Bridging the Digital & Physical Worlds

Spring 2024

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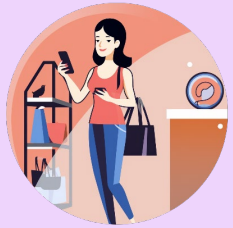
Aware Technologies

Accountable Data Across the Supply Chain

Unique Item & Case Identifiers

Tags Applied & Associated During Manufacturing



Consumer Engagement & Authenticity

Everything from Gray Market Trading to Secure Ownership Management

Distribution Centers

Edge Computing Platform for Automatic Inventory

Last Mile Inventory

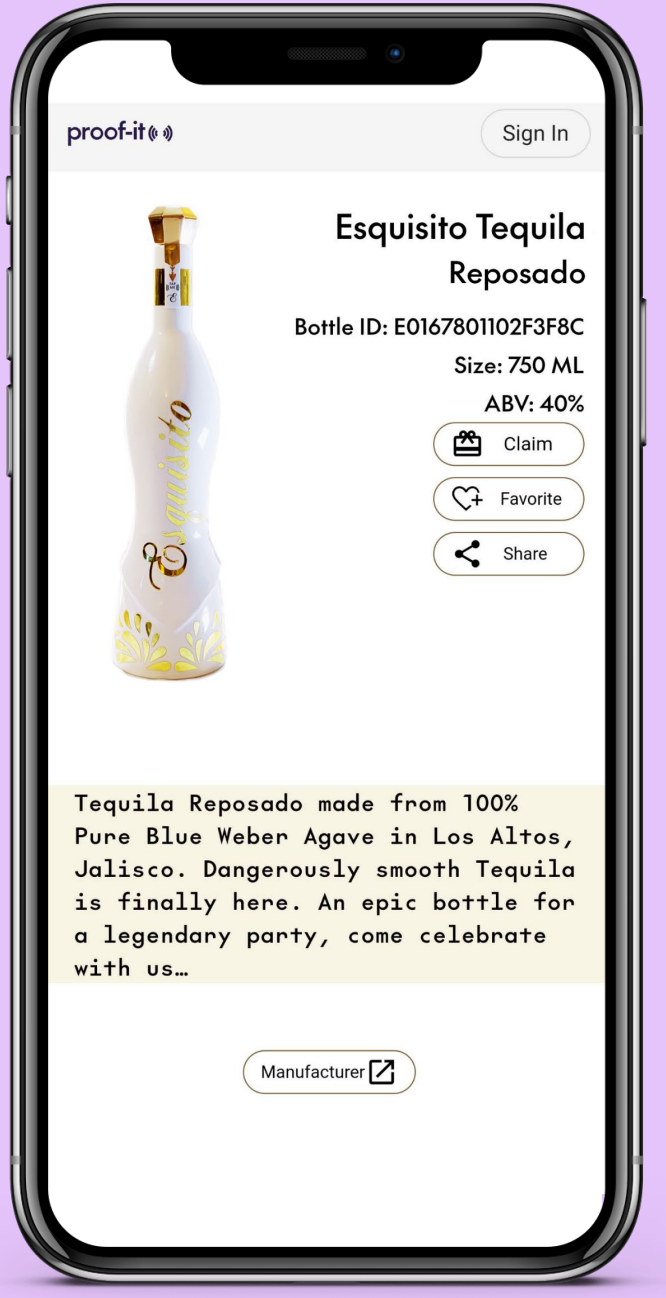
Retail Solutions for Stock Level Sharing & Fulfillment

"The core of Gen Z is the idea of manifesting individual identity. Consumption therefore becomes a means of self-expression..."

McKinsey & Company

No Special App Required
Cryptographically Secure Tamper &
Copy-Proof Cloud Administration
& Tracking

proof-it



Direct Line to Customers

Customers favourite and subscribe to brands

Customer Profiles

Customer cohorts based on other scans

Gamify Interactions

Frequent buyer programmes
Convert on-prem / off-prem behaviours

Next-Gen Possibilities

Limited release tracking
Track how many have been opened
Open API for an App marketplace

Directed Marketing Opportunities

Tag Sales
$0.25/tag

Data SaaS
$25/1k tags annualized

Small Bottler
$55,000/yr

Medium Bottler
$550,000/yr

Cognacent

Edge Computing Platform With Endless Applications

Manufacturing

Production Tracking

Distribution Centers

Edge Computing Platform
for Automatic Inventory

Last Mile Inventory

Retail Solutions for Stock Level
Sharing & Fulfillment

Current Deployment Examples

BSWANKY
Luxury Bespoke
Women's Handbags

Salon 124
Hair Extensions

BarMinder
Automatic Liquor Inventory
for Bars & Restaurants

Cognacent Case Study: BarMinder™

- Patented Wireless Spouts
- Next-Gen UX and Reliability
- Full Bottle Tracking in Storage Area
- State-of-the-Art Edge Computing
- Real-Time Reporting & Analytics

Bars & Restaurants Lose $11B+ per Year in Liquor

- Shrinkage, Overpours, Free Drinks
- $50k/Year/Location
- Most take inventory monthly with pen and paper
- Manual Inventory trails the loss

BarMinder™

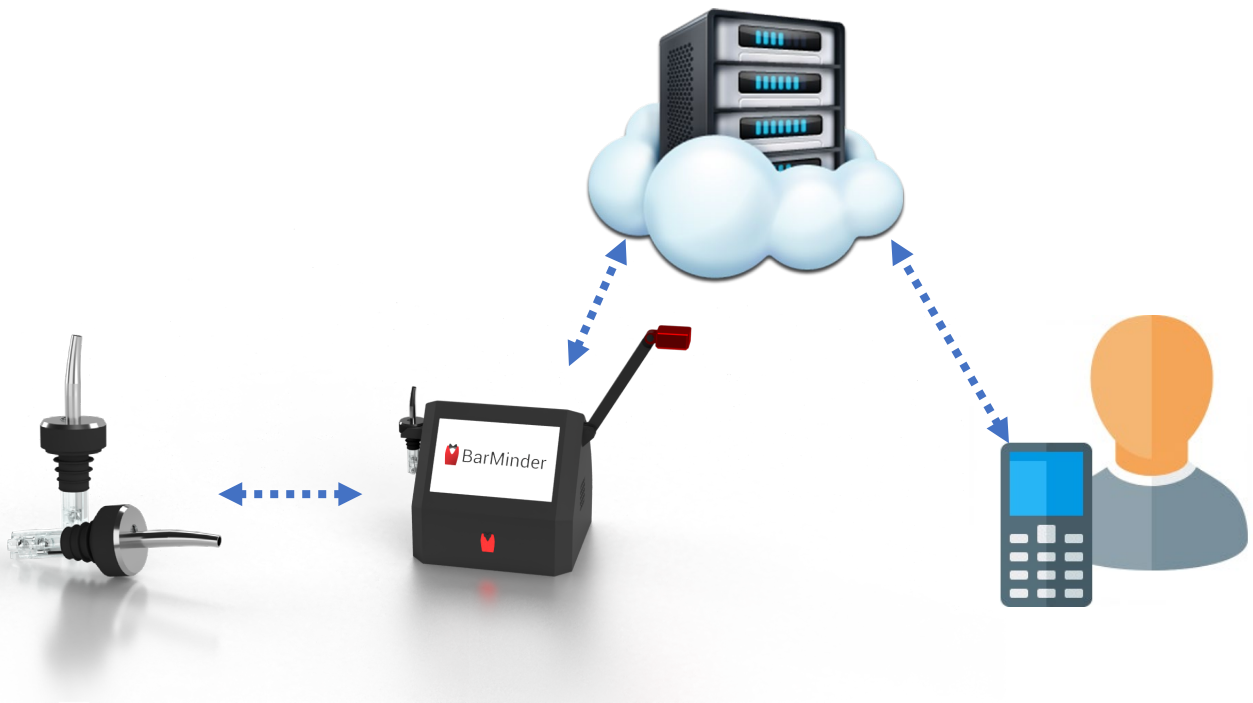
Sources
 # Locations: State Liquor License Databases
Inventory Loss & Labor: Sculpture Hospitality

BarMinder – User Experience

- **Item Check-In**
  - proof-it™ tagged items are fully automatic
  - For non-tagged:
    - Scan Bottle's Barcode
    - Apply Tag to Bottle
    - Place on Shelf
- **Automatic Tracking to the Trash**
  - Real-Time Counts In Storage
  - Spouts Self-Assign (No Labeling)
  - All Pours Measured to 0.1mL
  - Spout Removal Detection & Alerts

Business Model

- $2,500 Installation
- $399 Monthly SaaS



BarMinder – 3 Pilot Locations
+30% Liquor Profit

Pilot Site	Extra Revenue (Time Period)
High Volume	$120,121.83 (6 Weeks)
Lounge	$5,782.26 (8 Weeks)
College Bar	$6,739.42 (12 Weeks)

Average Pilot KPIs

Liquor Items / Ticket: **+32.5%**

Liquor Revenue / Ticket: **+38.7%**

COGS as % of Revenue: **-12.7%**

BarMinder ROI Multiple:

9x - 34x

The Team

Vince Anido
Co-Founder - CEO

Engineering, Software, R&D

- Serial Entrepreneur
- Lifelong computer hobbyist
- Successful career in entertainment industry

Justin Park
Co-Founder - COO

Operations, Sales, Legal

- Corporate Attorney & Former Professional Triathlete
- Practice focus on M&A, governance and PE Investments
- Experience with startup through growth stage companies

Kathryn Browning - CTO

- Full Stack Expertise
- Launched RFID Inventory System for hospitals

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