

US MARKETS CLOSED
In the news

▲ Dow Jones -1.34% ▲ Nasdaq -3.1% ▲ S&P 500 -2.37% ▲ META -2.71% ▲ TSLA -7.55% ▲ BABA -2.56%

Premium HOME > RETAIL

Grubrr's CEO believes his company's self-ordering kiosk technology can fix restaurants' labor crisis. Read the 24-slide pitch deck he used to nab \$35 million from a single investor.

Ann Gehan May 24, 2022, 12:53 PM



A rendering of a Grubrr kiosk. GRUBRR digital kiosk

- Grubrr's CEO thinks the cashier is obsolete and wants to help restaurants save on labor.
- The company develops software that powers kiosks that people use to order at restaurants.
- See the pitch deck that helped the company raise \$35 million in new capital.

Sam Zietz, the CEO of Grubrr, thinks that the restaurant cashier is becoming obsolete and that restaurants will soon go the way of banks and airports, where automated kiosks take over much of the work performed by employees.

Grubrr, based in Boca Raton, Florida, develops software for restaurant kiosk ordering and automation systems. Its clients include Blue Bottle Coffee, BurgerFi, and Duck Donuts.

Zietz said that while he thinks the industry shift to self-serve kiosks should have happened 10 to 15 years ago, plentiful access to low-wage labor meant restaurants didn't need to innovate.

"They had so much access to low-wage workers, they said, 'Why would we invest in technology when we can throw cheap labor at the problem?'" Zietz told Insider.

In 2017, the Grubrr team decided to invest in developing its kiosk

technology, hoping to be the first mover by the time Zietz's theory played out.

Then two events occurred that made kiosks and other automation devices more appealing to restaurants and franchisees. The COVID-19 pandemic led to a boom in interest in gig-economy jobs, and lawmakers implemented a \$15 minimum wage for workers in some states and for federal contractors. While the federal minimum wage is still \$7.25, Zietz said the opportunity for many workers to earn more money had made it more difficult for restaurants to find employees.

"We used to say, 'We reduce labor costs. We save you on op ex,'" or operating expenses, Zietz said. "Now we say we solve labor. This labor is not coming back — and if it doesn't come back, you need a solution, and the only solution is automation."



Sam Zietz is the CEO of Grubbr, a restaurant-tech firm. Grubbr

Some locations of chains like McDonald's and Panera have had kiosk tech designed by other firms for years.

For Grubbr, restaurant automation extends beyond kiosks to include digital menu boards that reflect real-time item availability; online ordering; QR codes; and back-end management software.

Grubbr's kiosks and software are designed to integrate into a restaurant's point-of-sale or order-management system. It counts several point-of-sale-tech companies, including Square and PAR, as strategic partners.

The company says kiosks can also help increase revenue by upselling customers based on the items they've ordered.

"By being able to customize that upsell to something that resonates and provides value to the consumer in a manner that's not intrusive, where they're having the freedom of making that decision, all of a sudden people start ordering a lot more," Zietz said.

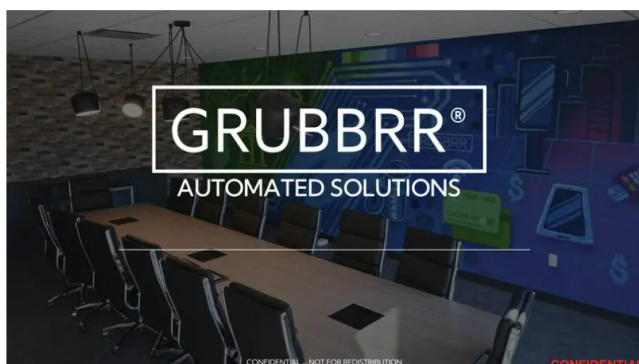
Zietz said he hopes to leverage Grubbr's recent partnership with Samsung, which has developed kiosk hardware, to help Grubbr develop global reach.

He said Samsung had been looking for a software solution to pair with its kiosks when its team was introduced to Grubrr, adding that Samsung's reps told Zietz that Grubrr's software would accelerate its go-to-market timeline by two years. The companies announced the partnership last June.

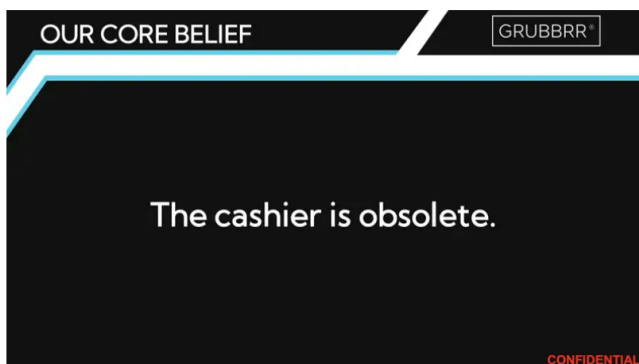
Grubrr last month announced \$35 million in new capital, raised through an intellectual-property-based funding agreement with Aon, a consulting firm. It said it would use the funding to help increase its headcount.

Grubrr has about 200 employees and about 50 open developer roles. The company's job listings also include project managers and customer-service managers.

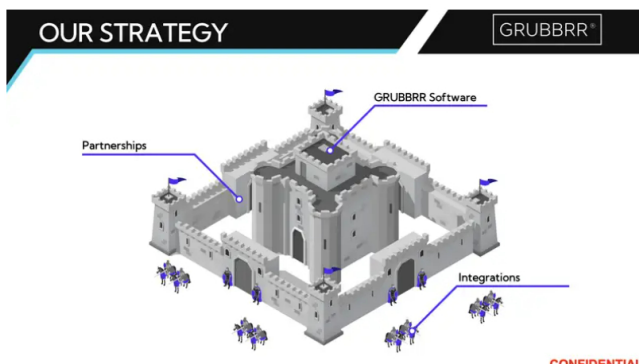
See the 24 slides that helped Grubrr raise \$35 million below.



GRUBRR



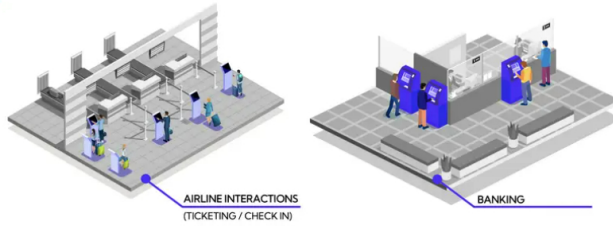
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WE'VE SEEN THIS MOVIE BEFORE

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UNPRECEDENTED CHALLENGES

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GRUBBRR replaces the need for cashiers

Labor shortage continues, puzzling economists and straining workers

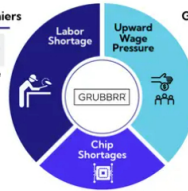
Cash bonuses and free lunches: No end in sight to labor shortage

MRLA: 87% of Michigan Restaurants Are Understaffed

Low wage, low hours workers were hit hardest in the COVID-19 recession

The State of Working America 2020 employment report

Report by E. Bruce Kirkham and Robert Rector, May 25, 2021



GRUBBRR is More Economical Than Labor

Low-wage workers are getting 'eye-popping' pay raises, Goldman Sachs says

Biden continues to push \$15 federal minimum wage

Inflation, a labor crunch and the delta variant pressure restaurants heading into fall, survey finds

FAST-FOOD PRICES SOAR WITH HIGHER LABOR COSTS

McDonald's raises prices for food and labor, raising prices for customers

McDonald's raises prices for food and labor, raising prices for customers

GRUBBRR's Strategic Partnership with Samsung Ensures Access to Supply

AMD CEO: Chip Shortage Will Likely End In The Second Half Of 2022

Semiconductor chip shortage could extend through 2022, Marvel CEO says

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OUR SOLUTION TO THE ISSUES

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McDonald's invests billions for kiosk rollout, making way through 2022 Kiosk Marketplaces 2019

McDonald's undergoes kiosk rollout in major US, making them available for larger number of customers

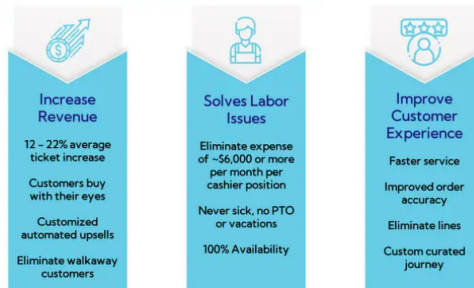
Financial Post 2019

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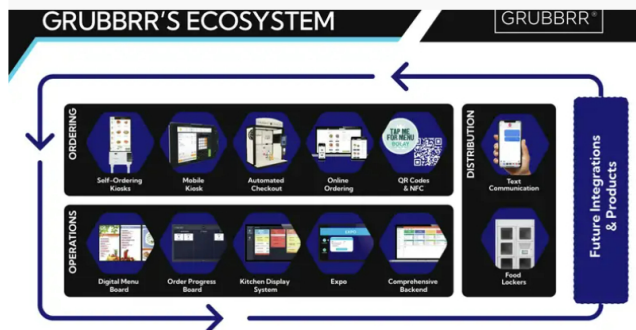
860,000 \$935B \$25B



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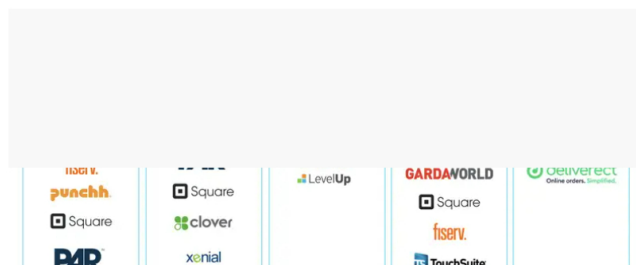
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KEY PARTNERSHIPS

SAMSUNG

Snapshot

Samsung is entering global Kiosk hardware market after assessing the breadth of the global total addressable market. Intention is to be #1 in the kiosk market.

Opportunity to GRUBBRR

The ability to leverage their over 30,000 salespeople to drive leads along with the instant credibility associated with being partnered with Samsung.

Value to Partner

Samsung kiosk uses Tizen, a proprietary OS, only GRUBBRR software will work on Samsung's kiosk. GRUBBRR accelerated their go to market strategy by at least two years.

- June 2021: Announced partnership
- Aug 2021: Samsung Latinoaamerica (LA) Enterprise Business Team visits GRUBBRR HQ (GHQ)
- Sept 2021: FSTEC – GRUBBRR and Samsung collaborate Samsung US QSR Sales Team Meeting at GHQ
- Oct 2021: Samsung LA returns to GHQ to align on rollout approach, target 20% revenue from kiosks
- Oct 2021: NACS (National Assoc of Convenience Stores) – GRUBBRR tech featured in Samsung booth staffed by GRUBBRR team
- Oct 2021: First Samsung kiosk shipped to Capriotti's INFOCOMM – GRUBBRR staffs Samsung booth

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KEY PARTNERSHIPS

FISERV

Snapshot

FISERV is a global fintech and payment company with a vast reach across many business verticals.

Opportunity to GRUBBRR

Access to FISERV's clients to provide self ordering technology.

Value to Partner

GRUBBRR's platform enables full slate of self-ordering technology.

Traction/Timeline

Currently working on joint opportunities; finalizing contract.

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SCALABLE PLATFORM

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on all tasks from the time a prospect becomes a customer, through installation, support, and relationship management.

1. Project Management
2. Integrations
3. Deployment/Pre-Deployment
4. Training
5. Customer Support
6. Customer Success

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GRUBBRR

PRODUCTS AND DELIVERY ORG

GRUBBRR

R&D

Product Planning & Design

Product Development & Delivery

New Product Coordination

OPERATIONS (IDC)

Professional Services

Delivery & Implementation

Client Success & Support

Seamless Client Experience

Customer feedback incorporated by product team who owns the roadmap

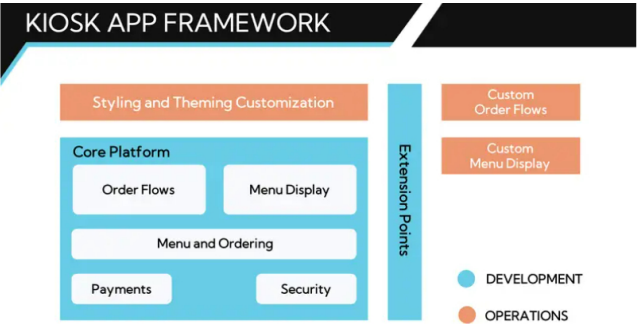
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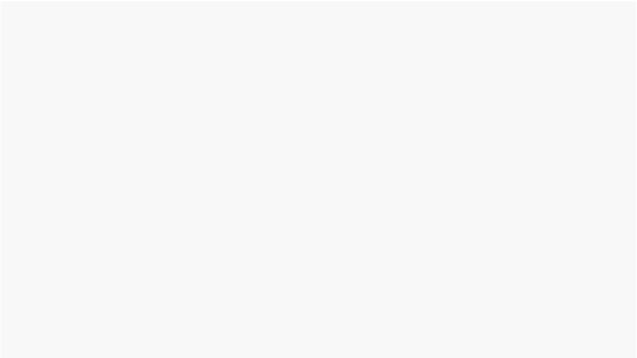
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EXECUTIVE TEAM

Sam Zietz
CEO & Chairman

CEO & Founder of TouchSuite
2015 EY Entrepreneur of the Year
8-time INC500 Winner

Bhavin Asher
Founder & CTO

Extensive technology and consulting background with IBM, Deloitte, & Salesforce

Jarrett Nasca
Chief Revenue Officer

Over 20 years of sales and corporate marketing experience in the sports industry as a COO and VP of Corporate Marketing

Farshad Tafazzoli
Chief Strategy Officer

Served in financial institutions, FinTech, manufacturing & distribution, MLM/Direct Sales, and software development industries

Noel Marsden
Chief Financial Officer

More than 20 years of experience in Corporate Finance, Treasury, Financial Analysis, Strategic Development and Financial Planning

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A North Carolina restaurant has been ordered to pay \$157,287 to staff after failing to give them their tips

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