



Hello Bell

Better than making eye-contact!

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Problem

Tough dining environment in Western culture

- Challenge to call server in busy restaurants
- Difficult to communicate with guest to serve in remote places



What is HelloBell?

HelloBell is simple, fast and smart communication platform.



Real-time notifications

Internal communications

HelloButton (Services specification)

Data analytics

HelloBell functions 1 – Customer to staff notification

Real-time messaging platform for efficient communication

- No neglect during busy hours → '*Instant follow-up by server*'
- Send signal through Wi-Fi → No restriction on structure or distance!



Customer simply presses a button on table



Staff wearing HelloWatch gets a notification

HelloBell functions 2 – Internal communication

Connect customer – staff – back of house

- Kitchen to staff notification when cook is done!
- Synchronize the status of requests among staffs through IoT devices



HelloBell functions 3 - HelloButton

Simple mobile engagement → convenience in your hand

- Scanning QR code leads to *HelloButton*
- HelloButton = Various options = *Super convenience* for customer & staff



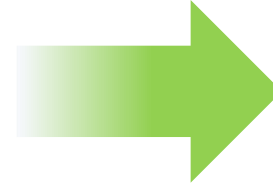
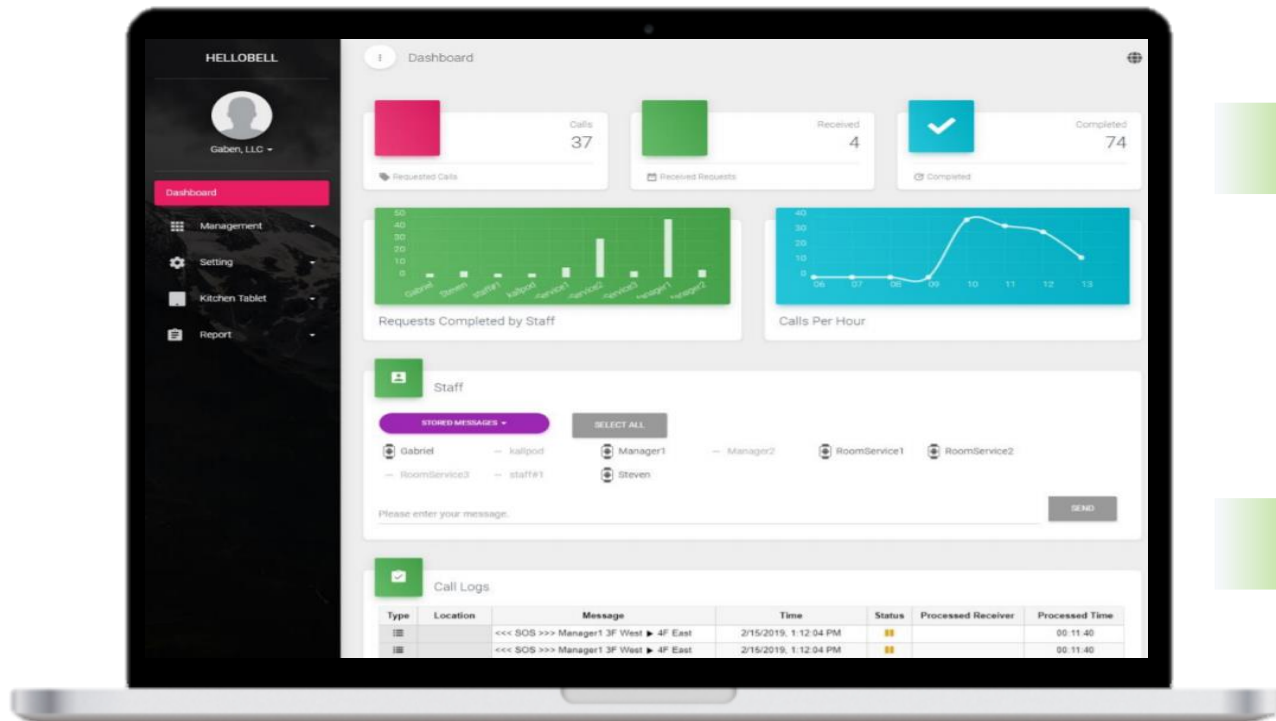
- ✓ Call server
- ✓ Menu order
- ✓ Self-order drink
- ✓ Check request
- ✓ Valet
- ✓ To-go request
- ✓ Guest feedback
- ✓ ...
- ✓ ...

Customizable to fit your needs!!

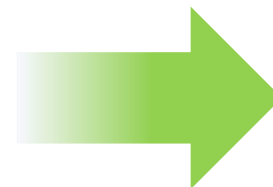
HelloBell functions 4 – Dashboard

Cloud-base software stores every operation data & can be monitored

- Real-time data analysis → Optimal decision for business profitability
- Labor management tool → Accountability and labor efficiency



- ✓ Visiting hours
- ✓ Customers review
- ✓ ...

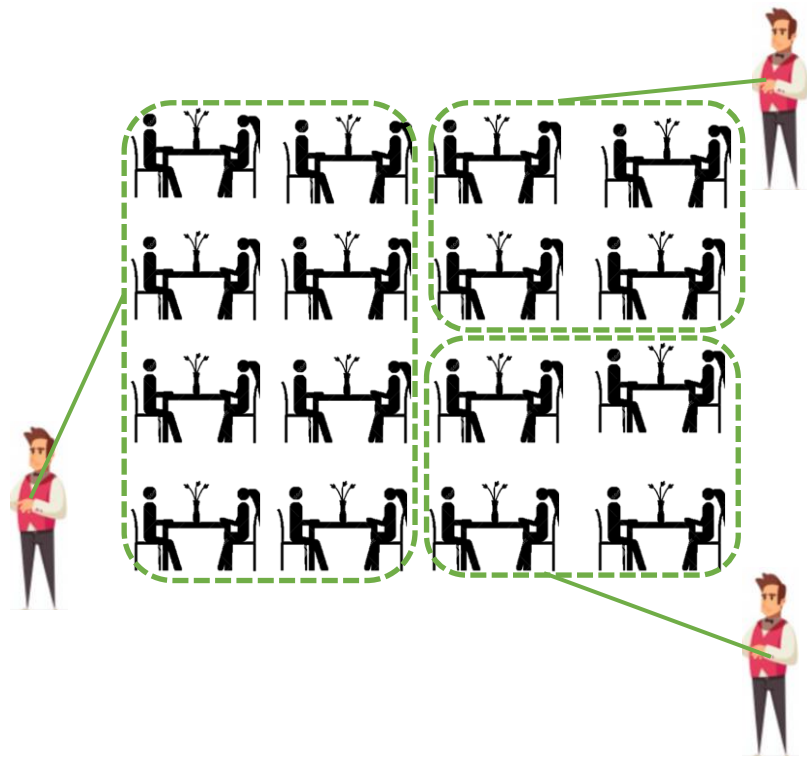


- ✓ Response time
- ✓ Ratings
- ✓ Labor hours
- ✓ ...

HelloBell additional features

Grouping

Grouping the server and table to cover considering the business environment



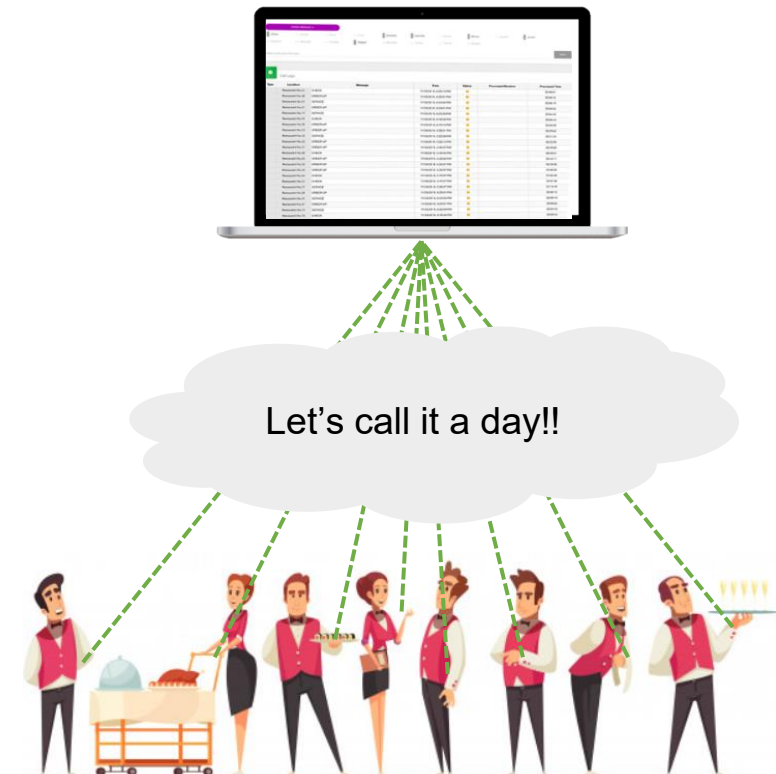
Open API

Open API cloud system to integrate 3rd party software

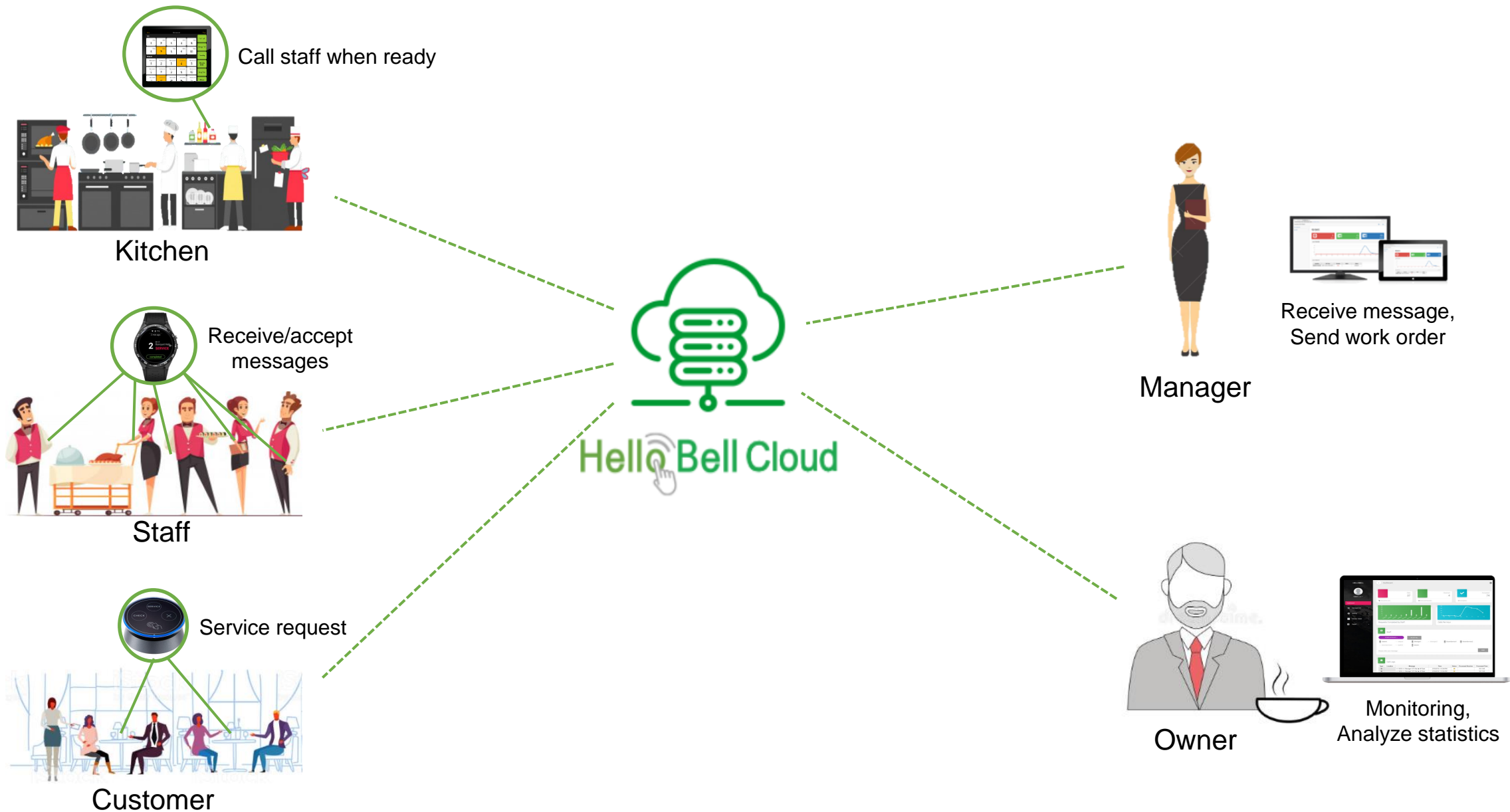


Direct Messaging Tool

Another tool to send direct messages to specific staff members or all team



HelloBell Flow Chart - Interconnected



HelloBell Products

1 Button Pod (C500)



- Modern design
- Suitable everywhere

Haptic Pod (C300)



- Modern & Stylish design
- Haptic feedback button
- 3 designated preset messages
- NFC Tagging (Open to smartphone engagement)

E-Display Pod (C400)



- Battery saving E-Display
- Dynamic QR code (Open to smartphone engagement)

※ Dynamic QR code -
Changes in a certain period of
time to avoid duplication of
QR code

Smartwatch (S300)



- Exclusive for HelloBell service
- Firmware update support

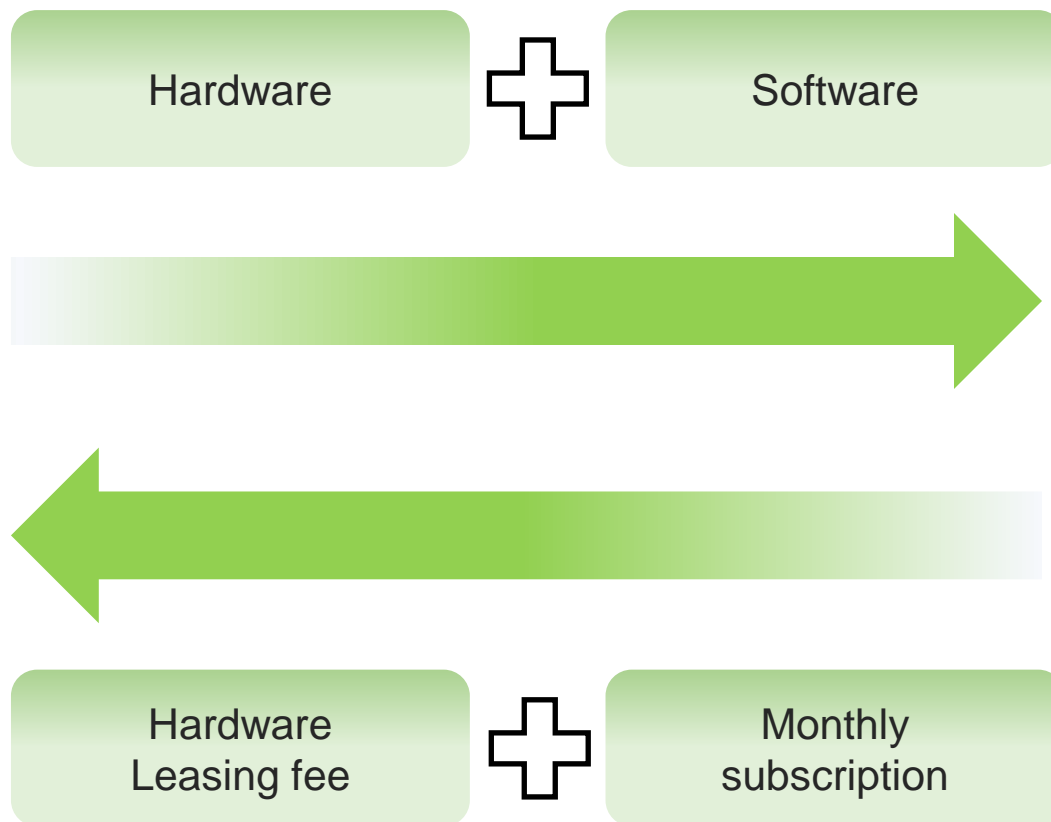
Scanner (U100)



- Works jointly with HelloBell system
- Provides real-time data to HelloBell server

HelloBell Business model

Hello Bell



Airport
Mall
Factory

⋮

Applicable to various places!!

HelloBell Benefits

+50 stores have been using HelloBell in North America

- On Average, our clients reported below statistics

Customer
service ratings



+18%

Weekly labor
costs



-20Hrs

Monthly
revenue



+\$3K

HelloBell Customers – Levi's stadium

- Problem – Hard for VIPs to call server from the VIP room inside
- Action – HelloBell was installed in each VIP room section
- Result – Very satisfied VIPs & swift serving process set-up



HelloBell Customers – The Canadian Brewhouse

- Problem – Spacious store size & noisy environment make server often neglect customers' request
- Action – Place HelloBell each table with how-to-use guideline
- Results – Increased table turnover, customer ratings ↑



HelloBell Customers – Marriott Hotel Irvine

- Problem – Server's late notice due to large area in hotel
- Action – HelloBell set up connecting customer – staff – kitchen
- Result – Reported to increase 'customer satisfaction rate' from expedite service



HelloBell Customers Status

Number of stores: North America (+50), South Korea (+20)



HelloBell Patents Status

Type		S.Korea	U.S	Europe	Japan	UAE	Total
Patent	Applied	25	5	5	2	1	38
	Granted	13	2				15
Design	Applied	1	1				2
	Granted	10	3	1	1		15
Trademark	Applied	5		2			7
	Granted	16	2				18
Total		70	13	8	3	1	95

Company Profile

Company name	Hello Factory
Founded	2015.7
CEO	Kenny Kim
Address	5th Fl., 12, Nonhyeon-ro 10-gil, Gangnam-gu, Seoul, Korea 06314
	3003 N 1st St, San Jose CA 95134
# of employees	15 (As of 2020.03.31)
Website	www.HelloBell.net
Contact	E-mail : info@hellofactory.co.kr Tel: +82-70-7578-0133



Our Mission is to challenge ourselves to develop solutions that simplify life for everyone.



Got questions?

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Thank you!!