

E

Eyestock

Master your inventory, grow your profits

Developing smart and efficient inventory system

Startech Program
Public call from April 01st, 2025



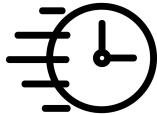
Problem

/Outdated manual inventory practices cause financial leaks and operational paralysis/



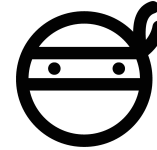
Costly errors

Counting errors => costly discrepancies
=>wasted stock/lost sales = lower profit



Time Drain

Slow manual inventory => wasted staff hours
=> staff overtime and less focus on customers



Theft Risk

Weak manual process oversight => internal data manipulation => theft => hidden financial losses



Zero Visibility

Manual methods => no real-time view
=> poor decisions/slow operations

Solution

AI Accuracy

Simple & Flexible

Actionable Insights



Speed Counts

Computer Vision

Seamless Integrations

Eyestock **vs. others**

E	Bottle count feature	Independent from extra hardware	System integration	Independent from Wifi	Human error factor eliminated
EyeStock	+	+	+	+	+
Wisk	-	-	+	-	-
Partender	-	-	+	+	-
Accubar	-	-	+	-	-
Backbar	-	+	+	+ -	-
Bar Patrol	-	+	+ -	+	-

Market potential



Profitability Focus

Intense margin pressure across the sector fuels demand for precise cost & inventory control

Digital Transformation

Increasing tech adoption in HoReCa creates ideal conditions for advanced solutions integration.

➤ **20k**

potential HoReCa
clients in Serbia

100%

of surveyed owners
in Serbia are willing
to pay for Eyestock

5-10%

of HoReCa business
yearly revenues is lost
due to internal theft

➤ **2.0m**

potential HoReCa
clients in EU

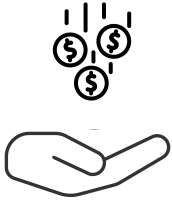
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HoReCa market
yearly revenue (EU)

15.9

HoReCa software
market CAGR
projection (2023-2031)

Business model



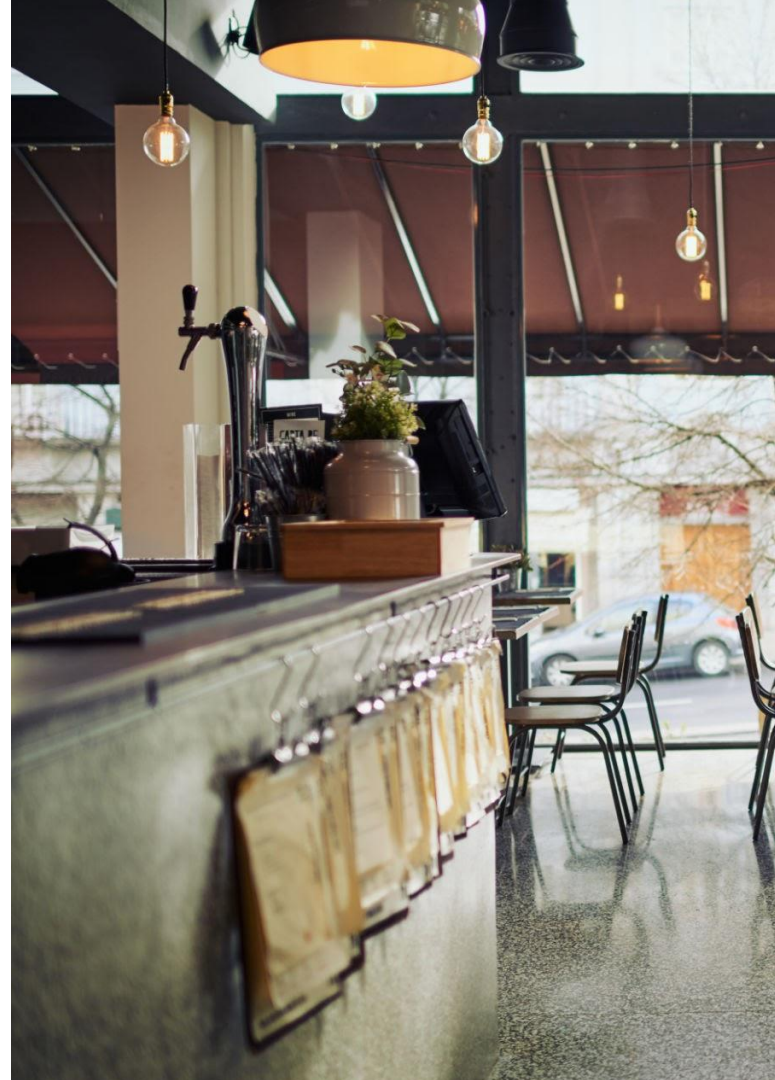
Freemium and Starter pack, convenient for small business owners and locals



Premium subscriptions model, we'll have Tier Plans to fit diverse clients needs



Add Ons - enhanced support, custom integrations etc.





Eyestock

/Team/



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