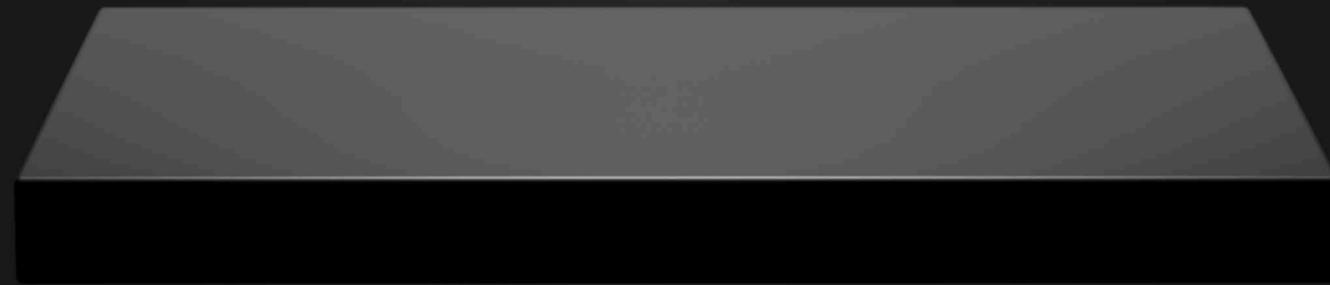


# PICKPAD<sup>®</sup>



Bridging digital commerce and the real world with sensors + ML

# Pickpad in 10 sec



**Yaro Tsyhanenko,**  
3x founder with 15+  
years in restaurant tech

 **Raising \$1.2M Pre-Seed**

**PICKPAD**

**Building infrastructure for local commerce and mobility**  
with sensors+ML



**3 months**  
concept → launch



**650 locations**  
under LOIs



**Antler: \$200k+\$300k**  
funded + committed

# The \$2T Collision no one is solving

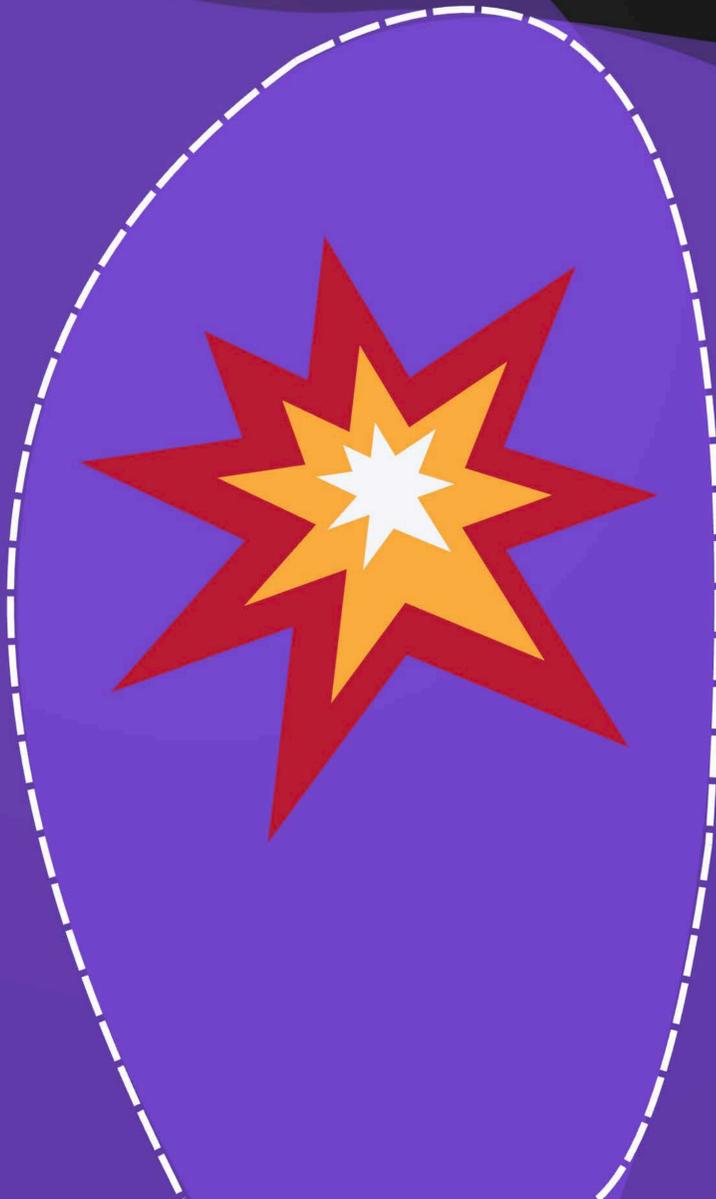
## Retail

goes hyperlocal



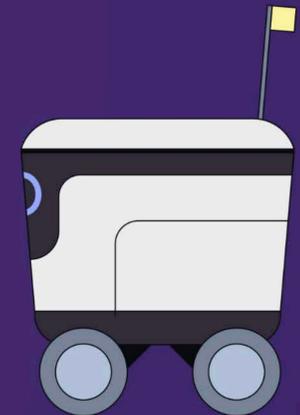
## Customers

go digital-native



## Mobility

goes autonomous



# The collision point – Pickup Area



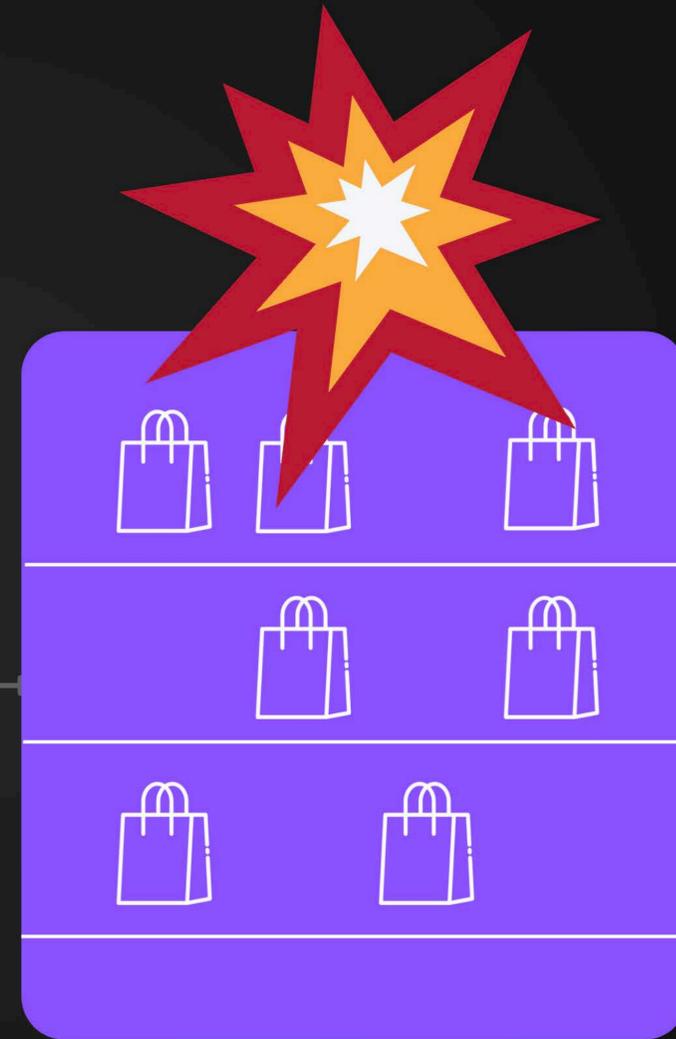
Online



Kiosk



AI



**\$100k/year**  
hidden problem

Customer

Driver

Robot

Why now

**100 digital orders/day =  
\$100k/year problem**

6 hours lost daily	15% error rate
50% data loss	70% churn



Solution

**Pickpad makes any pickup area smart in 1 hour ⚡**

No store redesign	No processes change
No capital investments	Fully POS-integrated

Bonus: Fully compatible with a \$69 IKEA unit

**PICKPAD™**



# PICKPAD

**Modular system of smart pads  
powered by sensors and ML ✨**

100% automation	up to 100% accuracy
100% clear data	10:1 ROI



Total paradigm shift — from Manual to Autopilot

**Before** 🖐️

Find the order in a system

Print and stick a label / Write a name

Double-check for accuracy

Place the order in the pickup area

Update order status to Ready

Assist a customer/driver locate order

Update order status to Completed

**With Pickpad** ✨

Place the order on the pad

# PICKPAD

## Building infrastructure for digital-native commerce

Unique data layer	New interface
Human-to-Human	Human-to-Machine



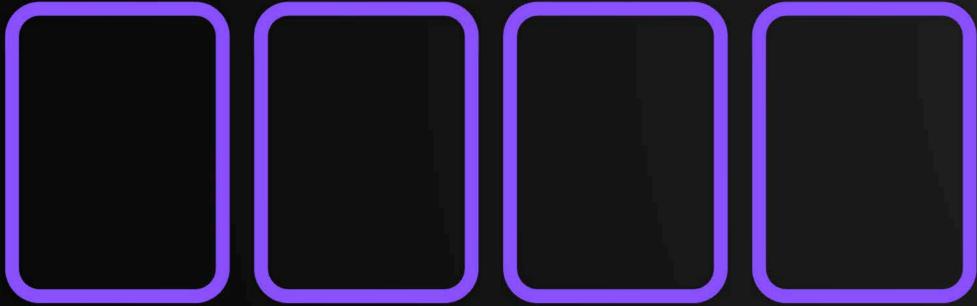
Pickpad Station live in the first store



Business Model

# Subscription

\$9-\$19 / pad / month

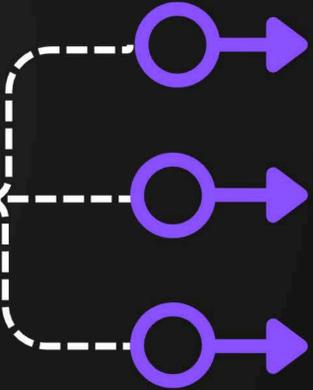


Pickpad **Station**

Avg. 20 pads / location



Pickpad **Cloud**

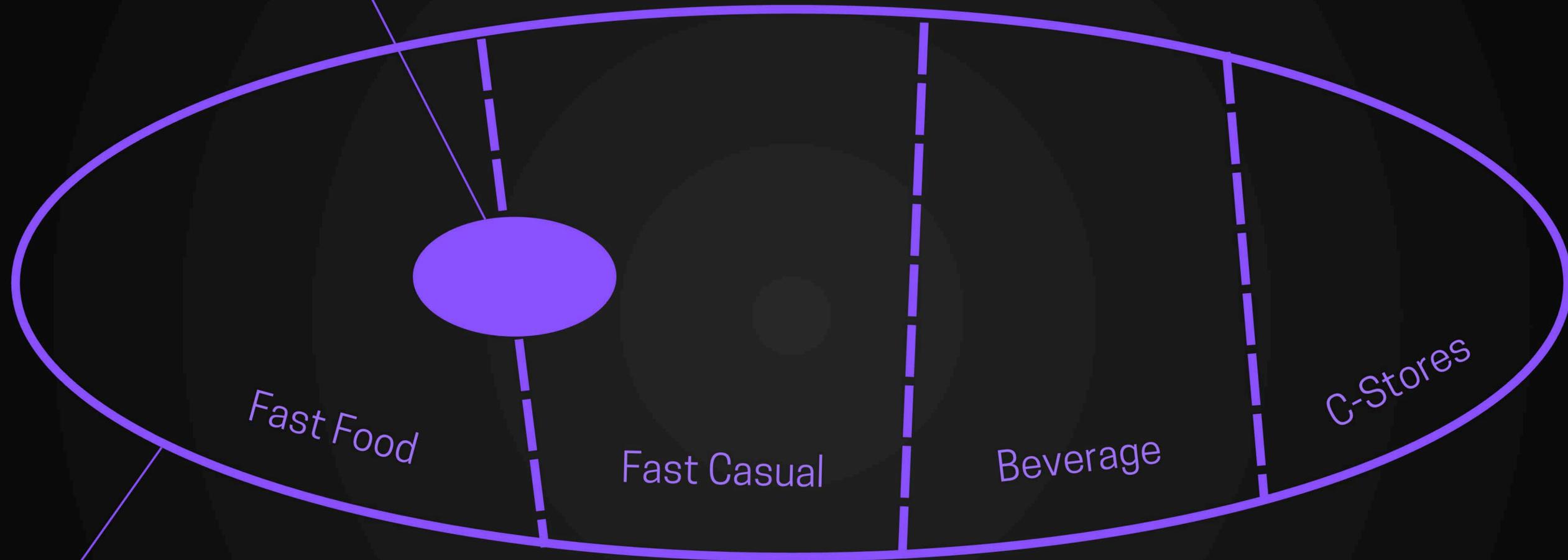


- POS
- Online ordering
- Delivery providers

Pickpad **Connect**

# Market

Laser focus now:  
30-1000 unit chains  
in the US / UK



TAM

**1M+ Stores in 📍 North America and Europe**

## Team of 2 engineers



**Yaro Tsyhanenko**  
Founder / CEO

Serial entrepreneur building  
restaurant tech for 15 years



**Dima Dymarchuk**  
CTO

Full-stack pro in front-end, back-  
end and firmware.



## + 5 Advisors

Top-tier restaurant tech and retail  
executives – bringing domain expertise  
and industry access

# Traction and Validation



## 3 months from concept to the first launch

10+ iterations with the product.  
2 pilots done. 2 pilots to go.



## 650+ restaurant locations with LOIs

+ Inbound interest from 3 of the top 5 fast food brands



## CES 2025 Innovation Award

Category - AI



## Fast Company 2025 Innovation by Design

2 Awards

**\$200K**

funded by



featured in:



## Raising pre-seed round

**\$1.2M**



Committed  
(\$300K last check)

Target outcomes:

10,000 units manufactured
Product validated at scale
\$2M ARR

**Thank you!**

Welcome to the

**PHYSICAL**  
**PHYGITAL**  
**DIGITAL**

world

**PICKPAD**



**Yaro Tsyhanenko**

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[pickpad.com](https://pickpad.com)

Book a call ⚡