



Innovation with every cup

# ROBOT CAFE Business Partnership

Utilizing technology to minimize and simplify the process of running a coffeehouse for owners. **We** are the future of the coffee business.

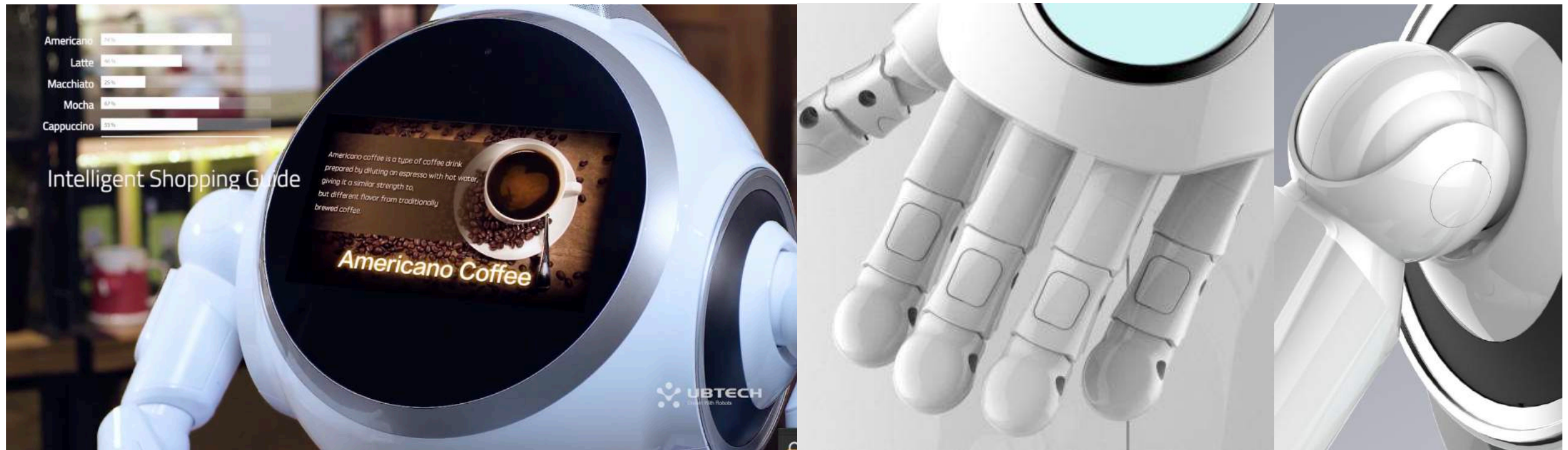
## ROBOT CAFE Concept

- ❖ Technology is at the heart of our identity.
- ❖ We believe innovation and service goes hand in hand.
- ❖ Concept utilize technology to minimise and simplify the process of running a coffeehouse for owners.
- ❖ Our staffs not only jot down your orders and brew the coffee, but get to know you while providing a unique experience with each visit.
- ❖ A joint venture between the franchiser and franchisee, supported by the SME BANK.
- ❖ Managed by Tuk Tuk Pass Limited, registration capital: 20million Baht (Full payment) and in the process of increasing capital.





# Operational Functions of Cruzr at **ROBOT CAFE**



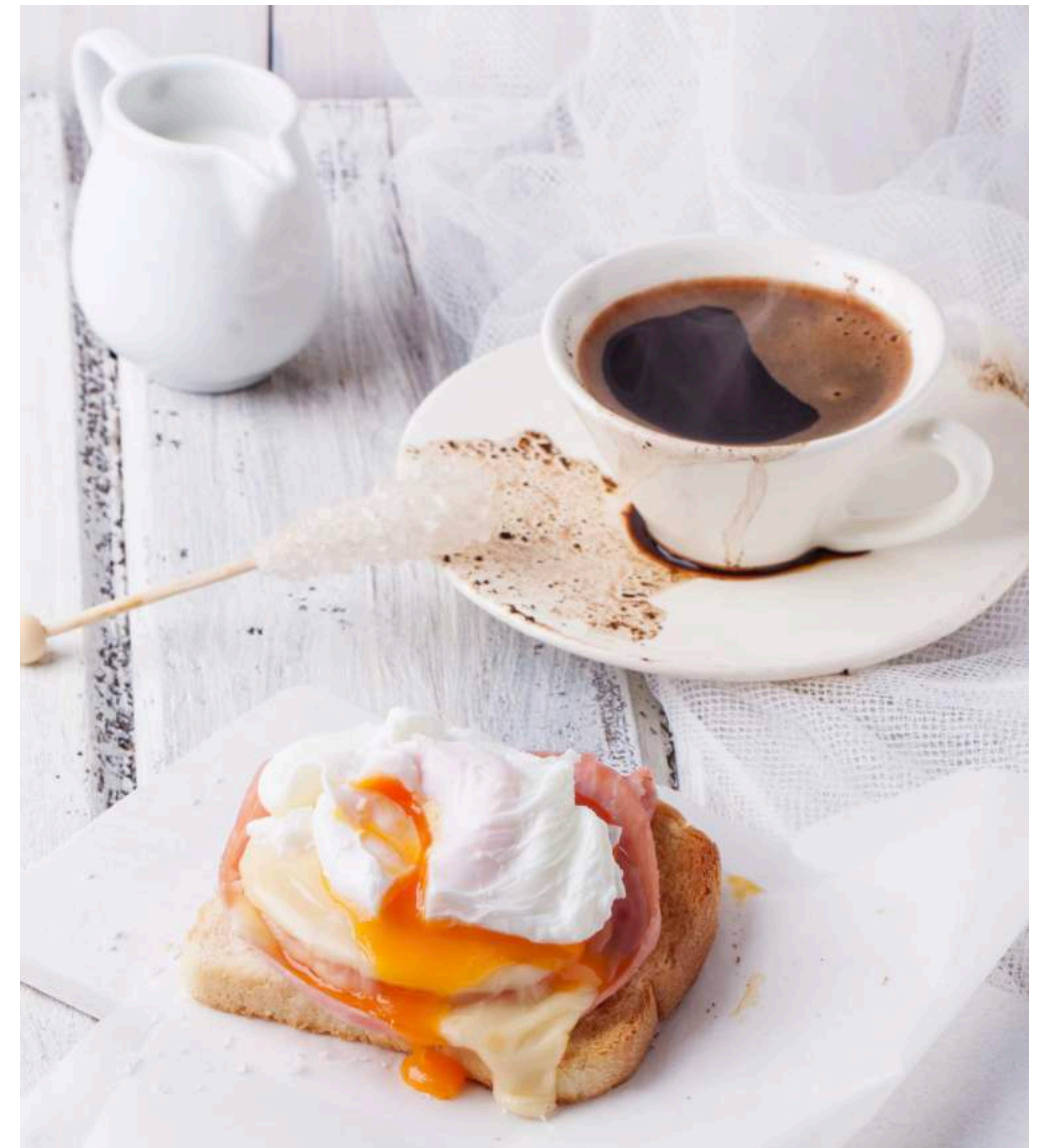
- ❖ Take orders via voice commands and respond in multiple languages, facial recognition (can remember regular customers.)
- ❖ Act as welcome staff, take orders, cashier staff, guest relations, and security guard at store closing time (security monitoring via camera.)
- ❖ Analyse data and summarise sales volume to support marketing plans.
- ❖ Can recommend other products and services from the Tuk Tuk Pass platform (travel and lifestyle products.)



## ROBOT CAFE

### Products, Services & Addition income source

- ❖ 40+ hot and cold beverage menus
- ❖ Fruit juice
- ❖ Milk products (including soy)
- ❖ Bakery products from Yamazaki
- ❖ Other additional income sources such as: sales of the cruzr robots and products/ services from Tuk Tuk Pass platform such as: hotel accommodation, car rentals, flight tickets.



# Estimated Sales Revenue

Customer Amount (Sales/Day)	100	150	200	250	300
Beverages	6,000	9,000	12,000	15,000	18,000
Bakery	3,000	4,500	6,000	7,500	9,000
Total Sales	9,000	13,500	18,000	22,500	27,000
Gross Profit 60% for Beverages	3,600	5,400	7,200	9,000	10,800
Gross Profit 30% for Bakery	900	1,350	1,800	2,250	2,700
Total Profit/ day	4,500	6,750	9,000	11,250	13,500
Total Profit/ month	135,000	202,500	270,000	337,500	405,000



# Estimated Cost and Profits

Customer Amount Profit/Expenses	100	150	200	250	300
Profit/ month	135,000	202,500	270,000	337,500	405,000
Rent/ month	30,000	40,000	50,000	60,000	70,000
6 Staffs	90,000	90,000	90,000	90,000	90,000
Utilities	20,000	20,000	20,000	20,000	20,000
Total Expenses	140,000	150,000	160,000	170,000	180,000
Net Profit	-5,000	52,500	110,000	167,500	225,000
Return on Investment	-	47.61 Months	22.72 Months	14.92 Months	11.11 Months





## Details on becoming a franchisee of **ROBOT CAFE**

- ❖ Entrance fee payment: 249,500 Baht
- ❖ Franchise agreement period: 9 years
- ❖ Special Privilege: Franchise fee exemption (6% of sales profit) throughout 9 years
- ❖ Shareholding proportion: ROBOT CAFE 51%, Franchisee 49%
- ❖ Investment capital: 2,550,000 baht per branch



## Details on investment cost for 48 sqm. branch

Investment Items	ROBOT CAFE (Franchiser)	Franchisee
Entrance Fee		249,500 Baht
Investment cost for interior/exterior design, robotics, coffee machine, and products	1,300,000 Baht	1,000,000 Baht (Bank loan)
Shareholding Proportions	51%	49%
6% Franchise fee from sales profit		Excmpted for 9 years
Salary	12,500 Baht	12,500 Baht (Repayment of loans)
Location deposit	51%	49%





# Qualifications of Potential Venture Partners

- ❖ Be an individual or a legal entity registered in Thailand
- ❖ Cafe management skills
- ❖ Available for training and seminar
- ❖ Successfully complete the interview and questionnaire
- ❖ Entrance Fee payment of 249,500 Baht
- ❖ Received credit loans approval 1,000,000 Baht from the bank (Robot as guaranteed) or complete the joint venture payment without loans

## “Business Owner Credit 4.0” Loan Support Program from SME BANK

- ❖ Credit Limit: 1,000,000 Baht
- ❖ Loan Period: No more than 7 years
- ❖ Free repayment of principal: Up to 3 years
- ❖ Interest Rate: 1% per year throughout the contract

Note:

- Free repayment of principals for the first 6 months (Payment of only the interest: approximately 800 baht/month) and afterwards pay in instalments: 12,400 baht/ month for 84 months
- Between 1,000,001-15,000,000 baht loan amount, interest rate of 4% per year.



# Steps to apply for a “Business Owner Credit 4.0” loan



## Concept behind Cafe Design

- ❖ 4x12 m. commercial building, or approximately 48 sq.m.
- ❖ Design Concept: Loftstyle with emphasis on showing the beauty of raw building materials: for example: brick wall, bare cement, and the electrical system on the ceiling.

## Location

- ❖ At least 48 sq.m. with at least 9 years lease agreement signed. The location needs to be a permanent area: such as commercial building, office building, and malls.
- ❖ Nearby community areas: condominium, educational institutions: schools/university, BTS/Metro line, etc.
- ❖ If franchisee has an existing cafe, the space will need to be renovated to comply with the cafe design as stated in the agreement.





# ROBOT CAFE







# Expansion Plan

- ❖ First 400 branches in 2019 (Bangkok and Metropolis area)
- ❖ Within 4 years (2023): 5,000 branches (national and global)

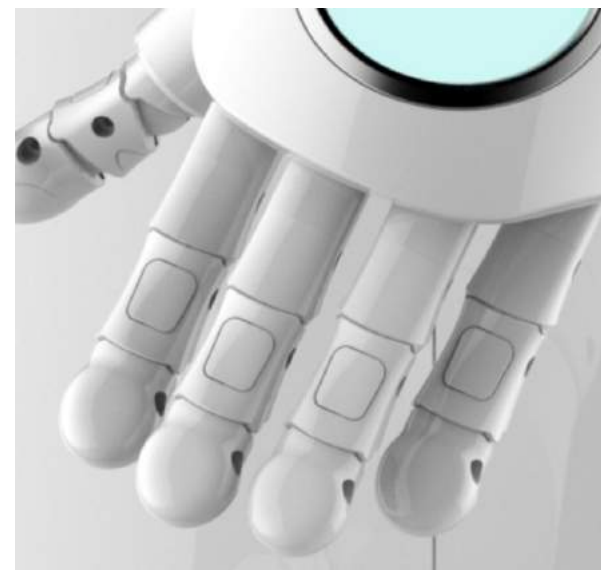
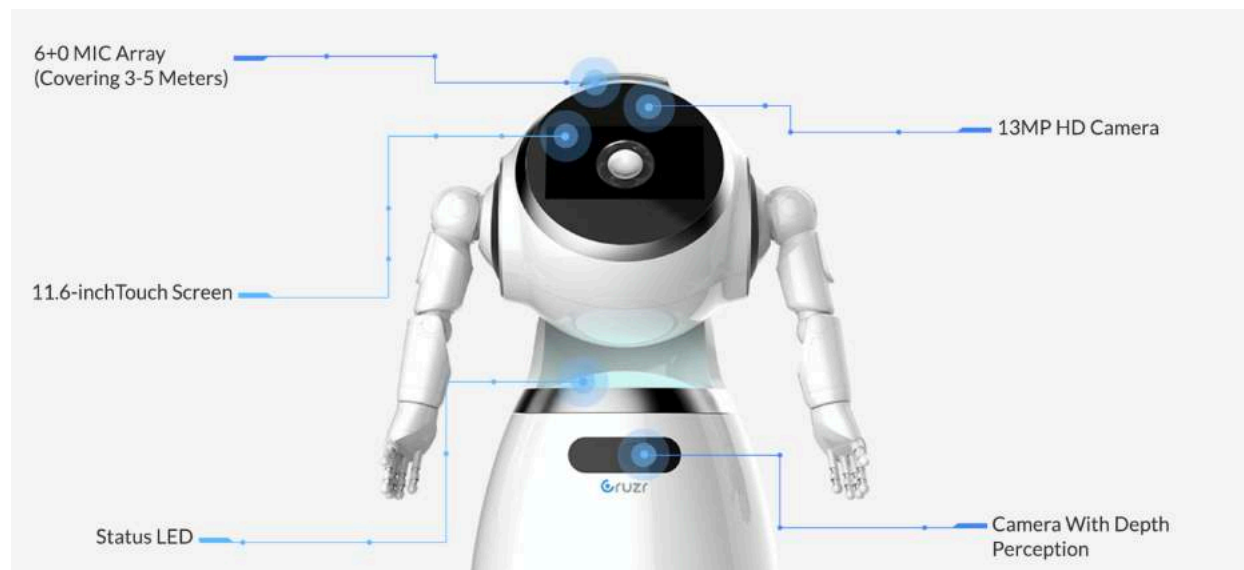
## Plans to Utilize Innovation at **ROBOT CAFE**

- ❖ Phase 1: CRUZR Service Robot
- ❖ Phase 2: AI Barista—automated coffeemaker
- ❖ Phase 3: Longterm: Walker Humanoid Robot—replacing all staffs, franchisee can be the sole manager of the cafe.



# CRUZR—the main service staff at **ROBOT CAFE**

- ❖ Take orders with voice command and respond in multiple languages, facial recognition (can remember regular customers)
- ❖ Serve as front staff, take orders, cashier, customer relations, and act as security guard at closing time, data analysis, sales summary - to aid marketing plan
- ❖ Recommend other products and services from Tuk Tuk Pass Platform



## Specifications

Size:	1195(H)*521(W)*516(D)mm	Sensors:	6+0 MIC array in head	OS:	Android & ROS
Weight:	45KG		1 Depth-perception camera in waist	Velocity:	Normal speed: 0.3m/s; Highest speed: 1m/s
Color:	White + Silver		1 Lidar, 6 Sonar sensors, 12 IR sensors, 9-axis IMU in chassis	Networking:	Wi-Fi 2.4G/5G
Materials:	Plastics, Metal			Accessories:	1 Recharging dock, 1 power adapter, 1 user manual
Battery:	20Ah 24V	DoF:	1 DoF head		
Screen:	11.6-inch touch screen		5*2 DoF (L/R) arms		
Camera:	13MP HD Photo, 1080p Video		1*2 DoF (L/R) hands		
Speaker:	Two-channel stereo, Unit: 3 inch*2; Output power: 6W*2;		1 DoF waist		
			3 Omni-wheels		

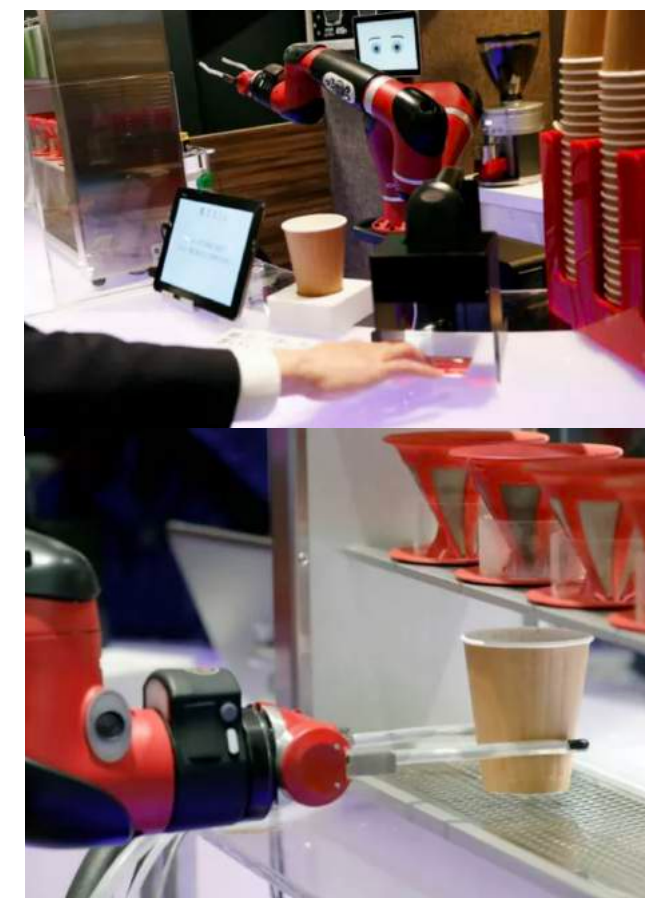
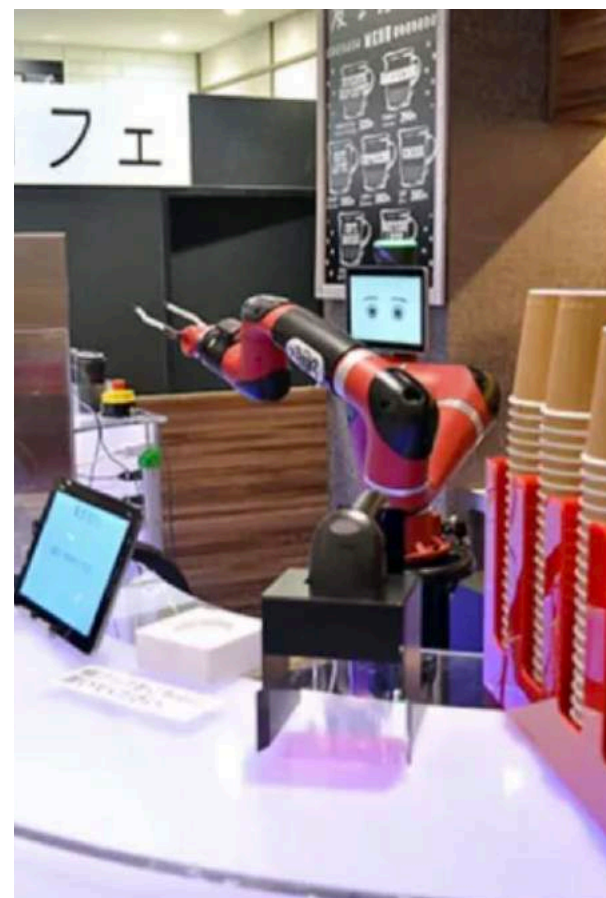




## Mid-term Plan for Robot Cafe Innovation

### **ROBOT BARISTA - AUTOMATED COFFEE MAKER**

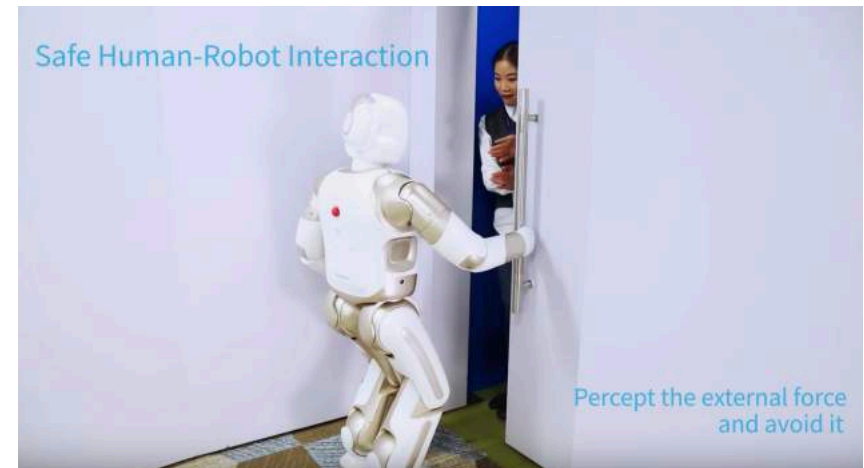
- ❖ Utilizing robot barista to brew customers' drinks to optimize speed for barista and/or be able to replace human barista
- ❖ Can be implemented as a Fully Automated Robot Barista



**WALKER**

## Longterm plans for Robot Cafe Innovation **WALKER HUMANOID ROBOT**

- ❖ Utilizing Walker (Humanoid Robot) at Robot Cafe to add efficiently: implement a “fully automated cafe”
- ❖ Franchisee can be the sole manager of the ROBOT CAFE, while all staffs are robots





# Franchise Privileges

## **ROBOT CAFE**

- ❖ Support for shop design and preparations to open the cafe. Consultation during the opening period, including cafe and robotics management seminar
- ❖ The right to use Robot Cafe trademarked brand and operational softwares for Robot Cafe.
- ❖ Cafe Management Instruction Manual, beverage recipes, and guide to ordering raw materials and products for the store.
- ❖ Marketing and technical support
- ❖ Operation system of ROBOT CAFE will help franchisee access sales data, compare peak time of sales in each location. The information will help improve the store's marketing strategy.







Join us to build the future of coffeehouse

MORE INFO ON ROBOT CAFE FRANCHISE: [WWW.ROBOTCAFE.CO](http://WWW.ROBOTCAFE.CO)

