



AURA

Increases average check through visual merchandising and AI-powered contextual upsell

AURA is already live in 175 restaurant locations

Measured over a 2-month pilot period; compares AURA-assisted orders vs. waiter-led orders in live restaurant environments

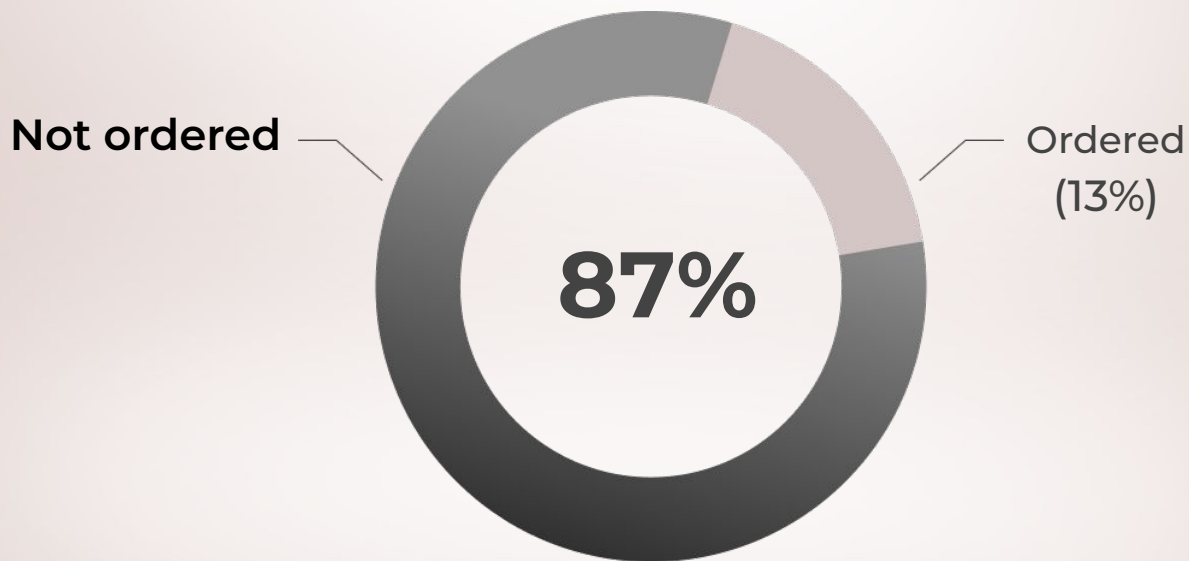


BARVIKHA
#GastroLoungeBar



9 out of 10 dishes don't sell

Revenue is lost every day



Guests choose what feels familiar

Not always what they would enjoy most



Safe choice



Recommended dish

Taste the flavor — before you order

3 real dish angles
6-second visual preview
Built to increase
order confidence



Engagement **22%**

Avg. watch
time **5.4 sec**

**Order
conversion 38%**



How AURA drives contextual upsell

Contextual recommendations

Personalized prompts and add-ons at the point of choice

Time-based prompts

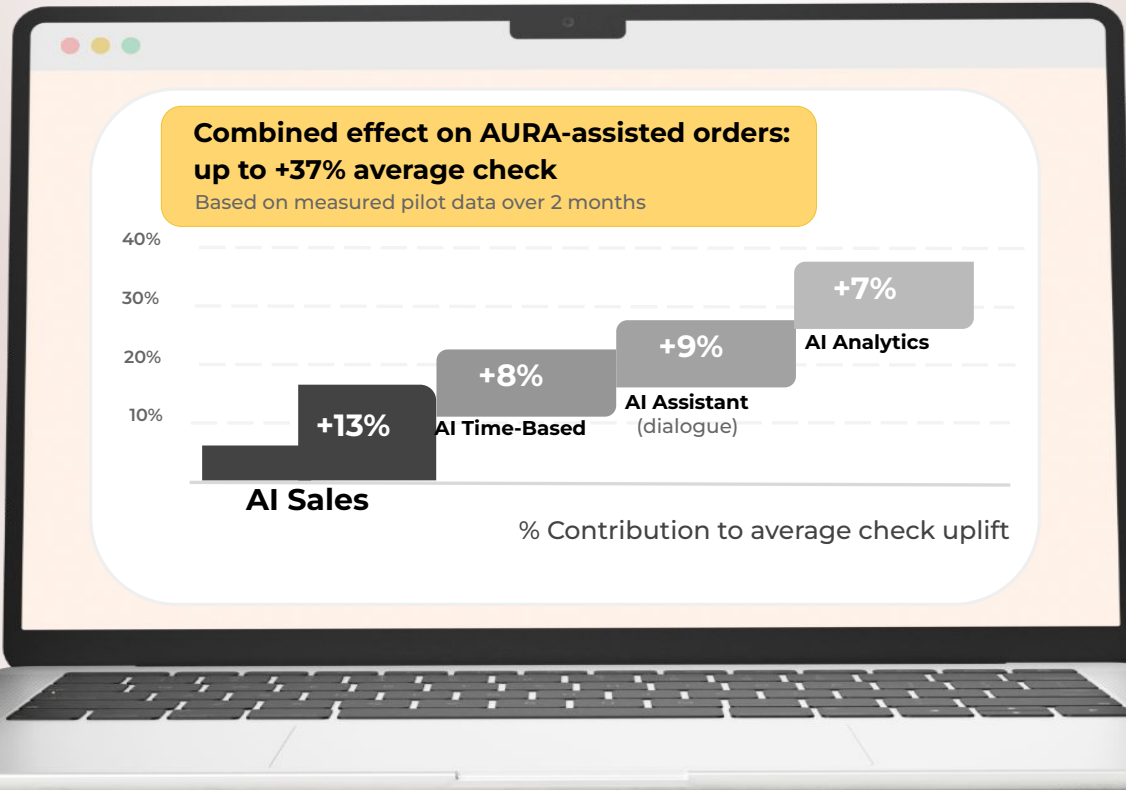
Suggestions adapted to time of day and order context

Revenue analytics

Shows which scenarios actually lift average check

Self-optimizing assistant

Helps guests choose faster without staff involvement



Restaurants do not need full-menu production upfront



Priority dishes

Start with priority dishes



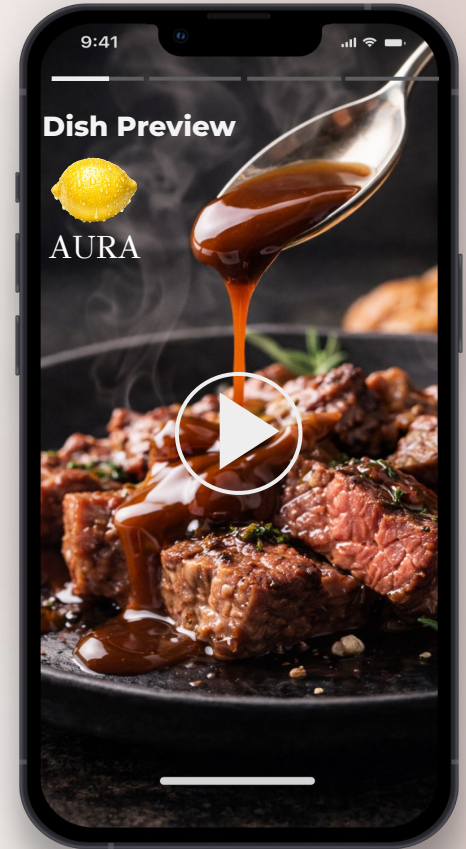
Dish references

Use existing dish references



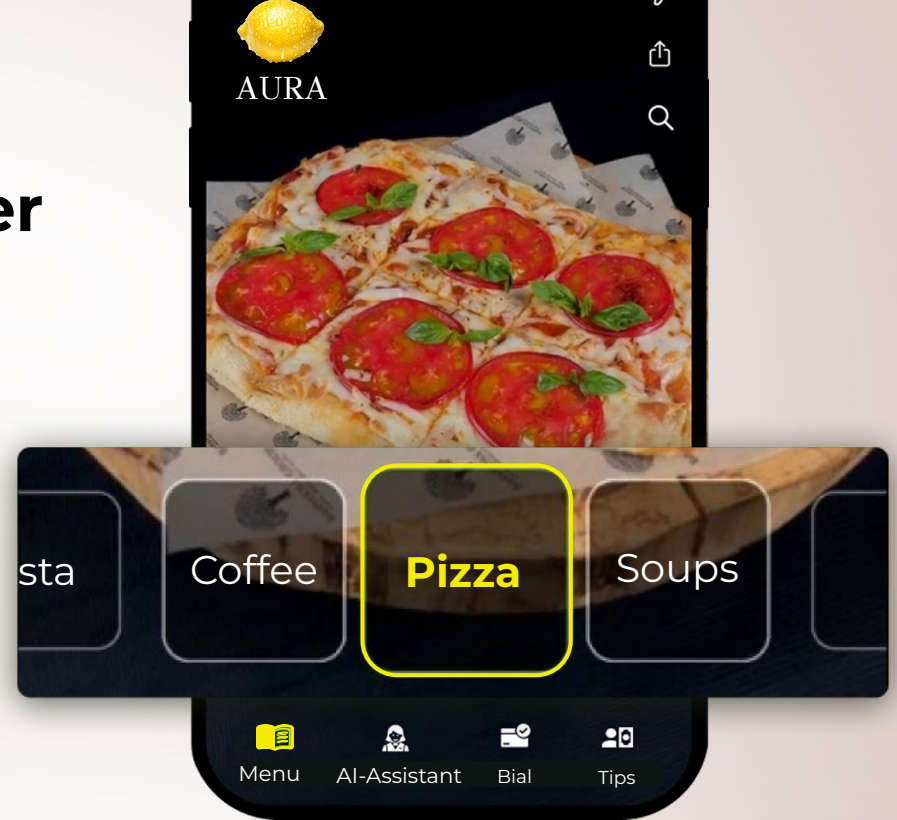
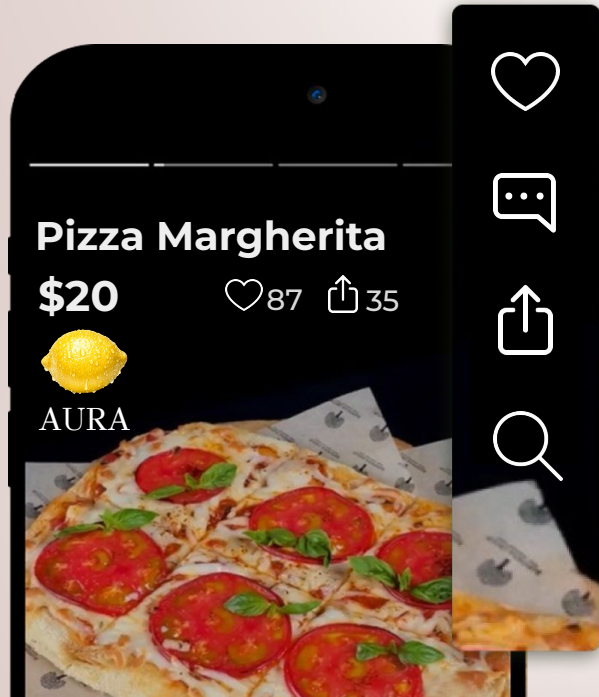
AI-supported scaling

Scale content with AI support



AURA starts with priority dishes and scales content over time

swipe — choose — order

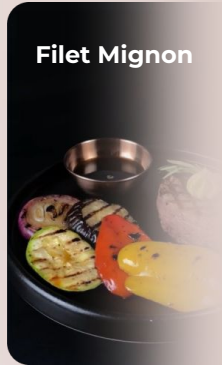
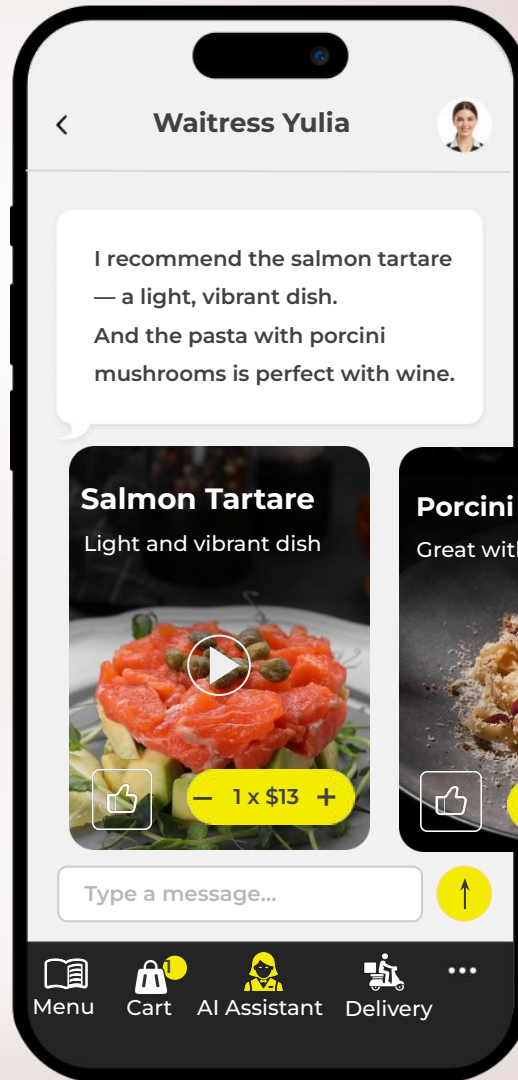


Stories-UX: swipe, like, share

AI Assistant

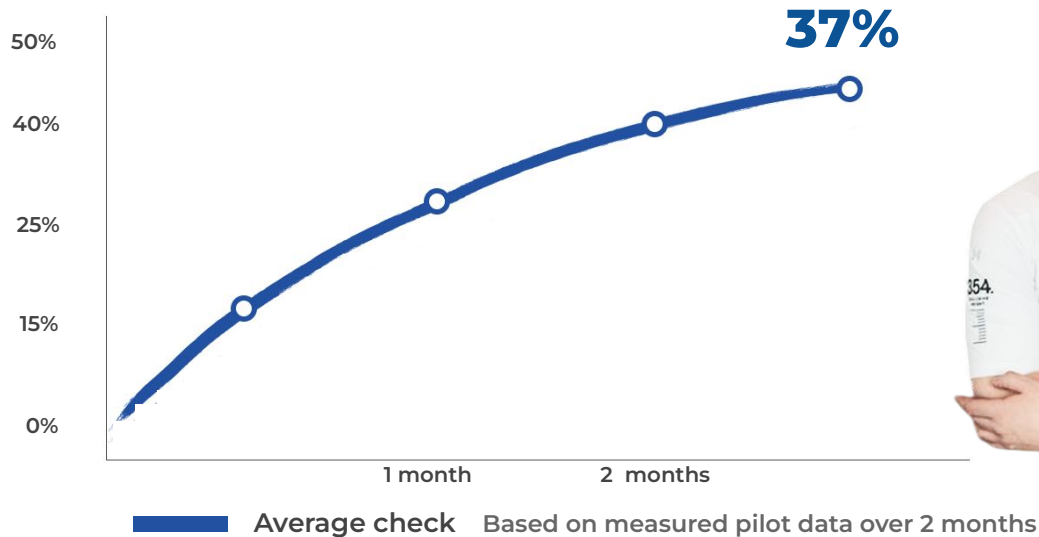
Conversational ordering

- Asks questions and builds the order
- Automatic upsell
- 24/7 with no staff



AURA

Up to 37% higher average check on AURA-assisted orders vs. waiter-led orders



“
We honestly didn't expect this level of impact.
AURA-assisted orders showed up to 37% higher average check.
*Sergey Ivanov,
Head Chef, NEO*

Pilot comparison, not yet a controlled A/B study

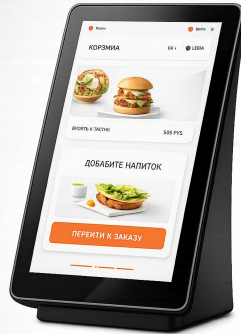


AURA

One AI engine, not tied to any interface



Kiosks
In-venue



Tabletop
tablet



QR
On the table



Delivery
Online



AURA

Go live in 24 hours



Setup kit: QR stands, NFC, printed codes



Start with free QR → expand to AURA Full

QR Entry — Free

- ✓ For QR only
- ✓ Partner-led entry channel
- ✓ Upgrade to kiosk / tablet

AURA Full

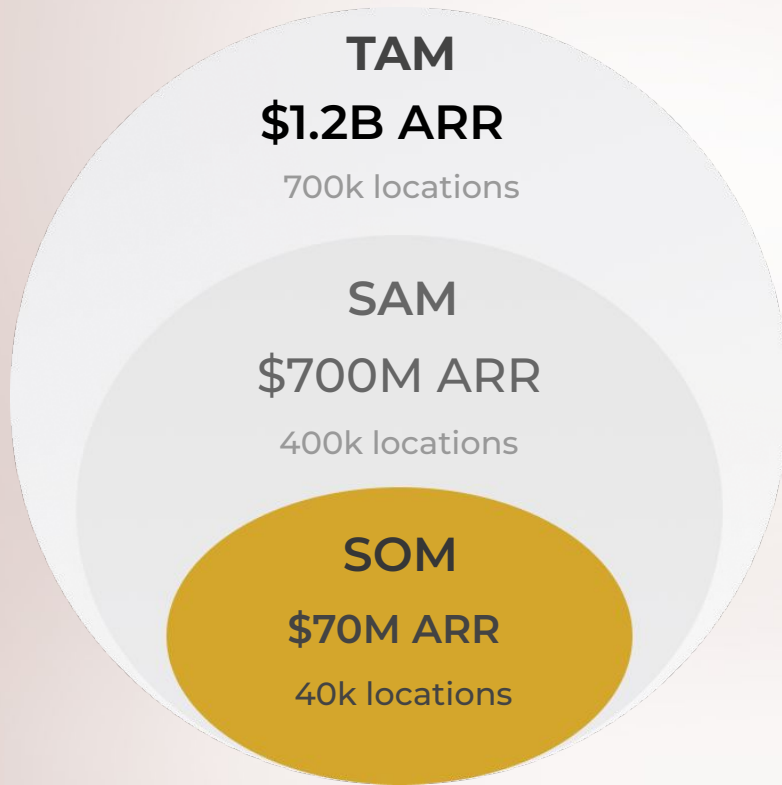
\$149 / month

Annual plan: \$1,490 (save \$298)

- ✓ Stories video menu
- ✓ AI Assistant
(conversational ordering)
- ✓ Automatic upsell
- ✓ Time-based sales
(by time of day)
- ✓ AI sales analytics



AURA




\$149 per location / month

US Restaurant Market AI Ordering Layer for Restaurants

Source: US Census (SUSB 2022), internal analysis

zenchef

 Tablevibe

 restsify

AI Autopilot




AURA

Basic QR

Photo/Video/Stories

 NeatMenu

tableQR

 TouchBistro

 menu

 SCANIT MENU
DIGITAL OR COORDINATE

MENURY

 my menu

Manual/No AI

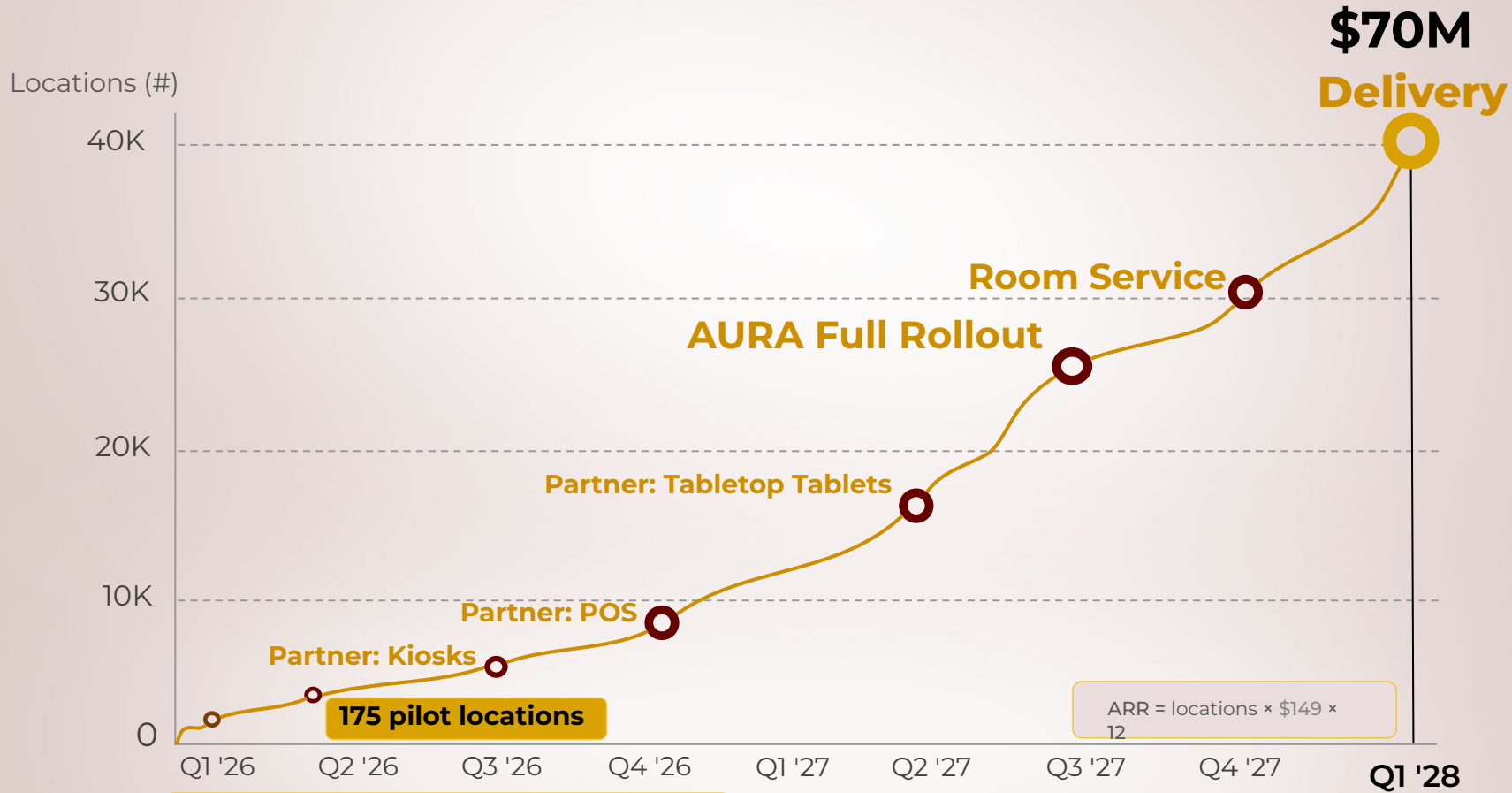
Our moat is the hospitality-specific workflow behind content creation, menu intelligence, and revenue optimization.

Restaurants are the value buyers

Technology partners are the scaling channel



Drives revenue. Integrates faster. Scales through existing infrastructure.



**Current MRR:
\$4k (local pilot pricing)**



Ivan Legostaev

Founder / Product Architect

- **3 profitable SaaS products**
(B2B/B2C)
- **AURA Product Architect**
(AI engine that drives choice)



Elena Almazova

Content Protocol Lead

- **AURA Content Architect**
(6-second standard)
- **Video standards & scaling templates**
- **Content integrations & metrics**



Alexander Neudakhin

CTO / AI layer & recommendations

- **AURA AI Architect**
- **Scalable backend infrastructure**
- **Integrations**
(POS/CRM/external systems)



Valeria Mitina

Operations: rollout & retention

- **Location launch in 24-48 hours**
- **Onboarding**
(SOP / checklists / QA)
- **Scaling deployments through partners**



AURA

\$400K invested in AURA (by the founder and the team)

\$1.2M

Seed

14 - 16 months runway

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AURA