



Executive Summary

Curbit is a restaurant capacity management service built to simplify and manage the complex and unpredictable environment created by multiple channels of digital ordering and the significant increase in take-out and order delivery.

The rise of digital ordering has introduced a new level of complexity and fragmentation into what used to be a simple process of ordering a meal to eat-in or take-out. This evolution of digital ordering across many channels has led to a complex network that includes online ordering through both direct and third-party delivery services, on-site ordering, various kitchen fulfillment routes, and different collection methods such as lockers and pick-up windows, all while attempting to analyze and integrate guest feedback.

To tackle these challenges, Curbit has emerged as the crucial tool to thrive in this complexity. Curbit's approach to capacity management is forward-looking, moving beyond static manual configurations and rigid business rules. Instead, Curbit employs a combination of AI and real-time kitchen signals to dynamically adjust both promise times and the sequence in which orders are started. This convention-based approach eliminates the guesswork and human intervention that often lead to incorrect configurations and revenue loss.

In contrast, systems that rely on configuring "average" cook times per menu item across an entire brand fail to account for variability. These averages, which might represent the time to prepare 1 or 5 items in a given menu category, are static and cannot respond to real-time changes in demand, such as a sudden influx of customers. Furthermore, they do not adapt to labor changes or operational improvements. The mathematical fallacy of using an "average" prep time is that it obscures outliers and variability, leading to inaccurate predictions and inefficiencies.

While Curbit can adapt to a configuration-based approach, the results are highly variable. Curbit analyzes real-time speed of service and dynamically updates quote times based on available kitchen capacity. As quote times extend, so do the orders sent to the POS, balancing the demand for on-premises orders. Through engagements with many brands, Curbit has demonstrated that updating based on real-time capacity is far more effective than implementing rules using historical data.

Essential Operational Tool

The increase in the delivery-to-dine-in mix and multiple ordering channels have created an environment for operators that can only be managed through transparency and operational efficiency of kitchen resources. Today, there is little to no visibility into this constrained resource and the impact that its operation has on the ecosystem, along with its direct and indirect dependencies. Curbit provides this transparency at scale so that operators can create an operational north star and drive continuous improvement in operations and the appropriate compensation models for meeting brand objectives.

Data-Driven Performance

- **Actionable Insights:** Curbit's real-time data provides insights into kitchen performance, highlighting areas for operational improvement
- **Optimization in Action:** Curbit's continuous optimization of order flow and fulfillment processes leads to significant efficiency gains and improved operations

Creating Order from Chaos in Today's Delivery Ecosystem

- **Full Integration:** Curbit seamlessly integrates into the delivery ecosystem, transforming order completion timing with precision
- **Changing Landscape:** With the proliferation of ready-to-eat meal delivery from restaurants and grocery stores, competition is evolving
- **Kitchen Stress:** The surge in pickup and delivery orders has significantly increased the pressure on restaurant kitchens and employees
- **Digital Evolution:** The pandemic accelerated digital ordering and payment methods, yet kitchen capacity management has not kept pace
- **Concerned Efficiency:** Success now hinges on ordering channels and fulfillment processes being in sync with kitchen capacity
- **Curbit's Exclusivity:** The only solution transforming real-time kitchen data into highly predictable and actionable insights for peak operational performance

How Curbit Works:

Curbit offers seamless integration and real-time intelligence of kitchen data through a software sensor installed in existing equipment and provides immediate value once activated.

- **POS & KDS Integration:** Easily integrates with existing systems, requiring no change to current equipment
- **Digital Twin Technology:** Creates a virtual representation of every restaurant and every order, harnessing a stream of telemetry data
- **Tracking and Analysis:** Every order is intelligently monitored from start to finish to predict accurate completion times
- **Continuous Improvement:** Highly integrated data analysis yields advanced operational insights, driving ongoing enhancements and efficiency
- **IoT-Enabled:** Curbit brings a high-scale IoT solution to the core of restaurant kitchens, enabling unprecedented efficiency
- **Real-Time:** Highly connected, intelligent kitchens enable unprecedented efficiency
- **Precision Timing:** Ensures orders are completed exactly when needed, aligning kitchen output with customer demand
- **Optimized Operations:** Restaurants can now optimize operations, accurately predict completion times, and elevate the customer experience

Summary

Curbit solves the kitchen capacity management problem for both the restaurant operator and the delivery service provider. Curbit takes the guesswork and complexity out of manual configurations, freeing the operator to make great food on time and deliver a great guest experience. Operators can gain deep insight into their operations at scale, delivery service providers can be more productive, and guests get a much better experience.

