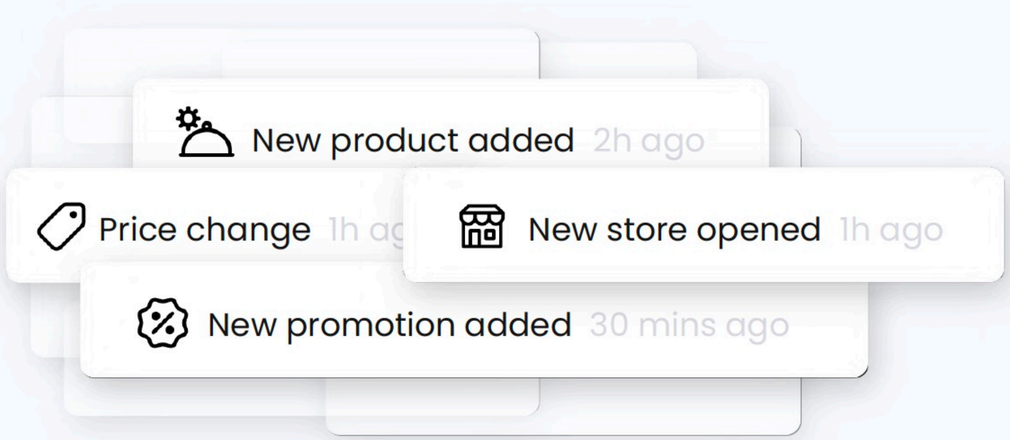
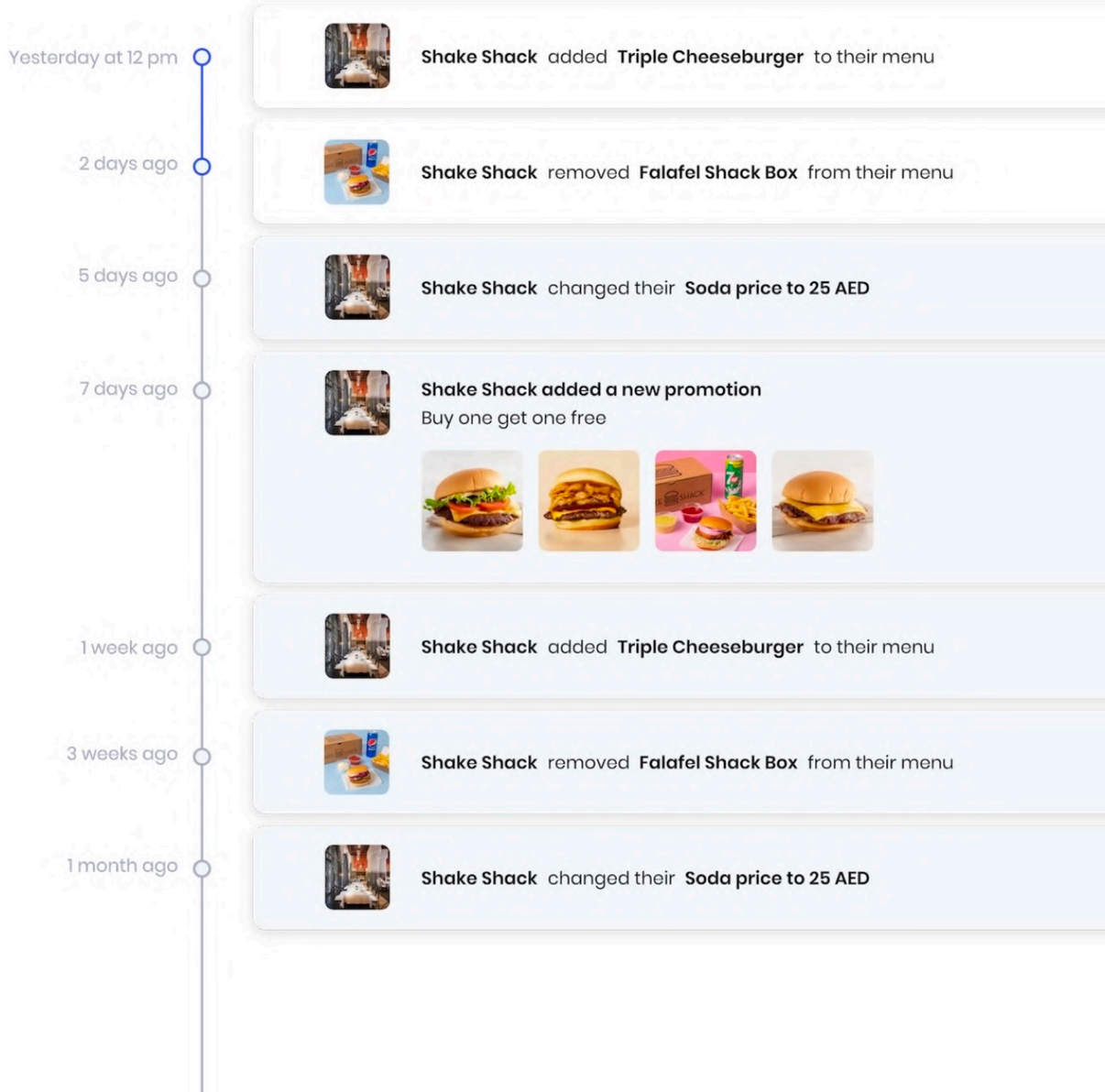
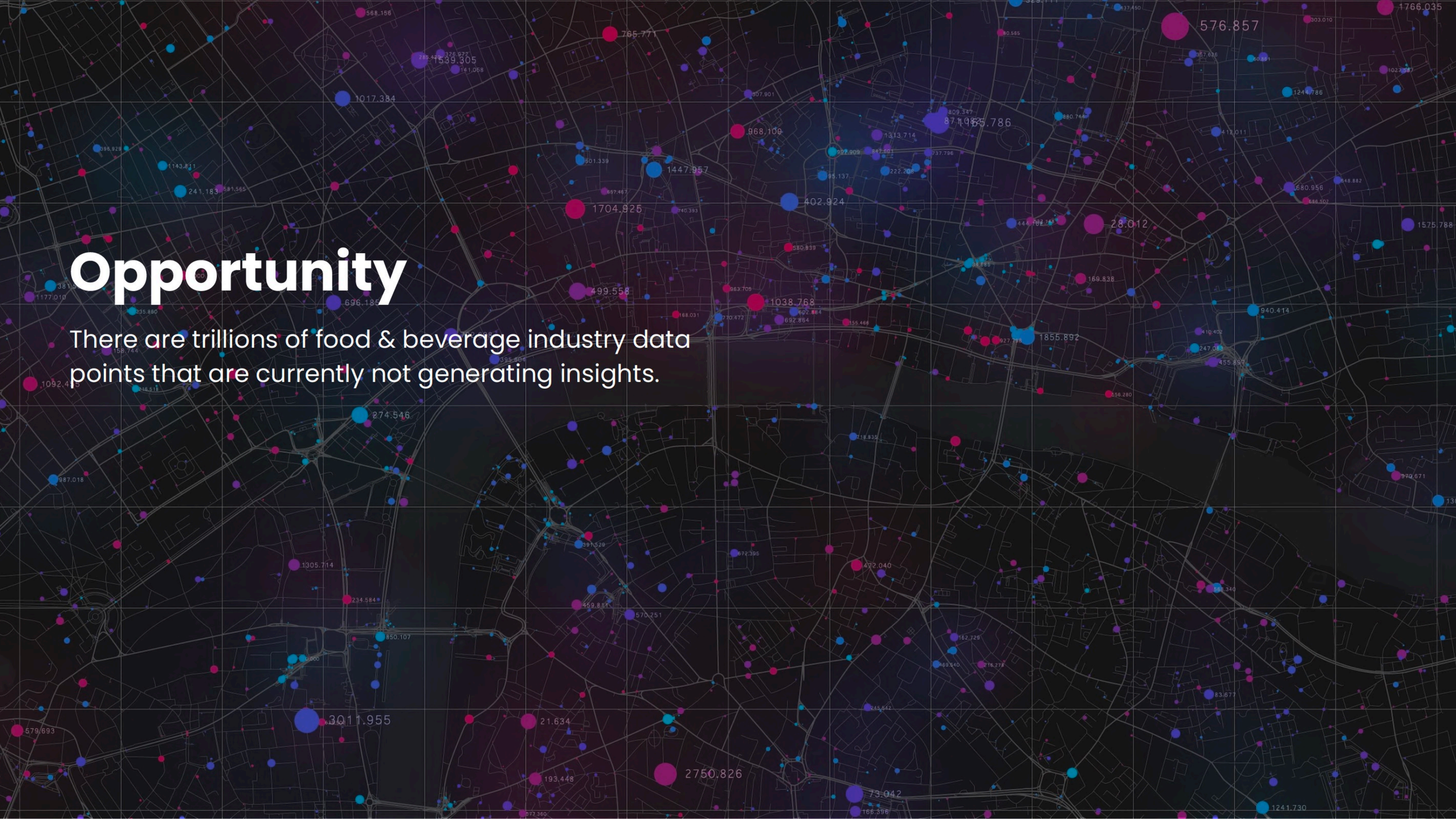
burger index

F&B transformation starts here

Problem

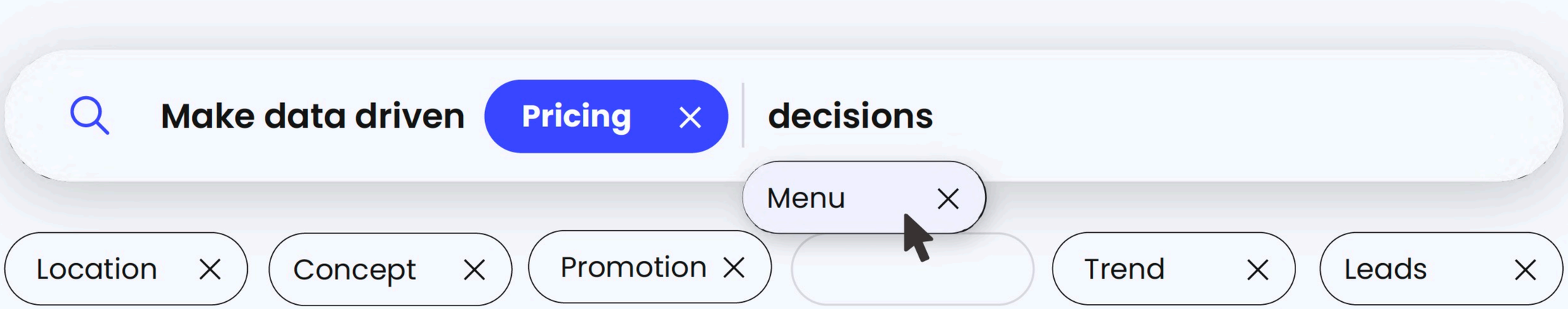

New product added 2h ago
Price change 1h ag
New store opened 1h ago
New promotion added 30 mins ago


Yesterday at 12 pm
Shake Shack added Triple Cheeseburger to their menu
2 days ago
Shake Shack removed Falafel Shack Box from their menu
5 days ago
Shake Shack changed their Soda price to 25 AED
7 days ago
Shake Shack added a new promotion
Buy one get one free
1 week ago
Shake Shack added Triple Cheeseburger to their menu
3 weeks ago
Shake Shack removed Falafel Shack Box from their menu
1 month ago
Shake Shack changed their Soda price to 25 AED


Opportunity
There are trillions of food & beverage industry data points that are currently not generating insights.

Solution

Burger Index **acquires all the available F&B data** in any market and our **trained AI** extracts insights so that restaurants, cloud kitchens, food brands and distributors can ...



Move Forward Faster

What

Where should I open my next location?

What shall I price my smash burger?

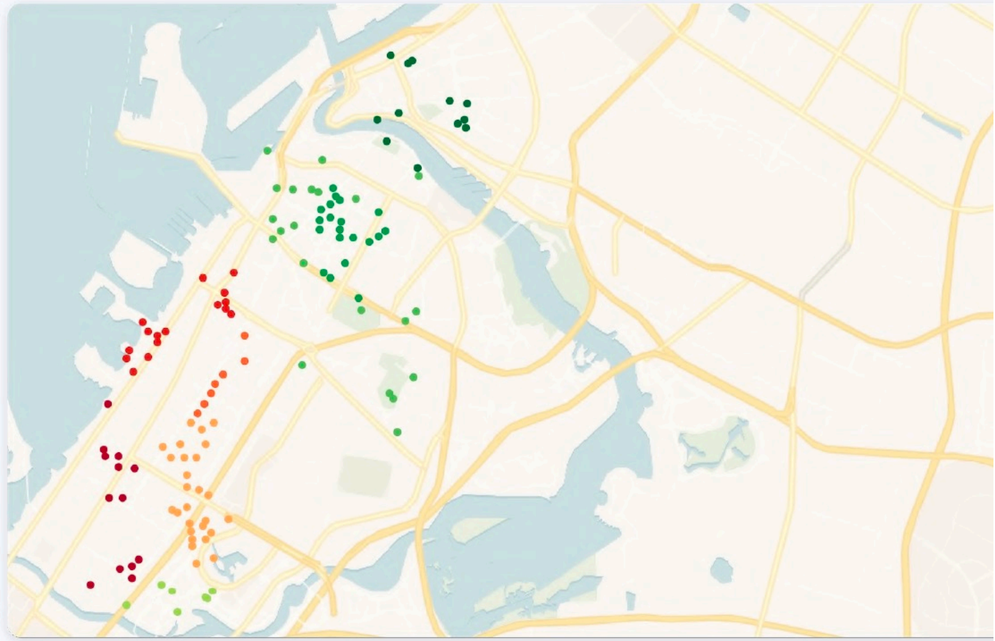
What are the key takeouts from my reviews?

What ingredients should I include in my spring menu?

What salmon poke promotions are active right now?

230	20	57
Products	Top Selling Products	Stores
25 AED	**45 AED**	**78 AED**
Minimum Price	Average Price	Maximum Price

Cheapest — Most Expensive



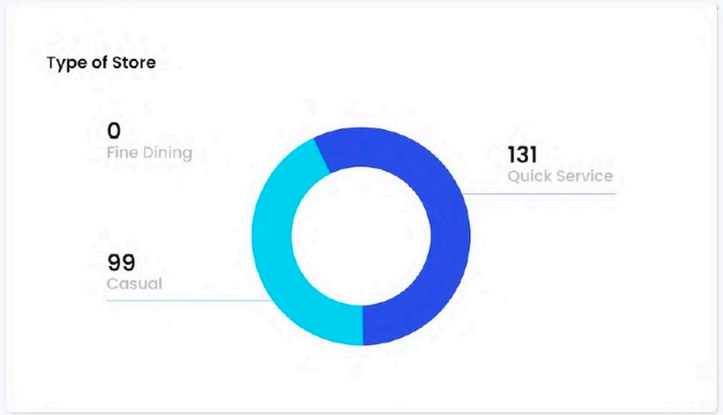
Product

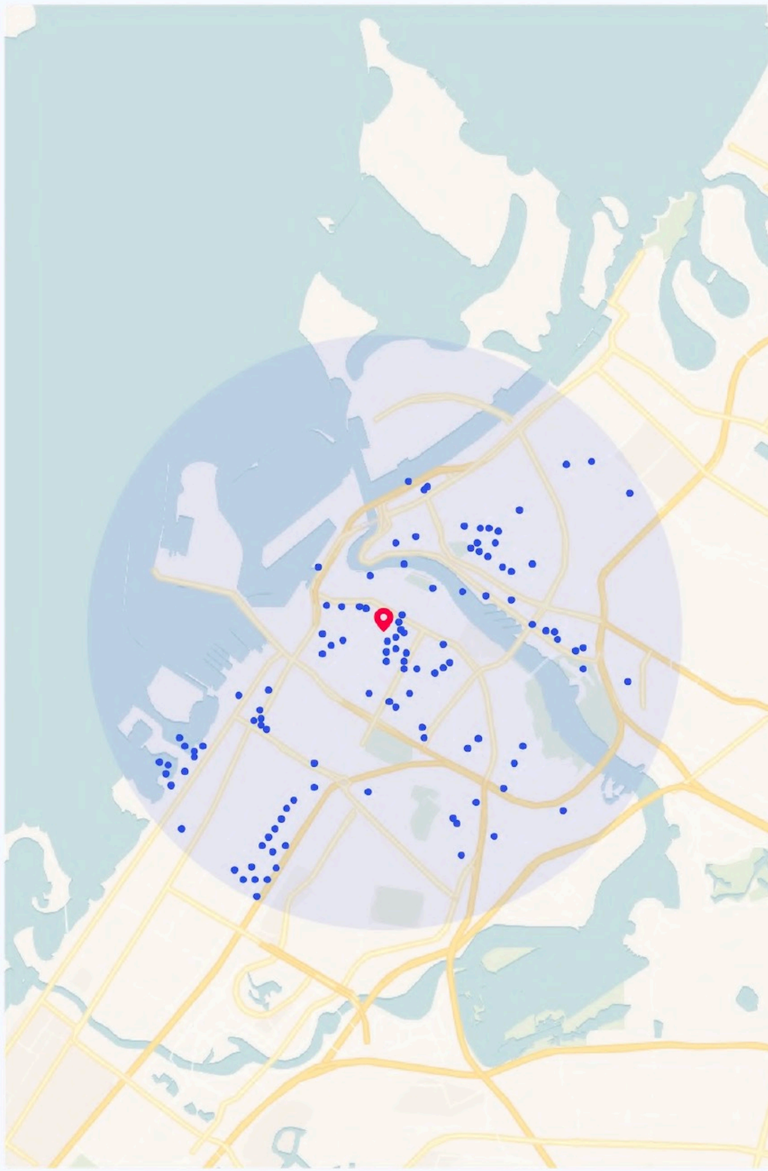
SaaS platform to answer key strategic questions

How should I price my menu? Where should I open next? What is the upcoming trend?

API & Data Sets

For advanced market, competition and consumer intelligence





How does it work?

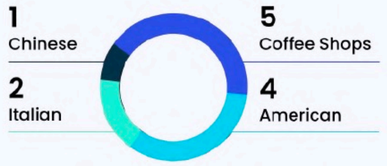
Step 1
Data Acquisition

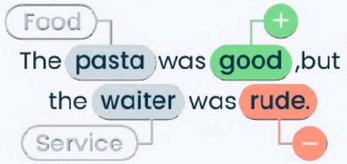
- Grocery
- Delivery Apps
- Order Mgmt
- Real Estate
- Travel Apps
- Social Media
- Search Engines
- Telecom
- Governments
- ...

Step 2
Data Processing

- Clean and Organize
- Predictive & Statistical Data Analysis
- Classification Model
- NLP Natural Language Processing
- Create Search Database

Step 3
Descriptive Analytics





Step 4
Predictive & Prescriptive Analytics

- Soda can pricing will increase by 29%
- Red velvet cheesecake is trending. Introduce a new product

Market Size

At the intersection of 3 exploding markets

New market creation

Data analytics

$16 Billion*

tableau

Spotfire® TIBCO Software

Microsoft

splunk>

QlikView

Restaurant Tech

$342 Billion*

COVER MANAGER RESTAURANT BOOKING PARTNER

thefork a Tripadvisor company

grubtech

Location Based Services

$7.5 Billion*

Google

TELENAV

Mapbox

mapquest

Mapzen

here

Business Model

Saas

- Fee to access platform
- F&B Data
- Sociodemographic Data

Enterprise
From $2,000 per city per year

API & Data Sets

- Fee to access api key
- Store Data
- Product Data

Enterprise
From $6,000 per city data set per year

Traction

88
Clients

7
Markets

$186k
ARR

Ask

Investment Required

Q4 2021 / PRE SEED

$200k

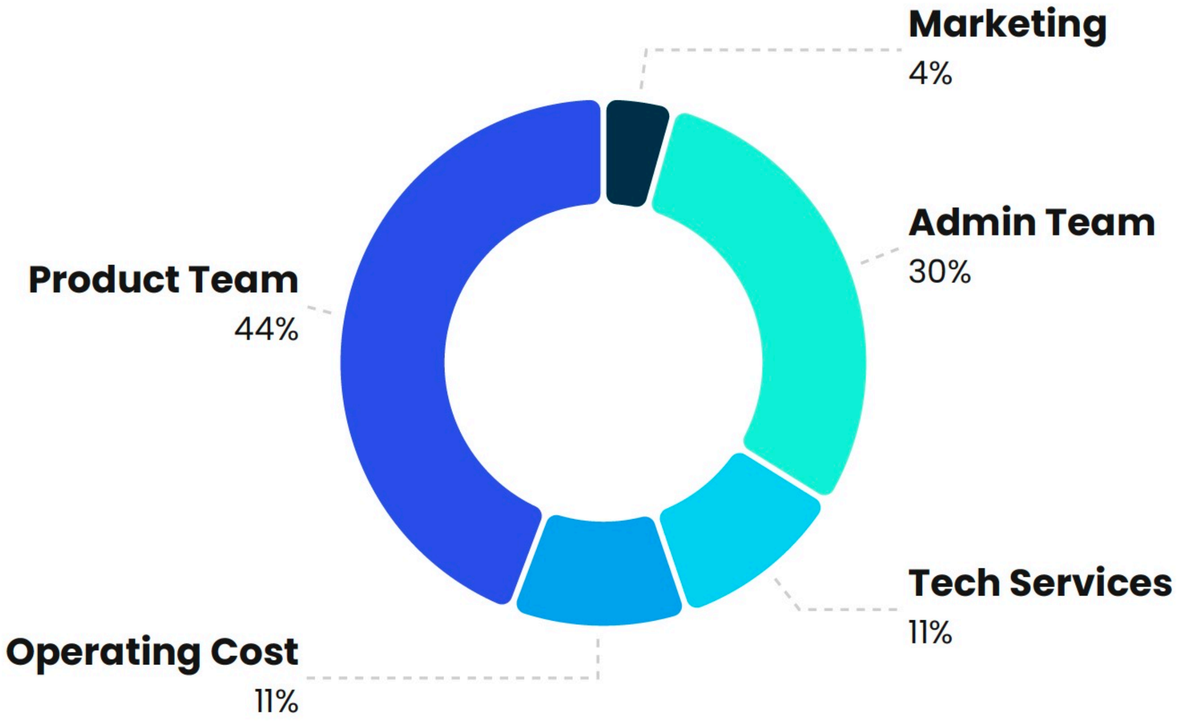
Cosmin Manea
Founding Partner, Instashop

NOW / SEED

$1M

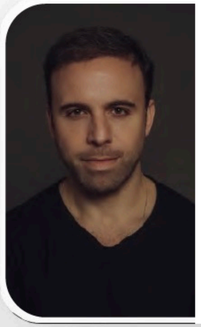
$950K raised

Use of funds



Our team is stacked with the right skills and experience

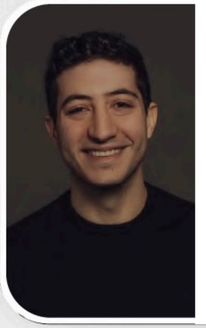
FOUNDERS



Wassim Berro
Founder & CEO

Communications — Shell

MBA — ie BUSINESS SCHOOL



Maurice Karam
Founder & CTO

Software Engineer — NUANCE

MBA — ie BUSINESS SCHOOL

Second time founders together

Raised $3M+ in funding

TECH

Andrea Tohme
UX Designer
ie BUSINESS SCHOOL

Muhammad Arslan Shafiq
Crawling Software Engineer

Charbel El Kahwaji
Front End Software Engineer

Ahmad Edris
Back End Software Engineer

DATA SCIENCE

Mamoona Riaz
Senior Data Scientist

Tamara Qassem
Junior Data Scientist
ie BUSINESS SCHOOL

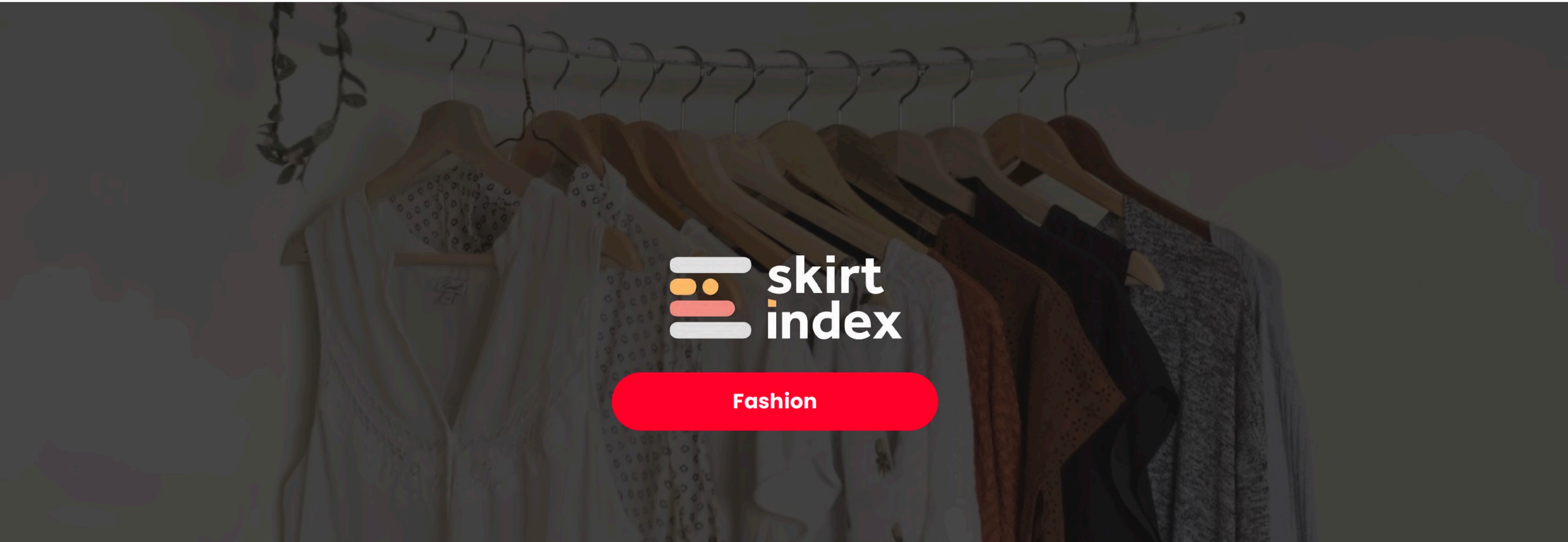
MARKET RESEARCH

Anuja Dedhia
Market Research
ie BUSINESS SCHOOL

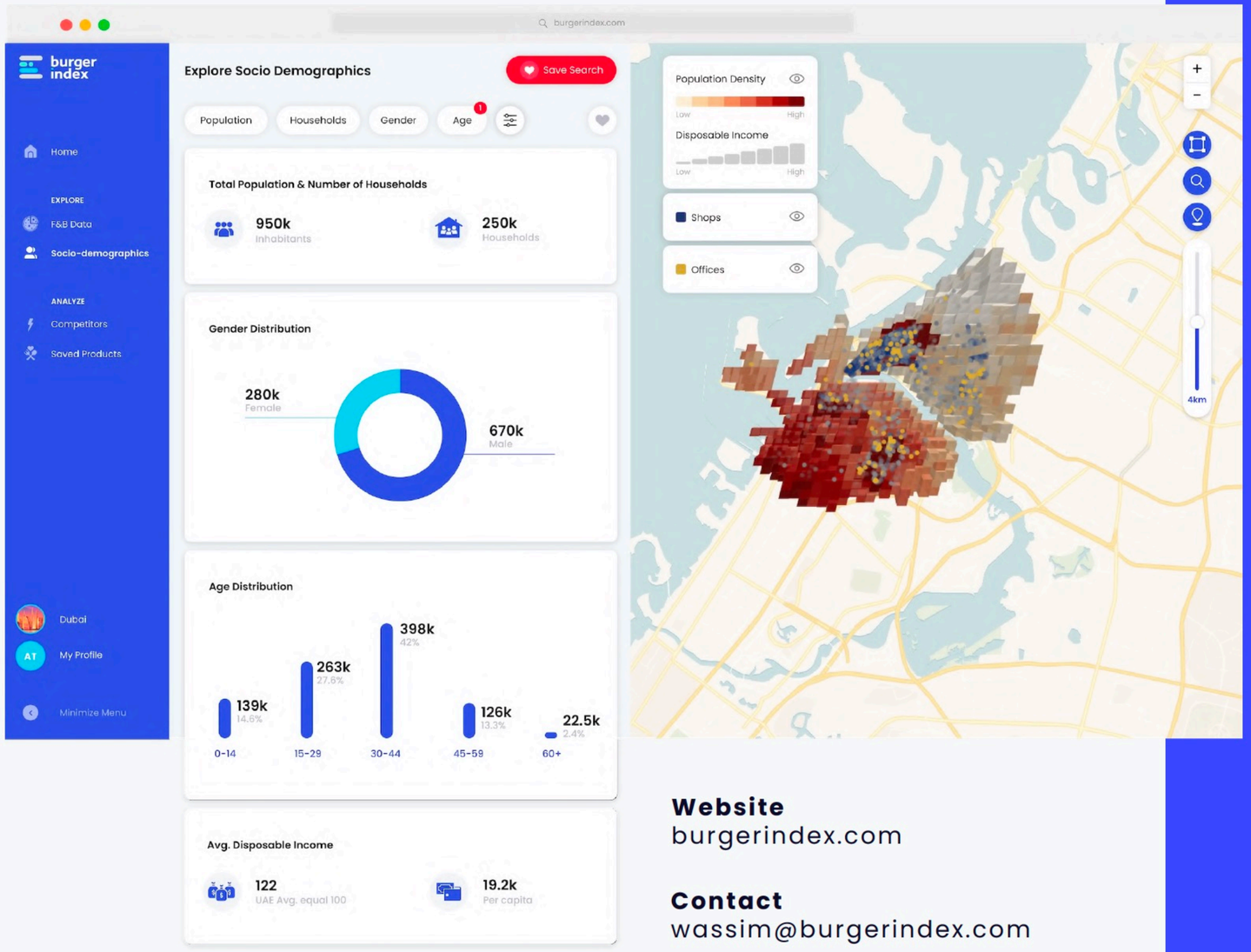
Angela Qiroqa
Business Analyst
ie BUSINESS SCHOOL

Verticals

There is huge excitement in F&B but this **business works in retail**



Start now



Website
burgerindex.com

Contact
wassim@burgerindex.com

Our Customers

Without data analytics we wouldn't be able to do anything anymore. **It's not a luxury, it's a necessity.** You have to have it - and if you don't you're going to be left behind.

Bakr Dirani
VP Marketing, Reef Technology