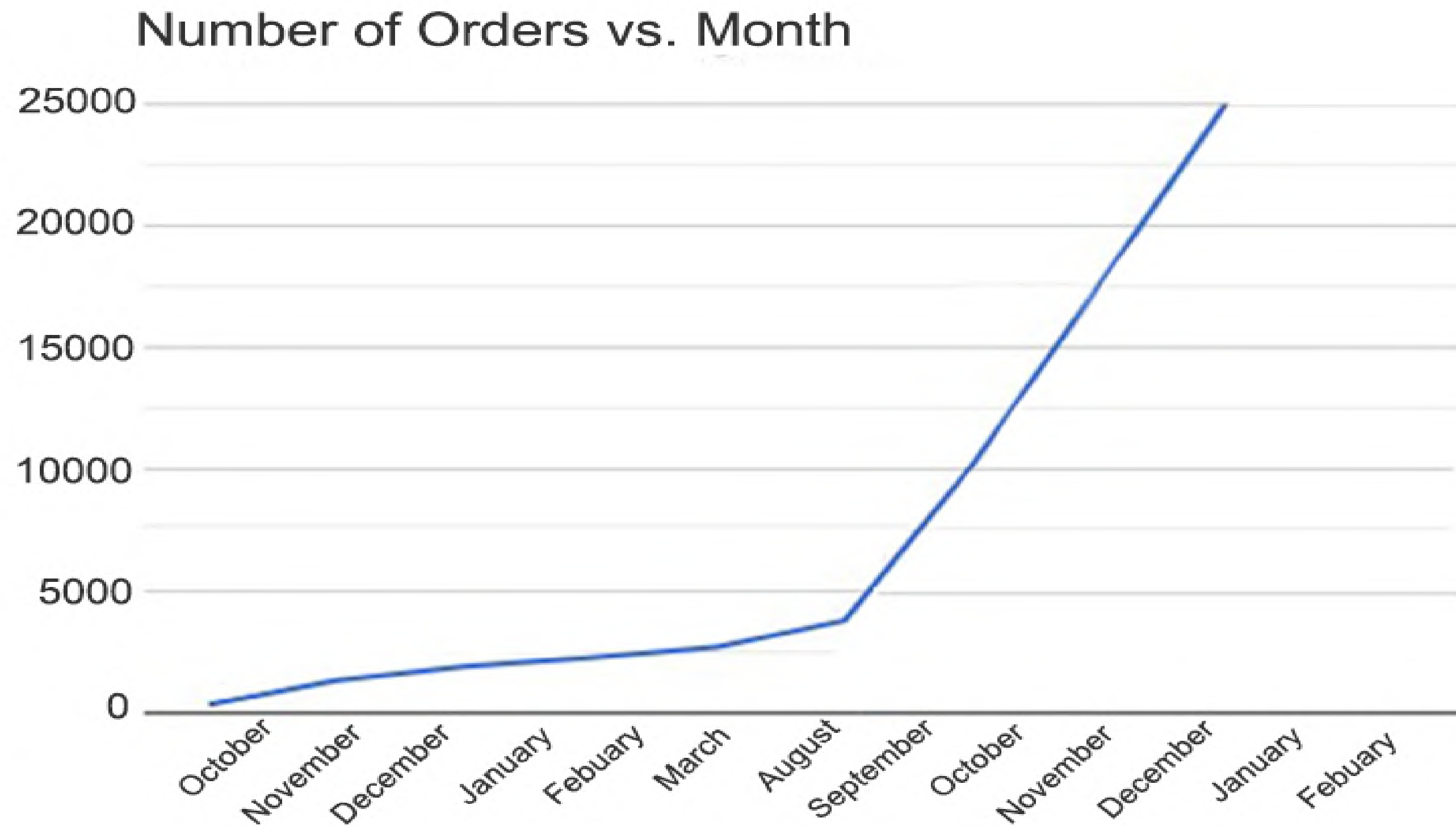
Payback period

**21%**

Users from Referral

**4.7 Stars with 2900+ Ratings**

# Growth Trajectory



**11,000+**

Orders in  
November Alone

**25,000+**

Orders per month  
by January

**4 Cities**

Launched by  
April

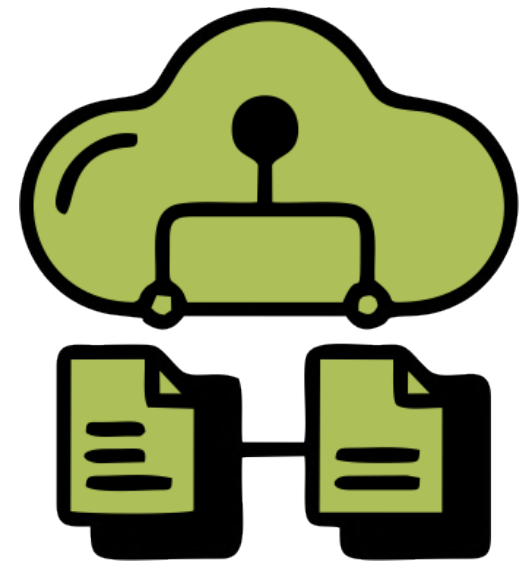
# The breakthrough - Mobile to 3D

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01.

Restaurant Captures a small video from their phone



02.

Video is uploaded to our servers

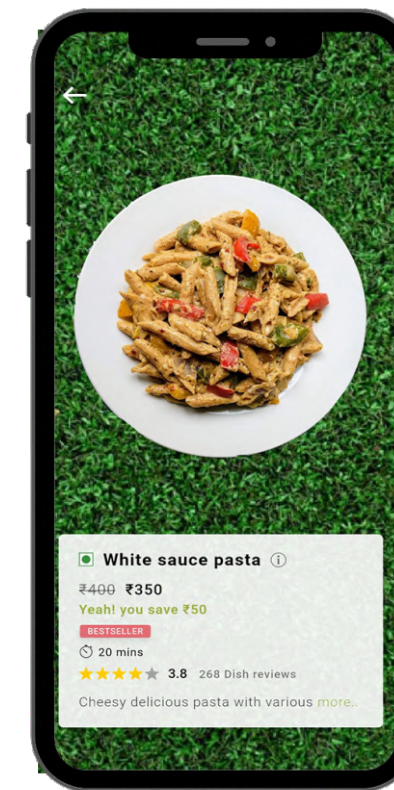
03.

We convert it to multiple images. Our algorithm increases the resolution & removes dark images



04.

We convert those images into low size, high quality 3D models using our unique process



05.

The model is uploaded on our 3D viewer & the app

# Full Stack - 3D Model Creation Tech

Real World  
Physical  
Products



Capture



Convert



Integrate

3D Model  
Creation  
Engine



Entreprise  
Integration

Consumer  
Distribution

Possibilities



E-commerce



Gaming



Education



Automobile

etc..

# Second Vertical - 3D Ecommerce

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Interactive  
Showcase of  
your Products

Showcase your e-commerce  
products in 3D, the closest digital  
experience to being in a physical  
store

**Flipkart**  **shopify**  **amazon** 

Flipkart, Shopify, Amazon US launched  
3D Viewer for their sellers

***Our 3D Commerce vertical  
is already in development***

***peAR E-Com***

# Company Roadmap

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**100K +**

Orders within  
6 months

Users



Loyalty  
Programme



Per Dish  
Ratings

**2000 +**

Restaurants within  
6 months

Restaurant



Salary  
Management  
App

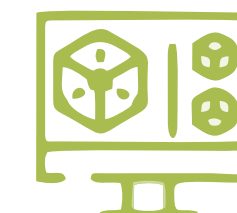


POS  
Integrations

**9**

cities within  
12 months

Company



3D  
E-commerce



Phone to  
3D

# Similar Company

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Sold for  
**\$40Mn**

To  
Glimpse Group  
(AR/VR Conglomerate)



**\$4bn**  
valuation  
(pure virtual modules)

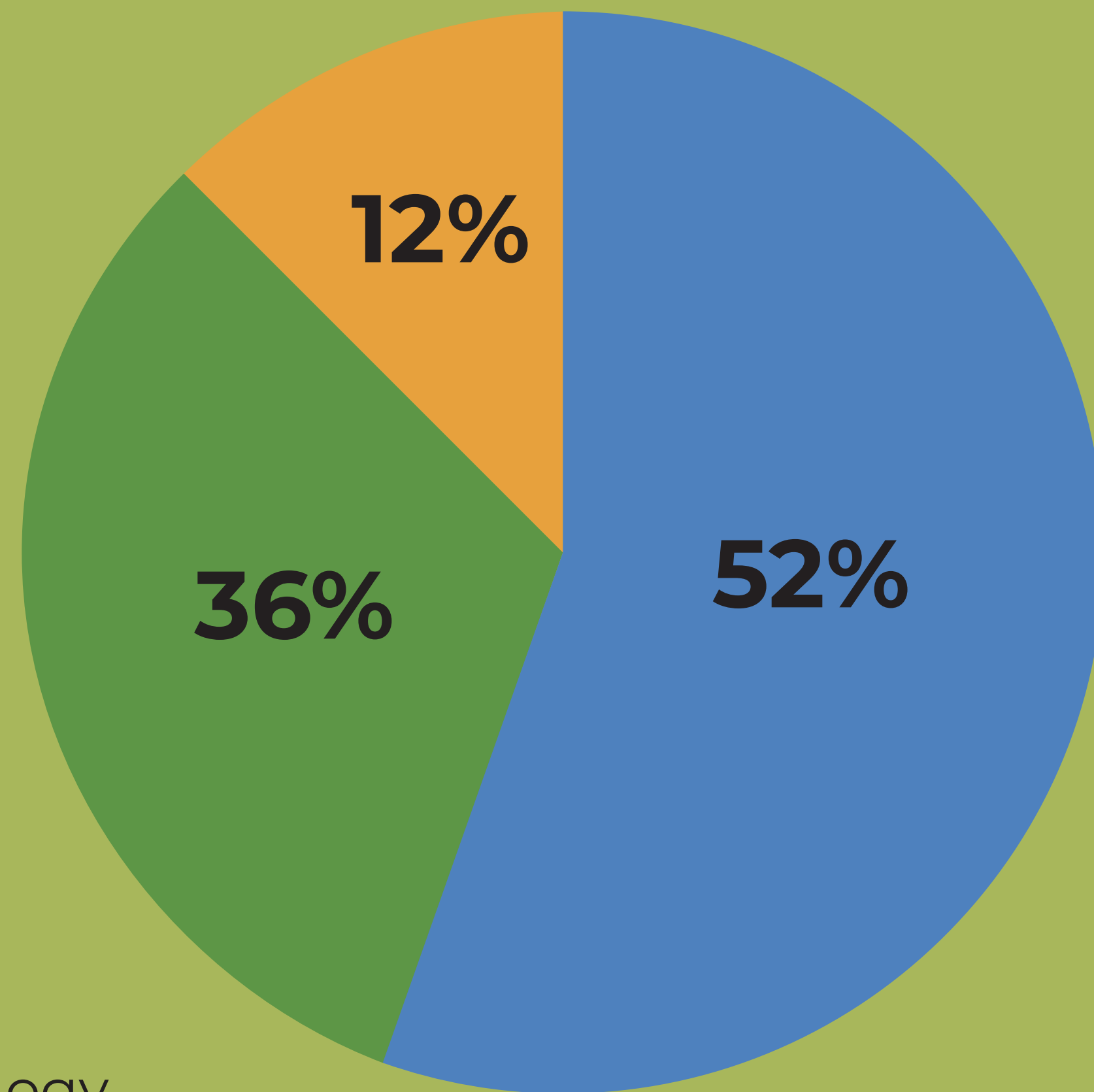


Indian Start-up.  
AR for E-Commerce.  
2 Years. 12  
member team.

**Flipkart**  
**acquired Scapic**

# Raising \$2.5Mn

( **\$1Mn** already committed by IPV, VCats & Let's Venture )



- Team
- Technology
- Sales & Marketing

To achieve  
**100K+**  
Monthly orders  
within 6 Months

# Investors



**Mitesh Shah**

CFO – BookMyShow, ex-Ola



**Vinay Bansal**

IPV, Wildcraft, GE



NATIONAL INITIATIVE FOR DEVELOPING  
AND HARNESSING INNOVATIONS



**Nidhi SSS**

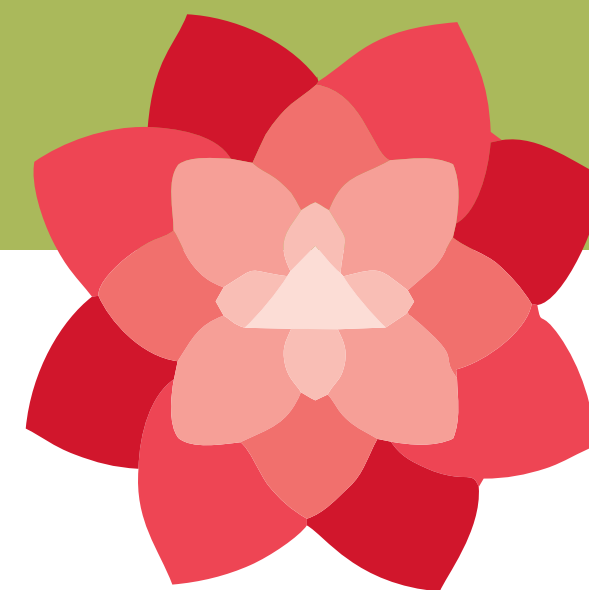
Government of India



**INFLECTION**

**Inflexion Point Ventures**

Seed Investors



**Venture Catalysts**

Angel Investors



**Let's Venture**

**Let's Venture**

Seed Investors



# Converting the world from 2D to 3D