



TRACE

AI-Powered Analytics Operating System for Restaurants



THE PROBLEM

Restaurants run on guesswork — and pay for that blindness twice.

OWNERS ARE FLYING BLIND

- No real-time visibility into sales, cost, or staff
- Bad reviews ignored until reputation damage is done
- No AI turning raw data into a decision
- Write-offs and money-losing dishes surface only at month-end — too late to act

TOOLS ARE FRAGMENTED & EXPENSIVE

Staff training / menu knowledge	e.g. ServiceGuru
Checklist / photo job inspections	e.g. ServiceInspector
Payroll / salary calculation	e.g. Verifix
POS reporting + spreadsheets	status quo

Separate subscriptions, zero shared data layer. Restaurants collectively pay **millions a year** across these tools alone.

THE SOLUTION

One OS. One price. Every function.

TRACE replaces five disconnected subscriptions with one POS-agnostic infrastructure layer — live analytics, operations, and AI decisions in a single price.



Live Analytics

Revenue, food & labor cost, sales by hour, menu profitability — real time, not month-end.



Operations Control

Hall heatmap, AI shift optimization, staff performance — in one live view.



P&L Intelligence

Full P&L, write-offs and cost deviations flagged same-day, not next month.



Training, Checklists & Payroll

The functions of 3 separate tools — staff training, inspections, payroll — built in.



Review Aggregation

Google Maps, Yandex, 2GIS — one real-time feed, AI-drafted replies.



Ask AI

Natural-language answers grounded in your live restaurant data — not a static chart.

POS-agnostic — works with iiko, and expanding to Poster, r_keeper & more.

THE ENGINE

How the AI actually works.

01

Real-Time Anomaly Detection

Food & labor cost deviations flagged the moment they happen — not discovered in a month-end report.

02

Menu-Level Profitability AI

Identifies dishes "bleeding money" (write-offs, poor margin, low velocity) vs. dishes to push — with concrete action, not just a chart.

03

AI Shift & Staffing Optimizer

Demand forecasting recommends who to staff, and when, before the rush hits.

04

Natural-Language Insights

LLM (Claude Sonnet) grounded in live restaurant data — ask a question, get a real answer.

05

TRACEVISION — Computer Vision Module

YOLO-based hall/table occupancy detection via camera. Currently in training — scoped for our seed stage.

IN TRAINING

PRODUCT · LIVE

Dashboard & Sales Analytics

Live revenue, average check, food & labor cost — real time, styled from our actual product. No more waiting for month-end.

- Revenue curve — Today / 7d / 30d
- Top-selling dishes with velocity trends
- Sales by hour & category breakdown



TRACE

ВЫРУЧКА ЗА ПЕРИОД

9 152 435 UZS ▲ +9.2%

СРЕДНИЙ ЧЕК

92 449

▲ +4%

ГОСТЕЙ

99

▲ +7.2%

FOOD COST

28.4%

▲ +0.4%

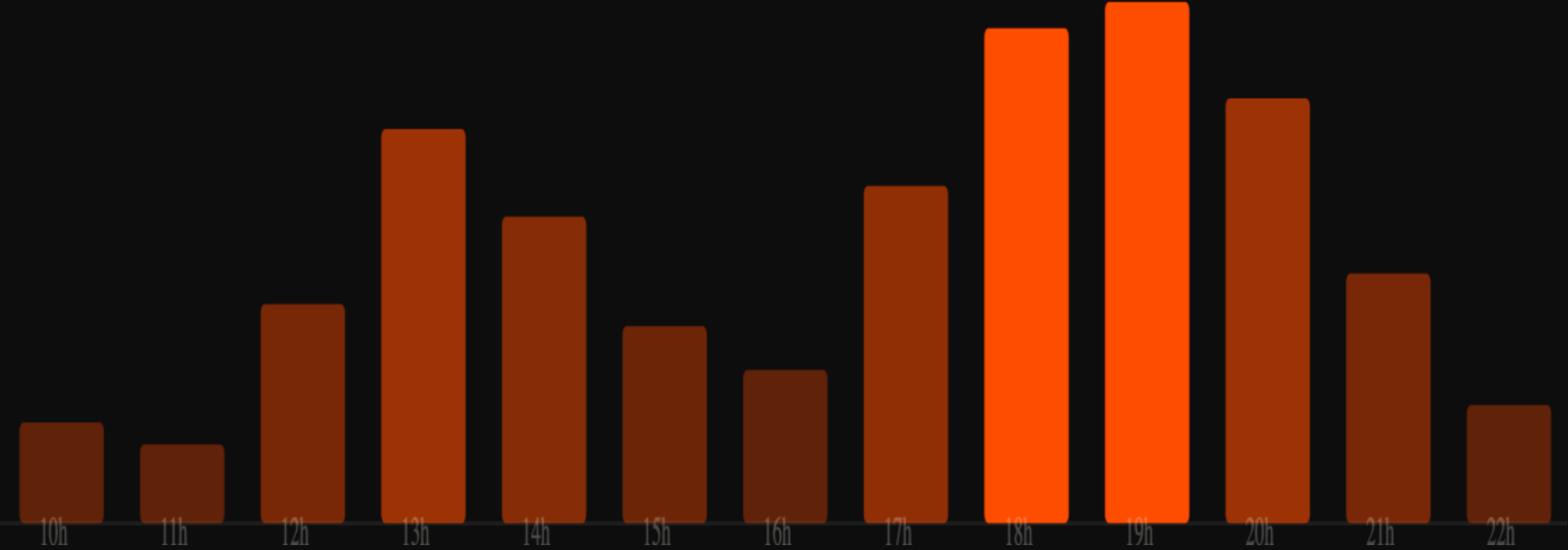
LABOR COST

23.3%

▼ -1%



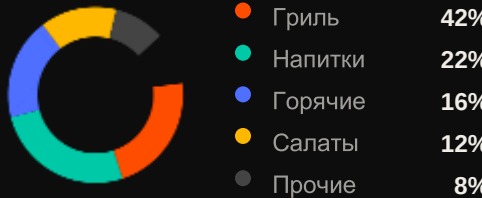
ВЫРУЧКА ПО ЧАСАМ



ТОП ПРОДАЖ

1	Ribeye Steak	185k	+8%
2	Passion Lemonade	75k	+22%
3	Caesar Salad	65k	+14%
4	Truffle Burger	115k	+6%
5	Tom Yum	55k	-3%

ПО КАТЕГОРИЯМ



БЛЮДО	КАТЕГОРИЯ	ABC	ЗАКАЗОВ	ДОЛЯ	МАРЖА	ВЫРУЧКА
Ribeye Steak	Гриль	A	145	14.8%		28 825k
Caesar Salad	Салаты	A	320	11.6%		20 800k
Passion Lemonade	Напитки	A	450	9.7%		15 750k
Truffle Burger	Горячие	B	180	11.6%		20 700k
Tom Yum	Супы	B	210	9.7%		15 750k
Mojito	Напитки	B	290	9.8%		15 950k
Cheesecake	Десерты	C	80	2.3%		4 160k

PRODUCT · AI RECOMMENDATION

Which dish is bleeding money?

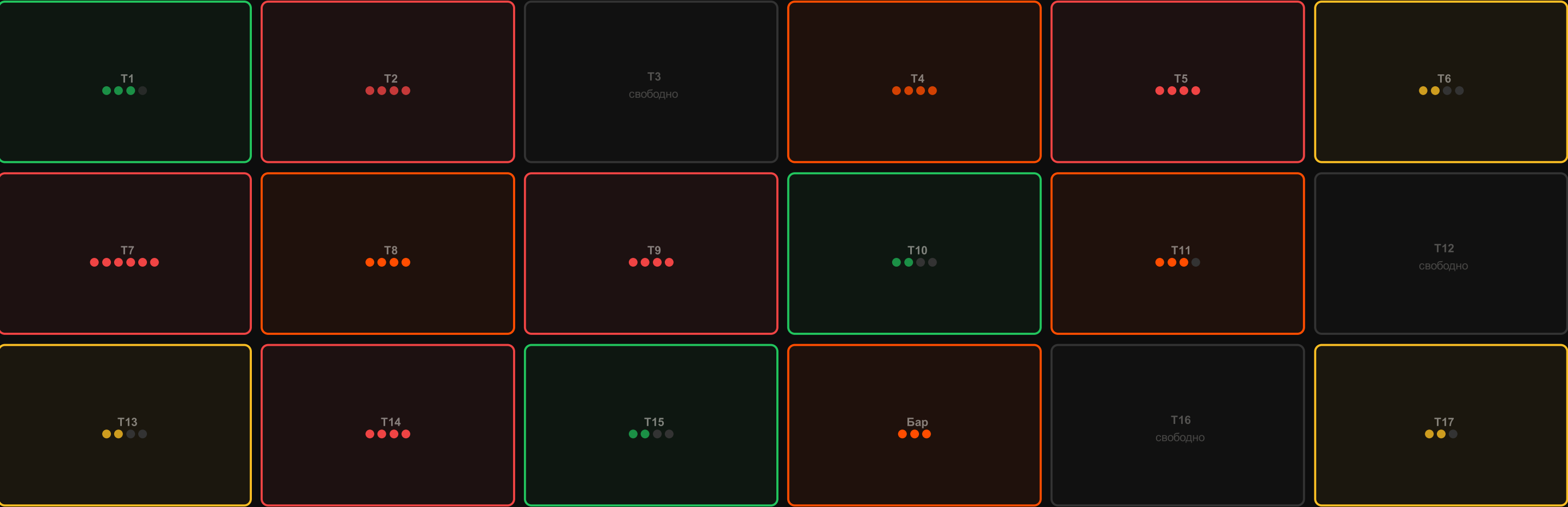
ABC profitability tiers surfaced as a plain-language call to action — cut this, push that — not buried in a spreadsheet.

- A/B/C tiers: stars, workhorses, cut
- Live hall heatmap — table occupancy now
- AI staffing recommendation, in real time

AI SAYS

"Cheesecake margin is 27% below target — reprice or cut. Peak in ~45 min: move 1 cook from cold to grill."

ТЕПЛОВАЯ КАРТА ЗАЛА · LIVE



Finance, automation & reputation — same-day, not month-end.



P&L & Write-Offs

Full profit & loss breakdown. Cost deviations and write-offs flagged as they happen — act same-day, not at month close.



15+ Ready Reports

Sales, staff, inventory, cash shifts & more — with automated report subscriptions delivered on schedule. No manual pulling.



Review Intelligence

Google Maps, Yandex, 2GIS in one feed. AI correlates a bad review to the operational event that caused it.

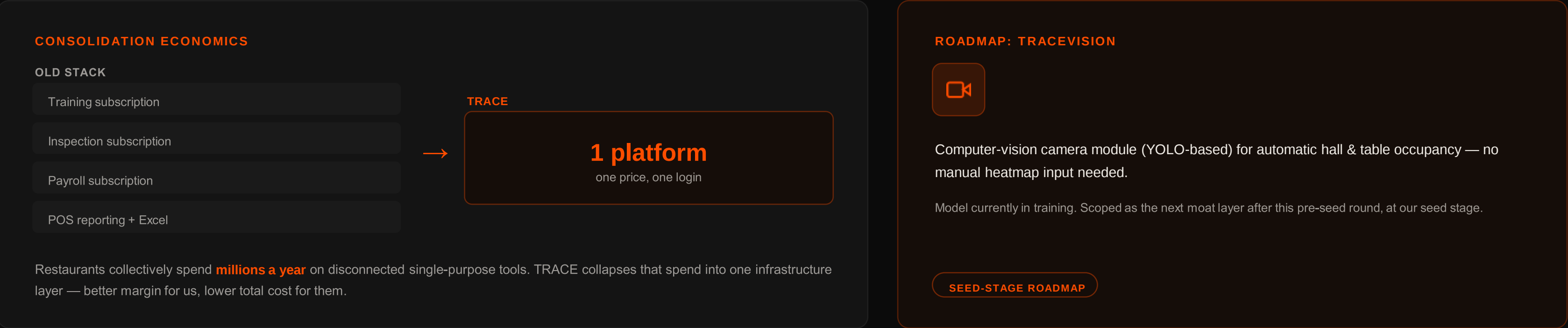
Google Maps

Yandex Maps

2GIS

WHY NOW

One price replaces a stack. One camera adds the next moat.



MARKET & COMPETITION

A real, conservative-sized market — and a winnable position.

~29,200

Restaurants in Uzbekistan

~\$58.8M

Central Asia TAM at current placeholder ARPU

Conservative estimate — Uzbekistan restaurant count, current ARPU assumption. Excludes adjacent CIS expansion.

COMPETITIVE LANDSCAPE

PLAYER	FOCUS	NOTE
MOZG	Reports only	Regional player
SmartControl	Ops monitoring	Regional player
Resti	Restaurant tech	Backed by 500 Global — market validation
TRACE	Full-stack OS + AI	Deep POS + 1C, real-time, consolidated

- Deep POS + 1C integration, not a bolt-on
- Proprietary OLAP layer — faster than generic BI
- Real-time data, not month-end reporting
- Consolidates 3+ operational tools competitors don't touch

TRACTION, TEAM & THE ASK

3/3

Multi-branch pilots — all renewed

2 in talks

4th & 5th tenant conversations underway

NPS 72

Pilot customer satisfaction

Pre-Revenue

MVP ready, converting pilots to paid

BUSINESS MODEL

Starter

Dashboard + Sales + Reports

\$99/mo

Pro ★

Full suite + Ops + Reviews + Ask AI

\$149/mo

Enterprise

Multi-location chains, white-label

Custom

TEAM — BUILT & PROVEN ON-SITE

M

Muhammamin — Founder & CEO

Built & proved TRACE solo as restaurant IT staff at a live Tashkent restaurant before co-founding

S

Shoxjahon — Co-Founder & CTO

Owns OLAP layer, POS integrations, AI infrastructure

O

Ozodbek — Co-Founder & COO

Owns operational roadmap and pilot rollouts