

The menu becomes a conversation.

Building an AI sales layer for restaurants

A menu that understands what the guest wants

Guest experience

Explain the occasion, preferences and budget. Receive relevant dishes and build a suitable order.

Restaurant value

Help guests choose while testing incremental contribution from useful recommendations.

Long-term ambition

Make conversational menus an expected part of dining, starting with QR access.

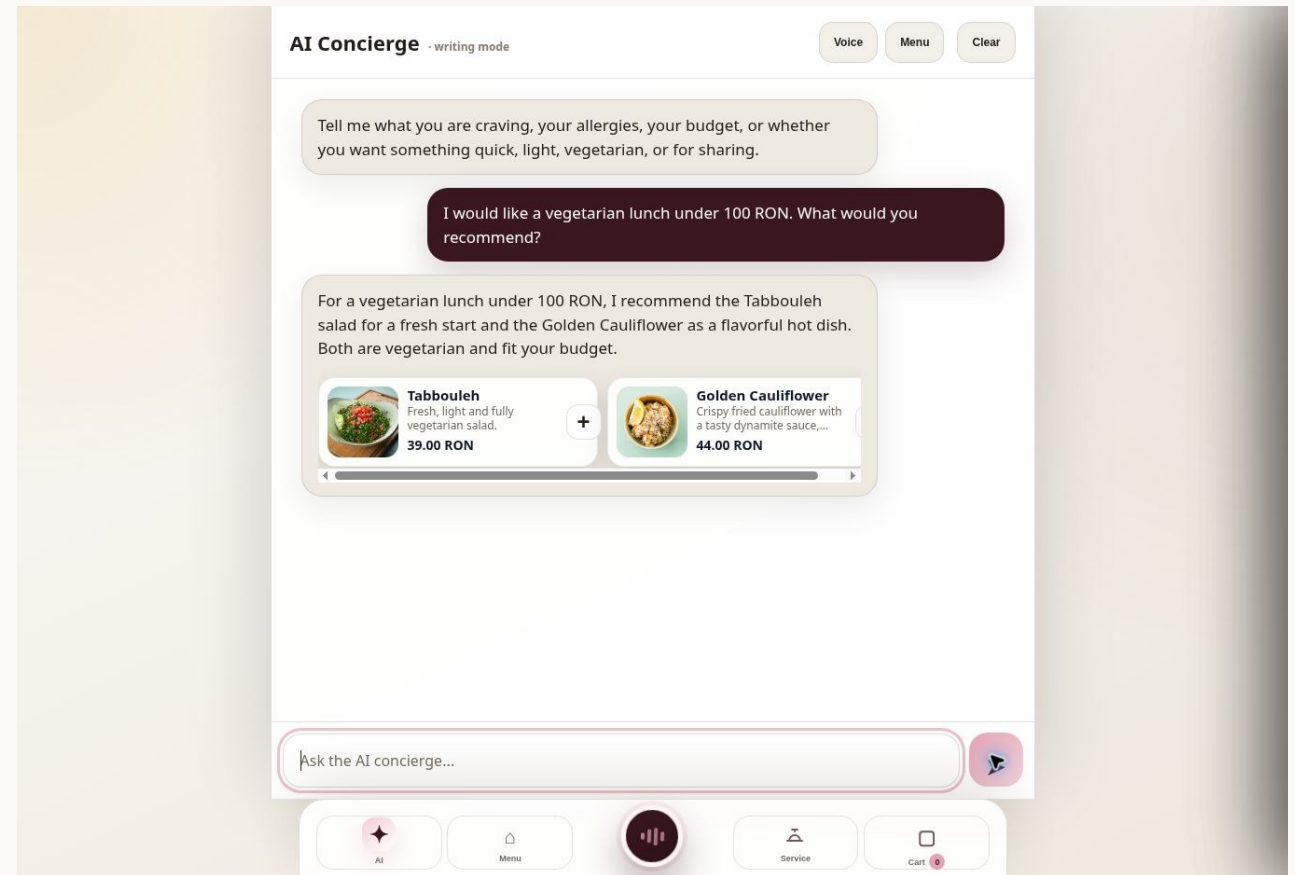
MVP today. A new industry standard is our ambition, dependent on adoption and measurable value.

A guest question becomes a menu recommendation

“Vegetarian lunch under 100 RON”

Two relevant dishes.
Visible prices.
An option to add to cart.

Actual MVP demo. Zero customers today.



A QR entry point with a familiar ordering flow

01 Open

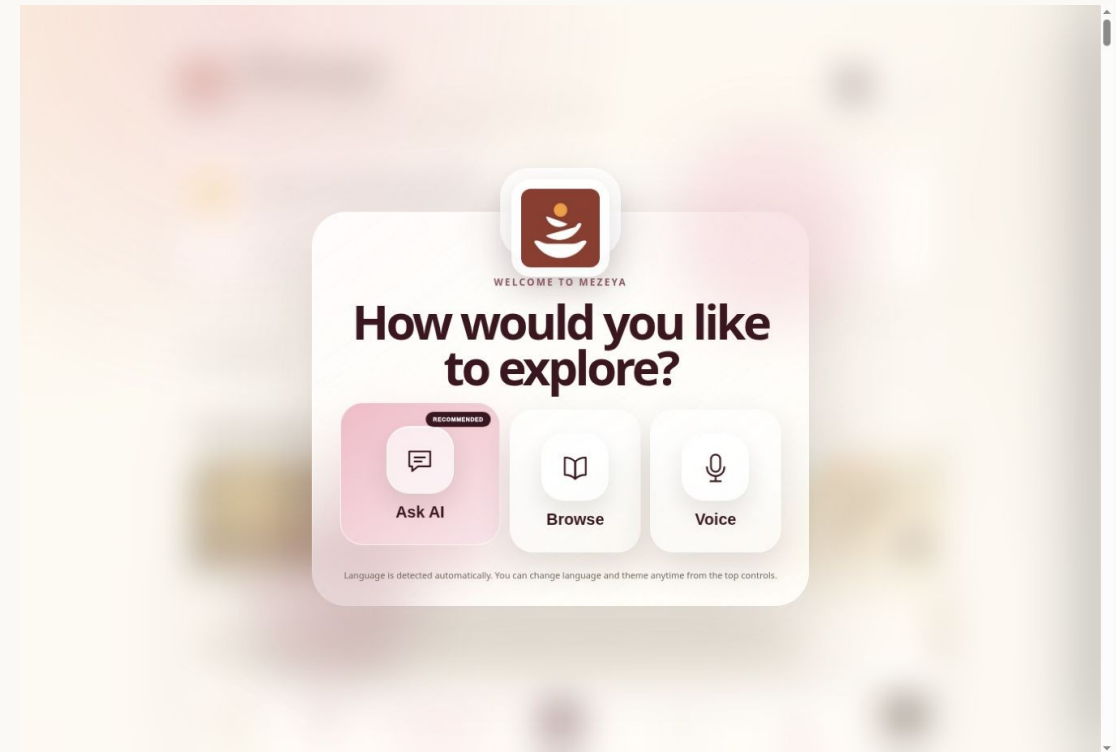
Scan the table QR code.

02 Ask or browse

Choose conversational help or the menu.

03 Select

Review dishes and build a cart.



Commercial launch includes menu approval and reliable staff handoff. Payments and POS follow customer demand.

A clear hurdle for a paid pilot

€450

monthly base price to test

€1.38

additional sales per assisted order
to cover the monthly fee

Example: 500 assisted orders/month and 65% incremental contribution margin.

The pilot measures adoption, incremental contribution and staff effort. Illustration, not observed ROI.

First customers in Bucharest

Who we target

Owners with complex menus, meaningful guest volume and usable sales data.

Acquisition

Founder demos and direct outreach. A proposed first list of 100 venues, built and qualified before paid acquisition.

Offer

A paid pilot with agreed success criteria, followed by a recurring subscription.

Starting segment: independent restaurants and small groups. Outreach and pilot targets are proposed.

A subscription for each restaurant location

€350–600 / month

€450 base case per location

€500 setup for menu preparation and onboarding

Pricing hypotheses for paid pilots. No payment take rate in the model.

Retention depends on useful recommendations and value that the operator can measure.

Location economics can support a larger business

Illustrative footprint	Annual recurring revenue at €450/month
500 locations	€2.7 million
2,000 locations	€10.8 million
10,000 locations	€54 million

Expansion path: independent venues, then small groups and tested distribution partners.

Illustrative scale only. The first 18 months focus on proving adoption and retention.

Our focus is assistance at the point of choice

Existing approach	MYAIMENU focus
Static digital menus	A dialogue that leads to specific dishes
Ordering and POS tools	A guest recommendation layer before checkout
General AI assistants	Restaurant-specific menu context and cart actions

The advantage must compound through easy onboarding, operator trust and retained locations.

Our positioning centers on menu recommendations and a simple guest experience.

Guest intent can reveal demand that sales miss

Guest intent	What guests ask for, including needs the current menu cannot satisfy.
Decision outcomes	Which suggestions guests select and which become confirmed purchases.
Operator decisions	Potential insights for menu design, pairing and recommendation performance.

Planned capability. Purchase attribution and restaurant contribution require verified outcome data.

A learning system built around dining decisions

Start with service

Deploy the assistant and capture agreed interaction events with minimal personal data.

Link to outcomes

Connect suggestions to confirmed orders. Use comparable tests to measure additional contribution.

Improve the product

Test better recommendations and repeatable onboarding. Useful results should support retention and expansion.

Advantage to build: reliable outcomes and learning that improve restaurant economics. No data sales in the forecast.

Customer development starts while we raise

Timing	Proposed outcome	Evidence we collect
Now	15–20 owner interviews	Buying criteria and pilot candidates
First 90 funded days	3 live pilots	Usage and onboarding effort
Month 6	4 paying locations	Paid conversion and value
Month 12	15–25 paying locations	Retention and acquisition costs
Month 18	40–50 paying locations	Repeatable delivery and sales

Hiring expands after paid conversion and retention. Milestones are targets.

Product building and commercial experience

Armando Goldman Laszlo

Entrepreneur, educator and AI product builder

Commercial work

Built education offers and communities. Experience in sales, positioning and monetization.

Product execution

Works across AI implementation, software development and UX. MYAIMENU already has a demonstrable MVP.

MYAIMENU focus

Leads product and early sales. First planned hires cover senior engineering and restaurant onboarding.

Active in financial markets since 2007. Sole owner of MYAIMENU INC, Delaware.

The product is available to explore

myaimenu.com/m/mezeya/t/1

Try: “I would like a vegetarian lunch under 100 RON.”

MVP demonstration only. No customers or paid traction today.

Armando Goldman Laszlo / myaimenu.com