

Bodega AI

The AI POS Gold Rush.



Best POS Platform



Dual Pricing Compliant



The Easiest, Most Profitable & Affordable Retail POS



Required



Bodega Mission

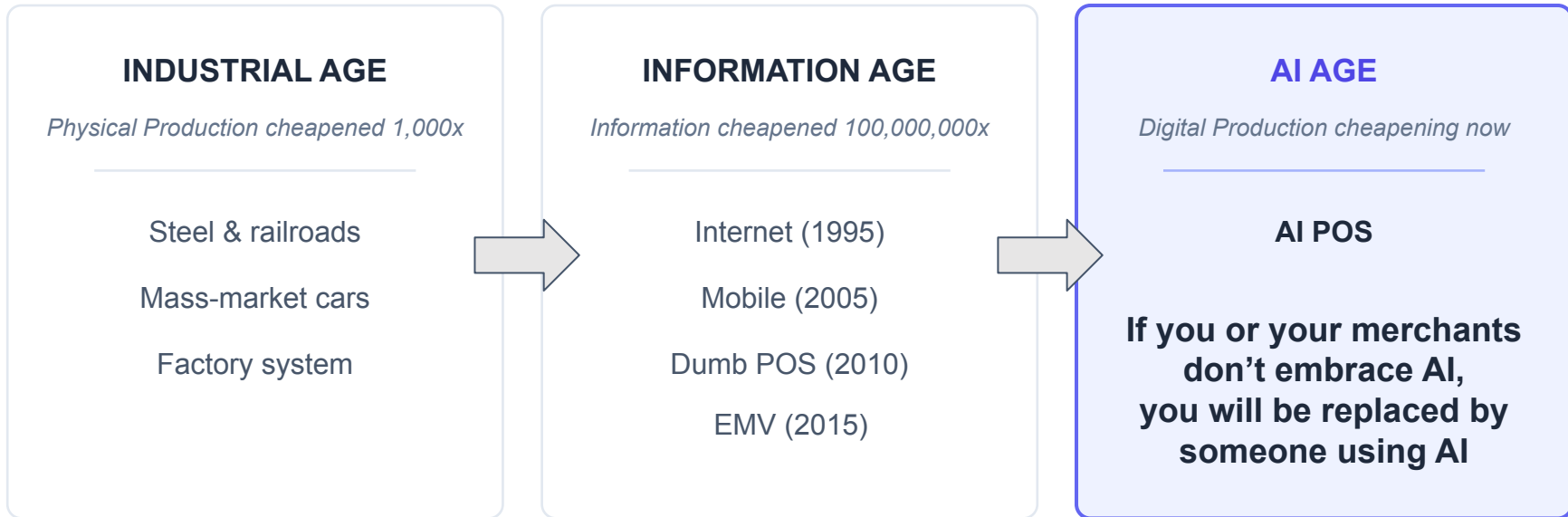
Give the world's “Main Street” retailers the same power as the largest chains through an AI point-of-sale platform.

***Every independent store deserves AI working for them 24/7 to:
optimize prices, manage inventory, automate suppliers, manage compliance, &
grow profit.***



If you are not selling AI POS, you are selling yesterday.

Every Age made some operators rich. The ISOs selling AI POS today are early in the biggest one yet.

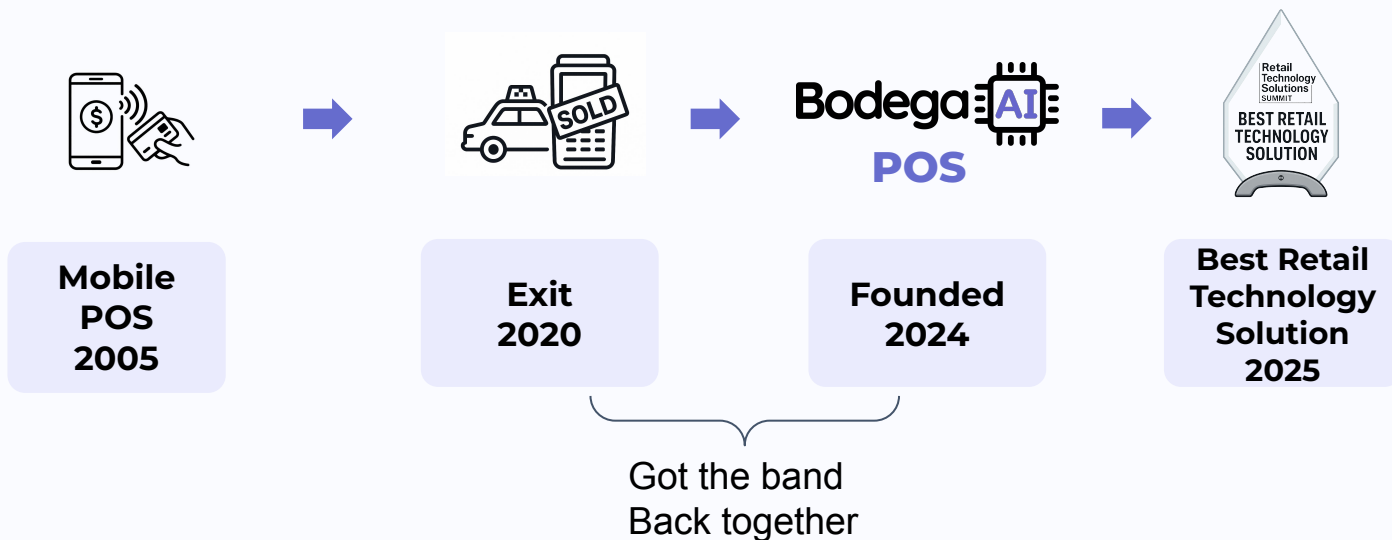


Built by a team of Payment Innovators

(with a century of Fintech experience)



Pioneered Taxi POS & Cash Discount in 2005 & Deployed to over 30k Merchants



The Gold Rush Is Already Underway



1,000+ Active Merchants

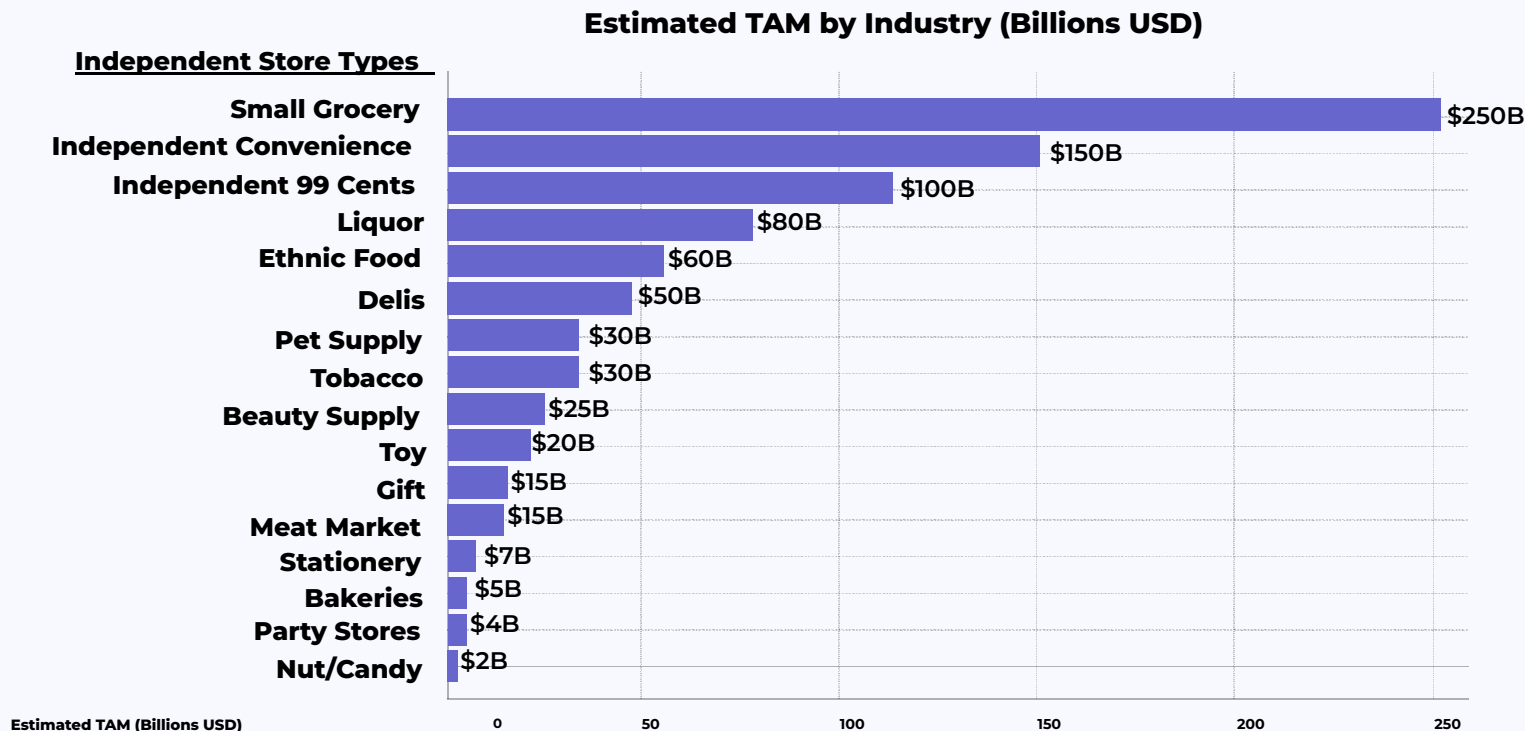
\$1,000,000,000+ Transaction Run Rate

Harvard Business School Case Study

NEAA Catapult AI Award Winner

Best Retail Technology Solution Winner 2025

AI POS Unlocks \$1 Trillion of High-SKU Independent Retail



Note: No Gas Pump Integration & If the Grocery Store is 3-lane+ (probably not a good fit)

Merchant Problem:

“Main Street” Retailers

are working harder only to make less.



**Retail Giant
Encroachment**



No Tech
(Dumb POS systems)



**Runaway
Inflation**



**24/7 Labor
Challenges**

Merchant's Impossible Task:

How to Manage Inventory of 1000s of SKUs?



Merchant's Impossible Task:

What Products to Sell?



Merchant's Impossible Task:

What Prices?



Bodega POS SOLUTION:

Give independent stores the same power as the retail chains

Bodega AI POS vs. “Dumb POS”



AI Revenue Generation



AI Easy POS (just scan & sell)



AI Price & Product Optimization



AI UPC Global CPG Database



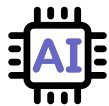
AI Compliance



AI Reporting

Multilingual AI POS

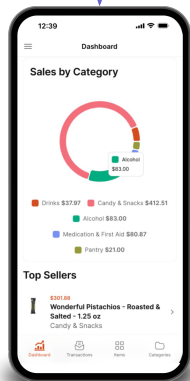




Bodega AI POS

Components

iPhone/Android Web
App



Ai UPC
Database

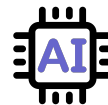


(not provided by Bodega AI)

Dual Screen
Android POS

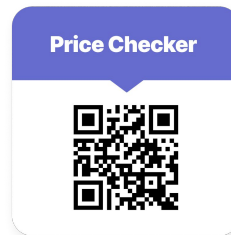


Rugged Cash
Drawer



Ai Recommendations

Customer Dual
Price Checker



2d Barcode
Scanner

AI POS also unlocks: 250k Merchants who need EBT-Chip & Adjudication Upgrades



What happens when AI runs the corner store?

Five AI worker agents. Working 24/7 in the store.

01

AI Pricing Agent

Compares every SKU against network benchmarks. Surfaces the 10%+ margin most owners never see. Owner taps approve.

02

AI Inventory Agent

Predicts every stockout before it happens. Auto-triggers POs to distributors. Owners never lose a sale to an empty shelf.

03

AI Promotions Agent

Surfaces CPG-funded promotions at the exact moment of purchase. Trade dollars finally land where they belong.

04

AI Compliance Agent

Tax, EBT, age verification at every transaction. Adapts to state and country rules. Owners stop worrying about audits.

(5) FOUNDATIONAL AI UPC DATA AGENT:

Every SKU across the network, normalized. Every store contributes; every store benefits.

What happens when AI runs the corner store?



75%

Cut staff training time



Owners taking their
first vacations
in years



Tripled

specific high-margin item
sales (e.g., Coors Light)



Saved millions

in credit card fees through
seamless Dual Pricing Cash
Discount integration.

ISO Success Stories



**Most POS Companies compete with you.
We don't. You Keep Processing Economics.**

100% Alignment: If you win, we win.



Higher Merchant Lifetime Value



Easy to Sell. Easy to Deploy.



New Markets. More Deals.



Dual Pricing Cash Discount Ready.

& 75% Cheaper than “Dumb POS”

Dual Pricing Cash Discount Win-Win Model

How Bodega AI POS + Dual Pricing = recurring residuals

1. THE STORE

\$40K

avg monthly card processing at
a corner store

**Runs 4% dual pricing cash
discount**



2. YOUR RESIDUAL

\$1,600 avg fee revenue
- **\$1,200** avg interchange

\$400/mo

recurring residual per store



3. YOUR PAYBACK

**8 - 12
weeks**

Every 10 stores adds \$4,000/mo in recurring residuals

Sample economics. Actual economics based on store volume, average ticket, card mix & Schedule A.

How much does old cash registers cost merchant

Traditional pricingDual pricing

Dual pricing lets you keep the card processing fees. They are included in the savings below.

Smoke shopConvenience storeLiquor store

About how much do you run on cards each month?
\$50,000 / month
\$5k\$150k+

ESTIMATED TOTAL SAVINGS, PER YEAR
\$66,000
With AI Cash Register on **\$50,000** a month in card sales. Toggle any line below.

WHERE THE SAVINGS COME FROM

Card processing feesFOUNDATION
Dual pricing moves the fee to the card-paying customer. You stop eating it.
\$21,000/yr
3.5%

Mispriced items
AI flags items priced below the stores around you.
\$15,000/yr
2.5%

Missing items
Top sellers nearby that you do not carry yet.
\$15,000/yr
2.5%

Uncollected fees
Bag fees, bottle deposits, surcharges, and charges that quietly slip through.
\$15,000/yr
2.5%

Compliance
Tax, EBT, and age checks handled. Avoid the fine that ends a good year.
Priceless

How Bodega AI POS Works



- **Scan items Automatically**



- **Add Items thru Menu (item or category) & Open Buttons**



- **Pay by EBT, Cash, & Card**

Easy & Cheap as a Cash Register, but 1000x More Powerful

Other Important Functionality



Cloud POS with
Offline Mode



Inventory/Customer
Management



Cash Drawer Shift
Management



Multi Store
Management



Bundle & Pack Item
Management



Lottery Sales Tracking



Loyalty & Gift Card
Programs *



Automatic ID Checking
for Age Verification



Integrated Security
Camera **



Integrated Weight Scale **

Tobacco Scan Data Rebate Program *

- Altria & RJRT Scan data Reporting
- Altria & RJRT Multi-pack & Loyalty
- Altria: Automatic Promotions, Coupons
- License ID Scanning
- Altria: Tier 2 and 3



Altria



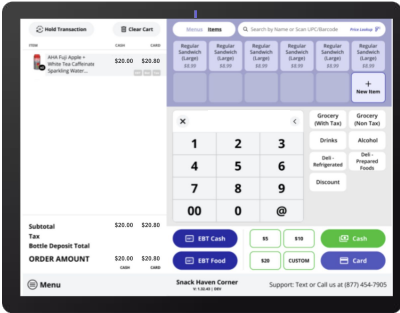
(semi-integrated)

*additional fees apply

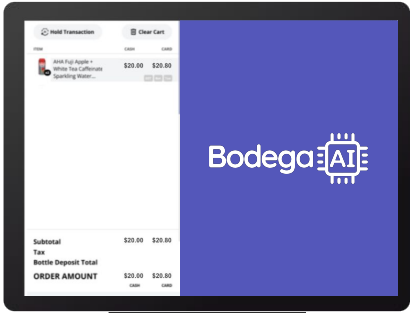
**extra hardware required

Cash Discount, Dual Pricing, Surcharging Compliance

15" Merchant Facing Display



15" Merchant Customer Facing Display



Customer Dual Price Checker

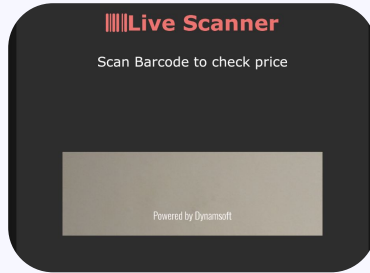


Sample Store	
3636 33rd St Long Island City, NY 11105 855-345-0040	
CASH	
Receipt # : 14	12/03/22 11:31:24 PM
Trans. # : 1	Station # : 1
1. Large Coffee	\$3.98
Sub Total	\$3.98
Tax (8.88%) :	\$0.35
CASH TOTAL	\$4.33
1 ITEM	

Sample Store	
3636 33rd St Long Island City, NY 11105 855-345-0040	
CARD	
Receipt # : 14	12/03/22 11:31:24 PM
Trans. # : 1	Station # : 1
1. Large Coffee	\$4.14
Sub Total	\$4.14
Tax (8.88%) :	\$0.36
Credit Card Total	\$4.50
1 ITEM	

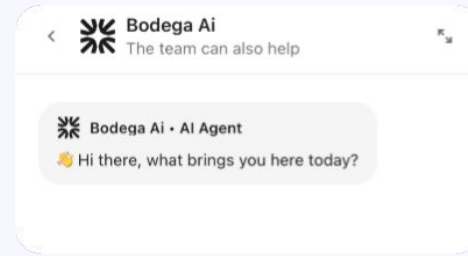
AI Help Tools

UPC Checker Sales Tool



<http://UPC.BodegaAI.com>

HELP/TRAINING



Bodega AI Chatbot

<http://Chat.BodegaAI.com>

No SKU typing needed: AI UPC database

Create Item: Set Details Add the details of the new item below and add it to cart.

Name*:

Category*: Drinks

Settings: Tax: ☒ EBT: ☒ Bottle Deposit: ☒

Selected item settings are different from the category

 Drinks
Redbull - Energy Drink 12oz

[Go Back](#) [Continue](#)

ITEM	CASH	CARD
AHA Fuji Apple	\$20.00	\$21.60
White Tea C	\$10.00	\$10.00

Subtotal		
Tax		
Bottle Deposit Total	\$0.00	\$0.00
ORDER AMOUNT	\$999.00	\$999.00
	CASH	CARD

AI Price Optimization: Identify underpriced items

ITEMCASHCARD

← Main Menu

BodeAi Below Average Priced Items

Export Table to Email

Show Tobacco

Show Alcohol

(A) Top 500

(A) Hot New 100 Items

(A) Below Avg Priced Items

(A) Above Avg Priced Items

AI

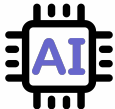
RANK	PRODUCT	AVERAGE PRICE	STORE PRICE	PRICE DIFFERENCE
1	Poland Spring Water 16.5oz	\$1.25	\$1.00	\$-0.25
2	Poland Spring Natural Spring Water 1 Gallon Jug	\$3.75	\$3.00	\$-0.75
3	Red Bull Energy Drink 8.4 oz - Single Can	\$3.75	\$3.00	\$-0.75
4	Poland Spring Water 1 liter Bottle	\$2.25	\$2.00	\$-0.25
5	Coca-Cola 12 oz Can	\$1.75	\$1.25	\$-0.50
6	Poland Spring 100% Natural Spring Water Plastic Bottle, 23.7 oz	\$2.25	\$1.75	\$-0.50
7	Coca-Cola Soda Soft Drink 2 Liters	\$3.75	\$3.50	\$-0.25
8	Poland Spring 100% Natural Spring Water Plastic Bottle - 1.5 Liter	\$3.25	\$2.50	\$-0.75
9	Coca-Cola - 20 oz, 24ct	\$2.50	\$2.00	\$-0.50
10	Kimberly Clark Scott 1000 Sheets per Roll Regular Toilet Paper	\$2.50	\$1.59	\$-0.91
11	Red Bull Energy Drink 12oz - Single Can	\$5.00	\$4.00	\$-1.00
12	Essentia - 1 Liter	\$4.50	\$3.50	\$-1.00
13	Diet Coke 20oz, Diet Coke 20oz	\$2.75	\$2.00	\$-0.75
14	Coke Diet Can 12 oz	\$1.75	\$1.25	\$-0.50
16	Oven Delights Butter Croissants - 3 oz, 6 ct	\$2.75	\$1.99	\$-0.76
17	Doritos Nacho Cheese 2.5 oz	\$3.00	\$2.50	\$-0.50
20	Coca-Cola Zero Calorie Soda, 20 oz.	\$2.75	\$2.00	\$-0.75
21	Dr. Pepper Bottles - 20 oz, 24ct	\$2.25	\$2.00	\$-0.25
22	Takis Fuego Hot Chili Pepper & Lime Artificially Flavored Tortilla Chips -	\$3.00	\$2.75	\$-0.25

Total Below Average Priced Products 0

ORDER AMOUNT \$999.00 \$999.00

CASHCARD

AI Product Optimization: Identify missing top sellers



← Main Menu

BodegAi Top 500

Show Tobacco ☐ Show Alcohol ☐ AI Recommendations ☒

Export Table to Email

(AI) Top 500

(AI) Hot New 100 Items

(AI) Below Avg Priced Items

(AI) Above Avg Priced Items

RANK	PRODUCT	WTD AVERAGE STORE SALES %
15	Poland Spring 100% Natural Spring Water Plastic Jug, 101.4 oz	0.14%
45	Bounty Paper Towels Select A Size Roll	0.11%
65	Tate's Bake Shop: Chocolate Chip Cookies, 7 oz	0.11%
68	Schweppes Ginger Ale Bottles - 2 L	0.03%
91	Bounty Select-A-Size 2 Ply Paper Towels, Double Roll, White, 90 Sheets Per Roll	0.04%
97	Efrutti Sour Mini Burger 0.32 oz	0.01%
98	Joe Tea Classic Peach - 20 oz	0.04%
105	Mars Bounty	0.03%
108	Kindler Chocolate Delice Cacao 39g	0.06%
113	Lay's Potato Chips Sour Cream & Onion - 2.63 oz	0.05%
118	Derie Hygrade Whole Milk 32oz	0.04%
127	Cream O Land	0.09%
139	Sun Chips Garden Salsa 2.38 oz	0.03%
141	Doritos Nacho Cheese Flavored Tortilla Chips 9.25 oz	0.09%
149	Super Bread, Giant White Enriched Bread 20 oz	0.17%
150	Cream-O-Land Dairy	0.06%
155	Tropicana Apple Juice 10 oz	0.01%
161	Coca-Cola	0.06%
168	Monster Energy Carbonated Enery Drink, High Caffeine Can 500ml	0.04%

Total Top 500 Items Missing: 131

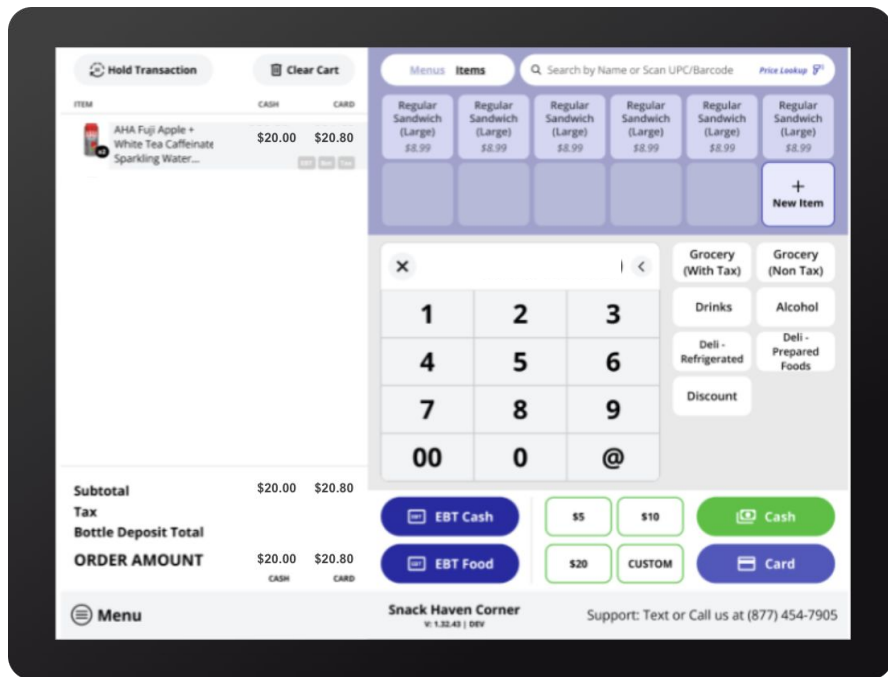
5.88% of wtd avg sales mte

1.1

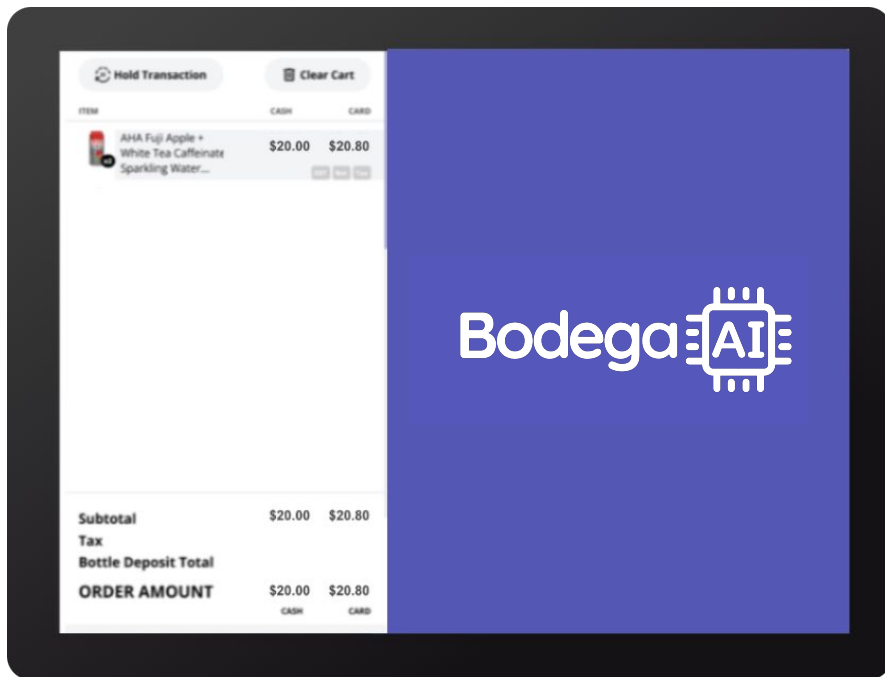
ORDER AMOUNT \$999.00 \$999.00

CASH CARD

Bodega AI 15 Inch Dual Screen Android

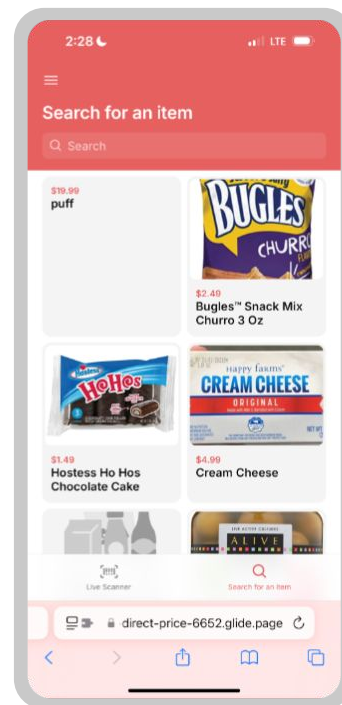
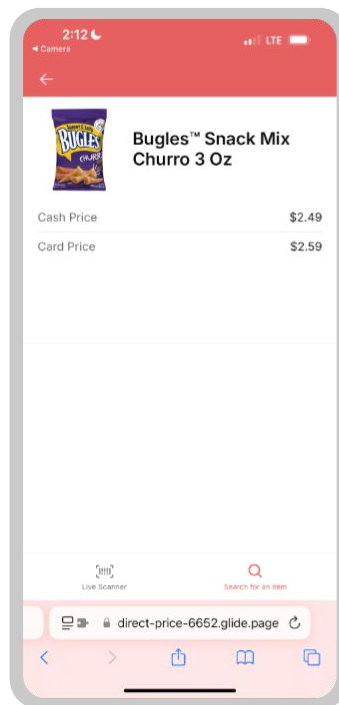
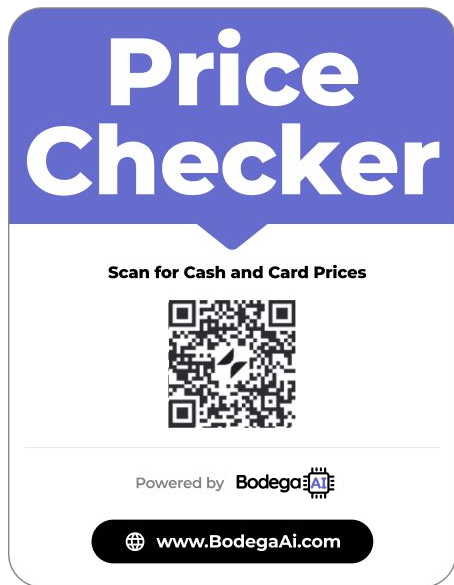


Merchant Screen

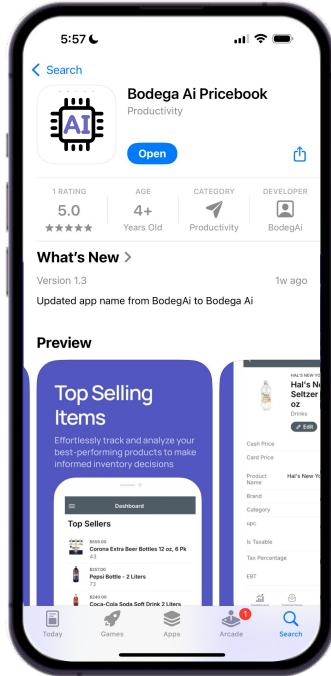


Shopper Screen

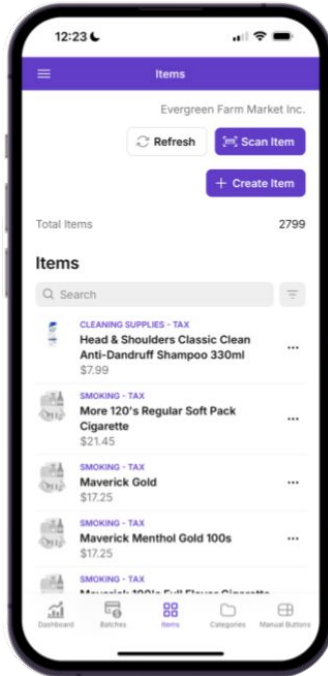
Bodega AI Free QR Code Customer Price Checker App



Merchant Android / iPhone App & Web Portal

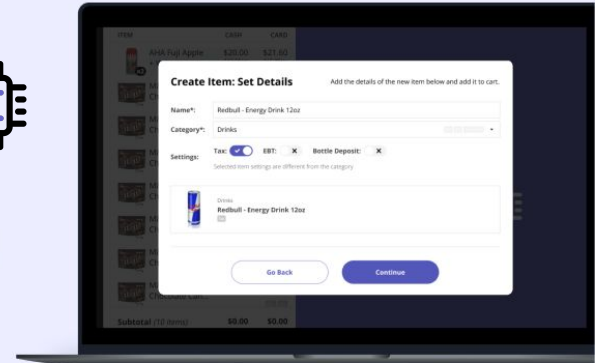


Download on the
App Store



GET IT ON
Google Play

Bodega AI
Merchant
Web Portal



Bodega AI ISO Portal to manage Merchants

Bodega AI ISO POS Portal

StoresOrganizationMapApp VersionsRelease TrackerMore

jason@bodegai.comLogout

App Version

Update App Version

Assigned App Version:
2.4.62

Current App Version:
2.4.64

Store Details

Store Id:
4c50f237-77a4-46bf-96f3-6b81dc450477

Is Active:
Active

Store Phone:
(718) 729-7777

Time Zone:
America/New_York

Owner Name:
Youssef

Created At:
April 30, 2024 at 9:08 AM

Owner Cell Phone:
(718) 729-7797

Activity - Store Status: DEMO

RefreshStatus Change Logs

Last Transaction Date:
August 11, 2025 at 1:33 PM

Last 7 Days:
14

POS Terminal Status - OFFLINE

Store Status:

Last Heartbeat At:

Network Type:

Network Status:

Bodega AI Partners

fiserv.

TSYS

Elavon

eWIC

PAX

VALOR
PAYTECH

Factor 4
The Gift & Loyalty Factor for Success

DOORDASH

GRUBHUB

Uber Eats

mercato

VOLCORA

star
MICRONICS

ZEBRA
TECHNOLOGIES

EPSON

NVIDIA

Microsoft
Azure

OpenAI

aws

SNAP

android

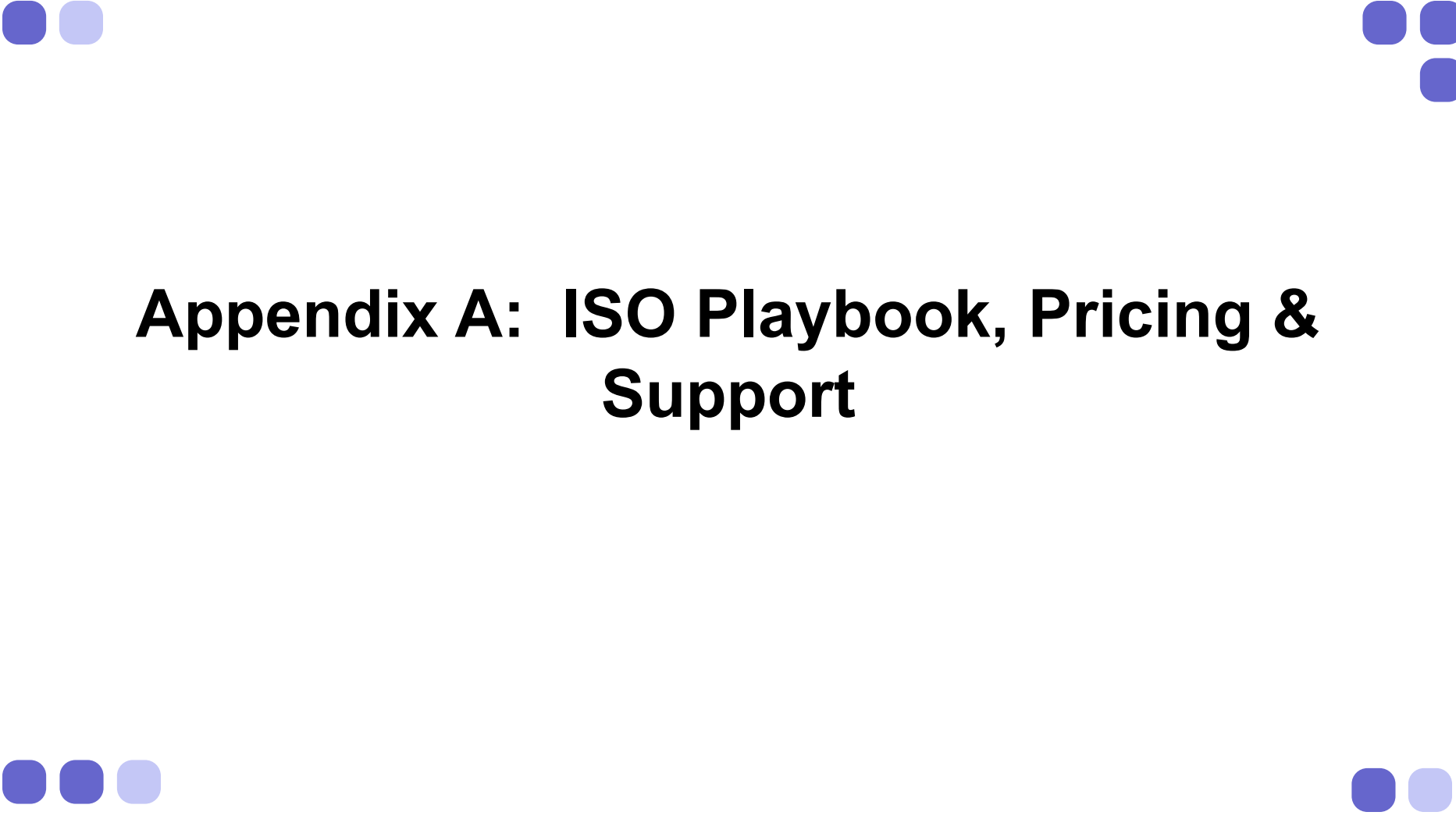
mKontakt
connecting dots...

DISCOVER
NETWORK

Start Your Gold Rush Today

1. **Get your a demo unit (zero monthly fee):** demounit.bodegaai.com
2. Book a sales demo with you or your merchant: 30min.BodegaAI.com
3. Get your questions answered 24/7 by our at chatbot: Chat.BodegaAI.com
4. Review marketing & other training materials: ISOinfo.BodegaAI.com

Questions? [Hello@BodegaAI.com](mailto>Hello@BodegaAI.com) | Text 877-454-7905

The page features decorative elements consisting of blue squares in each corner. The top-left corner has two squares, the top-right has three, the bottom-left has three, and the bottom-right has two.

Appendix A: ISO Playbook, Pricing & Support

Bodega ISO Mission

Focus Sales: *For the first time ever, ISOs have a killer vertical solution.*

Elevate Pitch: *Become a trusted advisor (vs. compete on rates).*

Lock-In Merchants: *Make Bodega AI POS the merchant's operating system.*

*You already have the **relationships**.*

*Now use it to **win the processing & reduce churn***

Bodega AI POS changes the game for ISOs

Every dimension of your business improves when you add Bodega AI

Dimension	Without Bodega Ai	With Bodega Ai
1. Sales Pitch	 Cost/fees conversation	 AI solution that makes merchants money
2. Margin	 Thin and commoditized	 Protected
3. Churn Risk	 High (switch on price)	 Low (POS is the anchor)
4. Compliance	 Manual and risky	 Automated and seamless
5. Growth	 Limited	 Exponential (\$1T of processing up for grabs)

Who Owns What

Three roles. Clear lines. No grey area.

MERCHANT

The store owner

OWNS

- Runs the store every day
- Calls their ISO when something is wrong
- Uses chat.BodegaAI.com 24/7 for self-service
- Trusts the ISO and Bodega AI to keep things running

ISO

The merchant's first call

OWNS

- Owns the merchant relationship
- Level 1 support (basic questions, password resets)
- Level 2 support (on-site, connectivity, hardware swaps)
- Hardware deployment, demos, and sales

BODEGA AI

The platform owner

OWNS

- Owns the POS platform, data, and infrastructure
- Tier 3 platform escalations and advanced troubleshooting
- 24/7 AI chatbot at chat.BodegaAI.com
- ISO training, certification, release notes

BACKSTOP: If an ISO can't deliver Tier 1 and 2 support at scale, Bodega AI routes the ISO to a Super ISO. Merchant experience is non-negotiable.

Affordable, all-in-one Silver bundle



iPhone/
Android/
Web App



Dual Screen Android POS
with Ai UPC Database



Rugged Cash Drawer



Ai Recommendations



Price Checker

Customer Dual
Price Checker



2d Barcode
Scanner

**\$500 One
Time
AI POS Bundle
=
+
\$50/mo.
per POS**

Valor VP 350 is preferred PinPad

Note: Does not include credit card swiper (Pax or Valor) + external 80mm receipt printer (\$75 extra)

For more hardware options check out: <http://flavors.BodegaAI.com>



Bodega AI Hardware Options

Note: Equipment only shipped to ISO, so they can test. Only ground shipping available (max 5 units per month).
For larger bulk orders pls contact Bodega AI (4-7 week shipping times apply)

Specification	Silver Hardware \$500 • Under 100 txns / day	Gold Hardware \$600 • 100 to 300 txns / day	Platinum Hardware \$700 • 300+ txns / day
Merchant Type	• Corner bodega • Small deli • Smoke shop • Dollar / candy store • Small convenience	• Convenience store • Mid-size deli • Liquor store • Small grocery • Ethnic food market	• Full-service grocery • High-volume deli • High-volume grocery • High-volume liquor
Operating Profile	• Single checkout lane • Low to moderate foot traffic • Simple SKU mix • Price-sensitive owner	• 1 to 2 lanes; 2nd at peak • Steady volume, clear rush hours • EBT and tobacco common • Downtime is costly midday	• 2 to 3+ lanes, one terminal is wrong • Zero tolerance for downtime • Complex SKU, multi-department ops • Dedicated Ethernet run required
Credit Card Terminal <i>Hardwired Ethernet required</i>	Valor VL100 / VP100 with built-in printer	Valor VP350 PIN pad Preferred	Valor VP350 PIN pad Preferred
Printer	Valor Credit Card Terminal built-in printer (no external printer)	Basic external printer (48" USB + 48" power cable)	Advanced Volcora external printer (48" USB + 71" power cable)
Cash Drawer	Basic Volcora cash drawer	Medium solid-steel Volcora cash drawer	Heavy-duty ATG cash drawer
All-in-One Android POS	• Bodega AI 15" Dual Screen POS • Standard spec: 4-core / 4 GB / 32 GB	• Bodega AI 15" Dual Screen POS • Standard spec: 4-core / 4 GB / 32 GB	• Bodega AI 15" Dual Screen POS • Standard spec: 4-core / 4 GB / 32 GB
Barcode Scanner	2D barcode Wired Orb Scanner	2D barcode Wired Orb Scanner	2D barcode Wired Orb Scanner

Warranty: valid only for merchants in stated transaction band & with surge protector. **Required:** all deployments require hardwired Ethernet and surge protector. No Wi-Fi supported.

When a Merchant Has an Issue

The merchant calls the ISO. Always.

TWO PATHS, ONE BOUNDARY

PATH A · SELF-SERVE

Merchant

has a question



chat.BodegaAI.com

24/7 AI assistant

Resolved instantly for routine questions.

PATH B · HUMAN HELP

Merchant

calls the ISO



ISO Level 1

*Basic questions,
password resets*



ISO Level 2

*On-site,
hardwareswap*



Bodega AI Tier 3

*Platform issue,
advanced support*

if platform issue

ISO resolves 90%+ at Level 1 and Level 2. Only platform issues escalate to Bodega AI.

THE RULE

A merchant never contacts Bodega AI directly for human support. The ISO owns the relationship, and the call.

When an ISO Needs Bodega AI

Match the question to the right channel.

THE 877 PHONE HELP

Live, real-time answering service (24/7)

Basic troubleshooting

Call 877-454-7905 *M-F business hours (9am - 5pm EST)*

Advanced or urgent help (or after hours troubleshooting)

Text 877-454-7905 *Real-time, 24/7 (include photos / videos)*

EMAIL HELP

Async, written record

Standard support ask

support@BodegaAI.com

SELF-SERVE AI HELP

24/7 AI assistant

Any routine question, anytime

chat.BodegaAI.com *Always on - try here first*

SCHEDULED HELP

Book a session

Sales demo with merchant prospect

30min.BodegaAI.com *ISO joins with prospect*

Tech deep dive · Setup & Training

60min.BodegaAI.com *Configuration, deployment, training*

AFTER HOURS

*Outside business hours, the 877 line is limited to leaving a message & text-support only.
chat.BodegaAI.com is always on.*



Bodega AI Partner Tiers

Three tiers. Clear lines. Earned access.



CONTRACTED AGENT

Signed distribution agreement. But if they do not have capabilities to implement successfully or service clients with tier 1 and 2 issues, then they need to work under a Super ISO.

WHAT THEY GET

- Platform access
- Limited customer support
- Routes to Certified Super ISO if can't maintain or deploy
- Works with existing Uncontracted ISO

CONTRACTED ISO

Default for any partner with deployment and tier 1 and 2 customer service capabilities.

WHAT THEY GET

- PAX / Valor portal access (basic)
- chat.BodegaAI.com & email support
- ISO portal

CONTRACTED SUPER ISO

Earned status. Reserved for partners who meet all **qualification gates**

WHAT THEY GET

- PAX / Valor portal access (basic)
- Beta program & early releases
- Full kiosk override + EXIT APP
- Named tech contact + WhatsApp
- Sub-ISO distribution rights & override
- Ability to control deployments



Agent → Standard ISO → Super ISO is the growth path. Bodega AI invests at every level.





Path to Super ISO Status

Five gates. All must be satisfied. Volume alone is not enough.

1

Volume

50+ active transacting stores, or a signed 100-unit commitment over 6 months.

2

Capability

Five-unit bench test demonstrated.
Documented internal Tier 1 and Tier 2 support process.

3

Commitment

Signed Super ISO Distribution rider with SLA covenants, brand standards, audit rights, insurance.

4

Quality

Below 1.5 support tickets per active merchant per month.
Zero compliance violations in trailing 12 months.

5

Inventory

Minimum five (5) units in inventory at all times.

From Agent to Standard ISO sign a Distribution Agreement.

From Standard ISO to Super ISO meet all five gates and sign the Super ISO Distribution rider.

ISO Deployment Responsibilities

Key Focus	Store Configuration	Shipment	Installation	Customization	Tier 1 Service
Summary	Prepare the POS system and account for the store.	Ship the POS hardware to the store safely and on time.	Install the POS hardware at the store and ensure it works properly.	Tailor the system to the store's needs and train the staff.	Support the store after setup and help them succeed.
Key Actions	- Gather key store information (inventory, pricing, etc.)- Set up the merchant's POS account and settings- Preload inventory data and test the system	- Pack all hardware components securely- Ship to the store with tracking info- Confirm delivery arrival and installation schedule	- Unpack and connect the POS and peripherals- Connect to internet/power and update software if needed- Run a test sale to ensure everything works	- Import or enter the store's product list and prices- Set up store-specific settings (taxes, receipts, etc.)- Train store staff on using the POS features	- Provide contact info and answer initial questions- Check in after installation to address any issues- Offer ongoing tips or updates to maximize benefits
What Success Looks Like	POS is fully configured with the store's details and ready to use out-of-the-box.	Hardware arrives on time, in good condition, with all parts included.	System is up and running on-site with no issues, and the merchant can process sales.	POS reflects the store's actual inventory and prices, and staff can confidently use it.	Merchant is happy, any issues are resolved quickly, and the store sees clear benefits (smoother operations, higher profits).

Evolution of a Bodega AI - ISO Partnership

Phase 1

Crawl

- **1 Demo Unit/Store**
(zero monthly fee)
- **Bodega AI = Teacher**
- **1 on 1 Training on**
 - Software
 - Payment terminal
 - Hardware
- **Bodega AI help with Marketing**
 - Flyers
 - Agent Trainings
- **Note: Can sell / deploy demo unit**



Phase 2

Walk

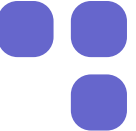
- **Deploy 1-3 “real” Stores**
- **Bodega AI = Hand Holder**
- **ISO**
 - Bench tests
 - Deployment
 - Merchant Billing
 - Develops offering
- **Bodega AI supports ISO**
 - manages customer service (Tier 1 & 2)
 - hand holds ISO with deployments
- **Broader Group Training**
 - Customer Service Training
 - Deployment Training



Phase 3

Run

- **3+ Stores**
- **Bodega AI = Backup**
- **ISO/Agent Marketing**
 - Trade Shows
 - Emails
 - Postcards / bulk texts
- **Joint**
 - Webinars/Training
 - Demos/Marketing
 - List Development
- **ISO**
 - Bench Tests & Deploy
 - Tier 1 & 2 cust service
 - Deployment
 - Merchant Billing
- **Bodega: Tier 3 Support**



Appendix B: Sales Enablement & Case Studies



From Struggle to Superstore: Your AI-Powered Merchant Journey

THE COST OF MANUAL MANAGEMENT



Manual Operations Lose Money Daily

Traditional cash registers and manual tracking lead to invisible financial losses every day.



The Burden of Uncertainty.

Merchants often struggle to decide what to sell and how to price items.

THE PATH TO AI-POWERED SUCCESS



Get Smarter With Every Scan

Automatically identify missing top sellers and receive intelligent, data-driven price suggestions.



24/7 Remote Store Management

Monitor real-time sales and performance growth directly from your smartphone.

EASIER OPERATIONS, HIGHER PROFITS



Modern hardware and AI insights make stores easier to run and more profitable.

AI-DRIVEN PRICING OPTIMIZATION (EXAMPLE)

CURRENT PRICE	SUGGESTED PRICE
 \$1.19	 \$1.29
Sales Growth Baseline	+20.3%

Illustrates how the AI suggests specific pricing optimizations to increase margins.

AI-POWERED SUCCESS & SUSTAINABLE GROWTH



✓ Transformed into a Profitable, AI-Driven Business Model.



MANUAL STRUGGLE

Evolution of a Bodega AI Merchant Mindset

Now



"Cash Register Cheap & Easy, but Way More Powerful"

- **Merchant mindset:**
"Just Scan & Sell"
- **Why they love us:**
 - Pre-loaded UPC database makes setup effortless
 - Fast onboarding → instant value
 - Low cost
 - Multilingual POS
- **Primary value:**
Ease + Affordability



6 Months



"The Most Profitable POS"

- **Merchant mindset:**
"Ai recommendations make me more money"
- **Why they love us:**
 - AI optimizes pricing
 - Product Recs → increase basket size
 - Tax Optimization → boost net income
- **Primary value:**
Profit + Insight



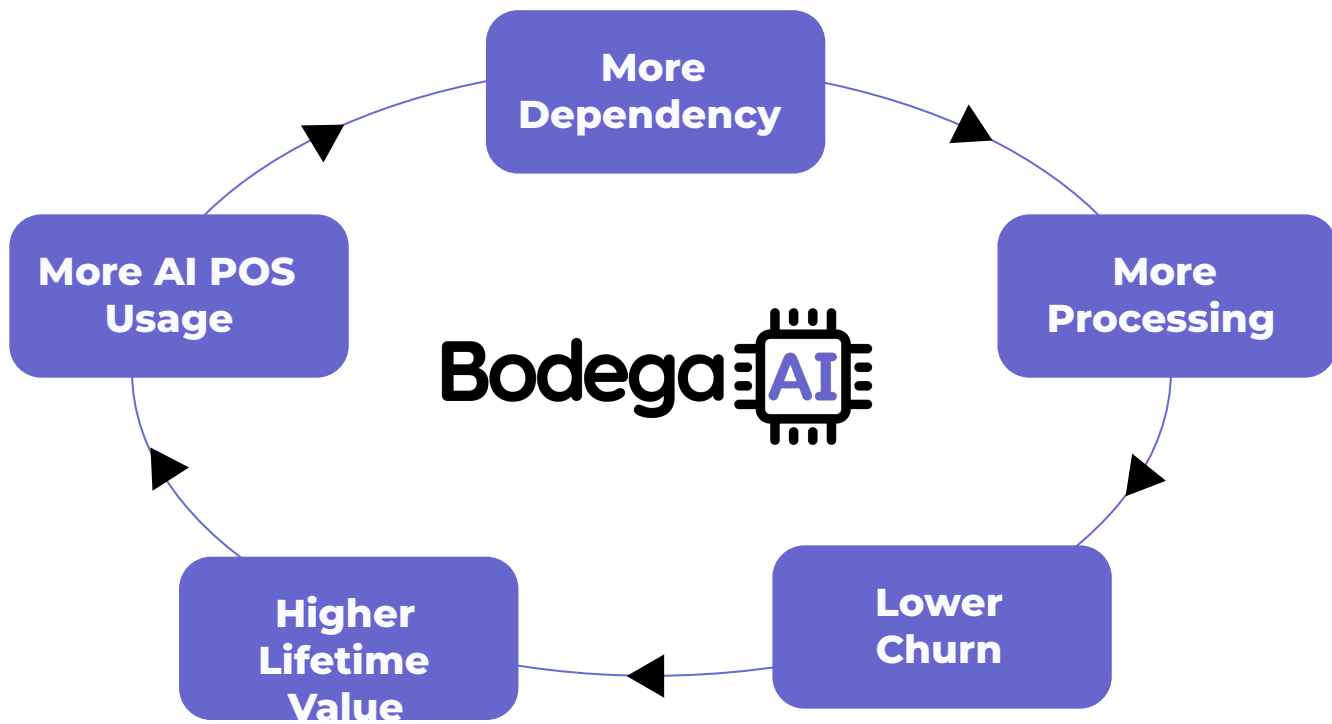
1 Year+



"The Best Brand & Supplier Perks POS"

- **Merchant mindset:**
"Bodega AI connects me to opportunities I never had."
- **Why they love us:**
 - Coupons & Trade Rebates
 - New Product Access
 - Exclusive deals
 - Automated Ordering
 - In-App Advertising
- **Primary value:**
Partnership + Expansion

Exponential Growth Flywheel



Million Dollar Proactive Lead Gen Operating System

A 30-day operating system for predictable demos → installs → residuals

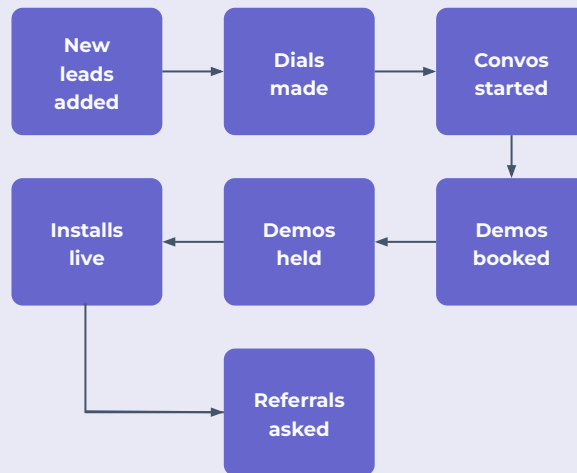


The System (it compounds)

- 1. Choose Merchant Category**
One niche • One geo
- 2. Pull Target List**
Refresh weekly
- 3. 14-Day Multi-Touch**
Call + Text + eMail
- 4. Appointment Engine**
Setters → Closers
- 5. Proof + Referrals**
After install, ask

Run steps 1-5 in order. Then loop weekly.

Daily Scorecard (track it or it doesn't exist)



Speed wins: first touch < 5 min
missed demo = same-day reschedule

Bodega AI POS Elevator Pitch

(convenience, liquor, tobacco & other high-SKU retail)

Version 1: Default (most situations)

“We now offer Bodega AI POS. It’s as easy as a cash register, just scan and sell, but it actually helps stores price better, avoid mistakes, and make more money automatically. Most owners like it because it’s simple, affordable, and works perfectly with dual pricing/cash discount.”

Version 2: Merchant-Pain First (skeptical owners)

“Most stores like yours are guessing on pricing, taxes, and what actually makes money. We now offer Bodega AI POS that keeps checkout dead simple but helps fix pricing and profit automatically in the background. Owners usually see fewer mistakes, faster training, and better margins, without changing how they work.”

Version 3: Competitive Swap (Clover / NRS / Square / Cash Register users)

“If you’re using a Legacy POS or a basic register, you are using a dinosaur. Bodega AI POS is a next gen POS designed for high-SKU stores that stays simple at checkout but uses AI to improve pricing and profits over time. It also supports compliant dual pricing, which is why a lot of stores are switching.”

How reps should end: “Does that sound like something you’d want to see for your store?”

Objection Handling

Merchant Objection

What the Rep Says

“I already have a POS.”

“Totally fair. The question isn’t *do you have a POS*, it’s *is your POS helping you make more money or just ringing sales?* Bodega AI keeps checkout the same but improves pricing and margins in the background.”

“I don’t want anything complicated.”

“Neither do your cashiers. At checkout it’s just scan and sell, like a cash register. The AI runs in the background to reduce mistakes.”

“My store is too complicated.”

“That’s exactly who this is built for: high-SKU stores with tobacco, liquor, EBT, deposits, and constant price changes. Generic POS struggles here.”

“I’m worried about dual pricing / compliance.”

“You’re right to be cautious. This system exists to handle dual pricing cleanly so customers see the right price before checkout. We set it up correctly and you stay in control.”

“I don’t want to retrain staff.”

“Training is faster. Staff just scans items, & the system speaks their language. Less explaining, fewer errors.”

“How hard to install/operate?”

“Fair question. We deploy in steps. The goal is to be as reliable as a cash register, just smarter.”

“Sounds expensive.”

“Compared to leaking money every month? This POS usually pays for itself by fixing those leaks.”

“I don’t trust AI.”

“You’re not trusting AI, you’re using it as a helper. You’re always in control, just no more guessing.”

“I don’t want to change how I run my store.”

“You don’t have to. It doesn’t change how you run the store it just removes mistakes and gives you visibility you didn’t have.”

“I’ll think about it.”

“Totally fine. Before you do are you thinking about whether it would actually help your store?”

Emotional Reasons why Merchants Sign Up for Bodega AI

Emotional Driver

What the Owner Is Really Feeling

Relief

“I can stop guessing on prices, taxes, and what makes money.”

Control

“I know what’s happening in my store, even when I’m not there.”

Confidence

“I’m finally running my store like the big chains do.”

Security

“I’m not leaking money or risking compliance mistakes anymore.”

Pride

“My store feels modern, professional, and legit.”

Trust

“This POS works *with* me, not against me.”

Freedom

“I can step away without everything falling apart.”

Respect

“This system understands my business, my language, and my reality.”

Merchants don’t buy Bodega AI because of its ‘AI.’

They buy it because it is the cheapest POS that removes stress, gives them control, and helps them keep more of what they earn.

Bodega vs. Competition



Component	Cash Register	 clover	NRS	Bodega 
Makes Stores more Money	—	—	—	✓
Easy for High SKU Stores	—	—	●	✓
Integrates with Any Processor	—	—	—	✓
Dual Pricing Compliant in NY/CA	—	—	—	✓
Affordable	✓	—	✓	✓
Multilingual POS in 12 Languages	—	—	—	✓
No UPC SKU data typing (Name, image, state/county/city tax, EBT, category)	—	—	●	✓
Know best pricing thru Ai benchmarking	—	—	—	✓
Know best selling products thru Ai benchmarking	—	—	—	✓



vs. Competition



Component	Cash Register	clover	NRS	Bodega AI
Ai Help & Training	–	–	–	✓
Unlimited SKUS & Products	–	–	–	✓
ISO Own Deployment & Customer Service	–	✓	–	✓
High Residual Potential	–	✓	–	✓
Own Customer Relationship	–	✓	–	✓
Free Pricebook Upload for Merchants	–	–	–	✓
Free QR Code Customer Price Checker	–	–	–	✓
Android POS	–	✓	–	✓
Doesn't Compete against ISO for Processing	–	–	–	✓
Manage store 24/7 from Phone	–	✓	✓	✓

The slide features a minimalist design with the title 'Case Studies' centered in a large, bold, black sans-serif font. The background is a solid light blue. In each of the four corners, there are decorative elements consisting of small, rounded squares in two shades of blue: a darker blue and a lighter blue. Top-left: two squares. Top-right: three squares arranged in a small cluster. Bottom-left: three squares. Bottom-right: two squares.

Case Studies

Gold Rush Case Study

- 7 years ago, I partnered with two Agents about selling Cash Discount
- These partners have deployed cash discount to 20k merchants

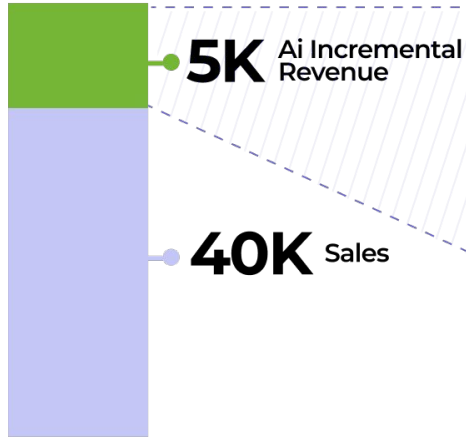


Bodega AI POS Case Study: Tripled Coors Light Sales

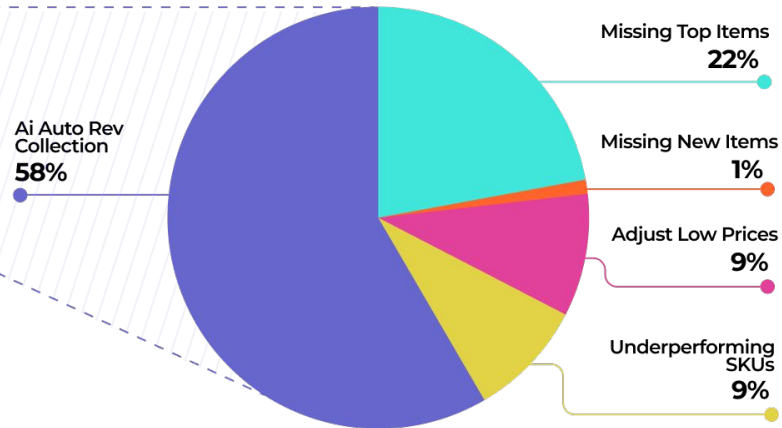


Bodega AI POS Case Study: 10%+ More Revenue

Monthly Sales



Ai Incremental Revenue



Bodega AI: Digitizing the \$10 Trillion Global Traditional Retail Economy

THE PROBLEM: THE WORLD'S LARGEST BLIND SPOT



50 MILLION Independent Stores

Most traditional trade locations are currently enclaved, isolated, and rely on pen and paper with no digital connection.

\$10 TRILLION Annual Sales

More than global e-commerce flows through these stores, yet near zero real-time transaction intelligence exists.



50%+ CPG Sales via Traditional Trade

Brands have millions of outlets with zero real-time sell-through data and no ability to influence sales digitally.



THE SOLUTION: "SHOPIFY FOR TRADITIONAL TRADE"



Bodega AI



Leveling the Playing Field:

Bodega AI provides independent retailers with the same AI-powered operating intelligence used by Walmart and Amazon.

Affordable & Multilingual:

Designed as the first multilingual POS at a price point accessible to every merchant globally.

Multi-sided Flywheel:

A platform where every participant (merchant, brand, size of data, time) makes the others more valuable through shared data and efficiency.

WHY NOW? FOUR FORCES CONVERGING



Technology Unlock

LLMs and computer vision are now affordable enough for massive-scale deployment.



Market Urgency

CPG brands are desperate to solve the growing data gap in traditional trade.



Execution Ready

Distribution infrastructure is in place with 2000+ sales reps and 20% month-over-month growth.



Moore's Law

Hardware costs have collapsed to the point where AI POS costs less than a single cooler placement.

BENEFITS FOR THE MERCHANT: "AI THAT PAYS FOR ITSELF"



24/7 AI Employee

The store runs autonomously, alerting the owner only when something truly needs their attention.



Take a Vacation

The system allows merchants to stop away for the first time while the AI manages store operations.



10% More Profit

Achieved through smarter pricing, lower losses, and better margins — automatically calculated without an MBA.



Real-Time Alerts

AI prompts specific actions, such as: "Raisa's energy took \$0.73. Your neighborhood just ran out."

BENEFITS FOR THE SUPPLY CHAIN: DATA & INFLUENCE

Data Flows Up (Intelligence):

Every year creates real-time sell-through intelligence by SKU and region. Regulating demand signals before electronics occur.

Influence Flows Down (Activation):

Brands use the register as a channel for retail media, real-time promotions, and auto-reconciled trade rebates.



Register as a Sensor & Channel:

The AI POS sets as both a data collector for the brand and a direct influence tool at the moment of purchase.

THE BUSINESS MODEL: THE ANDROID PLAYBOOK

Comparison: Just as Google gave away a free OS to build a \$27 data empire, Bodega AI provides a free low-cost AI POS to build a retail data network.

ANDROID / GOOGLE

THE PRODUCT

Free mobile OS

DISTRIBUTION

Samsung, LG, Motorola

MONETIZATION

Search, Maps, Play Store

THE ENDGAME

36 devices, dominant network

BODEGA AI

THE PRODUCT

Free AI-powered POS system

DISTRIBUTION

Banks, ISOs, Distributors

MONETIZATION

Retail media, CPG data, SaaS

THE ENDGAME

50M stores, data layer

Generic Merchant Deck

AI POS for “Main Street” Retail

Bodega

The Easiest, Most Profitable & Affordable Retail POS



Required



PAX



VALOR
PAYTECH

Dual Pricing Compliant



Bodega Mission

*Enable independent retail owners with the
Ai technology, insights, & group power
that the retail giants use,
to help “Main Street” win.*





Built by Payment Operators. For Payment Resellers.

**Pioneered Cash Discount in 2005
& Deployed over 30k POS Merchants**



**Pioneered
Cash
Discount
2005**



**Exit
2020**



Bodega 
POS

**Founded
2024**



**Best Retail
Technology
Solution
2025**

PROBLEM:

Retailers Work Too Hard & Operate Blind

**Manual Inventory Mgmt
for 1000s of SKUS**



**Tax & Compliance
Anxiety**

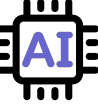


**Price & Product
Guessing**



**No Peace of
Mind**

RETAILER SOLUTION:

Bodega  POS

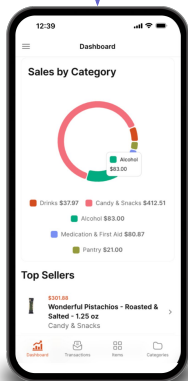
- ✓ **Ai Makes Stores More Money**
- ✓ **Ai is Easy** (Just Scan & Sell)
- ✓ **Ai Compliance** (EBT, Tax & Cash Discount)
- ✓ **Ai Help & Reporting** (Talk to POS)
- ✓ **Ai UPC Database** (Preloaded with 200k+ Products)
- ✓ **Ai Price & Product Recs** (Stop Guessing & Losing
- ✓ \$)

AI POS Speaks Your Language (Multilingual)
& Every Merchant can Afford Bodega AI POS



Bodega AI POS Components

iPhone/Android Web App



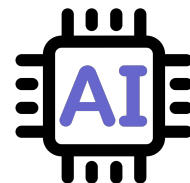
**Dual Screen
Android POS**



**Pax a30/35/920 & Valor
VL100 Hardwired Terminal
Required**

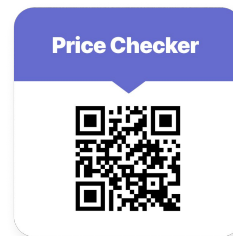
(not provided by Bodega AI)

**Rugged Cash
Drawer**



**AI Recommendations &
Help & Database**

**Customer Dual
Price Checker**



**2d Barcode
Scanner**

Note: Credit card provider is responsible for hard wiring Pax A35 or Valor VL100 or VL100 Pro Terminal. If Pax is used, an external 80mm receipt printer is also necessary

How Bodega AI POS Works



- **Scan items Automatically**



- **Add Items thru Menu (item or category) & Open Buttons**



- **Pay by EBT, Cash, & Card**

Easy & Cheap as a Cash Register, but Way More Powerful

Other Important Functionality



Cloud POS with
Offline Mode



Inventory/Customer
Management



Cash Drawer Shift
Management



Multi Store
Management



Bundle & Pack Item
Management



Lottery Sales Tracking



Loyalty & Gift Card
Programs *



Automatic ID Checking
for Age Verification



Integrated Security
Camera **



Integrated Weight Scale **

Tobacco Scan Data Rebate Program *

- Altria & RJRT Scan data Reporting
- Altria & RJRT Multi-pack & Loyalty
- Altria: Automatic Promotions, Coupons
- License ID Scanning
- Altria: Tier 2 and 3



Altria



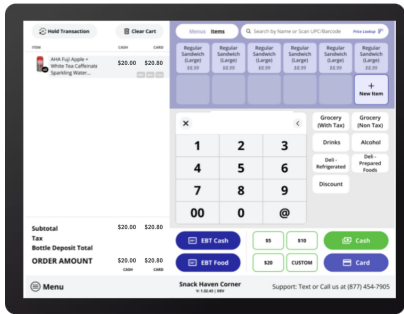
(semi-integrated)

*additional fees apply

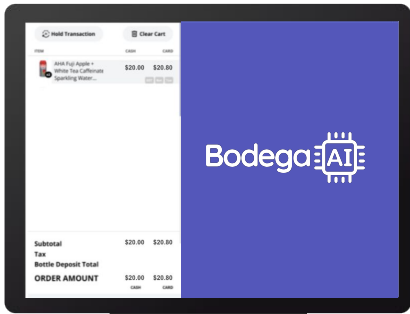
**extra hardware required

Cash Discount, Dual Pricing, Surcharging Compliance

15" Merchant
Facing Display



15" Merchant Customer
Facing Display



Customer
Dual Price Checker



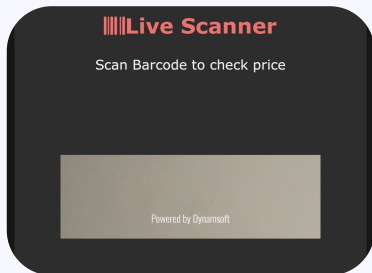
Sample Store	
3636 33rd St Long Island City, NY 11105 855-345-0040	
CASH	
Receipt # : 14	12/03/22 11:31:24 PM
Trans. # : 1	Station # : 1
1. Large Coffee	\$3.98
Sub Total	\$3.98
Tax (8.88%) :	\$0.35
CASH TOTAL	\$4.33
1 ITEM	

Sample Store	
3636 33rd St Long Island City, NY 11105 855-345-0040	
CARD	
Receipt # : 14	12/03/22 11:31:24 PM
Trans. # : 1	Station # : 1
1. Large Coffee	\$4.14
Sub Total	\$4.14
Tax (8.88%) :	\$0.36
Credit Card Total	\$4.50
1 ITEM	

AI Help Tools



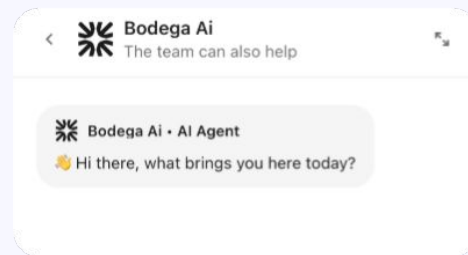
UPC Checker Sales Tool



<http://UPC.BodegaAI.com>



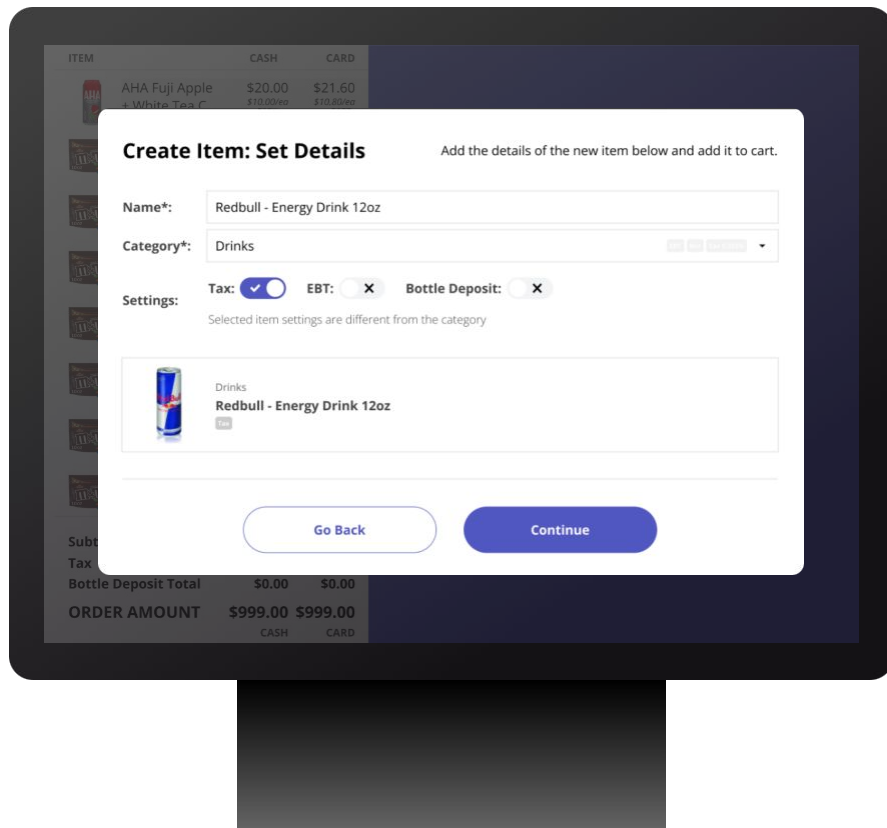
HELP/TRAINING



Bodega AI Chatbot

<http://Chat.BodegaAI.com>

No SKU typing needed: AI UPC database



Create Item: Set Details Add the details of the new item below and add it to cart.

Name*:

Category*: Drinks

Settings: Tax: ☒ EBT: ☒ Bottle Deposit: ☒

Selected item settings are different from the category

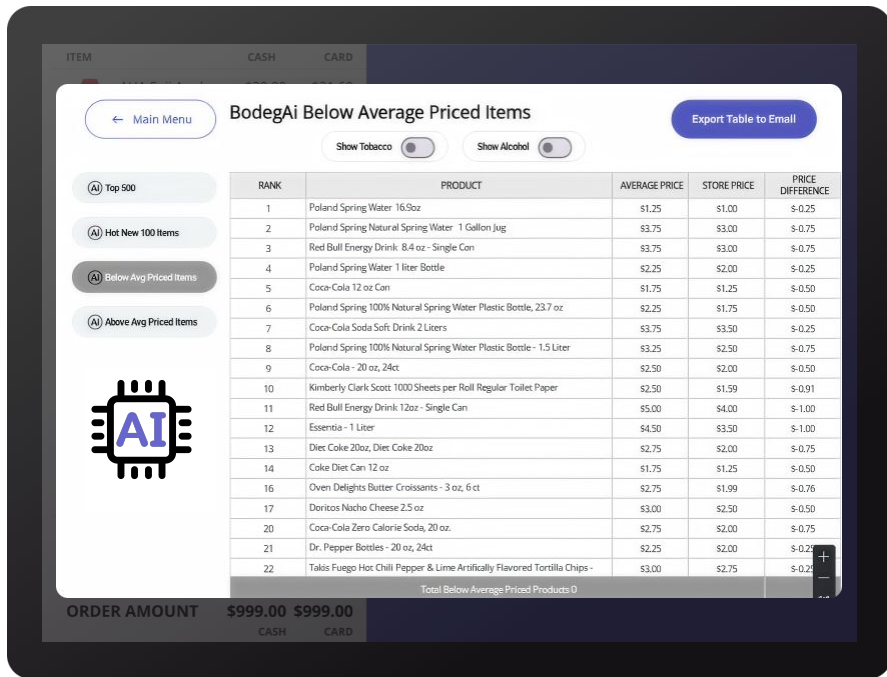
 Drinks
Redbull - Energy Drink 12oz

[Go Back](#) [Continue](#)

ITEM	CASH	CARD
AHA Fuji Apple	\$20.00	\$21.60
White Tea C	\$10.00	\$10.60

Subtotal	Tax	Bottle Deposit Total	CASH	CARD
		\$0.00	\$0.00	\$0.00
ORDER AMOUNT		\$999.00	\$999.00	\$999.00

AI Price Optimization: Identify underpriced items



The image shows a tablet displaying a software interface for AI Price Optimization. The interface is titled 'BodeAi Below Average Priced Items' and includes a navigation menu on the left with options like 'Main Menu', 'Top 500', 'Hot New 100 Items', 'Below Avg Priced Items', and 'Above Avg Priced Items'. The 'Below Avg Priced Items' option is selected. The main area displays a table of items with columns for Rank, Product, Average Price, Store Price, and Price Difference. The table lists 22 items, including various beverages and household products. At the bottom, there is a summary section showing the 'ORDER AMOUNT' as '\$999.00' and a total for 'Total Below Average Priced Products' as '\$0.00'. The interface also includes toggle switches for 'Show Tobacco' and 'Show Alcohol', and an 'Export Table to Email' button.

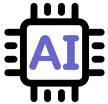
RANK	PRODUCT	AVERAGE PRICE	STORE PRICE	PRICE DIFFERENCE
1	Poland Spring Water 16.5oz	\$1.25	\$1.00	\$-0.25
2	Poland Spring Natural Spring Water 1 Gallon Jug	\$3.75	\$3.00	\$-0.75
3	Red Bull Energy Drink 8.4 oz - Single Can	\$3.75	\$3.00	\$-0.75
4	Poland Spring Water 1 liter Bottle	\$2.25	\$2.00	\$-0.25
5	Coca-Cola 12 oz Can	\$1.75	\$1.25	\$-0.50
6	Poland Spring 100% Natural Spring Water Plastic Bottle, 23.7 oz	\$2.25	\$1.75	\$-0.50
7	Coca-Cola Soda Soft Drink 2 Liters	\$3.75	\$3.50	\$-0.25
8	Poland Spring 100% Natural Spring Water Plastic Bottle - 1.5 Liter	\$3.25	\$2.50	\$-0.75
9	Coca-Cola - 20 oz, 24ct	\$2.50	\$2.00	\$-0.50
10	Kimberly Clark Scott 1000 Sheets per Roll Regular Toilet Paper	\$2.50	\$1.59	\$-0.91
11	Red Bull Energy Drink 12oz - Single Can	\$5.00	\$4.00	\$-1.00
12	Essentia - 1 Liter	\$4.50	\$3.50	\$-1.00
13	Diet Coke 20oz, Diet Coke 20oz	\$2.75	\$2.00	\$-0.75
14	Coke Diet Can 12 oz	\$1.75	\$1.25	\$-0.50
16	Oven Delights Butter Croissants - 3 oz, 6 ct	\$2.75	\$1.99	\$-0.76
17	Doritos Nacho Cheese 2.5 oz	\$3.00	\$2.50	\$-0.50
20	Coca-Cola Zero Calorie Soda, 20 oz.	\$2.75	\$2.00	\$-0.75
21	Dr. Pepper Bottles - 20 oz, 24ct	\$2.25	\$2.00	\$-0.25
22	Takis Fuego Hot Chili Pepper & Lime Artificially Flavored Tortilla Chips -	\$3.00	\$2.75	\$-0.25

ORDER AMOUNT \$999.00 \$999.00

CASH CARD

Total Below Average Priced Products \$0

AI Product Optimization: Identify missing top sellers



← Main Menu

BodeAi Top 500

Show Tobacco ☐ Show Alcohol ☐ AI Recommendations ☒

Export Table to Email

(AI) Top 500

(AI) Hot New 100 Items

(AI) Below Avg Priced Items

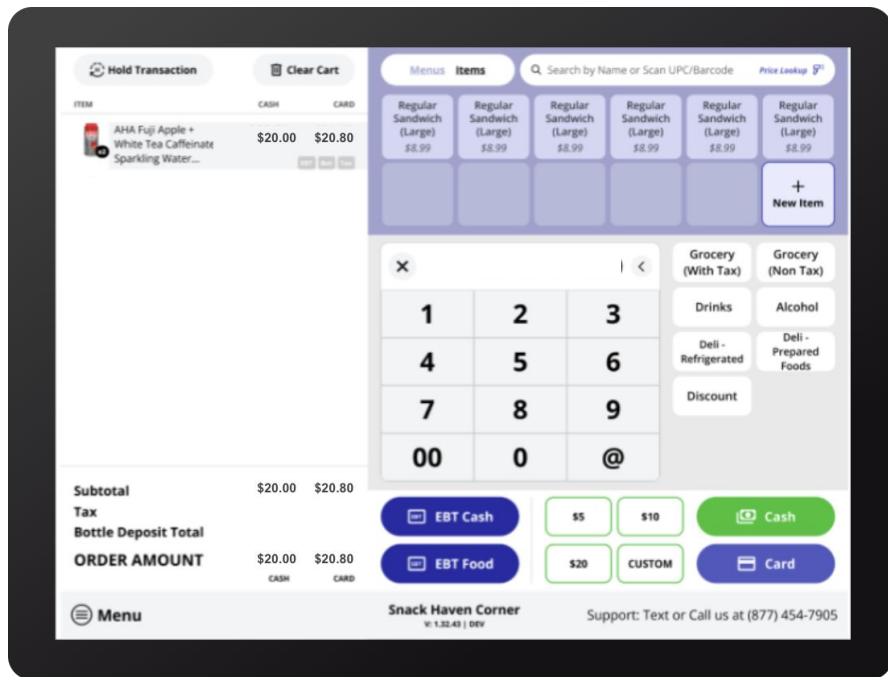
(AI) Above Avg Priced Items

RANK	PRODUCT	WTD AVERAGE STORE SALES %
15	Poland Spring 100% Natural Spring Water Plastic Jug, 101.4 oz	0.14%
45	Bounty Paper Towels Select A Size Roll	0.11%
65	Tate's Bake Shop: Chocolate Chip Cookies, 7 oz	0.11%
68	Schweppes Ginger Ale Bottles - 2 L	0.03%
91	Bounty Select-A-Size 2 Ply Paper Towels, Double Roll, White, 90 Sheets Per Roll	0.04%
97	Efretti Sour Mini Burger 0.32 oz	0.01%
98	Joe Tea Classic Peach - 20 oz	0.04%
105	Mars Bounty	0.03%
108	Kindler Chocolate Delice Cacao 39g	0.06%
113	Lay's Potato Chips Sour Cream & Onion - 2.63 oz	0.05%
118	Derie Hygrade Whole Milk 32oz	0.04%
127	Cream O Land	0.09%
139	Sun Chips Garden Salsa 2.38 oz	0.03%
141	Doritos Nacho Cheese Flavored Tortilla Chips 9.25 oz	0.09%
149	Super Bread, Giant White Enriched Bread 20 oz	0.17%
150	Cream-O-Land Dairy	0.06%
155	Tropicana Apple Juice 10 oz	0.01%
161	Coca-Cola	0.06%
168	Monster Energy Carbonated Enery Drink, High Caffeine Can 500ml	0.04%
Total Top 500 Items Missing: 131		5.88% of wtd avg sales mte

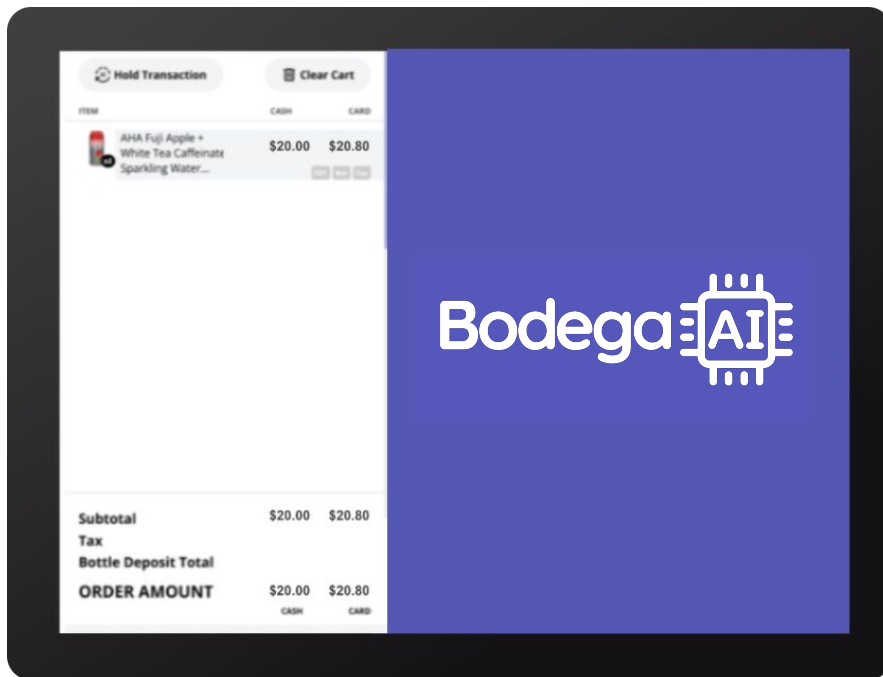
ORDER AMOUNT \$999.00 \$999.00

CASH CARD

Bodega AI 15 Inch Dual Screen Android

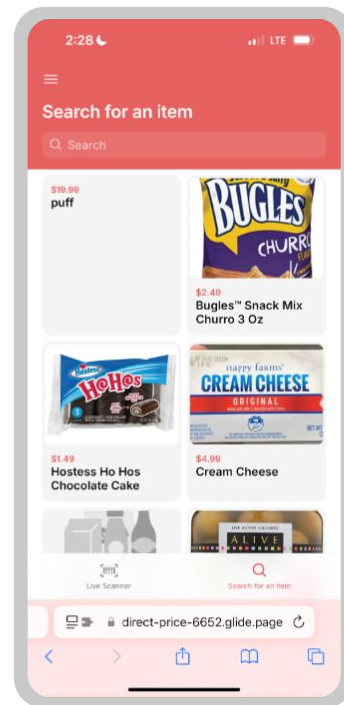
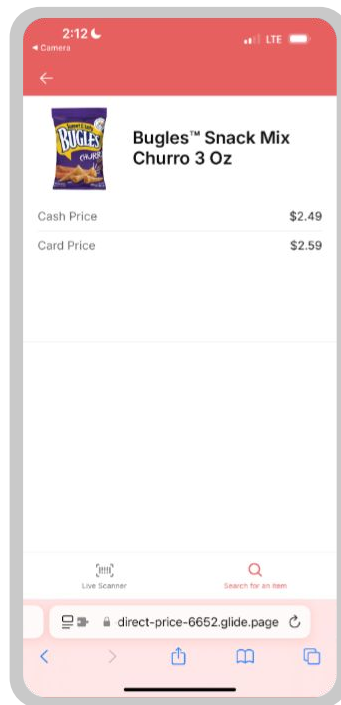
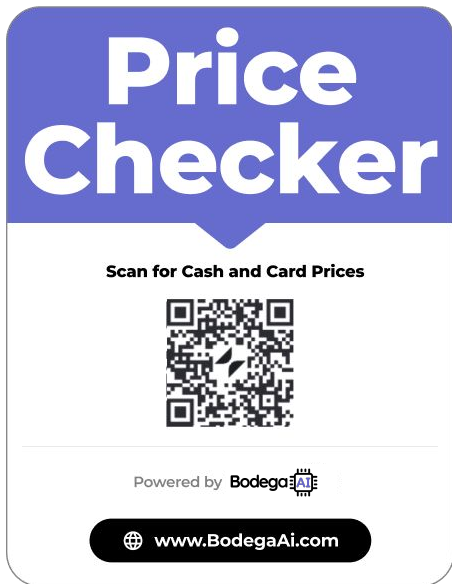


Merchant Screen

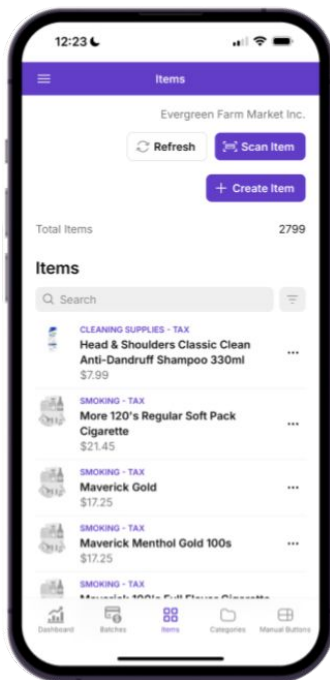
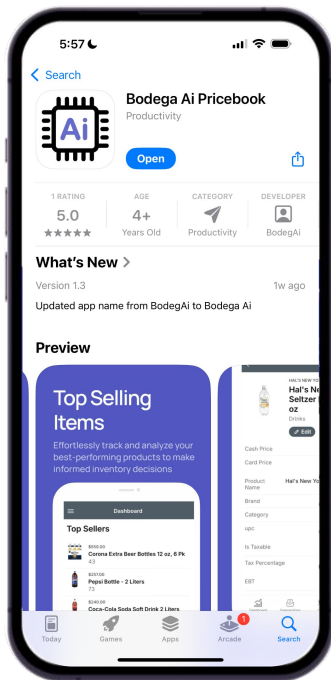


Shopper Screen

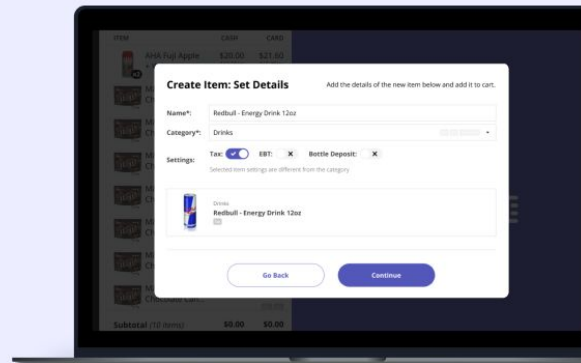
Bodega AI Free QR Code Customer Price Checker App



Merchant Android / iPhone App & Web Portal



Bodega 
Merchant
Web Portal



 Download on the
App Store

 GET IT ON
Google Play

Bodega AI POS Wins



Bodega AI wins:

- **NEAA Catapult Ai Award Winner**
- **Best Retail Technology Solution Winner** (Retail Technology Solutions Summit)

Merchant wins:

- **3x Coors Light Sales** (*Ai identified sales gaps*)
- **75% Less Employee Training** (*Ai help + Multilingual + Ai Scanning*)
- **Owner Vacations** (*remote mgmt + simpler ops*)
- **Saved Millions in Card Fees** (*dual pricing cash discount automation*)

Bodega AI Partners

fiserv.

TSYS

Elavon

eWIC

PAX

VALOR
PAYTECH

Factor4
The Gift & Loyalty Factor for Success

DOORDASH

GRUBHUB

Uber Eats

mercato

VOLCORA

star
MICROBES

ZEBRA
TECHNOLOGIES

EPSON

NVIDIA

Microsoft
Azure

OpenAI

aws

SNAP

android

mko
tekt