Virtual Baker

AI-Guided Baking for Golden Products Every Time

Internet of Things Group

Virtual Baker

End Customer Value Prop

Key Messaging: Golden Baked Products, on AI Autopilot

Business Benefits

Consistent Golden Product Quality

Reduced Training Time for Inexperienced Operators

Save Money with Reduced Food Waste

Value Differentiators
- Consistent product quality drives customer satisfaction
- Operational efficiency improves with less training time and reduced task loads
- Reduced food waste improves supply chain and efficiency

Business Overview

PreciTaste Introduction

PreciTaste is a privately owned technology company dedicated to serving the food world with AI solutions. Over the past 8 years, we've developed business and process management tools that run seamlessly in the background of F500 QSR, retail, and industrial food businesses. Based on hard-earned experience in the field, our IoT, machine learning, and Edge AI vision systems are built to drive quality, efficiency, and customer satisfaction at the speed of a busy kitchen or production line.

Business Drivers
- Growing AI technology drives efficiency and quality in foodservices.
- Baking is currently a skilled task, but AI-guided baking can be done by any employee.

Seller Value Props
- Excellent guaranteed product quality.
- Reduced training and food waste save money for the buyer.

Market Context

Available Territories and Regions: United States and Europe

Key Trends
- Availbility of skilled and affordable labor is limited
- AI technology costs are falling, leading to mass implementation in foodservice

Target Vertical(s): Retail, Bakeries

Target Audiences and Objectives
- Management, directors, vice presidents in bakery or retail grocery operations
- Technology, innovation, R&D, IT teams

Key Terms & Acronyms

- **Autopilot baking**: Virtual Baker selects the appropriate bake cycle and bakes products golden every time.
- **Edge computing**: computer processing done at the level of a restaurant or local operation.
- **AIoT**: artificial intelligence / internet of things combines AI computing at the edge with remote reporting by cloud.

Learn More

precitaste.com/virtual-baker

Key GTM Contacts & Resources

For Intel-related questions, reach out to:
<Intel contact name>– <Intel contact email>

For solution partner-related questions, reach out to:
AI Indig: sales@precitaste.com

Virtual Baker

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Solution Overview

How It Works
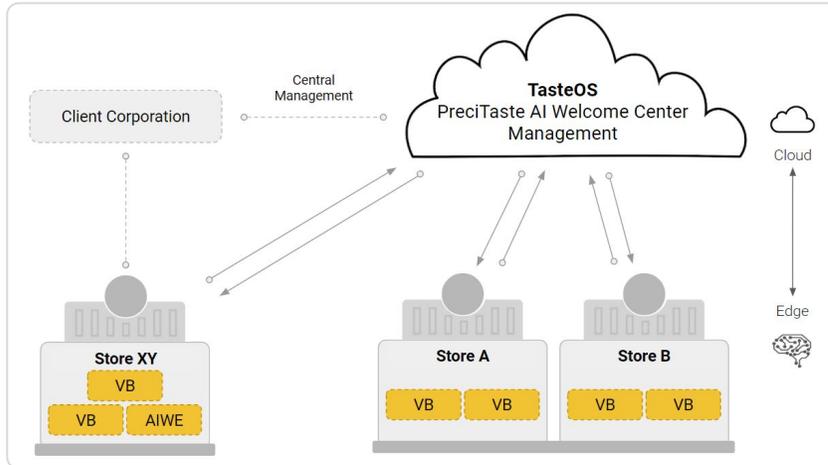
Key Capabilities

- Virtual Baker identifies items as they're loaded into your ovens, and autonomously selects the proper bake cycle
- Baking is done consistently and with minimal labor
- TasteOS cloud reporting platform enables users to see overview of the devices at multiple stores, and monitor system wide performance

Solution Components

Intel

- Intel RealSense depth camera
- Intel Atom Core SoC
- OpenVino

PreciTaste

- Virtual Baker device mounts to oven

Cloud Service Provider

- TasteOS cloud-based reporting platform included

Case Study

Virtual Baker is in rollout with a global top 3 grocery chain:

- **The situation:** Leading grocery chain has a large and popular bakery section that drives customers into the store for all purchases.
- **The problem:** High levels of employee turnover make qualified bakers costly, and lead to poor quality baked goods. New employees incorrectly set bake cycles, leading to burned or undercooked products.
- **The solution:** Virtual Baker automates and algorithmizes the bake process, so optimal quality is achieved even with new employees. **Sales rose 24% on average for AI-managed SKUs globally**.

Sales Guidance

Tactical Sales Strategies

- Ask retail operators and corporate management about their employee turnover rates.
- Discuss challenges faced in producing excellent products with inexperienced staff.

Qualifying Questions

- How do you ensure good bake quality right now?
- Do you have quality standards for baked products? What amount of product is not up to your quality standards?

Partner Support Reach out to PreciTaste if…

- You face any software-related issues
- You have any questions about mass supply chain availability, optional features, KPI reports or specific regulatory requirements

Intel Support: Reach out to Intel if…

- You face hardware issues not listed above

Ordering Guidance

- Contact sales@precitaste.com
- Support available by phone at 888-899-4776.

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