

Product Test Review Summary

FX – Functional eXperience test.

BellaBot Food Service Delivery Robot

A food service delivery robot for staff augmentation.

The vendor website can be found [here](#).



Product Description

Updated May 2023

The BellaBot delivers on its promise of expediting food delivery and table clearing in a fun, engaging and highly functional design. Navigation and collision avoidance work flawlessly to ensure safe operation, while the bot workflow software enables intuitive service direction. BellaBot is a practical and pleasant addition to the team.

Target Market

The product targets the hospitality segment of the market:

- 1) Retirement Home market – operators can deploy BellaBots for staff augmentation, to supplement existing staffing levels for dining room, pub, and activity support, with food service delivery, bussing, and event service.

Test Results

Although delivery robots are just recently starting to appear in more substantial numbers in the Canadian market (you may have seen one in a sushi restaurant), they have been quite common in the US, and overseas in Chinese, Japanese, and some European markets for several years.

Pudu Robotics has been building and selling robots in China since 2016, so has a relatively long history of product development and real-world feedback that they've used to optimize robot performance, navigation, user interface, design, and usability.

Our testing was done in a senior living community over several weeks. We initially deployed one BellaBot, but a few weeks later added a second BellaBot for additional assistance. These BellaBots, when connected to WiFi, coordinate service support together across the dining area (area of interest).

Commercial Readiness

The BellaBot is a mature and fully functional product that we consider to be market ready. Additionally, the testing SPARC has done in the Canadian market to ensure the product works in harmony with our local norms made us more confident about suitability to our markets.

Local Canadian Market Testing & Support

The local supplier, SPARC Technologies ([website here](#)), based in St. Catharines, Ontario, tests each type of robot for 3-6 months in Canada to ensure the robot works as advertised, is adapted from the Chinese market to the Canadian market, and is as operationally tested. SPARC selectively deploys and tests certain robots, like the BellaBot, in their sister company's sushi & Thai restaurants which are full production environments.

We partnered with SPARC specifically because they are locally based, which is critical for implementation and ongoing support. They also have a restaurateur background, so they know what works well in production environments. We found them to be easy to work with, responsive, and willing to go the extra mile.

We believe there is strong product-market fit for Retirement Home operators looking for staff augmentation, improved food delivery capabilities, and improved resident satisfaction and staff retention.