








LightHouse
STRATEGY & INNOVATION

Lighting the Way: How [REDACTED] Grew with AI

A Case Study for Independent Restaurant
Owners

Agenda

-  Understanding  Growth Challenge
-  Five Profit-Boosting AI Initiatives
-  Quantifying the Financial Impact
-  Roadmap for Implementation & Success

Snapshot: A Profitable Foundation

Cool Looking
Logo

\$5.5M

Annual Revenue (Est.)

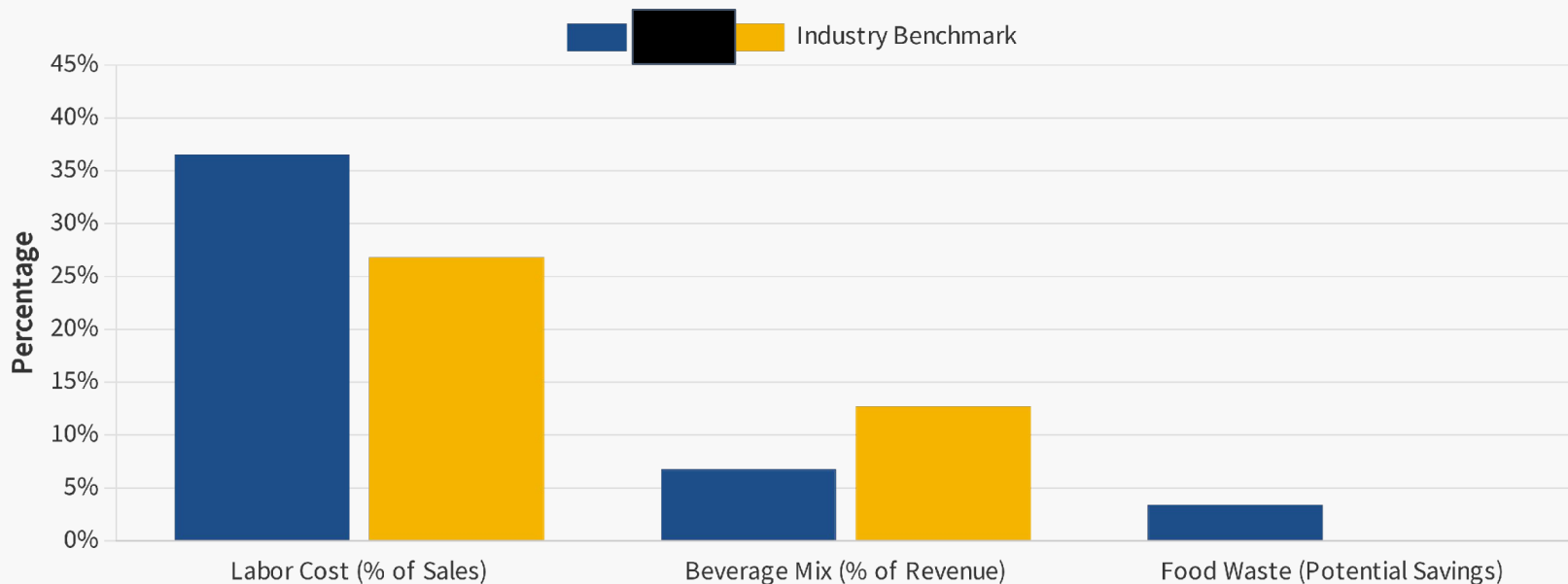
220

Seats (Est.)

8.9%

Net Profit Margin
(FY2023)

Growth Challenge: Areas for Optimization



labor costs are significantly higher than industry averages, and there's untapped potential in beverage sales and food waste reduction.



Five Profit-Boosting Initiatives



Elevate Alcohol Sales



Launch Private Events & Classes



Implement a Loyalty Program



Maximize Gift Card Sales



Introduce Branded Merchandise



Why AI Now? Unlocking Hidden Potential

15%

Potential Labor
Waste

8%

Untapped Beverage
Sales

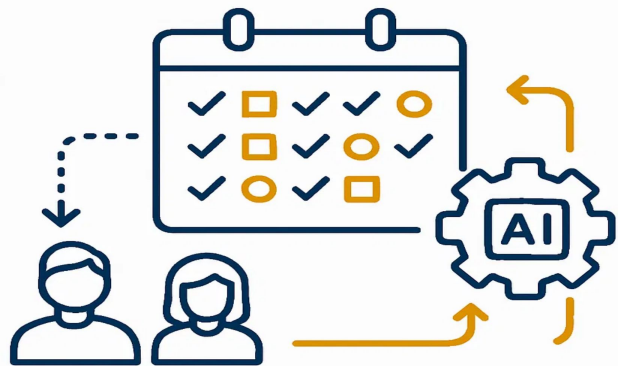
4%

Food Waste
Reduction

AI provides precise solutions to optimize operations, reduce costs, and boost revenue in key areas.

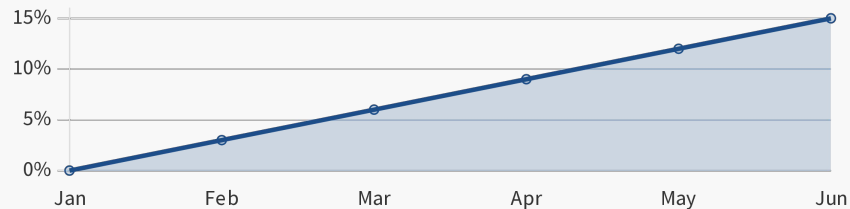


AI Labor-Scheduling: Optimize Payroll, Boost Efficiency



AI-POWERED LABOR SCHEDULING

- ✓ Reduce Overstaffing & Idle Time
- ✓ Match Staffing to Demand Fluctuations
- ✓ Ensure Compliance with Labor Laws



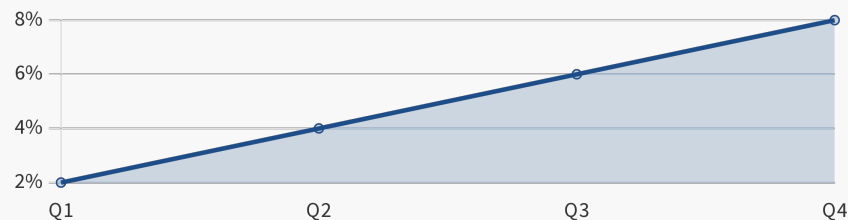
Achieve up to 15% payroll reduction by intelligently optimizing staff deployment.

Gen-AI Loyalty Offers:

Drive Repeat Business & Spend

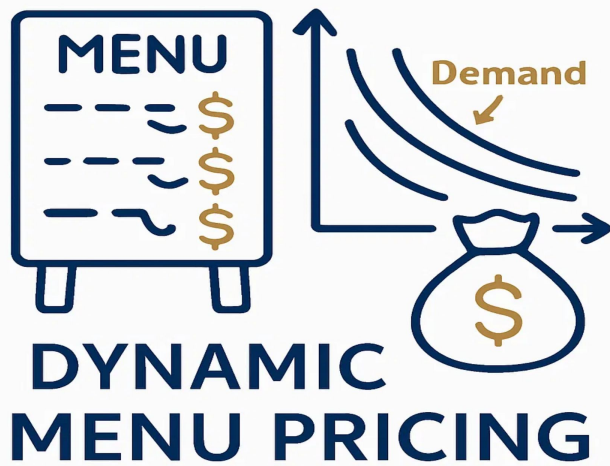


- ✓ Personalize Offers for Higher Engagement
- ✓ Predict Customer Preferences & Behavior
- ✓ Automate Campaign Management

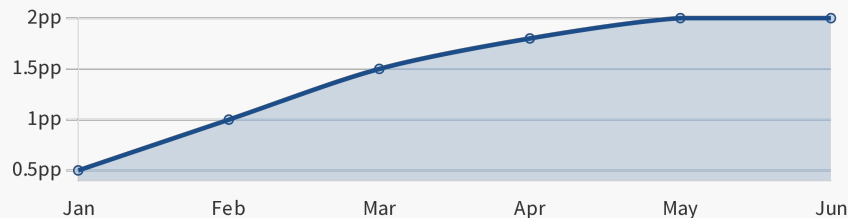


Achieve an 8% spend lift by delivering hyper-relevant loyalty rewards.

Dynamic Menu Pricing: Maximize Revenue, Optimize Margins



- ✓ Adjust Prices Based on Demand & Cost
- ✓ Reduce Food Waste Through Smart Promotions
- ✓ Increase Profitability of Each Dish



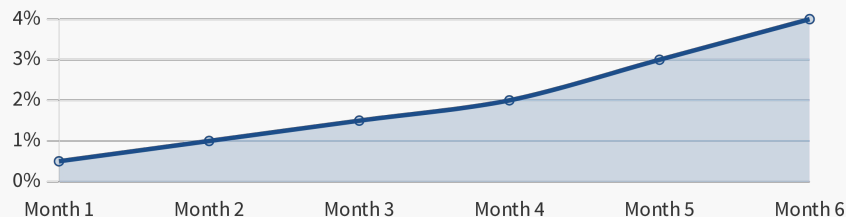
Gain 2 percentage points in margin by intelligently adjusting menu prices.

Vision-AI Food-Waste Monitor:

Save on COGS



- ✓ Identify & Reduce Waste Hotspots
- ✓ Optimize Inventory & Portioning
- ✓ Improve Kitchen Efficiency



Save up to 4% on Cost of Goods Sold (COGS) by minimizing food waste.

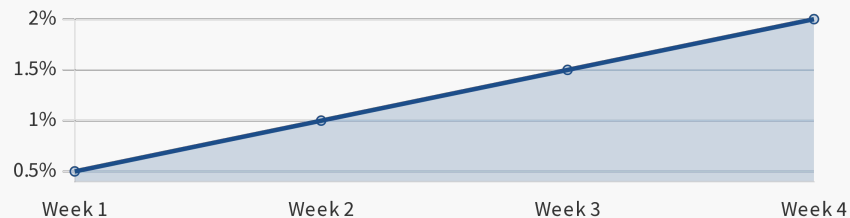


Voice-AI Reservations: Recapture Lost Calls, Enhance Service

VOICE-AI RESERVATIONS

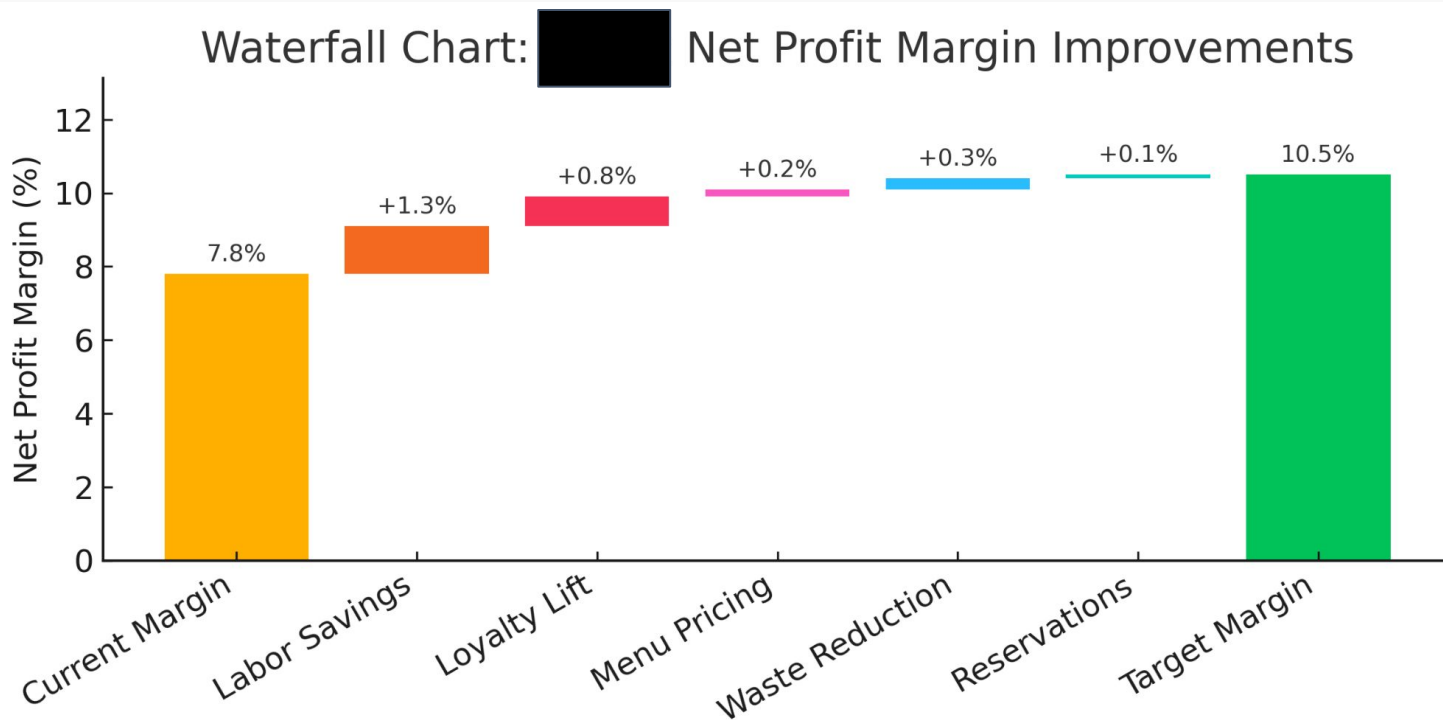


- ✓ Handle Peak Call Volumes Seamlessly
- ✓ Reduce Missed Reservations & Walk-ins
- ✓ Free Up Staff for In-Person Service



Recapture 2% of lost calls, converting them into valuable reservations.

Financial Impact: Margin Growth Through AI



AI-powered initiatives are projected to increase [REDACTED] net profit margin by 3-6 percentage points.



12-Month Roadmap: Phased Implementation for Sustainable Growth

Initiative	Q1 (Months 1-3)	Q2 (Months 4-6)	Q3 (Months 7-9)	Q4 (Months 10-12)
Elevate Alcohol Sales				
Launch Private Events & Classes				
Implement Loyalty Program				
Maximize Gift Card Sales				
Introduce Branded Merchandise				
AI Labor-Scheduling				
Gen-AI Loyalty Offers				
Dynamic Menu Pricing				
Vision AI Food Waste Monitor				



Implementation Blueprint: Roles, Costs, ROI, and Risks

Initiative	Owner	Cost (Est.)	ROI (Est.)	Key Risks
Elevate Alcohol Sales	Beverage Manager	Low (Staff Training)	High (+5pp margin)	Staff adoption, inventory management
Launch Private Events & Classes	Events Coordinator	Moderate (Scheduling, Promo)	High (+3-4pp margin)	Booking volume, staff availability
Implement Loyalty Program	Marketing Manager	Low (POS Add-on)	Medium (+2-3pp margin)	Customer enrollment, data utilization
Maximize Gift Card Sales	Operations Manager	Very Low (<\$5K)	Modest (+1-2pp margin)	Redemption rates, breakage
Introduce Branded Merchandise	Marketing Manager	Low (<\$5K initial)	Low (<1pp margin)	Inventory, customer interest
AI Labor-Scheduling	HR/Operations	Medium (Software)	High (15% payroll cut)	Integration, staff resistance
Gen-AI Loyalty Offers	Marketing	Medium (Platform)	High (8% spend lift)	Personalization accuracy, data privacy
Dynamic Menu Pricing	Kitchen/Finance	Medium (Software)	High (2pp margin gain)	Customer perception, market



Next Steps: Unlock Your Restaurant's Full Potential

**Book a Lighthouse AI
Assessment**

Discover how tailored AI solutions can transform your operations and boost profitability.

Thank You!

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www.JustAddAI.org



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