Brysk



Ankur Sharma
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Challenges faced by small-format stores

>5%	3-4	Long queues
Shrinkage due to theft	Employees to run a store	During Peak-Hour traffic

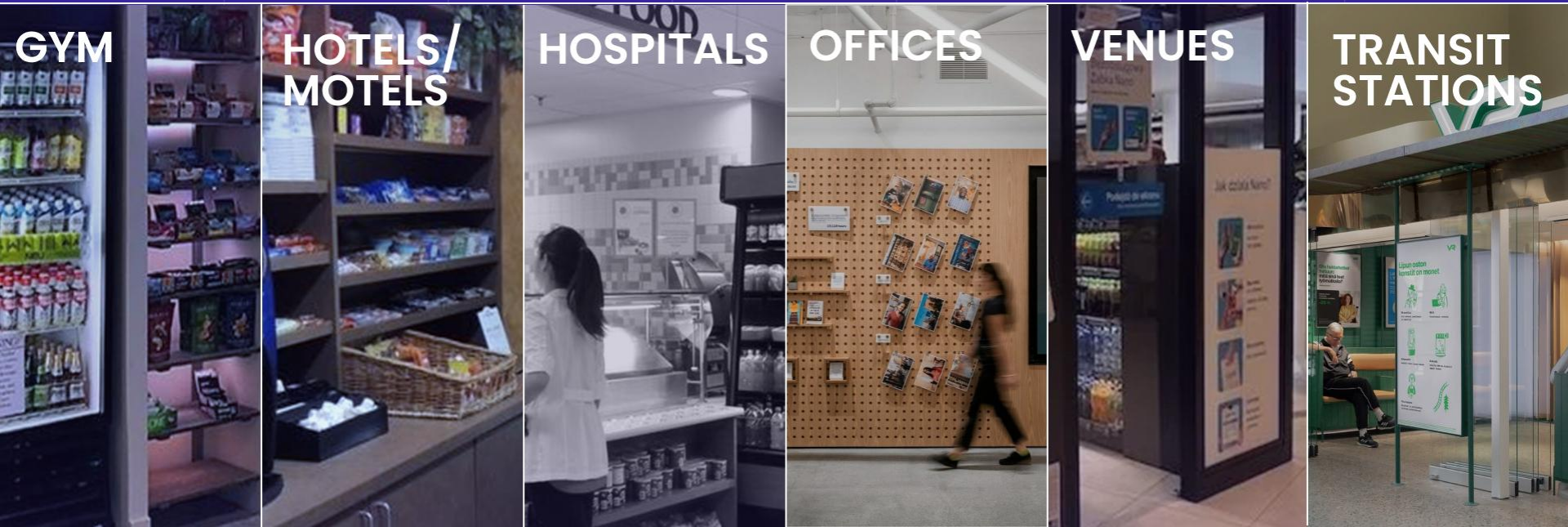
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When Powered by Brysk



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It’s a very similar story at every small format convenience retail



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A full-stack unattended autonomous checkout solution purpose-built for small format convenience retail

- < 1% Shrinkage & Theft
- 24/7 Unattended Store Operation
- Zero Checkout lines

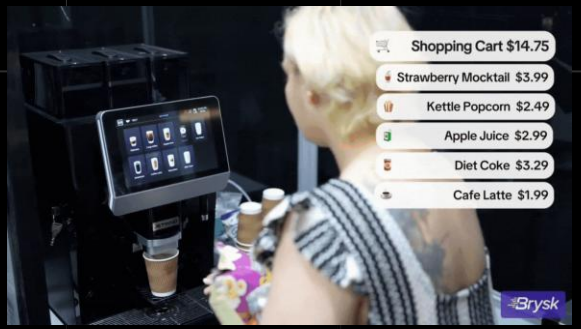
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Tap, Grab, Go! In 30 seconds

The Fastest Way to Shop — **Powered by AI**, Not Cashiers





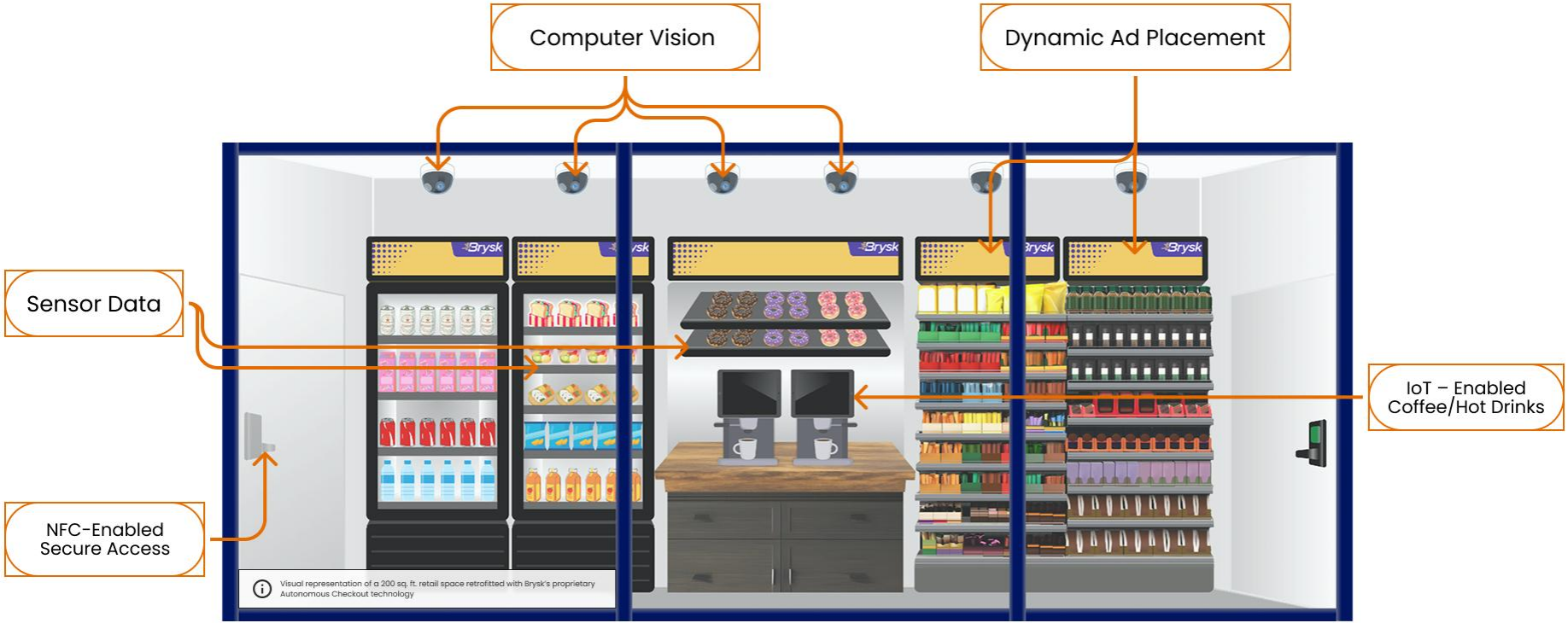


TAP

GRAB

& GO

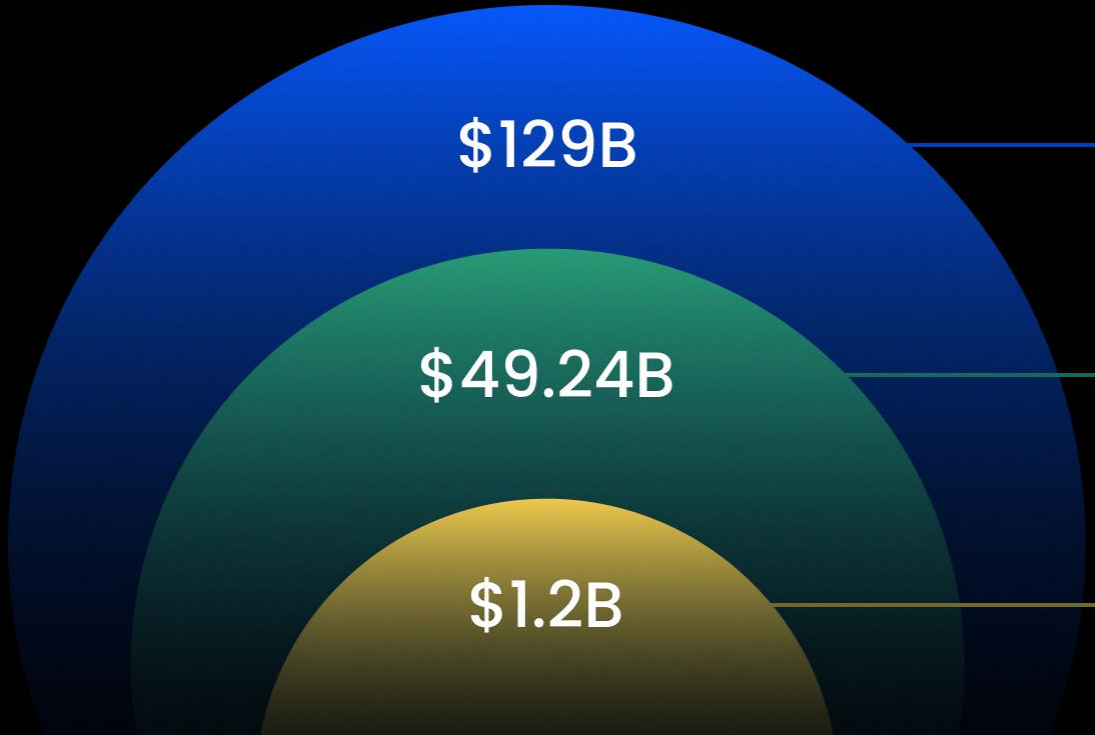
Brysk Intelligence Engine: Robotics + Vision + Deep Learning



Every movement, every product, every customer - captured and analyzed in real time

Brysk

Market Opportunity



TAM
NORTH AMERICAN MARKET
1 M+ Small Format Convenience Store locations

SAM
Focus on stores in Gyms, Hotels, Hospitals & Offices

SOM
Focus on Standard layout stores of ~200 sq.ft.
& 10000 stores

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Brysk Current Traction

~50k
SaaS ARR

~2M
By 2027 from current customers

$8.8M
in pipeline

Customers and Pipeline

OrangeHealth · CARL'S · MTY FOOD GROUP · Tonmo.us · xook · WYNDHAM HOTELS AND RESORTS · OYO · MARKETS · Grabble · DISTRO X

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Our Go-to-Market

Validated widely. Scaling where growth **compounds fastest.**

BEACHHEAD
(Present-18 months)

Hotels & Motels
(Franchise Hotel Owners managing 3-5 properties)

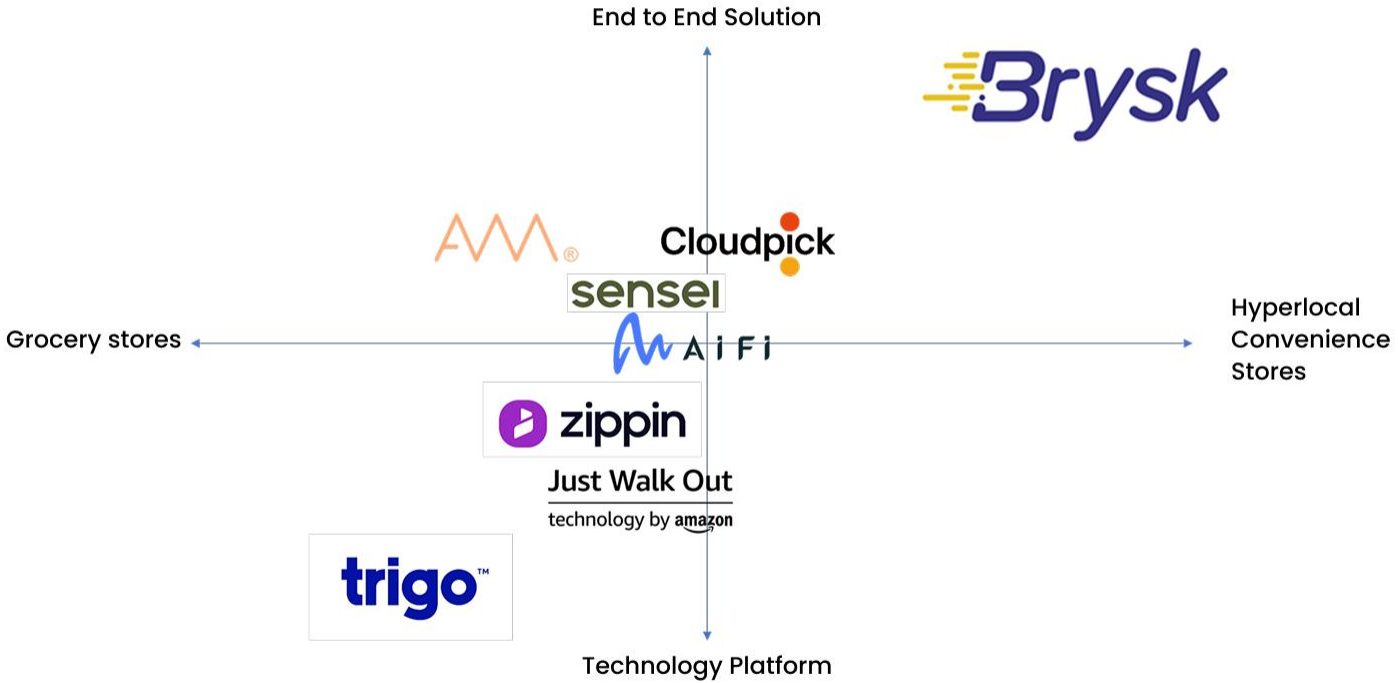
EXPAND
(18–36 months)

Hotels & Motels
5-20 Properties

DOMINATE
(36-60 months)

Hotels & Motels
Hospitals
Gyms
Offices

Only solution built for Small Format Convenience Retailers



Plug. Play. Profit

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Profitability is primarily driven by Monthly Subscription with >75% gross margins

	Subscription Revenue*	Initial Hardware Purchase ($250/sq.ft)	One-time Setup Fee
Pricing	$1,000	$50,000	$5,000
Brysk Margins	70-80%	15-25%	40-50%

*Pricing for a 200 sq. ft. store. Subscription Revenue includes Checkout Fee, Platform Fee & Retail Analytics

Team with combined experience of 50+ years in Technology, AI, and Scaling Retail and Retailtech Businesses



Ankur Sharma

CEO & Co-founder

IIT (ISM Dhanbad) | MDI Gurgaon

- **Gold Medal** in Engineering and MBA
- 15 yearsofexperience in Startup GTM, Sales, & Marketing
- Scaledrevenue at LoginRadius from **0 to $4M**



Siddharth Bhatia

Co-founder & CTO

IIT (ISM Dhanbad)

- **13 years** in Data Sciences and AI/ML
- **Ex-CTO** of a USA-based AI company in Genomics



Peeyush Jain

Co-founder & CPO

IIT (ISM Dhanbad)

- Bootstrapped Field Assist from **0 to $5M**
- **13+ years** experience in Retail Tech

techstars_ Cohort of 2023

Winners TiEQuest SUMMIT 2024

Winners TiECON 2024

Raising $1M to achieve the next key milestones

Deployment of Funds

Technology (50%)

•Scaling technology to support existing customers
•Development of product

Business Operations (20%)

•Go live with our existing contracts
•Scale Operations team

Sales & Marketing (30%)

•Scaling Sales & Marketing

Key Milestones

•5 locations live for each signed customers
•10 stores in Hotel & Motel Segment

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Thank you

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