SHARPGRID

A tool for automatically processing menus at HoReCa establishments and analyzing the market position of brands

The Offer Insights platform automatically collects and processes unstructured data about the offerings of HoReCa establishments—text, HTML pages, and menu images—and uses AI (LLM/ML) to convert them into a structured format. The result is accurate information about what individual establishments offer, at what prices, and how their offerings evolve over time. The platform enables the tracking and analysis of brands' market positions across markets and generates notifications about changes in offerings. The goal is to build a fully operational global platform that delivers data that is orders of magnitude more accurate and up-to-date than existing market research methods in the HoReCa sector.

Unique Selling Points:

- Automated collection and AI-based processing of data from public sources—no manual fieldwork required, and costs that are an order of magnitude lower than those of traditional market research.
- The only solution in Europe focused on a structured analysis of the offerings at HoReCa establishments at the level of individual menu items.
- Scalability without geographic limitations—the platform covers more than 30 European markets and is expanding globally.
- A functional alpha version with proven demand from global clients even before the production version is completed.

Product

AI Data Platform

Technology readiness

Development

Proof of concept

Prototype

▶ First implementation

Extensive implementation