

A Robotically Intoxicating Experience

The Inspiration and Technology



- Makr Shagr, the Robotic Bar was invented and created in Italy along with the engineering, design, mechanicals, and software development.
- Modeled from the movements and gestures of Italian dance and choreographer Marco Pelle from the New York Ballet, Makr Shagr is a great example of how digital technologies are changing the interaction between people and products.

Inspiration and Technology

- Makr Shagr is composed of Four Main Elements:
- ROBOTS - AUTOMATED BAR- APP – VISUALIZATION
- ROBOTS are the main actor of the system derived from iconic German brand Kuka. The number of Robots and configuration is dependent upon volume capacities and space allocations allowing for multiple robotic arms to be engaged.
- AUTOMATED BAR the heart of the installation integrates into a platform which contains all the required systems and utilities. This core structure integrates, liquid and ice dispensing and other technologies to prepare custom cocktails.

Inspiration and Technology

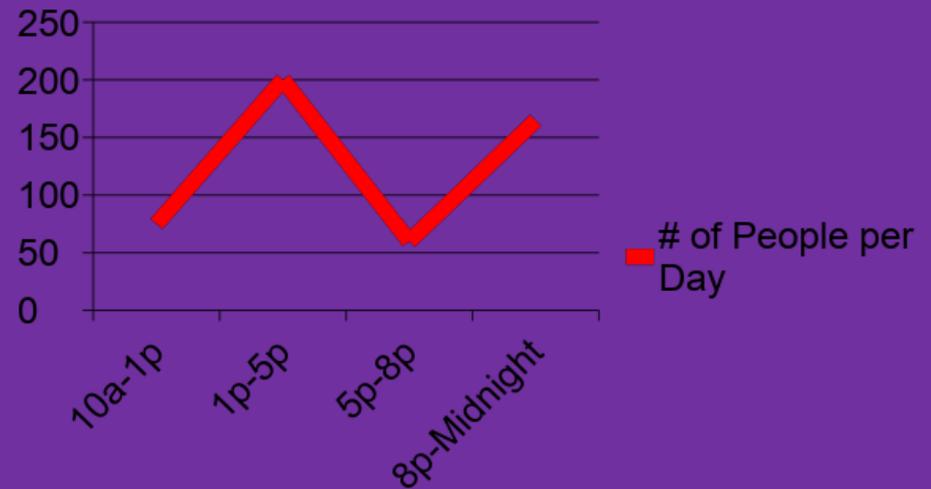
- APP is the core of the Makr Shakr experience. Guests create a user profile, explore existing drink recipes, create new recipes, and process their orders. Ultimately guests can share their experience within the application and thorough extended social platforms such as Instagram, Pinterest, Snap Chat, and Twitter
- VISUALIZATION via Large Video screens allows the consumer to connect with the process displaying mixing of ingredients, position in queue, and feedback on how much they are enjoying their creation further enhancing the social connection aspect of the experience

Inspiration and TECHNOLOGY

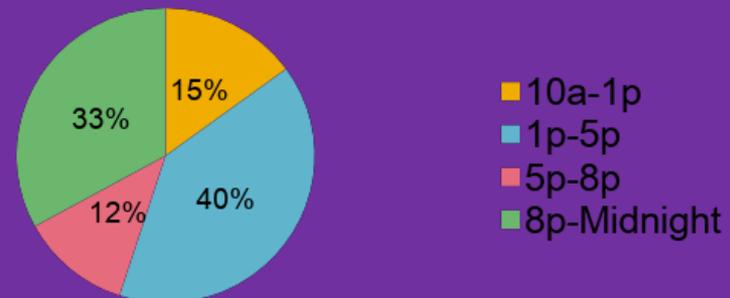
- Makr Shkr the Robotic Bar is designed to ensure an engaging Bar experience allowing consumers to Interact, Explore, Visualize, Fashion, Discover, and ultimately bring their creativity to reality

Spending Power

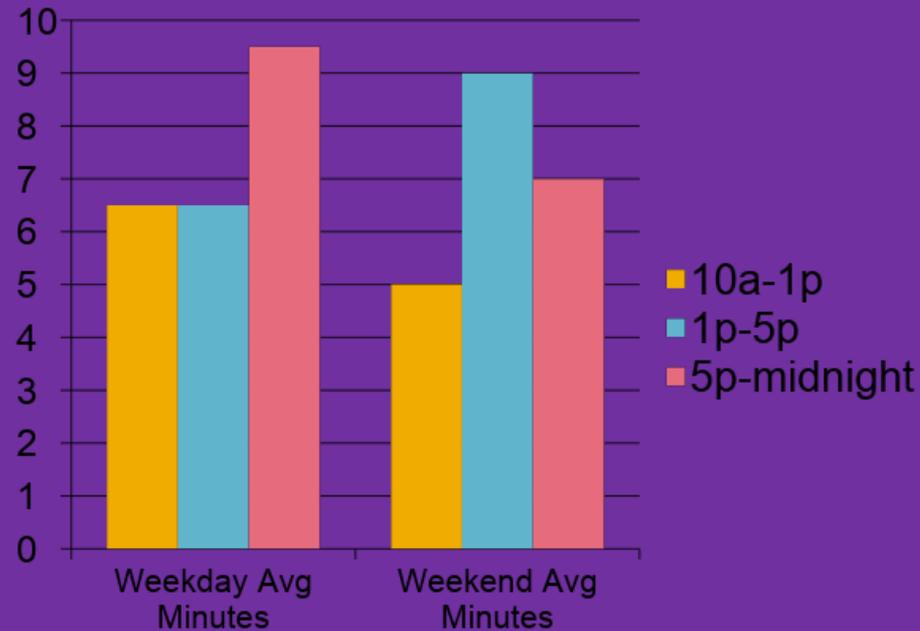
- Most Consumers Purchase 1.3 Drinks from the Robots
- Average Spend per consumer varies according to Weekday/Weekend and Hourly patterns
 - 1st drink \$14-\$20
 - 10a-5p \$14-\$17.50
 - 5p-midnight \$16-\$20



% of Business



Time Spent in Bar



Drivers of Consumer spend behavior

- Weekday/Weekend - Time of Day – External Events

Client Profile



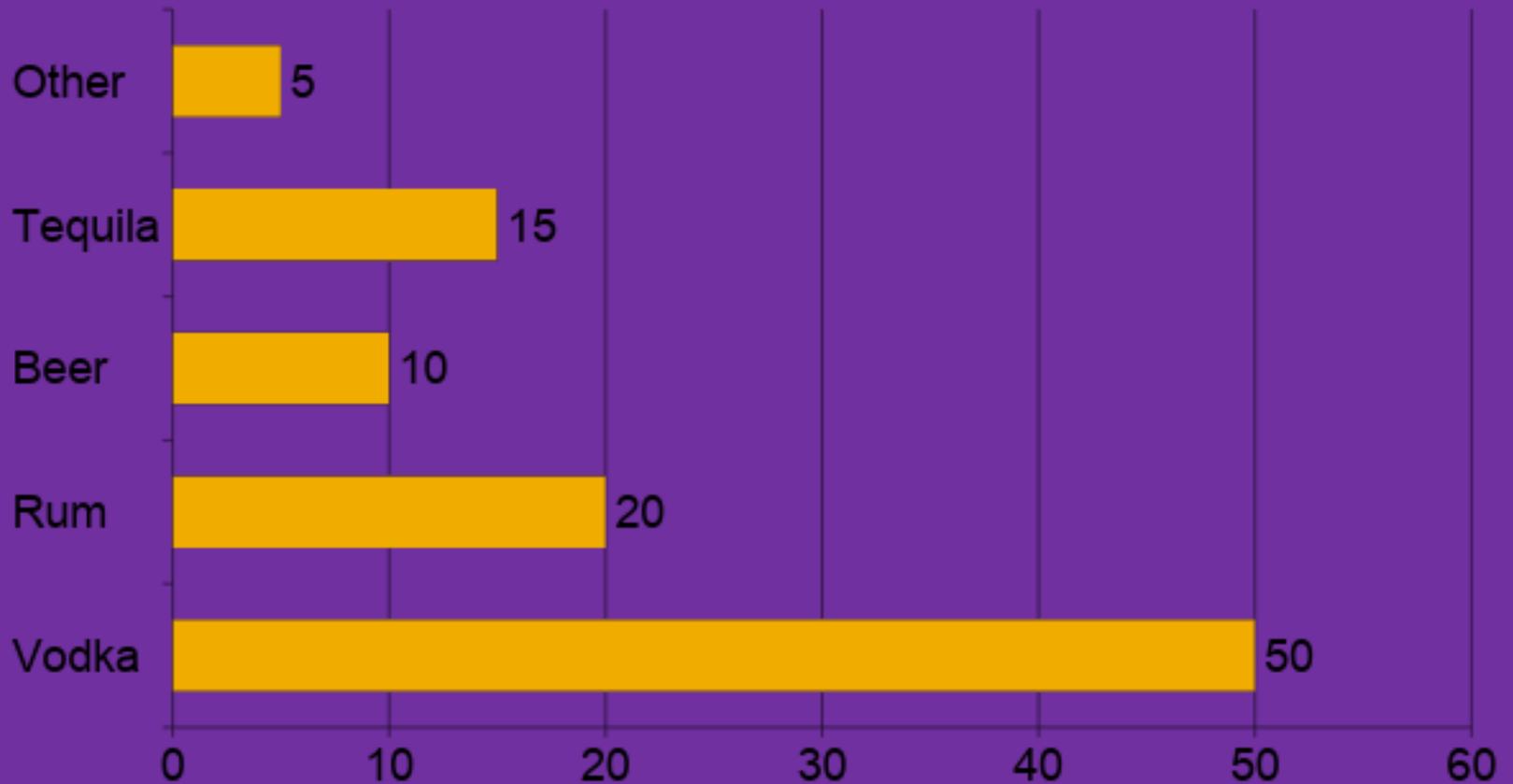
Age Demographic

- 21-30 35%
- 31-50 60%
- 51+ 5%

Gender Demographic

- Female 49%
- Male 51%

Top Selling Categories



Personal Profile

- Rino T. Armeni , a Hospitality Executive with a multi faceted skill set with distinctive brands encompassing Marketing, Sales, Operations, and Accounting with industry leading organizations worldwide
- Chairman of Robotic Innovations, an innovative state of the art Robotic Beverage concept
- Chairman of Armeni Enterprises, a diversified consultant organization for global and national hospitality brands
- President of Liquids Unleashed, a multi product distributor of fine wine and spirits
- Senior Level Management positions with Southern Glazer's Wine & Spirits, MGM Resorts International, Caesars Palace, Marriott Corporation, Walt Disney Resorts, and Intercontinental Hotels
- Advisory Board Member for the Global Gaming Business Magazine
- Advisory Board Member for Heineken USA
- Established and recognized industry leader and community advocate with a track record of results both domestically and in international market
- Founder of the Las Vegas Business Academy, a non- profit created to provide top UNLV graduate students with scholarships, externship opportunities and mentorship, with the goal of developing the next generation of business leaders in the community.
- Advocate of solidifying long term relationships with numerous organizations and suppliers developed through a high level of integrity , performance, knowledge, and passion
- Recipient of numerous Honors & Awards including Senatorial and Congressional Recognition for Charitable Work, Outstanding Leadership-National Society of Collegiate Scholars, and Marriott Corporation Executive of the Year.
- Founder and active Member of numerous Organizational Associations including Las Vegas Business Academy, Epicurean Charitable Foundation, Las Vegas Food & Beverage Directors Association , Chaine de Rotisseurs, UNLV Guest Speaker/Lecturer Program, and Italian American Chamber of Commerce NYC

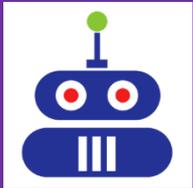
Companies



- Armeni Enterprises was launched in 2008 with the purpose of providing major casino corporations with the opportunity to create a more rewarding relationship with suppliers in order to maximize marketing support, and for suppliers to utilize resorts as a center for promoting brands. Major clients:
 - Southern Glazer's Wine & Spirits
 - Katara Hospitality
 - MGM Resorts



- Liquids Unleashed formed in 2011 as an extension of Southern Glazer's Wine & Spirits to represent the marketing and sales needs of companies that required specialized focus resulting in increased distribution, placement, and revenues. Major clients:
 - Stoli USA
 - Casa Dragones #1 tequila in the world
 - Branded Spirits



- Robotic Innovation was established in 2015 to create the first robotic bar in the world. Opened in July 2017, Tippy Robot received worldwide media recognition nationally (CNN, Fox News, NY Times, LA Times) internationally (Telemundo, BBC, Italian TV, German TV) and several independent blogs. Located in the heart of Las Vegas strip at the world renowned Planet Hollywood Casino Resort, the Robotic Bar consist of 2,400 sq ft encompassing 1,800 sq ft of public space. First year gross revenue have reached \$2.5million USD

Charity



- Founded in 2011, the Las Vegas Business Academy (LVBA) is a non-profit organization, dedicated to the development of future business and community leaders in Las Vegas. The LVBA provides select top graduate students with financial support, professional development and enrichment, and unparalleled externship opportunities with prominent industry executives. These students are poised to become the next generation of leaders. To date, the LVBA has enrolled 14 exceptional students. The LVBA board is comprised of 39 members, all with diverse professional backgrounds and hailing from a variety of industries. These board members provide a unique, well-rounded scope to the student's externship program, as well as mentoring them throughout their academic journey. Thanks largely in part to the board and support of the community, the LVBA is able to execute fundraising events that garner almost 95% of net revenue to the program. This goes directly into the scholarship fund which covers tuition costs, as well as books and fees for each of the graduate students accepted into the program.