



MAKE  
STAKE



KROWNE®

SALES DECK



# ABOUT MAKR SHAKR /

At the heart of the movement are our robotic bartenders. Not only reshaping how we enjoy beverages, they bring bar and café-goers closer together, creating memories that will last a lifetime.



## 2017 Official Launch

Makr Shagr became operational commercially for the first time at the Topsy Robot Las Vegas.

2019 As a result of further development, two flagship models Toni and Bruno were launched.

2021 Makr Shagr reinforced partnership with Royal Caribbean by opening a 9th Bionic Bar. New Venue in Amsterdam.

2023 Makr Shagr is set to surge ahead with new deals in North America, Europe and Asia. The brand's first ever flagship store will be unveiled in Turin, where everywhere started.

## 2013–2016 Development Period

Born out of a specific request from Google: Create a robot that could mix and serve drinks. the first prototype was displayed at the Google I/O SF

## 2018 Global Events

Toni's prototype was unveiled at RoboTO Turin, presented in 15 global events such as Rihanna, Sia and Iron Maiden concerts

2020 Facing the pandemic, we focused on offering a hygienic experience minimizing human contact and invested in R&D for coffee.

2022 Two New models – Toni Compatto and Toni Veloce. A new collaboration with Sandbox VR.

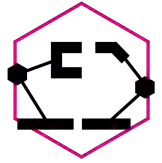
## A look into the future

Makr Shagr will be announcing a stream of new inventions and venues – stay tuned!



# ABOUT MAKR SHAKR /

More than just a robot. Designed by Italian innovation studio CRA-Carlo Ratti Associati, Makr Shagr aims to change the way people think about and interact with technology.



## + Mission

Revolutionizing the consumption and production rituals in food and beverage industry through robotics.

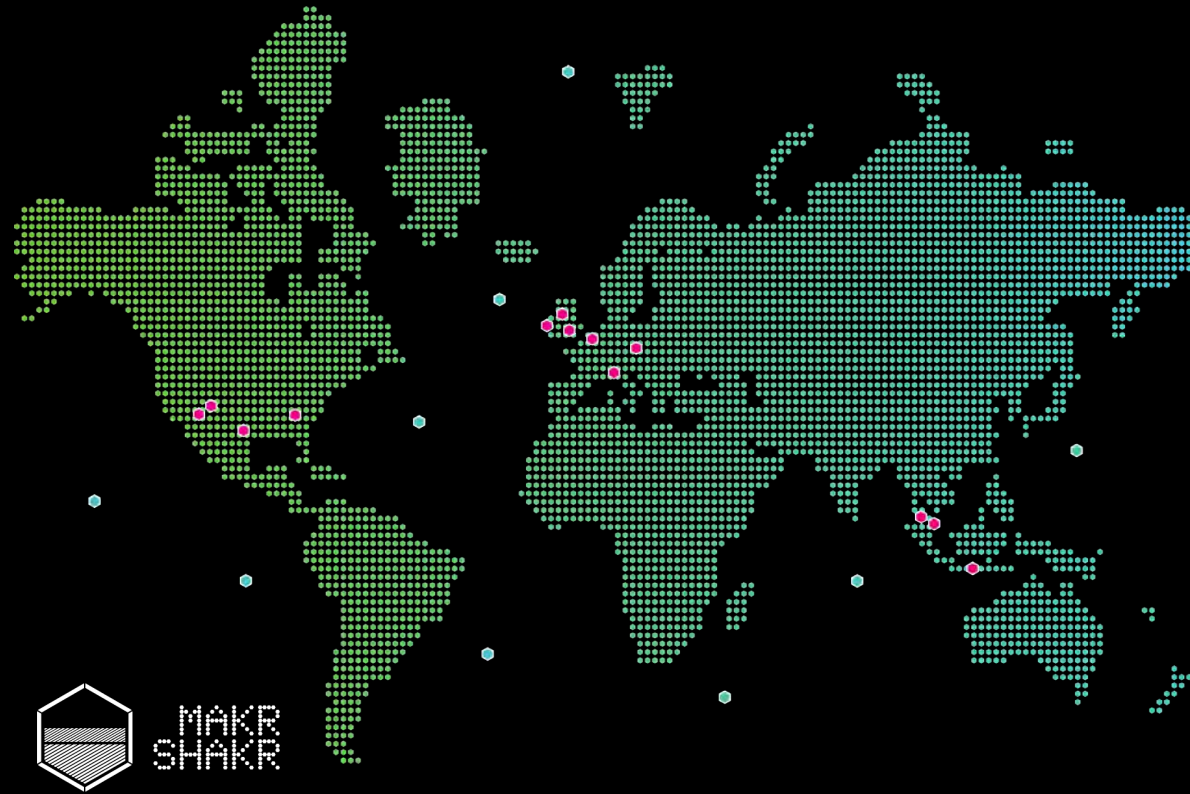
## + Vision

Promoting a new paradigm of robotics, in which human and digital devices develop meaningful connection and work side by side to foster extraordinary achievements.

## + Values

We are driven by a passion for innovation and seek constant improvement. We believe in creating fun, engaging experiences while celebrating diversity in all forms.

# ABOUT MAKR SHAKR /



## Asia

Singapore | Changi Airport Terminal 2 2023  
Singapore | Changi Airport Terminal 3 2023  
Bali | Bar 2023

## Europe

Prague | Karlovy Lazne Bar 2019  
Amsterdam | Bar Restaurant 2021  
London | Entertainment Center 2022  
Birmingham | Entertainment Center 2023  
Dublin | Entertainment Center 2023

## North America

Las Vegas | Topsy Robot 2017  
Las Vegas | Topsy Robot 2 2023  
Atlanta | Bar 2023  
Dallas | Entertainment Center 2023

## Cruise Ships

RCC Quantum of the Seas | Bionic Bar 2014  
RCC Anthem of the Seas | Bionic Bar 2015  
RCC Ovation of the Seas | Bionic Bar 2016  
RCC Harmony of the Seas | Bionic Bar 2016  
RCC Symphony of the Seas | Bionic Bar 2018  
RCC Spectrum of the Seas | Bionic Bar 2019  
RCC Oasis of the Seas | Bionic Bar 2019  
RCC Odyssey of the Seas | Bionic Bar 2021  
RCC Wonder of the Seas | Bionic Bar 2021

## COMING SOON

Makr Shkr Flagship Store in Torino, Italy | Fall 2023

# OFFICIAL PARTNERS /

- + Airports
- + Bars
- + Casinos
- + Entertainment
- + Hospitality



TIPSYROBOT



WIND CREEK®

SANDBOX<sup>VR</sup>





# DISCOVER YOUR ADVANTAGES

## Offer a unique experience

Your customers will have the chance to directly interact with the robotic bartender and share the moment on social medias.

## Analyze and Grow

You will be able to make efficient business decisions with the datasets the robot collects.

## Build a community

Quality drinks and top performance will help you bring in repeat customers and establish an online presence.

## Increase productivity

A round the clock solution to open up new paths for generating income and growing your business and reduce employees.

## Efficiency and reliability

Our robots are designed to make quick work and stable services generating high profit.

## Data and Decisions

Our data collection system gathers valuable insights from your customers, helping you formulate effective business and marketing strategies.



## Increase productivity

A round the clock solution to open up new avenues for generating income and growing your business.



## Build a community

Quality drinks and eye-catching performance will help you bring in repeat customers and establish an online presence.



## Analyze and Grow

You will be able to make more informed business decisions with the extensive datasets the robot collects.



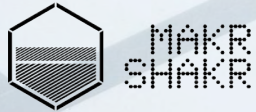
# DISCOVER OUR DATA /

## The four pillars of Makr Shakr's Data Analytics

- + Customer (revenue)
- + Drinks
- + Brand spirit
- + Maintenance operations
- + Time



[check out our real case link](#)



# OFFER A FUTURISTIC EXPERIENCE

**Let Makr Shakr elevate your bar to new heights!**

## **Impress your guests & Engage with the World**

Makr Shakr's cutting-edge technology instills the pinnacle of mixology into Toni's robotic arms, bringing together a taste of future and amazing cocktails, shaking and dancing up. While your customers indulge in their drinks, they will be immersed in the hypnotic show.

## **Engage with the whole world**

After placing an order within a few seconds, your guests can just sit back and let the magic begin. As they track their orders on the displays boards, the robotic mixologist spectacle will keep them engaged and break the ice among individuals.

## **Boost your venue's visibility**

Customers will share viral social media content viewed by millions around the world.



## **Taste the future**

Technology is the shaker to blend all the cool elements in mixology into a coherent futuristic vision.



## **Unique experience**

Mesmerize your guests with the robotic show, a futuristic experience like no other.







# TONI

The master mixologist

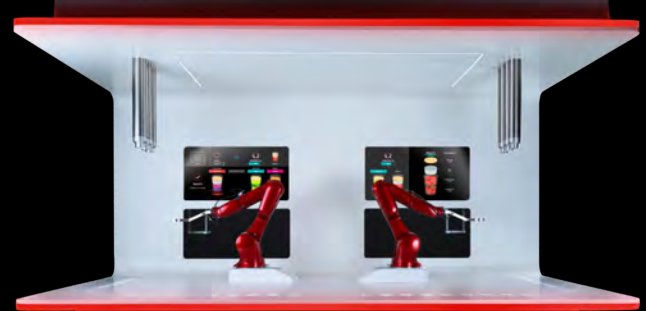


# TONI

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## COMPATTO

The round-the-clock  
solution



# TONI

## // VELOCE

The fastest of all



# THE MASTER MIXOLOGIST

TONI





MAKING  
JACK

Negroni



QUEUE

WILLIAM

CHARLOTT

MICHAEL

# TONI / SPECS

TONI shakes, stirs and serves alcoholic, non-alcoholic drinks and beers.



## Dual robotic arms

When efficiency meets  
spectacular showmanship.



## 80+ drinks/hour

The perfect solution to  
deliver an efficient and  
accurate service.



## Infinite recipes

Alcoholic or not, Toni whips  
up any drink customers  
desire in seconds.

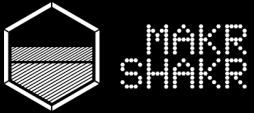
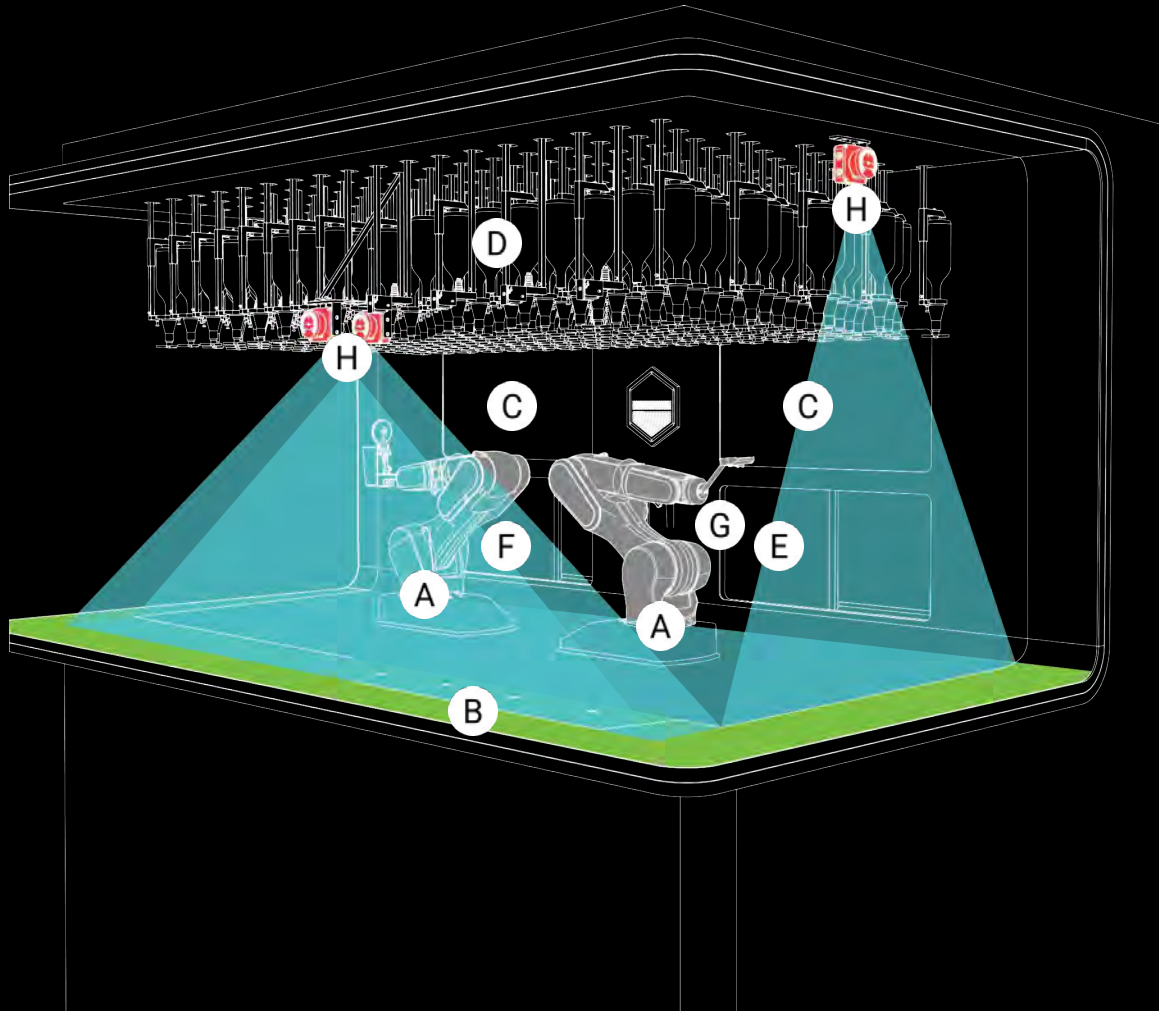






# TONI / FEATURES

- A** Two robotic arms
- B** Counter and delivery spots
- C** Interactive screens
- D** Bottle holders
- E** Beer and wine
- F** Fruit cutters and sugar
- G** Ice machine
- H** Fences and motion sensors





# TONI / DIMENSIONS

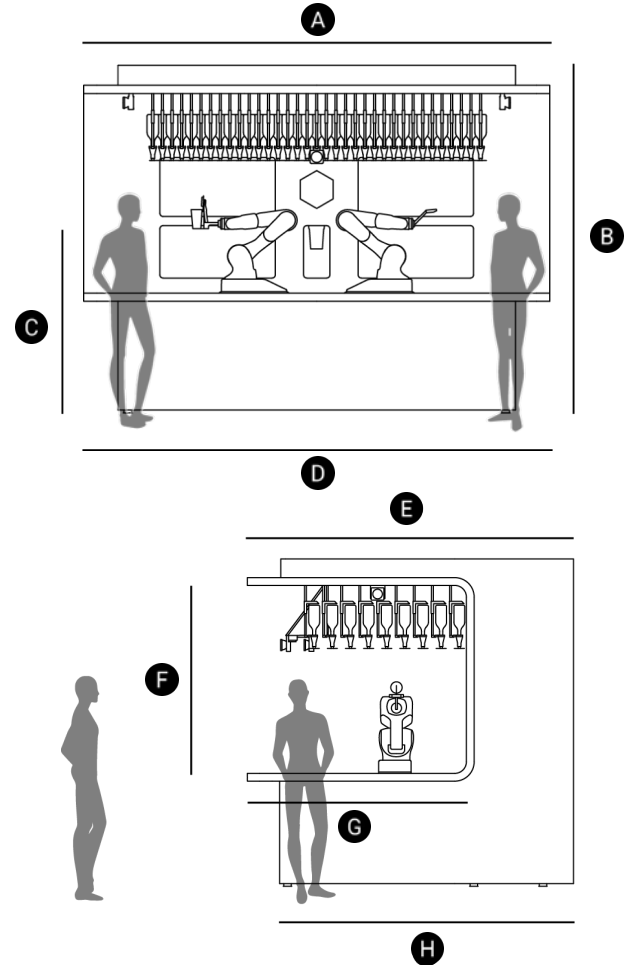
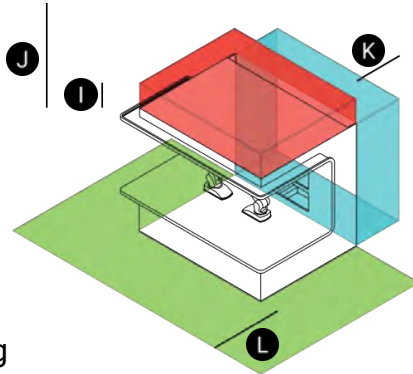
## Dimensions:

- A** Max width: 139.76 inch
- B** Max Height: 104.33 inch
- C** Counter Height: 36.22 inch
- D** Base width: 119.29 inch
- E** Max length: 193.98 inch
- F** Bar Height: 59.84 inch
- G** Bar Length: 71.26 inch
- H** Base Length 93.31 inch
- I** Space required: 19.69 inch
- J** Space recommended: 70.87 inch
- K** Space required: 39.37 inch
- L** Space recommended: 59.06 inch

## Weight:

Empty machine: 2000Kg

Fully Charged Machine (bottles,  
Beer Kegs, BiB, etc.): approx. 2500Kg



# ROUND-THE-CLOCK SOLUTION

TONI  
COMPATTO





It's your turn

QUEUE

WILLIAM
CHARLOTTE
MICHAEL

JACK

NEXT

WALTER
MICHAEL

DELIVERY

Espresso	Marketan	Cappuccino Large, Out with	Dessert
ANTHONY	SOPIA	JACK	REGINA

MAKR SHAKR

MAKING

Moka

Moka

Cream

Cow milk

Coffee

Chocolate



# TONI COMPATTO / SPECS

Toni Compatto switches from hot to cold beverages, preparing coffee, cocktails and beers, like a proper barista.



## Perfect at any hour

Alcoholic or not, Toni Compatto's robotic arms prepare luscious beverages no matter what time it is.



## Space-saving marvel

Designed to fit in and stand out at the same time.



## Infinite recipes

From coffee to cocktail, from beer to wine: a winning solution that has all your bases covered

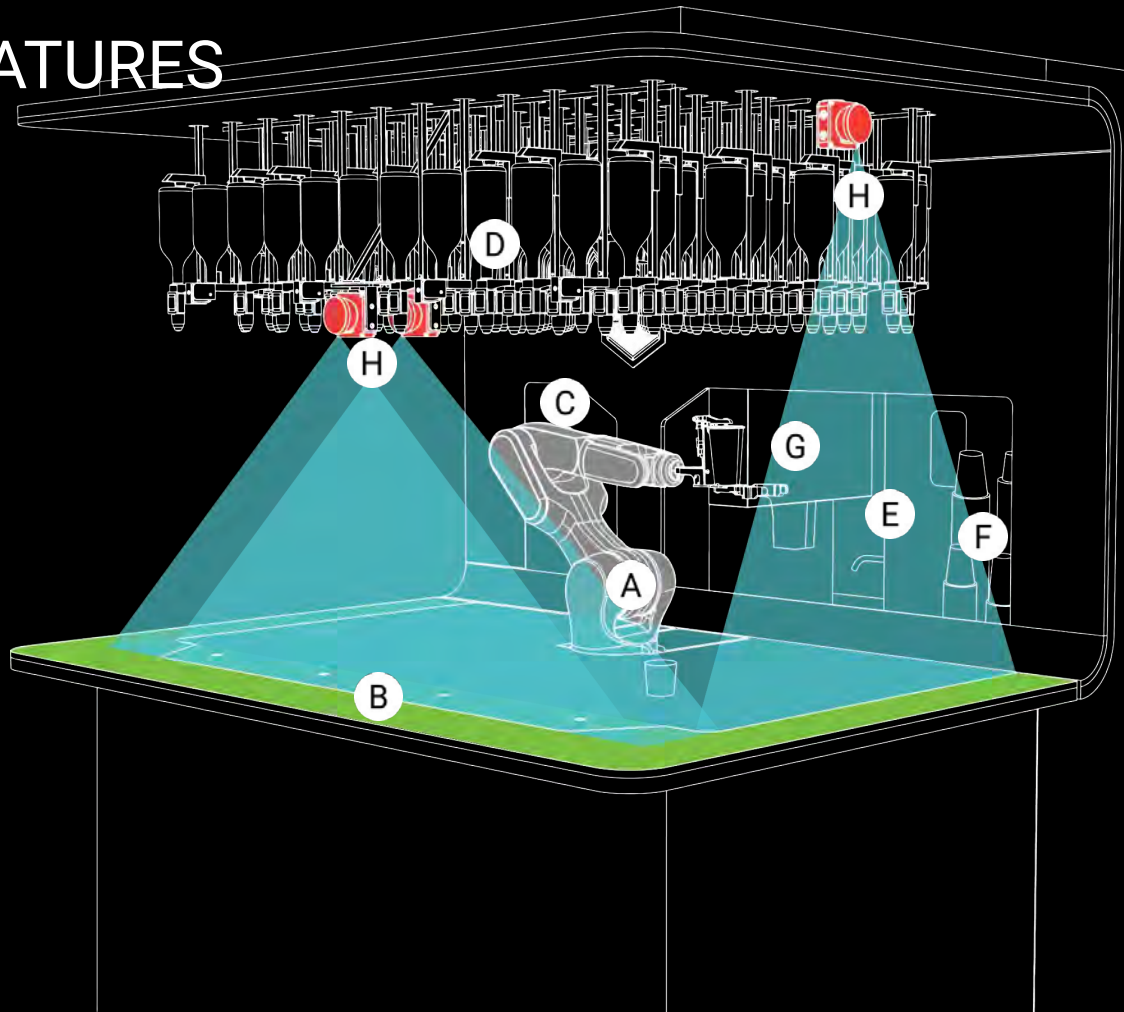






# TONI COMPATTO / FEATURES

- A** One robotic arm
- B** Counter and delivery spots
- C** Interactive screen
- D** Bottle holders
- E** Coffee and hot drinks
- F** Automatic cup dispenser
- G** Ice machine
- H** Fences and motion sensors

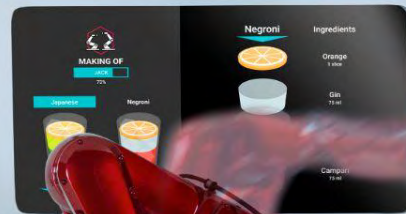




THE FASTEST  
OF ALL

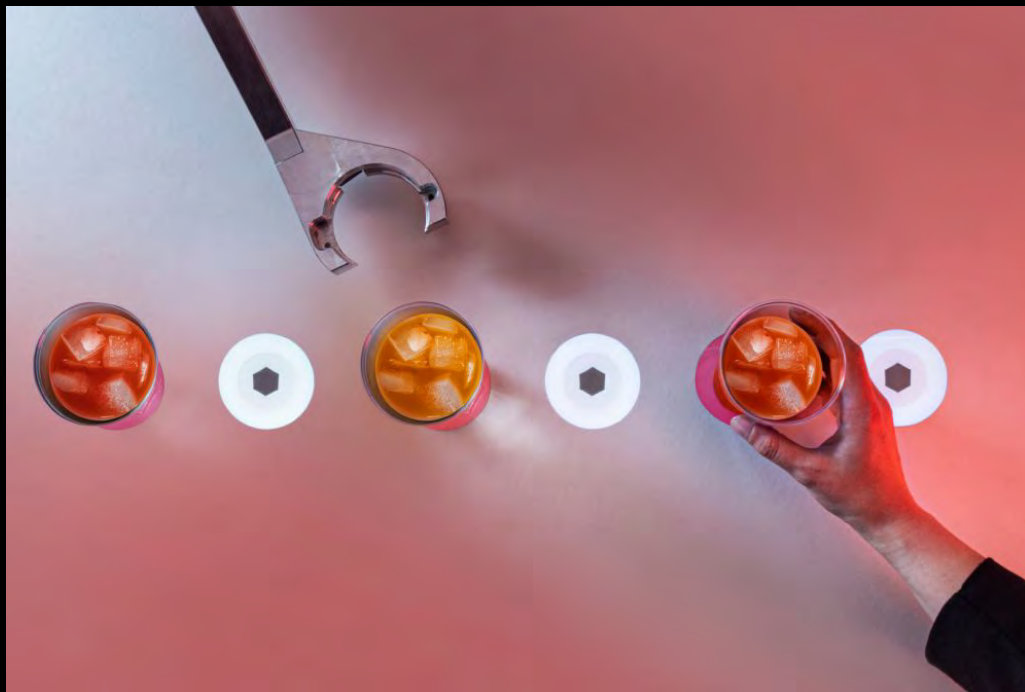
TONI  
// VELOCE





# TONI VELOCE / SPECS

Toni veloce goes beyond every speed limit in drink production and efficient delivery serving a drink under 15 seconds.



## Dual robotic arms

Maximum agility to reach unparalleled efficiency.



## 250 drinks/hour

Setting a new standard for efficiency and innovation.



## Higher efficiency

Designed to serve the busiest crowds with speed and precision.



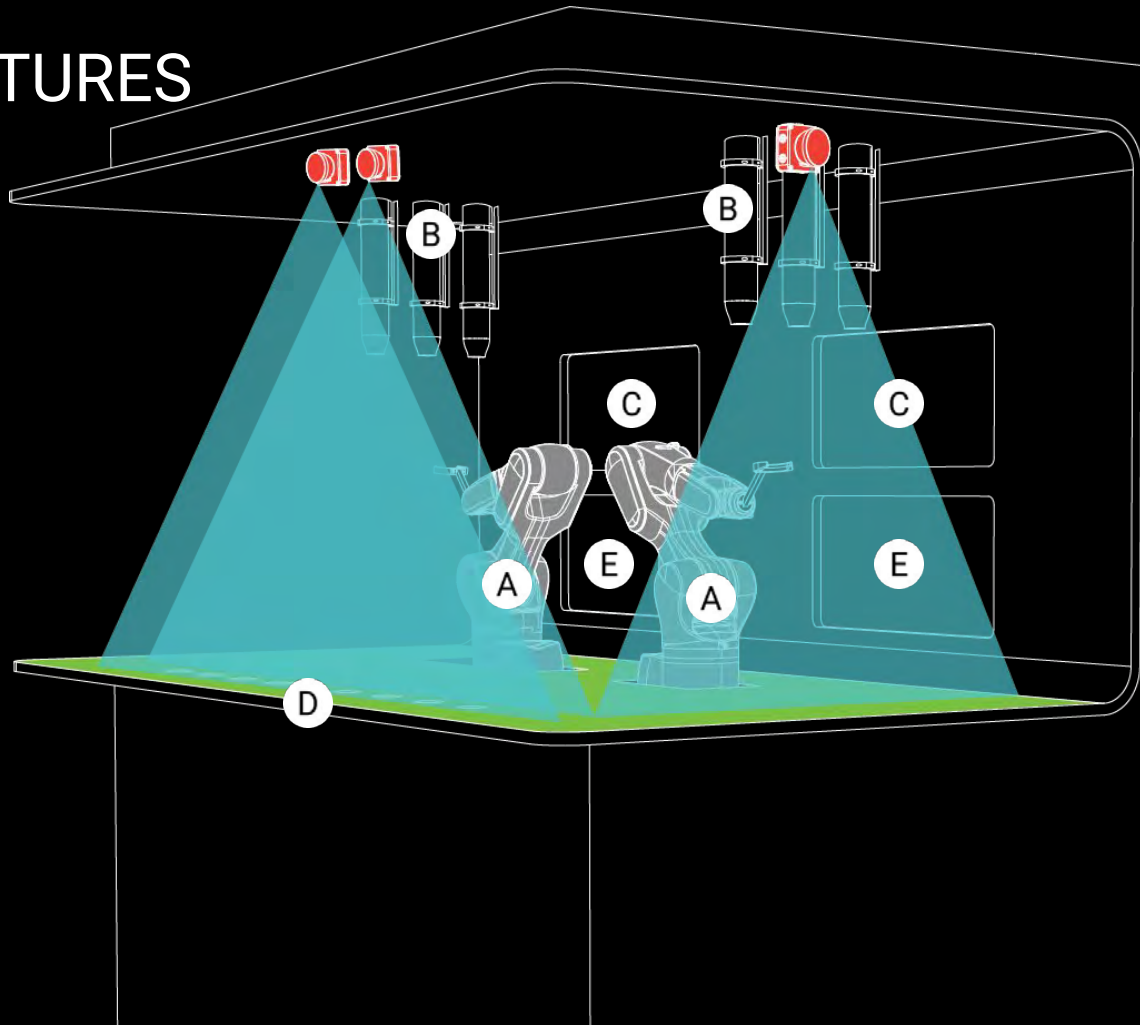




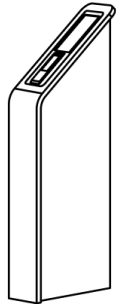
MAKR  
SHAKR®

# TONI VELOCE / FEATURES

- A** Two robotic arms
- B** Magic botte system
- C** Interactive screens
- D** Counter and delivery spots
- E** Cup dispensing machine
- F** Fences and motion sensors

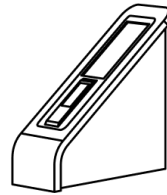


# ACCESSORIES /



## Standing Kiosk

Available for all  
Makr Shakr robots



## Table Kiosk

Available for all  
Makr Shakr robots

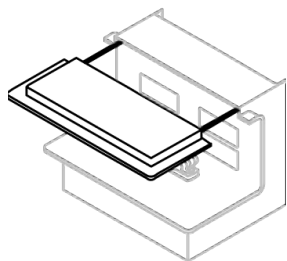
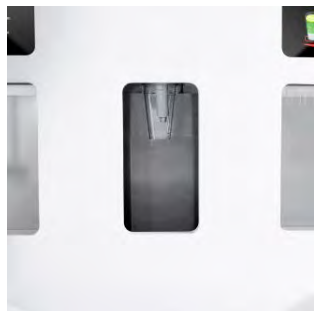


## Payment integration

Available for all  
Makr Shakr robots

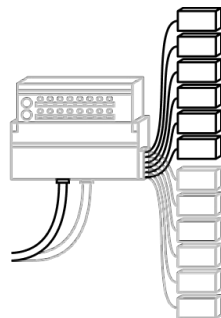


# ACCESSORIES /



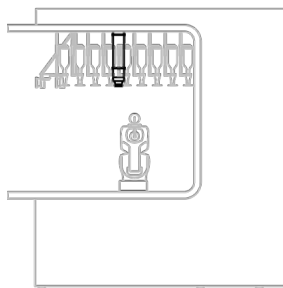
**Sliding ceiling**

Available for Toni



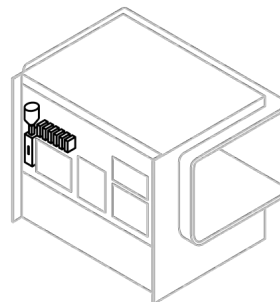
**Extra bib**

Available for Toni  
and Toni Veloce



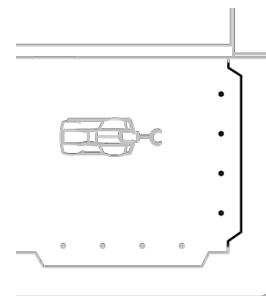
**Magic bottle**

Available for Toni



**Coffee machine**

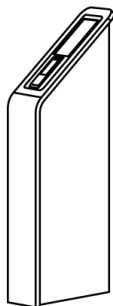
Available for Toni



**Extra delivery**

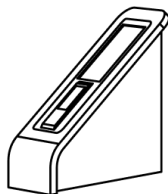
Available for  
Toni Veloce

# ACCESSORIES /



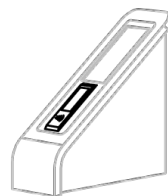
## Standing Kiosk

Available for all  
Makr Shagr robots



## Table Kiosk

Available for all  
Makr Shagr robots



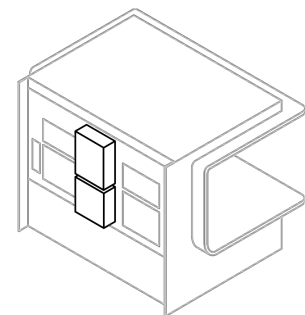
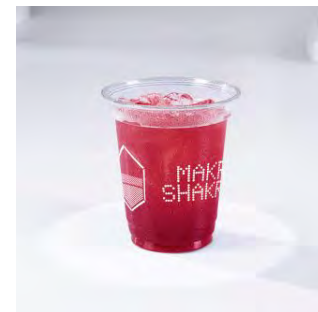
## Payment integration

Available for all  
Makr Shagr robots



## Collaborative delivery

Available for  
Toni Compatto



## Ice machine

Available for  
Toni Veloce

## Order via tablet

Select your favorite drink and insert your name. Toni will take care of the rest!



## Pay with card

Our integrated payment system allows customers to pay contactless with ease.



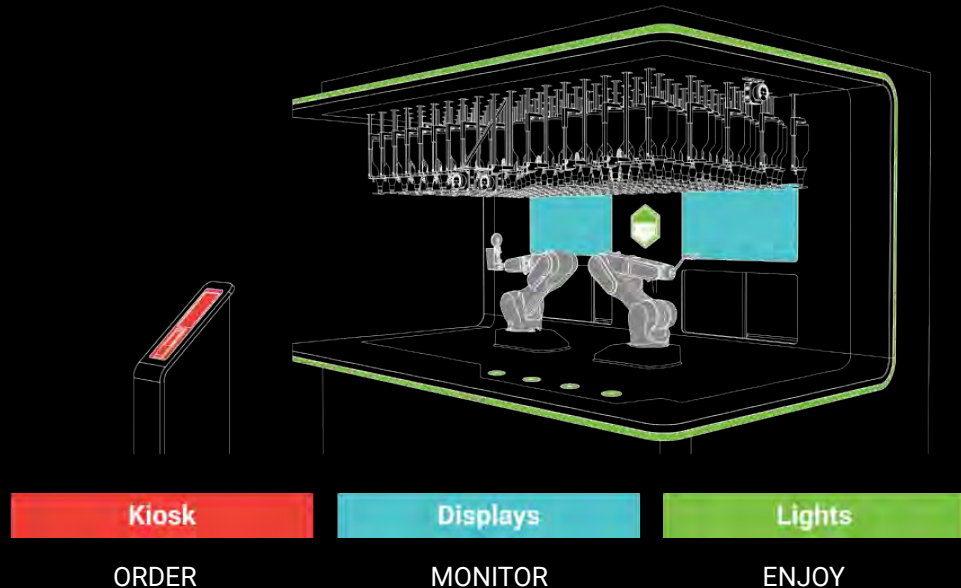
## Track your order

Find your name on the display board and follow your order.



# USER INTERFACE DESIGN

The **Makr Shkr experience focuses on efficiency and convenience.** We have developed a customer user-friendly interface. The touchscreen display simplifies browsing the drink menu for customers. The visually Displays provide a backdrop and show the status of the drink-mixing process. Spotlights in the service area indicate when the drink is ready.



## Master your bar

Manage your inventory remotely and customize the menu with your signature recipes.



## Effortless intervention

The on-board controller allows you to take direct actions to run your robotic bartender smoothly.



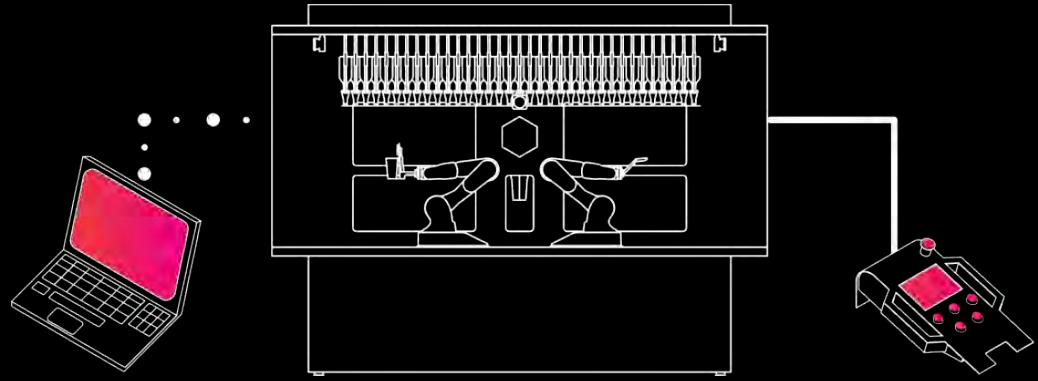
## Data-driven insights

Access valuable insights into your customers' consumption habits.



# BACK-END MANAGEMENT

**Managing Makr Shkr is intuitive.** With a user-friendly interface and the admin and control panel, you can easily maintain complete control over the bar. The admin panel lets you keep track of the inventory. Create your own recipes and customize the menu.



Admin panel

Control panel (HMI)



# TECH SPECS / MEP

## + Electrical requirements

**US** 400V 32A 60HZ 3-phase supply 3P+N+T Plug required (with min 300mA residual current, if differential ground fall protection is installed on the line).

Note: The transformer required to match the voltage requirements must be available from the installation date, the supply of the transformer is customer's responsibility.

**For all other countries**, the voltage requirement remains the same and it is buyer's responsibility to declare electricity's frequency in Hz. Note: The transformer required to match the voltage requirements must be available from the installation date, the supply of the transformer is customer's responsibility.



# TECH SPECS / MEP

## + Water Requirements

- Inlet: Connection to drinking water system (as per local regulations) with a minimum of 2.5 bars pressure and a maximum of 6 bars, 1/2" thread section, at a temperature not higher than ambient temperature with adequate water hardness (when needed, the installation of a filtration system might be needed to guarantee satisfactory water filtration, in combination with the filtration system already provided).
- Outlet: connection to a standard water drainage system, with a pipe diameter of 40mm.
- Connection to water drainage shall be located underneath the robotic bar unit.

## + Network/Internet requirements

- Minimum bandwidth of 10Mbit/sec download and 4Mbit/sec upload with no data limit and direct connection to the internet
- In case of a firewall, all connections must be allowed.
- Internet connection must be provided at the beginning of the installation.



# REVENUE SHARE BUSINESS MODEL / DETAILS

Start Your Business with Ease.

Get your  
machine



Pay by Installments and  
Revenue Share



All Inclusive 24/7  
Assistance



## Includes Makr Shkr assistance:

- + 24/7 Support service
- + 5 years spare parts warranty
- + Onsite maintenance
- + Full yearly check-up
- + Software licenses and updates

## Includes staff training on:

- + Recipe creation
- + Troubleshooting
- + Daily care operations
- + Maintenance operations
- + Data collection

# DEPLOYMENT PROCESS /



Lead time: 6 months



## Installation & personnel training includes:

- + Machine installation
- + Cleaning & maintenance operations
- + Data management training
- + Drinks creation
- + Data analytics



# INCOTERMS /



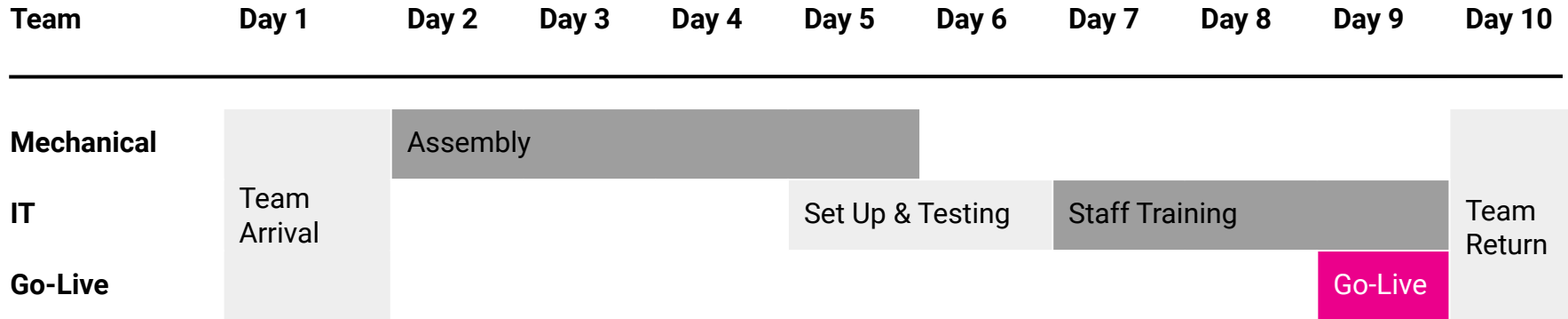
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<b>EXW</b> Ex Works	<b>Freight:</b> Seller's Premises <b>Risk:</b> Seller's Premises	Seller is only responsible for making the goods available at seller's premises. The buyer bears the full risk from there to the destination.
<b>CIP</b> Carriage & Insurance Paid to	<b>Freight:</b> Destination <b>Risk:</b> First Freight Handler	Seller delivers the goods to the carrier at an agreed place of delivery and pays for transport and insurance to the named destination. Risk is transferred at the place of delivery, whereas seller pays for transport and insurance to the destination

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# INSTALLATION PERIOD /



# AFTER SALES SUPPORT /

- + 24/7 Assistance
- + Spare Parts 5 Years Warranty
- + In-person Support – For Physical Damage
- + Preventive Maintenance – General Check Components
- + Software & App Updates
- + Easy to substitute Spare Parts (Modular Design)



## 360° hands-on training

Our team will show you how to fully operate your robotic bartenders.



## 24/7 customer support

We are always on standby to help you make the most out of the product.



## 5 years assistance & warranty

Product quality and customer satisfaction guaranteed.





MAKR  
SHAKER



KROWNE®

**your drink with a taste of future**

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