IMPERIUM



The Hospitality and F&B OS

Introduction · October 2026

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A group, understood as a whole.

Imperium builds hospitality and food and beverage groups their own AI Operating System, so the group can add outlets without head office growing with them.

The bottlenecks in a hospitality group.

	THE BOTTLENECK	WHAT IT COSTS YOU
01	One guest looks like several strangers.	Point of sale, the booking engine and the reservation book each hold a piece, so nobody sees the whole guest.
02	Outlet numbers arrive a month late.	By the time the report lands, the shift that cost you the margin is weeks gone.
03	Rosters are built on experience and feel.	Quiet shifts are overstaffed and full ones are short, and both show up in the wage line.
04	Wastage is only explained after the fact.	Food cost drifts a point at a time, and nobody sees which supplier line moved it.
05	Frontline people arrive and leave all year.	Training starts again with every intake, and what the last good manager knew leaves with them.
06	Owners and head office chase outlets for answers.	Managers spend the morning building a picture instead of running the floor.

Your team already uses ChatGPT and Claude. They can’t see your outlets.

Keep them. On their own, they stall for the same reasons.

01 **Nothing is connected.**

Your point of sale, booking engine and reservation book aren’t wired in, so each answer only knows what someone pasted in.

02 **WhatsApp is out of reach.**

That’s where managers, suppliers and guests talk, so those conversations sit outside every answer.

03 **Each person’s AI learns alone.**

What one manager teaches it, nobody else gets. When they leave, it goes with them.

04 **So the work is still done by hand.**

Someone still copies covers and spend into a spreadsheet before every owner update.



An AI Operating System is three parts. Your team only has the first.

We build the other two, around your business. Together, that's your AI Operating System.

YOU HAVE IT

IMPERIUM BUILDS THESE TWO

01

The AI model

The brain. Claude, ChatGPT, or a local model on your own machines for sensitive work. When a better one comes out, we plug it in.

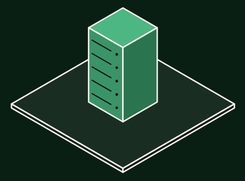
ChatGPT · Claude · Gemini · DeepSeek

YOU HAVE THIS ALREADY

02

Your data, organised

Your point of sale, booking engine, reservation book, WhatsApp, accounts and files, connected and set out the way the group runs, so the answers are right.



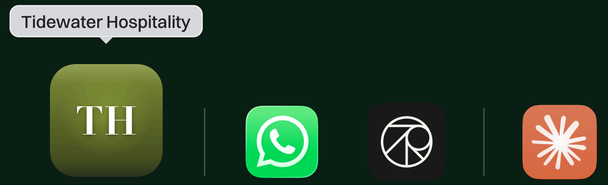
SevenRooms · Cloudbeds · WhatsApp · Xero · Gmail · Drive

WE BUILD THIS · THE HARD PART

03

Your own app

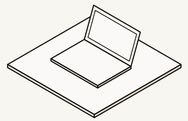
Custom built for your group: your team, your systems, the way you work. On every desk and phone, your team asks in plain English and approves the work it drafts.



WE BUILD THIS · CUSTOM TO YOU

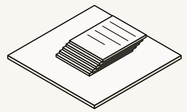
You own your data and everything built on it: infrastructure that grows with you. Swap the model or the app later and nothing is lost.

What it runs across the group.



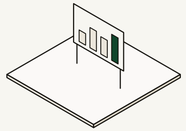
Outlets

Covers, spend per head and margin across every outlet, live.



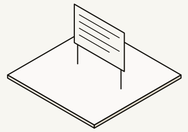
Owner reporting

Built and checked from your own data, ready whenever owners ask.



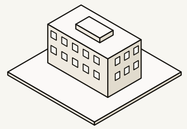
Rosters and forecasts

Demand read ahead of the week, so shifts are staffed to it.



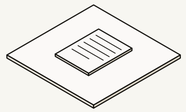
Guests

Every channel watched, and replies drafted.



Kitchen and stock

Orders, wastage and food cost tracked by shift.



Finance

Outlets, entities and costs in one picture.

All of it in your own app, built around the group: ask, check the answer, approve.

WHAT YOUR TEAM GETS

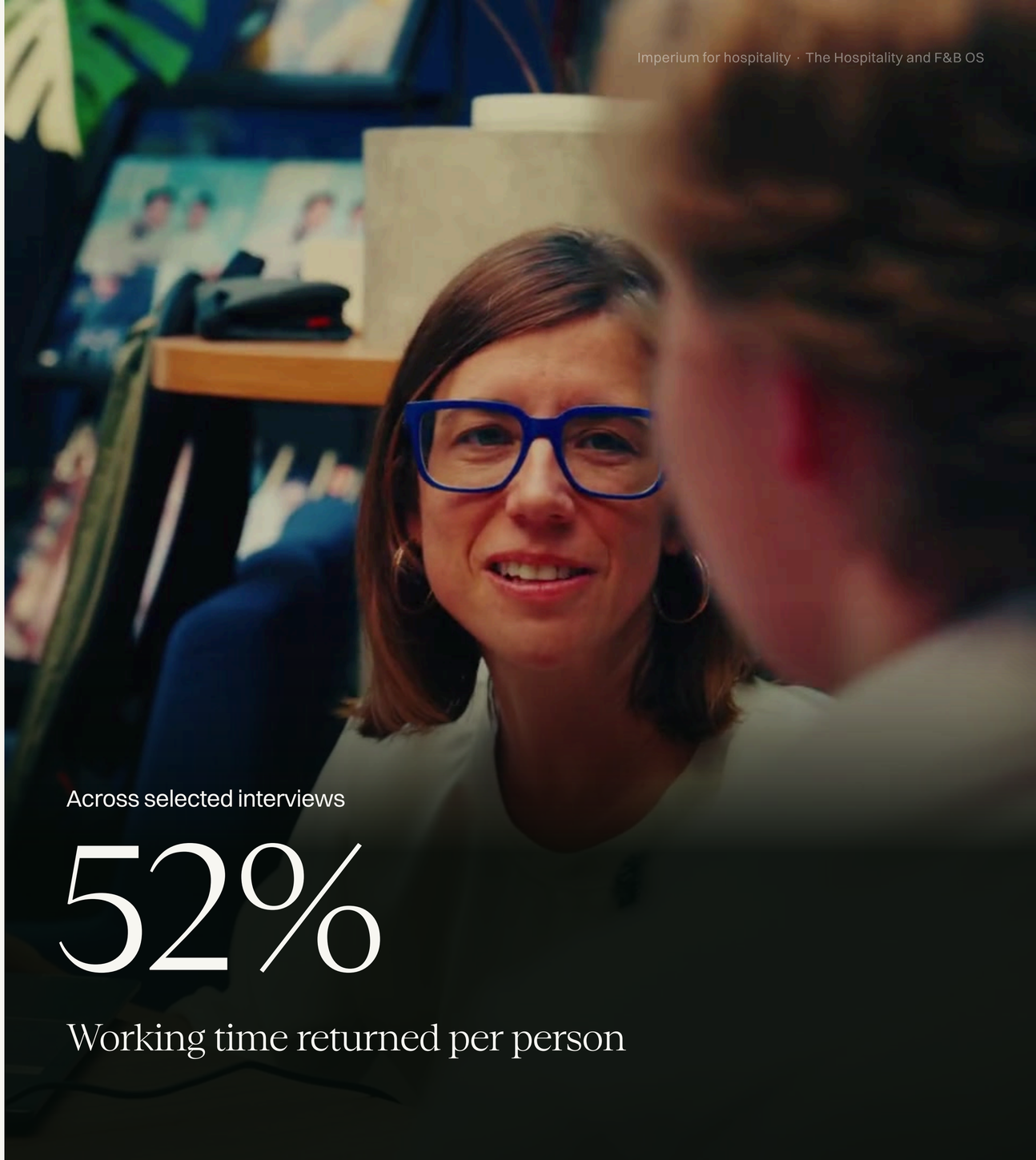
- Your group's own app, on every desk and phone.
- Linked to point of sale, bookings, accounts and WhatsApp.
- Answers from your own data, and shows where it came from.
- Drafts the next step for a person to approve.
- What one person teaches it, the whole team gets.

What changes.

The outcome for the average client.

3.1×	Increase in output per person
7.5	Hires not made, per company
US$175,000	Payroll prevented a year, per company
5.6×	Speed increase for work handled by the OS

Figures calculated from selected client interviews, across different companies and tasks. See the individual stories for context.



Across selected interviews

52%

Working time returned per person

Experience across businesses and industries

The tools differ, but the problems repeat: knowledge scattered across teams, reports that take days and work that waits on one person.

Our company and team experience spans hospitality, property, retail, technology and professional services.

Selected company and team experience, including earlier professional relationships.

Working sessions with operators

Questions from the people doing the work shape the product: visibility, accountability, adoption and time returned to the team.



Workshop · from questions to decisions



Recorded conversation · questions before tools



Live presentation · bringing AI into the operating conversation



COO Ben Barnes: some days it felt like a team of ten working for him.

The next hires are senior specialists. Geonet won't add fifty more in marketing, thirty in finance or forty in settlements, because the system covers that work.

Geonet

10 hires prevented and hundreds of thousands saved in 60 days.

Property development and hospitality brands, including ELLE Resort & Beach Club, opening in 2028.

PROBLEM

Several projects and venues moving at once, with each new one adding hires in marketing, finance and settlements.

SOLUTION

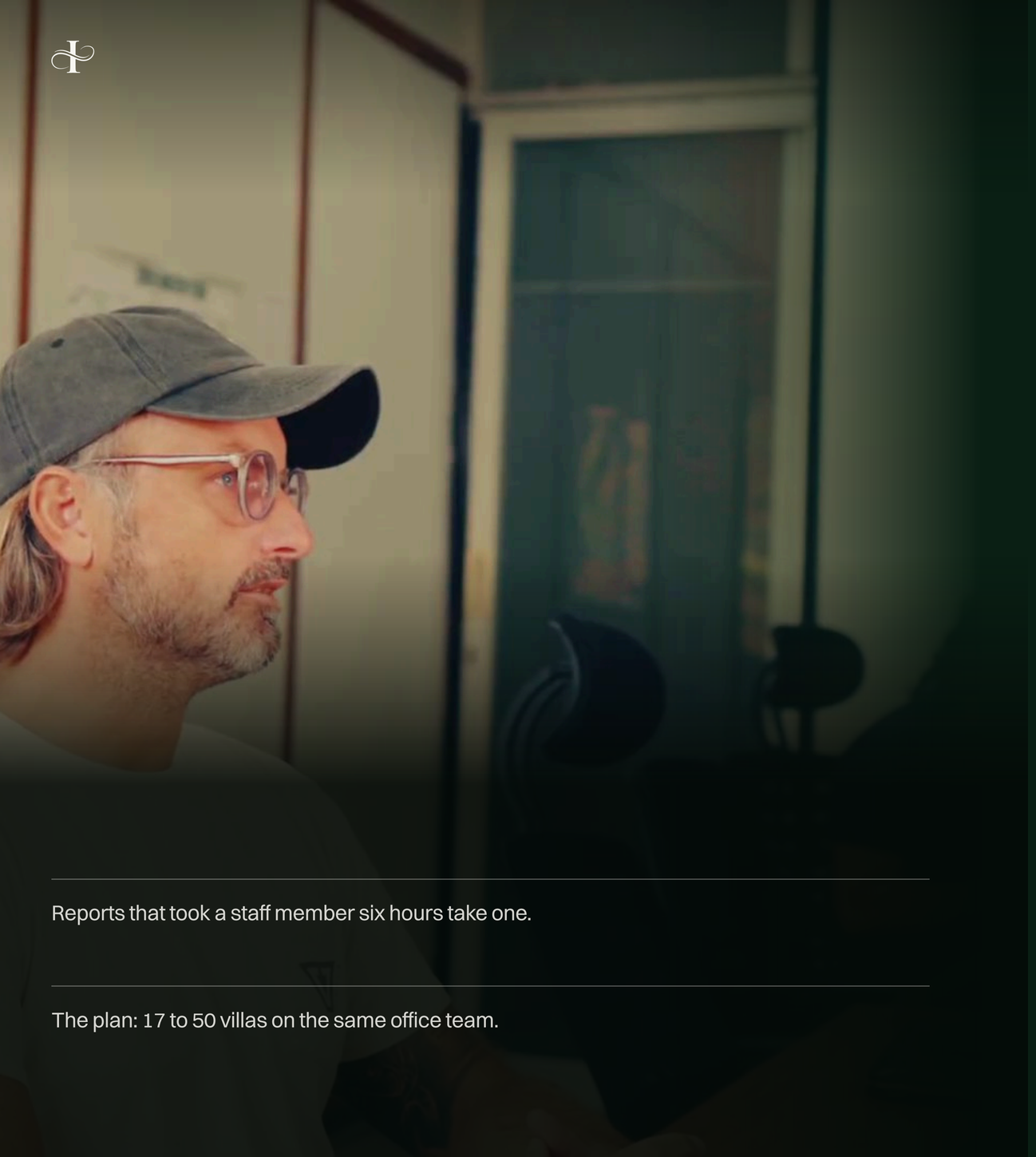
One operating system across the whole team, with each role given the tools it needs.

OUTCOME

"It was understanding what was giving us a return on our advertising expense, where people were working effectively, and getting the information through the organisation as well."

Chad Egan, Founder & CEO

Watch the film on YouTube ↗



Reports that took a staff member six hours take one.

The plan: 17 to 50 villas on the same office team.

BALI DREAM LIVING
REAL ESTATE

60% of the organisation's time back.

Sales, property management, daily rentals and land. Founder Sean Johnson, 22 years in real estate.

PROBLEM

Seventeen villas under management heading for fifty, run by four people in the office. Admin was the ceiling.

SOLUTION

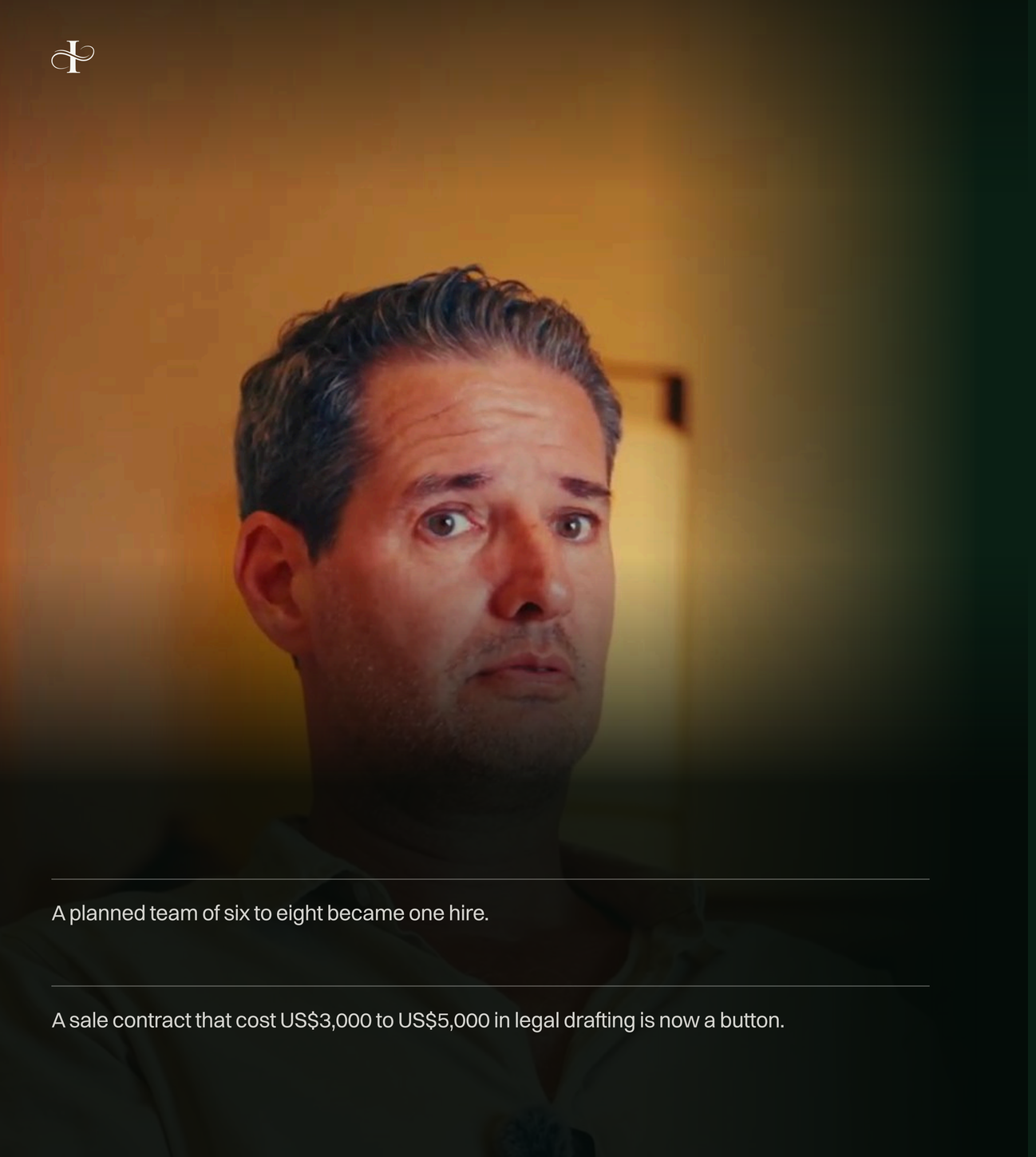
The operating system over Hostaway, PriceLabs and Xero: owner reporting, revenue management and guest comms in one picture.

OUTCOME

"Once the system is set up completely, 60% of time back, easily."

Sean Johnson, Founder

Watch the film on YouTube ↗



CORE CONCEPT LIVING

17 villas, one employee, US$15,000 a month in hires prevented.

17 pool villas and a residential community, run by founder Shanny Poijes.

PROBLEM

Tenders, purchase contracts, legal, accounting and marketing for a full development, with a plan to hire six to eight people to carry it.

SOLUTION

The operating system as his back office: every document, number and message in one place. Contracts drafted by the system, quotes sent from his phone.

OUTCOME

“I was thinking I might need six to eight people. Now I need one.”

Shanny Poijes, Founder

A planned team of six to eight became one hire.

A sale contract that cost US$3,000 to US$5,000 in legal drafting is now a button.

Watch the film on YouTube ↗



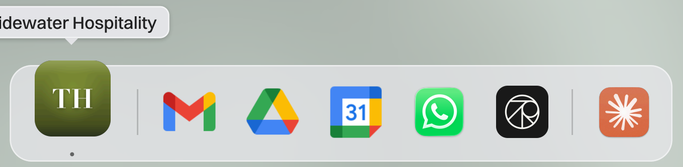
Every outlet. In one place.

Your own app, connected to the systems every outlet already runs on.

Your app. Your KPIs.

Custom built for your group and its outlets.

Next to the apps you use



Your own app, in the dock on every desk.

Your outlet stack, connected

- SevenRooms
- Chope
- Tripadvisor
- StaffAny
- STAAH
- Cloudbeds
- Booking.com
- Xero
- WhatsApp
- Gmail
- Drive
- Calendar

1,400+ tools in the catalogue. Connect the ones you authorise.

The operating picture

COVERS, LAST 7 DAYS
4,180

SPEND PER HEAD
US$46

REVENUE MONTH TO DATE
US$240,900

OUTLET REPORTS READY
4 of 4

The numbers you check first, live.

ARX

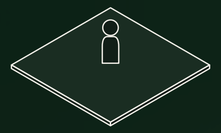
The app your team works in

Your group's knowledge, connected behind every answer and action.

On WhatsApp

Guest, supplier and manager conversations, connected to the same data. Replies drafted for approval.

Approval by role



Set by person and by action.

From the number to the next action

Sorrel & Ash: food cost is 34.8% against a 31% target. One approval merges the duplicate order and saves US$1,800 a week.

One approval · Order placed · Owner pack updated

Prepare

Owner packs, rosters and replies

Collaborate

Share the work and its context

Multi-model

- ChatGPT
- Claude
- Gemini
- DeepSeek

Open models can run on your own machines.

Product illustrations · fictional demo data

The whole group on one screen.

Covers and spend per head by outlet, owner packs ready to approve, supplier orders chased and every guest answered.

Your colours

Built in your group's colours.

Your logo

Branded with your logo, on every desk and phone.

Yours to own

Your data, files and setup stay yours.



Example workspace. Illustrative figures, not client data.

Ask in your own words. It answers from your outlets.

Engineered to be as simple as possible: ask it anything about the group and it adapts to the way your team works.

1 You ask in plain English.

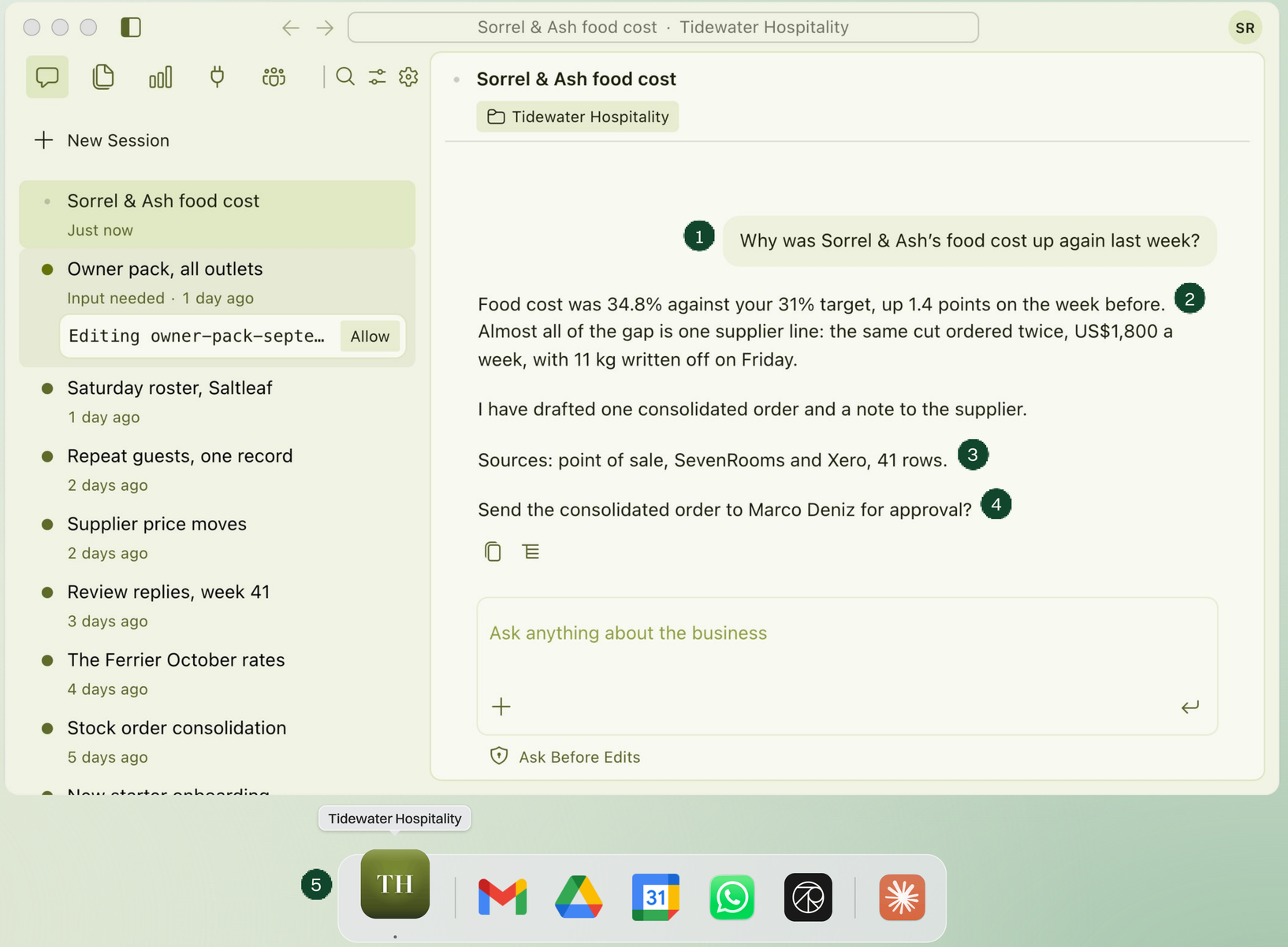
2 It answers from your own data.

3 It shows where it came from: your point of sale, SevenRooms and Xero.

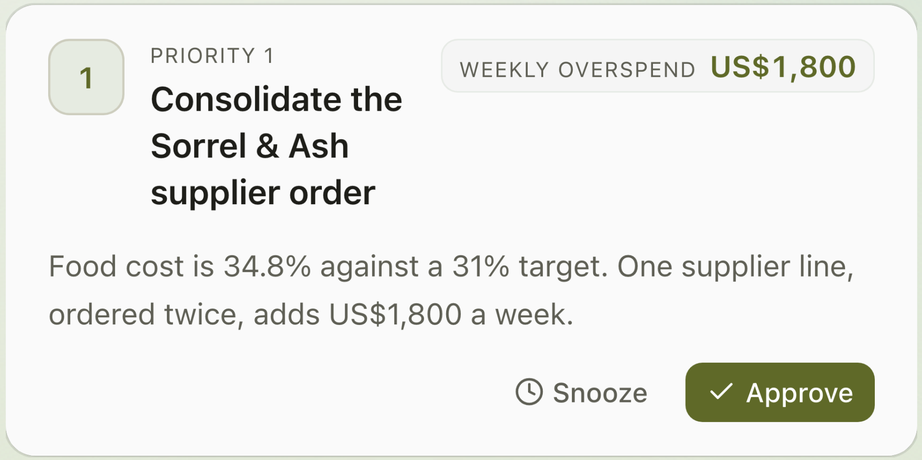
4 It drafts the next step. A person approves it.

5 Your own app, in the dock next to the apps you use.

Hover a step to see it on the screen. Illustrative screen, example data.

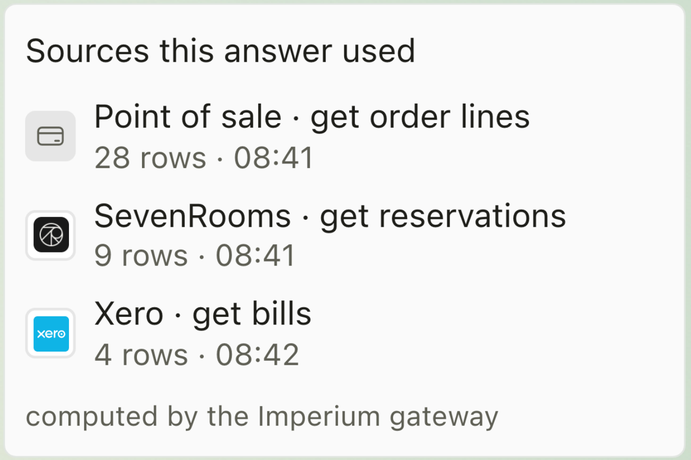


You stay in control.



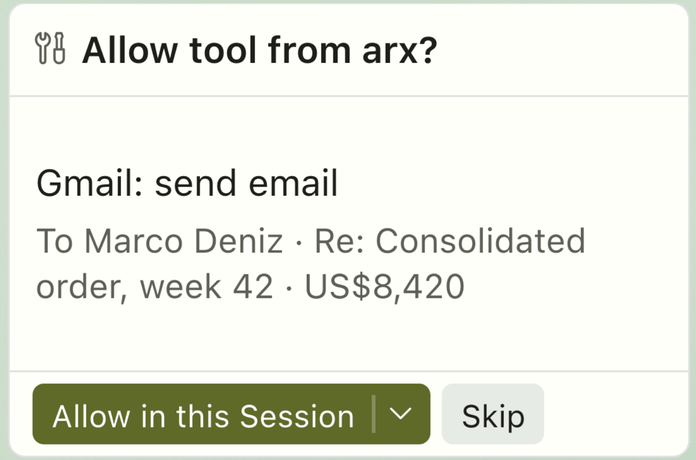
What needs you, ranked

The few decisions worth your time, with the impact and the evidence next to each one.



Every answer shows its sources

Each number traces back to the system and the rows it came from, so your team can check it.



Nothing goes out without approval

Emails, orders and roster changes are drafted for a person to approve. You set who approves what.

Product detail from ARX. Illustrative workspace.



Engineering.
Inside the business.

Every installation is engineered inside the business, around the systems and people already running it.

The capability behind an installation



KNOWLEDGE ENGINEERING

Structure company information so context can be found, understood and traced to its source.

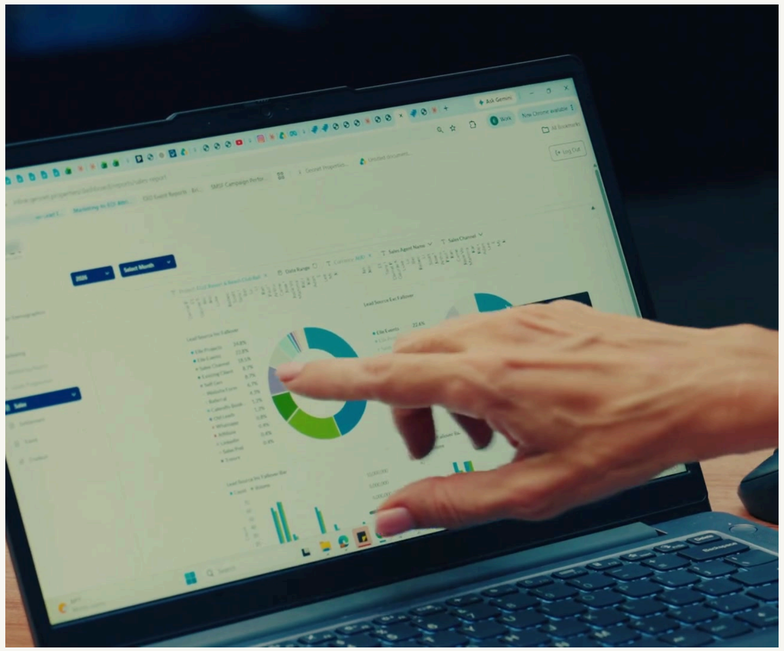
Taxonomy and retrieval make the knowledge useful beyond a single conversation.



SYSTEMS ENGINEERING

Connect the data, tools and permissions behind daily operations.

Each installation has to reflect how the company actually works, from the source of a record to the team responsible for using it and reviewing the next action.

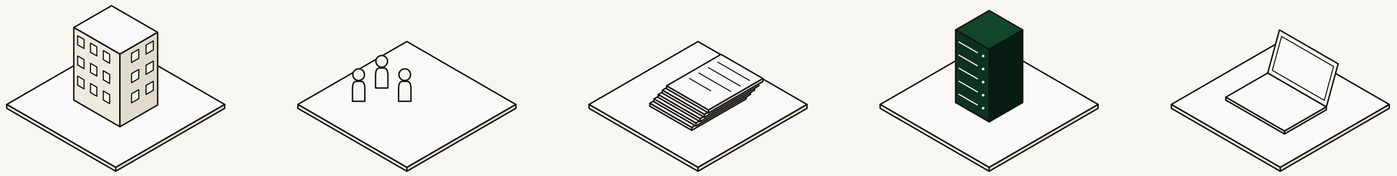


OPERATIONAL UNDERSTANDING

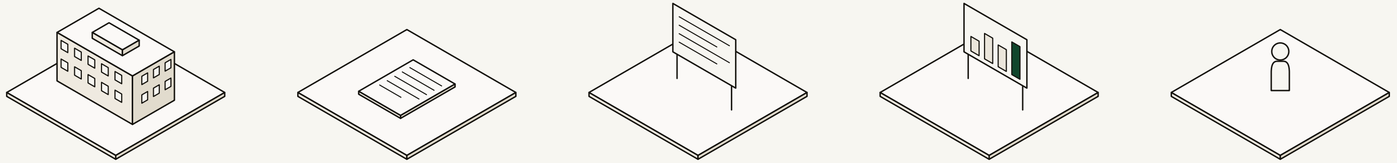
Work with sales, marketing, finance and operations to decide what matters, what should change and how the team will measure progress.

A defined workflow, an accountable owner and a useful baseline give the installation a practical starting point.

The architecture behind useful work



Outlets · People · Reports · Integrations · Your app



Suppliers · Bookings · Conversations · Rosters · Permissions

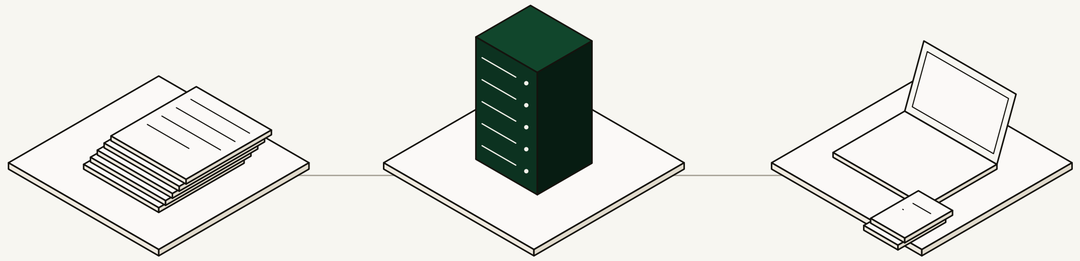
A wastage variance belongs to an outlet, a shift, a supplier and the person responsible for clearing it.

The AI OS keeps those relationships together, so every answer starts from the business itself rather than an isolated prompt.

One responsibility, from build to operation.

Build. Run.

The engineers who build it stay with it once your team is using it.



Understand

Map the bottlenecks in the group.

Connect

Wire in the systems the outlets run on.

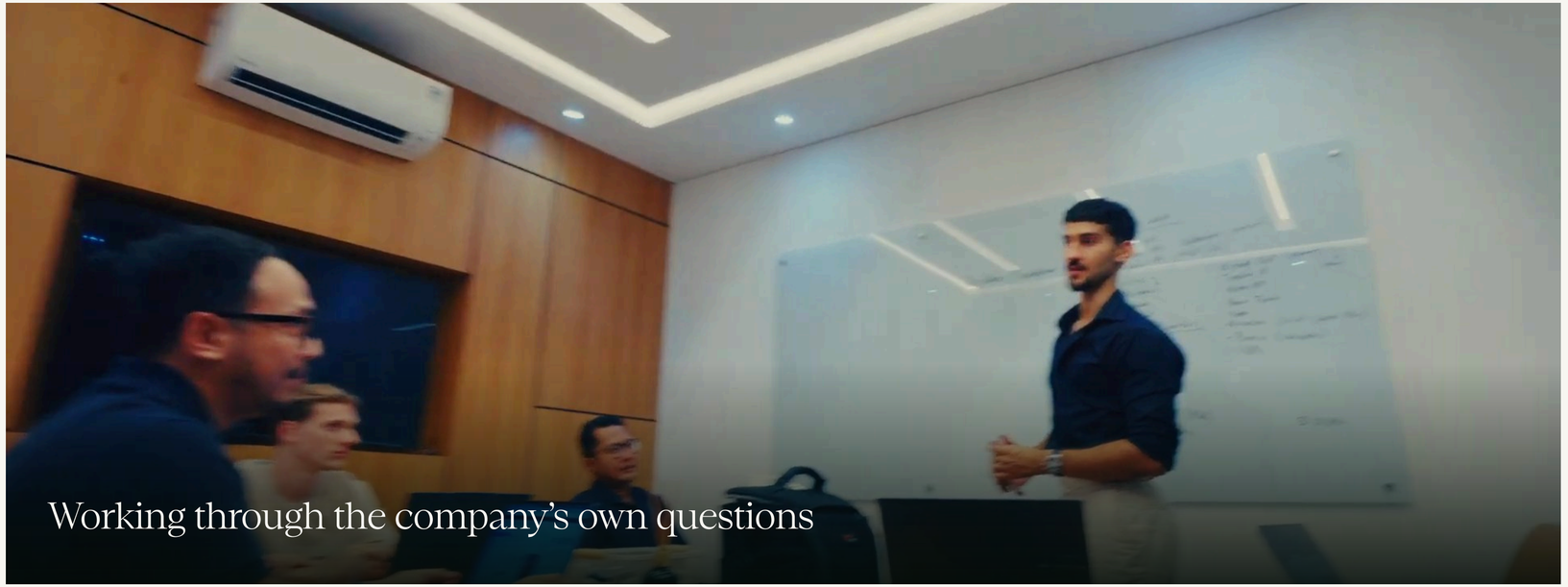
Improve

Put your team on the app, then add the next areas.

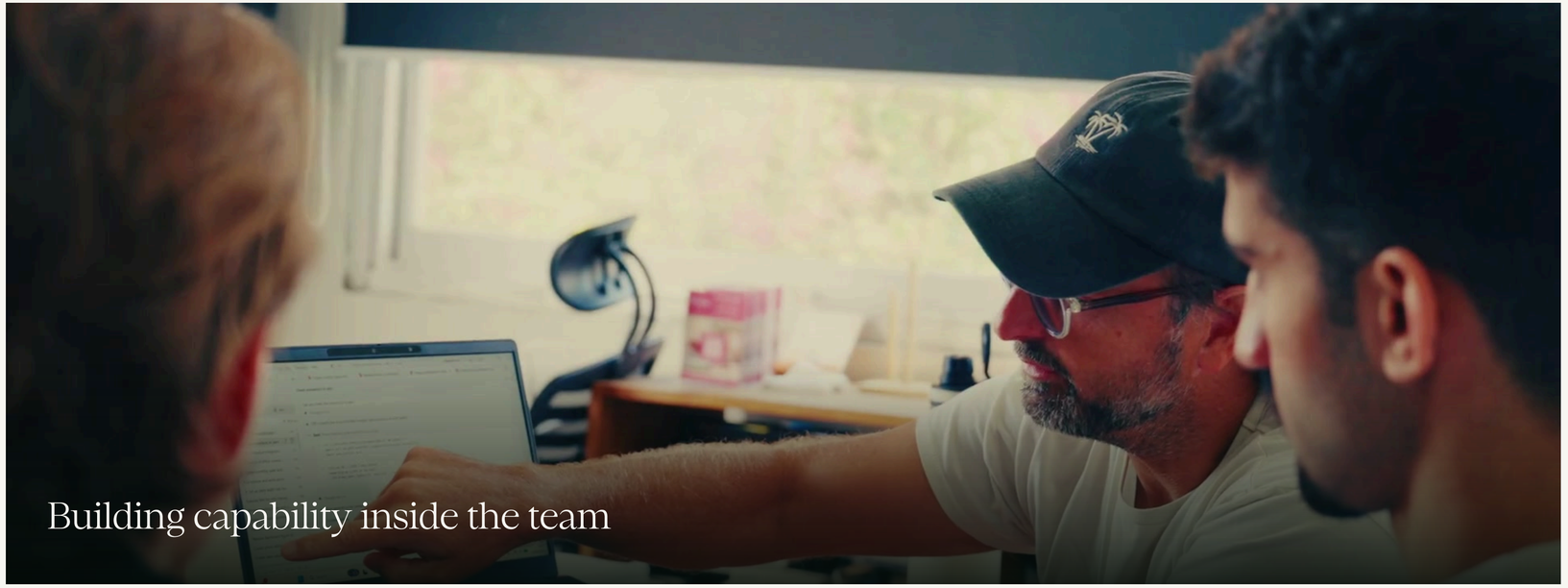
Software and engineering, together.

Book a 45-minute call ↗

Installed with the people who use it



Working through the company’s own questions



Building capability inside the team

Choose an internal champion and a real workflow, such as the weekly report each outlet sends head office. Establish what good looks like, then work through the difficult cases together.

The goal is capability inside the business: people who understand the OS, trust its boundaries and can use it without waiting for the owner.

What adoption actually requires

> “Reduce the time we spend on manual procedures and workflows and filling out spreadsheets...”

ALBERTO FURGER

TRIDENT TREEHOUSE

Context that stays useful

The underlying model will change. The company’s knowledge, definitions, workflows and permissions are the foundation the team keeps building on.

People who can use it

Every installation trains internal champions: people who learn the OS, test it against real work and help the rest of the group adopt it.

Project NANDA’s preliminary 2025 findings: organisations had invested US$30–40bn in GenAI, yet 95% of the organisations studied were getting zero return and 5% of custom AI tools reached production. Tools built with external partners made it to production far more often than internal builds.

MIT Project NANDA, “The GenAI Divide: State of AI in Business 2025”, July 2025. Preliminary findings, January to June 2025: 300+ public AI initiatives, 52 interviews, 153 senior-leader surveys. Outcomes self-reported.

A company built alongside companies.

The product takes shape alongside the teams who use it. We map the company's questions, build around its priorities and stay close as the team puts the OS to use.



The Founders

Product engineering and commercial operations meet in the same responsibility: understanding the company, building around its priorities and helping the team put the OS to work.

The founders remain accountable for the quality of that relationship.



Alex Kaymakanov

Chief Executive Officer

Leads company direction and product, drawing on software, data procurement and resource-planning experience. His focus is the architecture behind ARX and the engineering standard required to make company knowledge useful in daily work.



Archie Nash

Chief Operating Officer

Leads operations, installation and customer success, drawing on the analysis of marketing, sales and operating performance. His focus is a clear business problem, useful measures and the internal ownership needed to make the OS part of everyday work.

The disciplines behind the OS

Architecture, engineering, security and experience.

Architecture

How company knowledge, systems and permissions fit together.

Engineering

The app, its connections and the retrieval behind every answer.

Security

Access and data handling, set before anything connects.

Experience

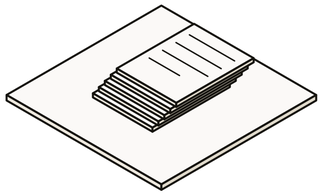
An app your team wants to open, in your company's brand.



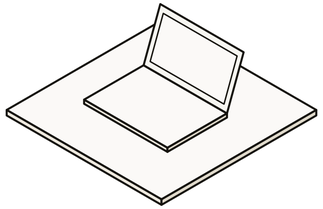
Experience that informs the work

Our background combines software, data procurement, migration and resource-planning systems for large organisations with the analysis of marketing, sales and operations.

That experience informs how we structure company knowledge, connect its systems and improve the work behind the numbers.



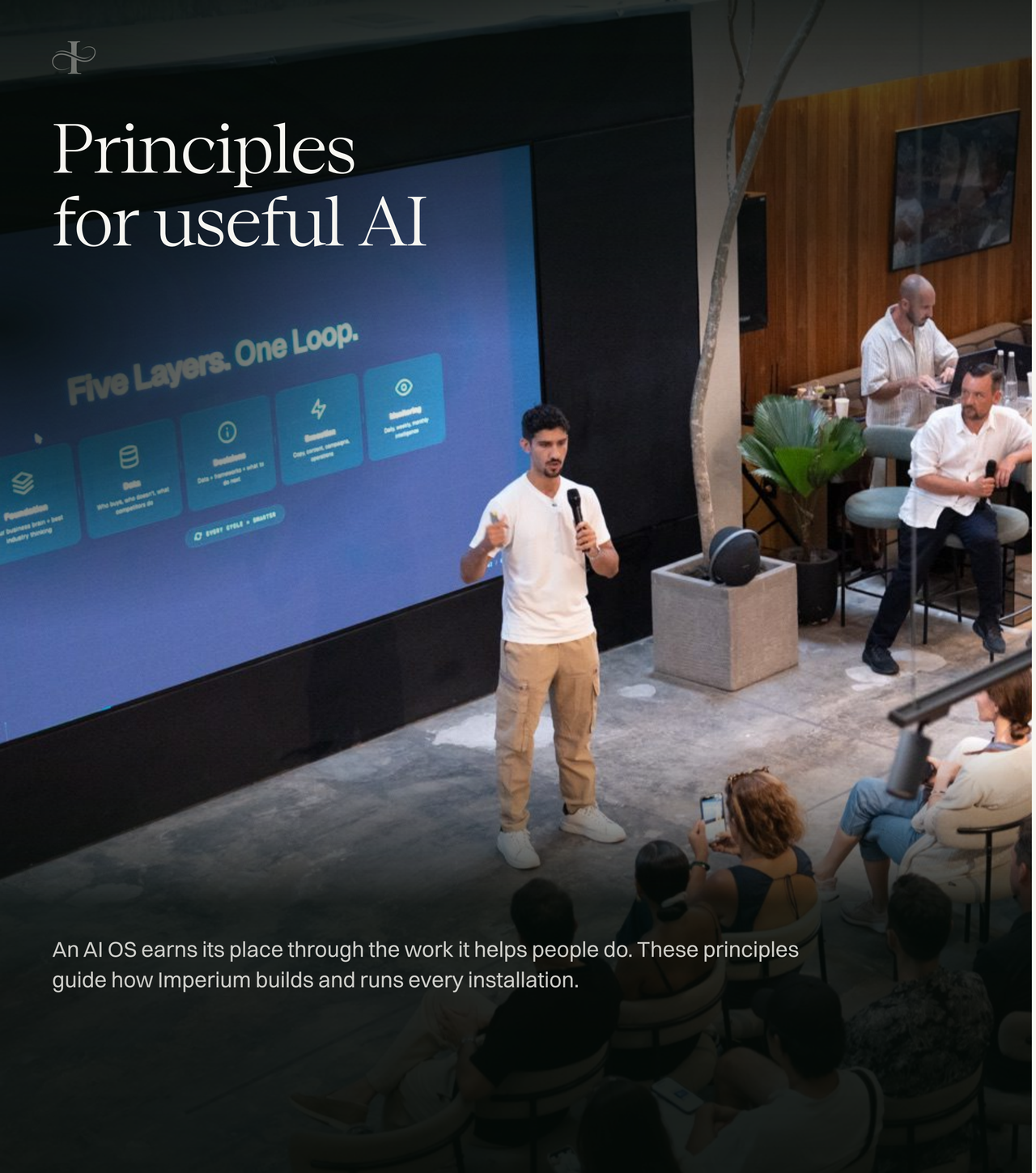
Software & data systems



Commercial operations

Founder-reported professional background. Prior engagements are not current Imperium customers or endorsements.

Principles for useful AI



An AI OS earns its place through the work it helps people do. These principles guide how Imperium builds and runs every installation.

Start with the company

Learn the tools, responsibilities and daily work before configuring anything.

Show the source

Make company context available for review alongside the answer.

Keep access deliberate

Set connections and permissions around the people who use them.

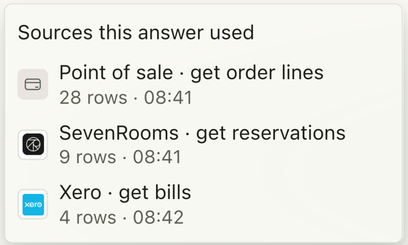
Build with the team

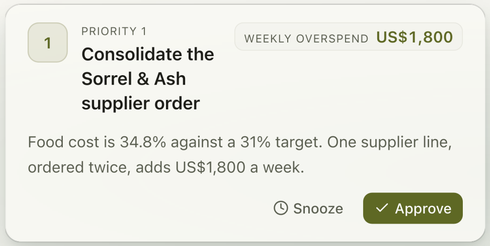
Install alongside the team and develop internal ownership.

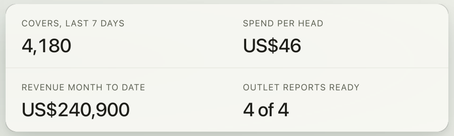
Stay accountable

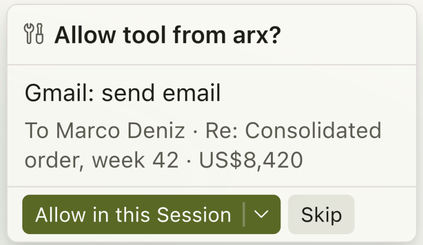
Keep engineering close as the business and its workflows change.

A year of progress

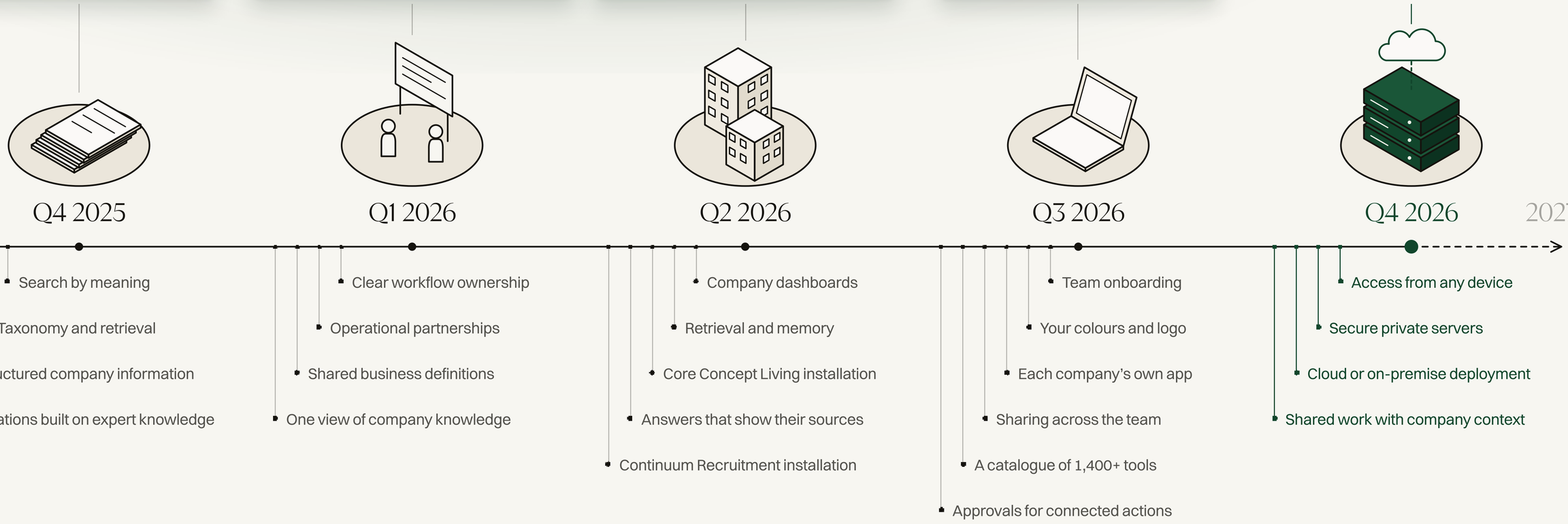












Development themes by quarter, not exact release dates. October 2025 to April 2026: the company's account. May to September 2026: dated records. Q4 2026: the current quarter. Cards show the example workspace from the product slides.



A foundation that keeps improving.

As models improve, the group’s organised data and workflows become more valuable.

What owners ask before they start.

What sort of timeline are we looking at to get all of this made?

It goes in stages.

We connect and organise your data first, the bigger job, then put your team on the app. Geonet was live across its team in 60 days.

Half my team is part-time and front of house. They are never going to write prompts.

They never have to.

Most of what they use is a button: the shift summary, the stock order, the reply to a review, each one drafted and waiting for a tap. Prompts are for the people who want them.

A lot of the agencies we pay are not providing real value. What are they doing?

Often, work your own team could own.

One person with the system can take back much of what you pay a marketing agency for, and everything it learns stays in the group.

We already use AI in three places. Why does that not count?

Because each one works alone.

Three tools that can’t see your point of sale, your bookings or each other give three separate answers. Hotel chains show the gap: 91% use AI, 28% have a company-wide strategy for it. The OS joins them up.

Hotel chains: h2c, The AI Opportunity Study 2026, 122 responses from 113 hotel chains worldwide.

What owners ask about their data.

How does the data get transferred?

It isn’t moved.

Your data stays in your own systems and accounts. When someone asks a question, only what’s needed to answer it goes to the AI model.

Why would I give my data to you guys? I need to be secure.

You don’t give it to us.

It stays in accounts the group owns, and sensitive work can run on a local model on your own machines.

How much of this do we own?

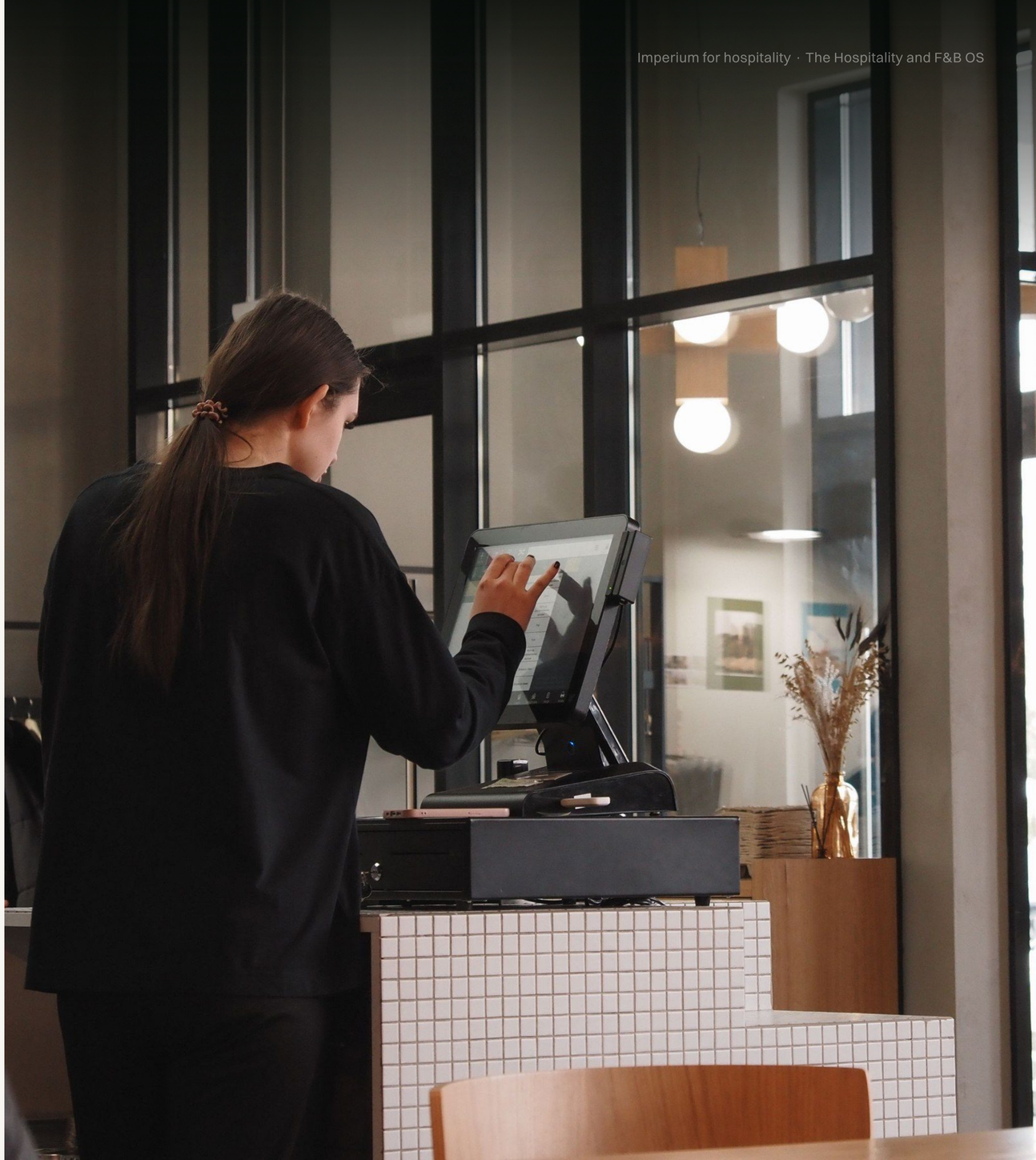
You own your data, files and setup: everything your business has taught it.

We own the app you see it through. If you leave, your data, files and setup go with you.

“I can’t have a part-time server asking for the group’s margin and it just spits it out.”

Agreed.

Access is set by role. A manager sees their outlet, finance sees finance, and you see everything.





What it means for the business.

01 Marketing, reporting and admin come in-house, and the margin stays with you.

02 New outlets open on the group's systems from day one.

03 Owners see clean numbers live, any time.

04 Shifts staffed to the demand you can see coming.

05 Your managers spend their day on the floor.

How we start.

Add outlets without adding head office.

01

A 45-minute audit call with the people who run the business.

02

We map the bottlenecks in your business, then come back with a roadmap: where we'd start, and what it takes.

03

Worst case, you keep the roadmap.

Book a 45-minute call ↗

Or reply to whoever sent you this link.