

BREE

Autonomous retail for campuses and convenience stores.

Small stores lose to theft, labor, and closed hours, and the fix is priced for large operators.

The loss

\$112B

US retail shrink in 2022, 1.6% of sales. Theft, internal and external, made up 65% of it.

The operator

60%

of US convenience stores are single-store operators; 63% belong to owners with 10 or fewer stores. One staffed register around the clock is the cost they cannot carry.

No real option

~\$300K

Estimated cost of a full-store autonomous retrofit. Sized for large operators and showcase stores.

A day of coverage today



Full-store vision has been working harder, not smarter.

Amazon Just Walk Out, 2022

700 of 1,000

sales reportedly sent to a 1,000-person review team in India, against an internal target of 50. Amazon disputes the figures.

Amazon pulled it from its own grocery stores in 2024

Whole-store vision across thousands of SKUs was solved with labor. The software alone did not reach the accuracy target.

The gap between the claim and the system

Amazon described it as computer vision and deep learning. A large share of receipts were checked by people reviewing footage after the fact.

Business Standard · Apr 4, 2024

Amazon's 'just walk out' checkout tech was powered by 1,000 Indian workers

700 of every 1,000 transactions verified by workers in 2022, per The Information via Business Insider.



Bloomberg Opinion · Apr 3, 2024

The Humans Behind Amazon's Just Walk Out Technology Are All Over AI

Just Walk Out phased out of Amazon Fresh grocery stores in favor of smart carts.

BREE turns the coolers and shelves a store already has into an unattended store.



Phase 1: test wedge

Smart coolers on campus, where we prove it

Campus stores with existing ID access, where our ~30 reps are already in conversations. This is the test, not the market.



Phase 2: the market

Shelf retrofits across 150K+ convenience stores

Glass panels, locks, and access control on existing shelving, so a store can run unattended overnight without a rebuild.

How BREE works: tap, take, walk away.

Cameras, locks, and access control retrofit onto the coolers and shelves a store already has. No rebuild.

1

Step 1

Authenticate

Shopper taps a campus ID, card, or phone at the cooler or shelf.

2

Step 2

Unlock

The door or shelf panel unlocks for that shopper only.

3

Step 3

Take

On-device cameras see which items leave the shelf.

4

Step 4

Get charged

The card on file is charged automatically. No checkout line.

Phase 1 runs this flow on campus coolers with existing ID access. The same flow extends to convenience store shelves.

One of us distributes retail machines in 12 states, the other builds the vision.



Matthew Kerolos



CEO

2x founder

Studied in South Africa and Egypt

Dropped out of UVA to build CloudStation

Created an audience (~50M/month) interviewing successful CEOs



Kiro Moussa



CTO

Born in Alexandria, Egypt

Lived in Egypt & Southern California

FTC Captain

Built vision software for his own Congenital Nystagmus, creating the first treatment for an incurable condition

Ships computer vision and AI software; leads product, security, analytics.

Our distribution doesn't start from zero

CloudStation.

35+

Distribution partners

12

US States Deployed

CA, TX

Machines operated remotely

\$2M

Annual revenue



BREE

Mathew's partners, suppliers, and location owners



Kiro's computer-vision checkout and security software

GTM is already moving; reps open campuses **first**, then partners open stores.

35+

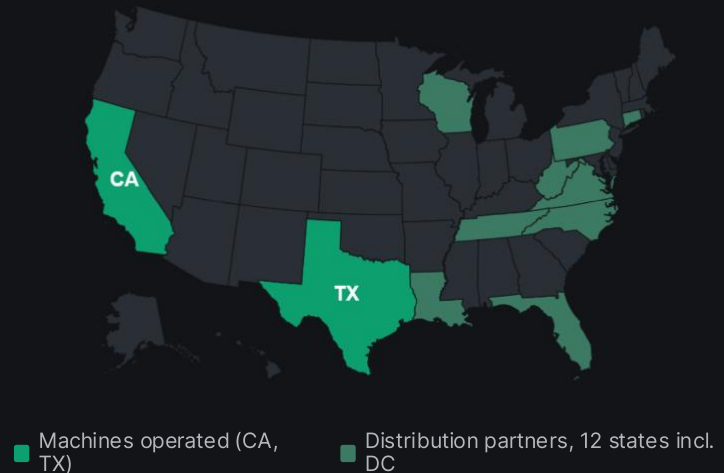
Distribution partners via
CloudStation

12

US states with partner presence

~30

Reps already talking to their college
campuses. 10-20% of upfront.



Stores pay back the install in months, not years

For the store, per year

Staffing 10 dark hours, \$15/hr x 10 x 365 **\$54,750**

BREE software fee **\$3,600**

Annual difference **\$51,150**

2-5 months

to recover the initial \$10-20K install

For BREE, per location

Upfront install fee **\$10-20K**

Hardware, supplier quote **-\$1.0-1.3K**

Rep commission, 10-20% **-\$1-4K**

Left after hardware and commission **\$7-17K**

\$7-17K + \$3,600 / yr

recurring software revenue per location after the upfront fee has covered acquisition. Install labor and support not yet measured.

Illustrative. \$15/hr is an assumption, not a measured wage. Pricing and hardware costs are targets and supplier quotes; Phase 1 pilots replace these with measured figures.

The market is 150K+ convenience stores, not just campuses.

Analytics for retailers and brands

Deployment data: theft, reliability, pricing

Vision checkout and security software

Cameras, locks, coolers

Install, one-time

\$1.5-3B

152K US convenience stores x \$10-20K per location. Inside merchandise sales were \$335.5B in 2024.

Software, recurring

\$550M/yr

152K stores x \$3,600 per year at full penetration.

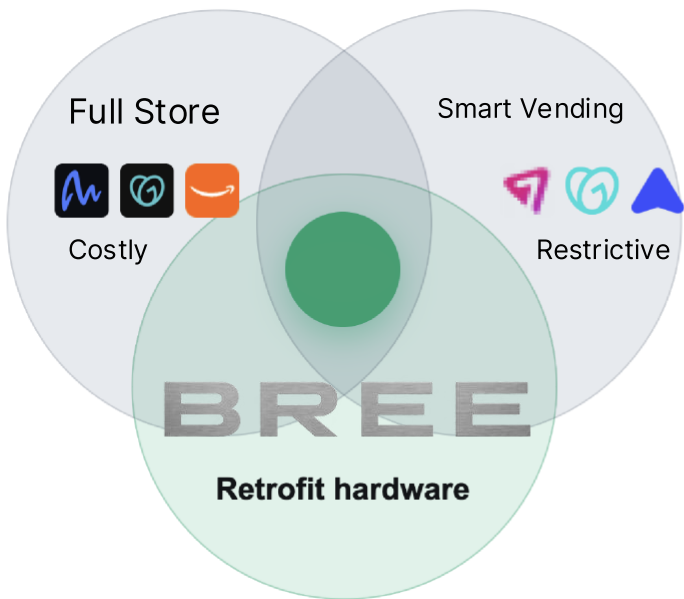
In-store analytics market

\$16.5B by 2030

Up from \$4.2B in 2023, 21.8% CAGR. Shelf placement, dwell time, and packaging tests for retailers and brands.

Store count and inside sales: NACS/NIQ TDLinx 2026; NACS State of the Industry 2024. Install and software figures are arithmetic on target pricing, not forecasts. Analytics: Grand View Research, In-store Analytics Market Report. BREE does not manufacture hardware today.

Three camps sell pieces of autonomous retail. BREE sits where they overlap.



Secure vision checkout

from the full-store camp, scoped to one cooler so it runs on-device.

Modular and cheap

from vending: \$10-20K per location target, one unit at a time.

Retrofits what exists

coolers the store already owns, sold through a 12-state partner network.

We are raising \$100k pre-seed to run campus pilots and prepare the store rollout.

Q4 2026

First kits built

Production run of retrofit kits.
Camera and lock suppliers qualified.

Q1 2027

Pilots live

3-5 controlled-access campus sites
in the Northeast, installed and
operated by the team.

Q2-Q3 2027

Data and cost

90 days of shrink, uptime, and
pricing per site. In-house integration
brings kit cost under \$1,000.

Q4 2027

Phase 2 begins

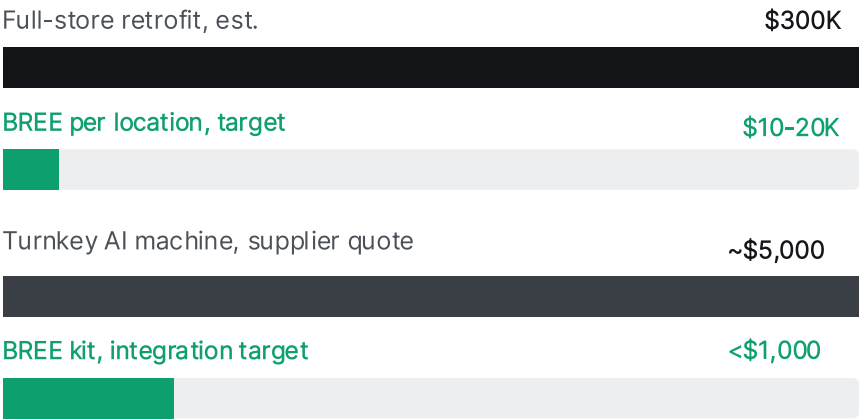
First modular shelf retrofit in a
convenience store. Partner network
and reps activated.

■ Funded by this round ■ Next

BREE

Kiro Moussa, CTO kiro@mit.edu kiro.city

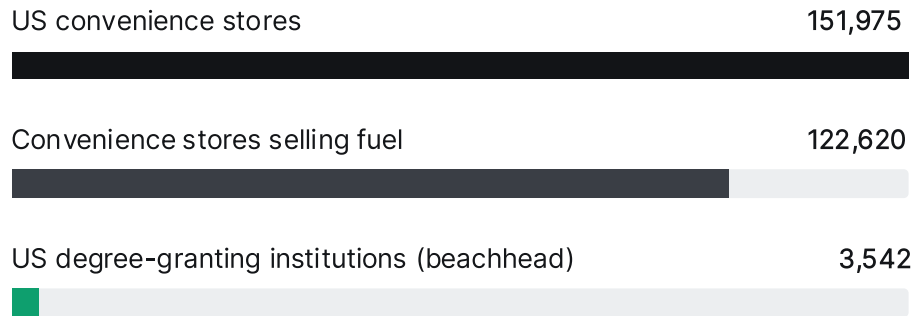
Appendix: 15-30x cheaper than a full-store retrofit



Cost to go autonomous, today vs. BREE

One location, year one, target	
Upfront install	\$10-20K
Software, ~\$300 x 12	\$3,600
Kit hardware, quote today	-\$992 to -\$1,300
Rep commission, 10-20% of upfront	-\$1K to -\$4K
Recurring, every year after	\$3,600 per location
Install labor, support, and payment processing not yet measured; Phase 1 reports them.	

Appendix: 150K+ US convenience stores, each an install plus a software fee.



\$10-20K

Upfront hardware and install, per location

~\$300/mo

Software and service fee, per location

Sources: NACS/NIQ TDlinx Convenience Industry Store Count 2026 (as of Dec 31, 2025; 80.7% sell fuel); NCES Condition of Education, 2021-22 (institutions with first-year undergraduates). Smart vending: Fortune Business Insights, \$11.5B global in 2025, 18.8% CAGR. Pricing is a target to be validated in pilots; analytics revenue excluded.

Appendix: Matthew's CEO interviews (~50M views/mo)



PepsiCo



Fiji Water



Capital One



Orange



ADES Holding



Elsewedy Electric

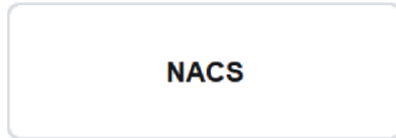


Bosta



Thndr

Industry bodies we are engaging



NACS



NAMA



PEI

Northern Virginia, where these groups concentrate, is the CEO's home market.