



# Your Bar's AI Revenue Engine.

Take reservations. Upsell before they arrive. Fill slow nights automatically.

Let guests order without flagging a server. All via text or call.

No App Needed

More Revenue Per Guest

24/7 Autonomous

THE PROBLEM

# You're leaving money on every table.



**67%**

of reservation calls go  
unanswered during  
peak hours



**\$18**

average upsell left on  
the table per customer  
per visit



**40%**

of capacity sits empty  
on Monday through  
Wednesday



**8 min**

average wait for a  
server  
to check on a table  
during a rush

THE LYCIA AI APPROACH

# Four revenue levers. One AI.

Your AI doesn't just answer questions. It books, upsells, re-engages, takes orders, and handles pickup - generating revenue at every touchpoint.



## Text & Call Reservations

Guests book by texting or calling. AI handles it 24/7. No missed calls, no hold music.



## Pre-Arrival Upselling

Before they walk in, AI suggests bottles, platters, VIP seating. Revenue before the first drink.



## Slow Night Re-Engagement

AI texts past customers with personalized promos. Tuesday becomes the new Friday.



## Tableside Ordering

Text to reorder drinks and food without waiting for a server. More rounds, more revenue.



## Pickup Orders

Customers call or text to order food and drinks for pickup. AI handles the entire order.

# Never miss a reservation again.

Your phone rings during a rush. Nobody picks up. That's a table of 6 gone to the bar down the street. With Lycia AI, every call and text gets answered instantly - 24/7.

- **Text to book:** "Table for 4 at 9pm Friday" - confirmed in 10 seconds flat
- **Call to book:** AI answers the phone with your bar's voice, takes the reservation naturally
- **Group handling:** Bachelor parties, corporate events, birthday groups - all handled with custom details
- **Confirmation + reminder:** Auto-sent day-of, cutting no-shows by 35%
- **Waitlist management:** Bar full? AI adds them to the list and texts when a spot opens

No app. No website. Just text or call your number. **That's it.**



**Rooftop Social**  
iMessage

Thursday 3:22 PM

Hey! Can I get a table for 6 this Saturday around 9?

Delivered

Hey! 🍷 Saturday at 9 PM, party of 6 - let me check for you.

Great news! I've got a lounge booth reserved for you. **Saturday, 9 PM, party of 6.** Any special occasion?

Yeah it's my buddy's birthday!

Delivered

Happy birthday to him! 🎉 I've noted that for your server. You're all set:

- ✓ **Saturday, 9 PM**
- ✓ **Lounge booth, 6 guests**
- ✓ **Birthday noted**

I'll send a reminder Saturday afternoon. See you then!



**Rooftop Social**

iMessage

Saturday 4:15 PM

Hey Mike! Just a reminder - you're all set for tonight at 9 PM, booth for 6. 🎉 Birthday vibes ready!

Since it's a birthday, wanted to let you know about a couple upgrades:

🍷 **Birthday Bottle Package** - Bottle of Moët + sparklers + birthday sign at your booth. **\$150** (normally \$195)

🍕 **Sharing Platter** - Wings, sliders, loaded nachos for the table. **\$65**

Want me to add either? They'll be ready when you arrive.

The bottle package sounds perfect!!  
Add it

Delivered

Done! 🍷 Birthday Bottle Package added. Moët on ice, sparklers, and birthday sign will be at your booth when you walk in. Tonight's gonna be epic! 🎉



Lycia app / Revenue Lever 2

## The sale starts before they arrive.

AI sends a reminder hours before the reservation - and naturally suggests upgrades. By the time they walk in, they've already spent more than they planned.

- **Bottle service upsell:** "Celebrating? Pre-order a bottle and it's waiting at your table"
- **Food platters:** "Add a sharing platter for the group? Ready when you arrive"
- **VIP upgrades:** "Upgrade to our rooftop booth for \$50 more? Best view in the city"
- **Event add-ons:** Birthday signs, special decorations, custom cocktails - all pre-sold
- **Context-aware:** AI knows it's a birthday, anniversary, or corporate event and suggests accordingly

Average pre-arrival upsell: **\$35-80** per reservation

# Tuesday empty? Not anymore.

AI knows who's been to your bar before, what they ordered, and when they last visited. On slow nights, it reaches out with personalized offers they can't resist.

- **Smart targeting:** "Hey Mike, it's been 3 weeks! Tuesdays are half-off craft cocktails - come through?"
- **Personalized offers:** Knows their favorite drink, suggests new ones they'd love
- **Group incentives:** "Bring 3 friends Tuesday and your first round is on us"
- **Event promotion:** "Trivia night this Wednesday - your team crushed it last time. Come defend the title?"
- **Timing is everything:** AI texts at 4-5 PM on slow days, when people are deciding where to go tonight

Bars using re-engagement see **25-40%** more traffic on slow nights



**Rooftop Social**  
iMessage

Tuesday 4:30 PM

Hey Mike! 🙌 It's been a minute!  
We've got something special tonight:

🍸 **Tuesday Industry Night** - All craft cocktails half price, plus our bartender just dropped a new smoked Old Fashioned that's been getting insane reviews. I remember you're an Old Fashioned guy...

Bring 2+ friends and your first round is on us. Want me to hold a spot?

Haha you know me too well. Yeah  
grab me a booth for 4 at 8

Delivered

Done! ✅ Booth for 4, 8 PM tonight.  
First round's on us since you're bringing the crew. I'll have that smoked Old Fashioned ready. See you tonight! 🍷

# Order another round. No server needed.

Guest wants another drink but the bar is slammed and their server is MIA. Instead of waiting (and maybe leaving), they just text. Order in, drink out. More rounds, more revenue.

- **Text to order:** "2 more margaritas and a plate of nachos to booth 7" - sent to bar instantly
- **No wait time:** Guests order the moment they want another drink, not when a server notices
- **Menu browsing:** "What IPAs do you have?" - AI knows your full menu and daily specials
- **Smart suggestions:** "Last time you loved the Hazy IPA. We just tapped a new one from the same brewery"
- **Tab management:** Guests can check their tab, split it, or close out via text

Faster ordering = 1.5 more drinks per table per night



**Rooftop Social**  
iMessage

Saturday 10:42 PM

Can we get another round at booth 7? Same as before plus some wings

Delivered

On it! 🍷 Sending to the bar now:

- 3x Margarita (classic, no salt)
- 2x Hazy IPA
- 1x Espresso Martini
- Buffalo Wings (12pc)

ETA: ~5 minutes to booth 7.

By the way - our bartender just made a batch of **Smoked Pineapple Margaritas** tonight. Want to swap any of those classics for one? 🍍🔥

Ooh yeah swap mine for the smoked pineapple!

Delivered

Done! ✅ Updated and on the way. You're gonna love it. 🍍

# Pickup orders. No third-party apps.

Customers call or text to order food and drinks for pickup. AI takes the full order, confirms timing, and notifies your kitchen. No DoorDash fees, no UberEats commissions. 100% of the revenue stays with you.

- **Call to order:** AI answers, takes the order naturally, confirms pickup time
- **Text to order:** "Can I get 20 wings, loaded nachos, and a growler of the IPA?" - done in seconds
- **Full menu knowledge:** AI knows your menu, daily specials, what's 86'd, and can suggest alternatives
- **Ready notification:** "Your order is ready for pickup! See you at the bar" - auto-texted
- **Repeat orders:** "Same as last time?" - AI remembers past orders for one-tap reordering

No 30% delivery app fees. **You keep everything.**



**Rooftop Social**  
iMessage

Sunday 5:15 PM

Hey can I place a pickup order? 20 buffalo wings, an order of loaded nachos, and a growler of whatever IPA you have on tap

Delivered

You got it! 🍷 Here's your order:

- 20pc Buffalo Wings
- Loaded Nachos
- 64oz Growler - **Hazy Wonder IPA** (our freshest tap)

Total: **\$52.50**

Ready in about **20 minutes**. Sound good?

Perfect let's do it

Delivered

Order confirmed! ✅ Pickup at **5:35 PM**. I'll text you when it's ready. Just head to the bar and mention your name. 🍷

THE REVENUE LOOP

# Every touchpoint makes you money.

One AI handles the entire customer lifecycle. No gaps, no missed opportunities.



THE IMPACT

# Revenue impact per month.

 **Missed-Call Recovery**

Reservations you currently lose

**+\$4,200**

~15 extra reservations/wk × \$70 avg tab

 **Pre-Arrival Upsells**

Bottles, food, VIP before arrival

**+\$3,000**

~40% of reservations upsell at \$25 avg

 **Slow Night Traffic**

Filling Mon-Wed with past customers

**+\$6,000**

+15% slow-night traffic × \$55 avg spend

 **Tablesides Ordering**

More drinks per table, faster turns

**+\$4,800**

+1 drink/table × \$12 avg × 100 tables/wk

 **Pickup Orders**

To-go orders via call/text

**+\$3,000**

~15 pickup orders/wk × \$50 avg

Total Monthly Revenue Increase

**+\$21,000**

Annual Impact

**+\$252K**

ZERO FRICTION

# No app. Just text or call.

Your customers already know how to text. That's the only skill required.  
No downloads, no sign-ups, no QR codes, no learning curve.



## iMessage / SMS

Text your bar's number to book, order, or ask anything. Works on every phone ever made.



## Voice Calls

Call and talk to your AI. Natural conversation, takes reservations, answers questions. Sounds like your actual staff.



## Web Chat

Embedded on your website. Visitors book directly, browse your menu, check events.



## WhatsApp

For international crowds. Same AI, same memory. All channels, one conversation.

Customer texts to book, calls to ask a question, texts to reorder at the table. **Context never breaks.**

# Three engines. One brain.



## Connects

To Your Systems

Your POS, reservation system, menu, events calendar. AI sees real-time table availability, your full menu, and tonight's specials. No manual updating.



## Remembers

Every Customer

Favorite drinks, usual table, birthday, friends' names, last visit date. Every customer feels like a regular. Even first-timers become repeat customers.



## Acts

Not Just Talks

Books tables, sends orders to the bar, processes upsells, texts promos. This isn't a chatbot that says "please call us." It does the work.

Live in 2-3 weeks. We handle everything.

# Two options. You choose.

Whether you prefer zero upfront cost or a flat monthly rate, we have a plan that fits your business.

Zero Risk

# \$0

/month

**+ 5% commission**

- ✓ AI concierge (text + web)
- ✓ Reservations via text
- ✓ Pre-arrival upselling
- ✓ Slow-night re-engagement
- ✓ Tableside ordering
- ✓ Pickup orders via text
- ✓ Customer memory
- ✓ Setup & training included

No monthly fee. We earn when you earn.  
5% on sales generated through AI only.

Flat Rate

# \$600

/month

**No commission**

- ✓ Everything in Commission plan
- ✓ Reservations via text
- ✓ Pre-arrival upselling
- ✓ Slow-night re-engagement
- ✓ Tableside ordering
- ✓ Pickup orders via text
- ✓ Customer memory
- ✓ Keep 100% of revenue

Predictable cost. Zero commission.  
Best value if generating \$12K+/mo through AI.

Optional Add-on

# \$0.60

/minute

**Voice Calls**

- ☎ AI voice reservations
- ☎ Pickup orders by phone
- ☎ Natural conversation
- ☎ Call transcripts

Pay only for minutes used.  
Works with either plan.

NEXT STEP

**+\$21K/month.**  
**Let's go.**

More reservations. Higher tabs. Packed slow nights. Pickup orders. Faster service.  
**All from one AI.**



Scan to connect

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No App Required

Fill Slow Nights

Upsell Automatically

Live in 2-3 Weeks

