Clover Kiosk

Launching March 2024

What is Clover Kiosk?

Clover Kiosk simplifies the lives of small businesses by freeing up operational staff to meet the unique needs of Quick serve and Fast Casual restaurants to:

- Identify opportunities to grow the business

- Run and manage the business more efficiently

- Enhancing customer loyalty by enabling customer-led ordering process

Executive Summary

Clover Kiosk

Empowering efficiency and convenience, providing seamless transactions and personalized experiences at customers' fingertips

Context

Clover recognizes the growing demand for self-service kiosks in the market. While there are limited options available through third-party apps utilizing existing Clover hardware, established competitors like Toast and Square have successfully addressed this opportunity.

To meet this need, Clover developed a unique end- to-end kiosk solution that includes hardware, software, and payments. This comprehensive offering will provide small and medium-sized businesses (SMBs) with a uniquely differentiated solution. Leveraging Clover's powerful SMB platform and other in-house optimizing tools (Web dashboard, mobile app), businesses can expect a seamless and efficient self-service experience for their customers.

Offering

- Retail Price: Clover Kiosk Bundle: – $2,150.00 in CoPilot

- Monthly SW Subscription: $34.95 per device

- Supported Software Plan: CSR and TSR

- Launch date: March 2024

- Target customers: Restaurants (Quick Serve, Fast Casual), Retail[1] and Personal Services[1], FSM[1].

- Target markets: North America, International (under review)

Kiosk for SMB Merchants

OWNERSHIP: Individual

LOCATION: Single or multiple

BUSINESS TYPE: Quick Serve, Fast Casual, food trucks

SCENARIOS: Merchants with high customer footfall and simplified menu who does not want to increase staffing budget

SUMMARY: Limited items on Menu, Mid-to-High level of Tech adoption

NEEDS

Reduce Costs: Improve margins by optimizing staffing expenses.

Self-ordering: Manage long line during peak hours, prevent ordering errors and food wastage

Customization: Ability to customize the customer experience to match the look and feel of their existing branding.

Device compatibility: Ability to provide customers with a consistent check out experience irrespective of the devices the customers use.

Scalability: Ability to scale across business growth phases

NOT NEEDED

- **Does not** need Essentials Plan
- **Does not** need Table Management (QSR)
- **Does not** require Reservations/Appointments (QSR)

Clover Kiosk simplifies Business Operations & enhances Customer Satisfaction

Rising costs, labor management, and operational complexities are among the top challenges for independent restaurants. To thrive, they must rely on technology to enhance the overall customer experience.

1 **Reduce Labor Costs**
Automate manual front-of-the-house service jobs while reducing complexities around labor shortage and employee transitions

Optimize staffing resources, projected savings of **$36k+** a year

2 **Improve Customer Experience & Retention**
Less wait times and reduced ordering errors resulting in repeat customers, and higher average ticket sizes

Customers buy **10-30%** more at Kiosks compared than with restaurant employees

3 **Consistent e2e Order Management**
From device setup to tracking orders, manage your business, Menus; Online ordering; Mobile App; Reporting, Inventory Management; Customer engagements; Financial Management and Payment Processing on one integrated platform

One-stop-shop for all your restaurant needs

Thank you!
Your order will be ready shortly.

Your order number is

25

User-friendly design
Portrait Orientation

24" Touch-Display Large enough for most merchant needs

Kiosk frame
Suitable for Countertop Floor Stand Wall-mount

Built-in receipt printer
w/ easy access to receipt refills

Integrated Payment UI
Seamless Clover experience

Features

Kiosk Display

- Plug-n-Play set-up
- 24" FHD Touchscreen with Chemically Strengthened Anti-Fingerprint Touch Glass
- Multiple mounting options
    - Wall, Floor-stand and Countertop (default)
- Network Connectivity - Ethernet LAN, Wifi and LTE
- Built-in receipt printer (easy access for refill)
- Support weighing scale and scanner via USB ports (*In future*)
- Digital Signage & Display tickers (*In future*)

Built-in Printer Access

Final Image to come

Payment Terminal

- Hardware complete and certified – similar to config as Duo 2
- Payments - MSR, ICC, NFC, Gift Cards
- Tipping & Multiple receipt options
- Offline payments
- Audio I/O - Speaker and Microphone

Final Image to come

Additional Copilot Kiosk devices available to order:
- Kiosk Bundle with Floor Stand: $2,650
- Kiosk Bundle with Wall Mount: $2,200
- Kiosk Floor Stand (standalone): $525
- Kiosk Wall Mount (standalone): $45

Weighted Floor stand
- with **height adjustments** (Wheelchair-friendly).
- Supports **bolt-to-floor** install.

Clover Kiosk - Launch features set

Launch features will enable "make-to-order" QSR use cases where orders entered on the Kiosk will route to the back of house using order printers and Kitchen Display Systems (KDS). Launch features enable plug & play set-up, make to order fulfillment, and intuitive ordering

Capability	Functionality below will be available at launch
Guided Set-up	● Guided set-up and admin mode for merchants ensure optimal set-up for customers
Optimized UX for High Order Throughput	● Item Images ● Search ● Modifiers ● Special instructions
Flexible Fulfillment	● KDS + Order Printers ● Select different Order Types (Dine-in, Take-out) ● Name on order receipt and KDS ticket ● Order Number ● Custom fulfillment instructions to notify customers where to go
Payment & Reporting	● Credit card only ● Offline ● Reporting
Value-add	● Custom landing page ● Screensaver to showcase menu

Clover Kiosk - Launch features set

Roadmap focuses on unlocking additional opportunities to engage customers, increase order value, and support additional markets.

Capability	Functionality
New Markets and Use Cases	- QSR & Retail - Barcode scanners software integration and hardware support - Services - appointment check-in
Flexible Fulfillment	SMS Order Notifications
New Form Factors	Kiosk software on Station devices
New Geographies	Canada
Integrated Restaurant Platform & Customer Engagement	- Promo codes - Loyalty - Rewards - Easy reordering - Gift card support
Branding and advertising	- Customized screensavers for promotions and advertisements - Themed Kiosk user interfaces

Who are we focusing on?

Segment	GPV	Examples	clover	toast
Counter Service	<$350K	Coffee Shop, Food Truck	High	Low
Counter Service	>$350K	Fast Casual (Pizza, Bakery)	Medium	Medium
Table Service	>$500K	Family Restaurant, Sports Bar	Medium	High
Fine Dining	>$500K	Upscale Dining, Multi-Course	Low	High
Hospitality Restaurants	>$1M	Hotels, Room Service, Pool Side	NA	Low
National / Regional	>$5M	Franchises, Chains	Low	Medium
Food Service	>$5M	Corporate, Higher Education	Medium	N/A
Sporting Venues	>$5M	Stadiums	High	N/A

Clover Comparison

Clover Offering		Toast	Square

Ergonomic Design driving Speed & Efficiency	• Enterprise grade Large-format Kiosk for all-day operation
	   • Suitable for Branding, Promos, Loyalty, User engagement, etc.
	   • 24" Display (Portrait), built-in printer
	• Plug-n-Play (Ships Pre-installed*)
	• Payment terminal w/ 8" display
	   • For rich experience & intuitive operation
	• Payments : Contactless, Chip, Magstripe & PIN Debit
		• Off-the-shelf touchscreen
		• Cobbled together solution w/ discrete components (Display, Card Reader, ext printer),
		• Requires installation
		• No Debit PIN support
			• iPad-based solution
			• Not ideal for complex self-service scenarios
			• Runs with 3P Kiosk Apps

Mounting **(Optional Accessory)**	• Weighted Floor stand with height adjustments (wheelchair friendly) • Wall-mount & Countertop (default)	• Off-the-shelf Mounting Options	• Limited to Countertop & Wall

*Mounting on Wall & Floor Stand will require installation

Clover Kiosk vs Others

- All-in-one Plug-n-play Hardware - incl Display, payment terminal, printer, no setup required
- User friendly design (24" Display w/ Portrait orientation) - change paper rolls, take all types of payments
- Multiple mounting options

	Clover	**Toast**	**Square - Restaurants Plus**
Hardware	Two-screen Large format Kiosk Solution (24"), w/ 8" Payment Display (Mini 3) Portrait orientation No setup required, ships in the box Built-in receipt printer Connectivity - LTE, LAN, WiFi	Single screen Solution, Display sizes 10"/15"/ 21.5" Requires Set-up: Touch-screen, card reader, external printer	10.2-10.5" iPad
Payments	Contactless, Chip, Magstripe, Debit PIN	Contactless, Chip, Magstripe,	Comes with Contactless, Chip Magstripe (separate accessory)
Mounting	Wall, Countertop and Floor	Wall, Countertop and Floor	Wall and Countertop
Accessories Scanner, Weighing Scale	Future enhancements	Supported	Supported

Kiosk - Guided Setup

Step-by-step Set-up Process

Clover Kiosk has a Guided Setup which walks merchants through each step of the set-up from Checking for Images to Tipping and Printer Setup, to ensure that their Kiosk is set-up for the best customer experience.

- **Must-have Checklist:** Merchants will focus on the important settings for self-service ordering and fulfillment
- **Merchant Familiarity Score:** We'll see if merchants are familiar with creating online items and uploading images
- **Targeted Hand-holding:** Based on their readiness, steps & help articles are sent via email

Thank you