



FOODLINK SYSTEM

COMPANY PROFILE
2026.09

AI agents for physical spaces.

Our agent sees, listens, decides and acts through the software and machines it is connected to.

We build the agent, not the robot.

FoodLink System is an AI agent company. Our agent is called Pip.

Most people have met a chatbot. An agent is not the same thing.

A CHATBOT

Waits to be asked

Replies with words

Follows a script

A mistake is a sentence

AN AGENT

Notifies, and starts

Acts through tools

Chooses the next step

A mistake is a real order

Pip sees a room. It listens. It decides what to do next. Then it acts through the software and hardware it is connected to.

Pip works in rooms, not on screens. A room is a harder place to be an agent.

A robot is one body Pip can use. The body can change. The agent is the product.

FOODLINK SYSTEM We build and deploy the agent.



BODIES

FL1

In customer venues

FL2

In development

Other forms

Fixed screens, other bodies

- Change the body. The agent stays the same.

Words are not enough in a real room.

A customer points and says "this one." On a screen, that means nothing. In a room, it is clear.

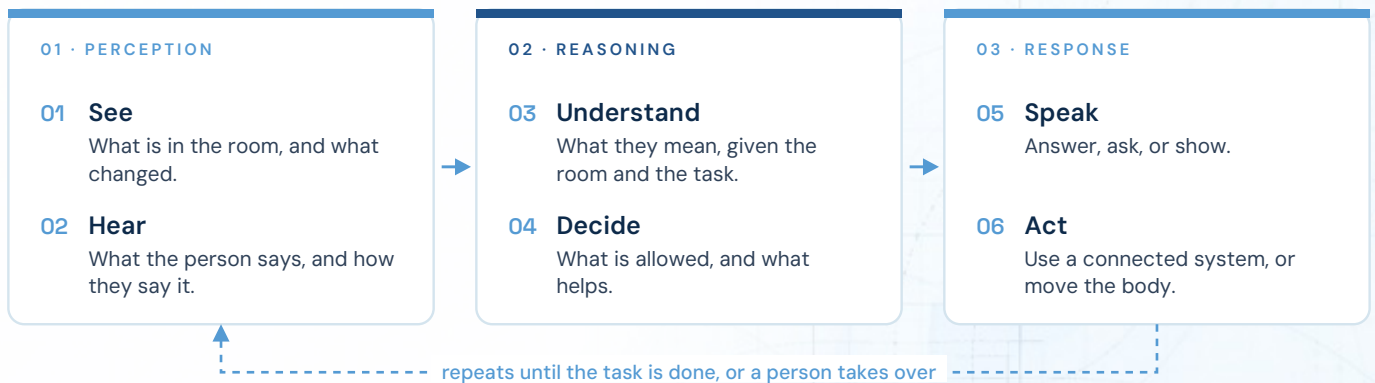
Pip reads the camera feed and the conversation together. It works out what the person means. Then it chooses what to do.

This runs live today. Pip uses what it sees to decide, not only to move.

THREE THINGS A ROOM DEMANDS

Speed	A customer standing in front of you will not wait three seconds.
Freshness	The room keeps changing while the agent is still thinking.
Consequence	Its actions send real orders and move real machines.

THE LOOP



TWO SPEEDS

Most moments need no reasoning. Pip detects that someone is approaching and greets them without calling the model. A greeting has to land before the customer walks on.

WHAT THE ROOM GIVES PIP



- Every step runs inside the limits the venue sets.

We load your business into the agent.

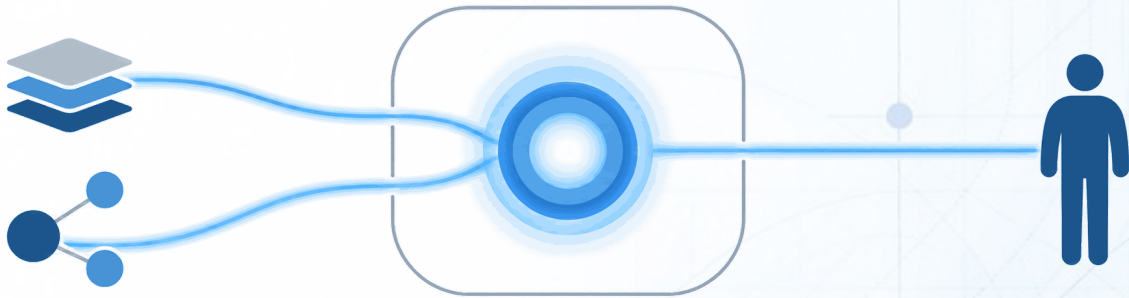
Pip does not arrive knowing your business. We put it in.

Take a hair salon. We loaded the company story and four branches with their hours. We added every service, how long it takes, and how prices change by hair length. We set which services it recommends, and which it must never quote. We set the topics it must never discuss. We set the person to hand over to. It guides bookings, but never makes them.

That is a deployment.

WHAT WE CONFIGURE

OPERATING BOUNDARY — SET PER VENUE



Knowledge What it sells and charges.

Tools Which systems it may use.

Permissions and limits live on this boundary.

Pip Configured for this venue.

Handoff When a person takes over.

PERMISSIONS What it may do and say.

- ✓ Recommend the services we chose
- ✓ Quote prices for those services
- ✓ Say how long each one takes
- ✓ Guide a customer toward booking
- ✓ Hand over to one named person

LIMITS What it must never do or say.

- Quote the services we excluded
- Discuss the topics we ruled out
- Make or change any booking
- Answer beyond what we loaded
- Speak for the venue on anything else

- Pip has limits on purpose. The limits are what make it safe in front of customers.

What Pip does today.

We separate what runs now from what we are building. Deployments only use the first list.

RUNNING IN CUSTOMER VENUES

Sees	Detects people approaching Reads a table: dishes, meal, people	Uses the camera view to decide
Hears and speaks	Talks in more than one language	Answers from approved venue information
Decides	Picks when to visit each table, from the POS Recommends, and stops when told no	Hands the customer to staff at a set point
Acts	Invites a Google review with a QR code Runs riddle games, sings and dances Previews hairstyles on a photo, with consent	Submits a confirmed order to the POS Changes the screen and directs the body

IN DEVELOPMENT

Building	Owner self-service setup by chat	More bodies beyond the two running now
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PIP ON SCREEN On FL1's lower touchscreen.



WAITING



LISTENING



SPEAKING

- Pip uses third-party language and speech models. What we engineer is everything around them: the venue setup, the limits, the tools and the handoff.

The body is a choice, not the product.

FL1 is the robot Pip runs on in customer venues. The chassis comes from an OEM partner. We engineer everything above it: the agent, the integrations, and the deployment.

Pip also runs on FL2, a second chassis in development. Same agent, different body.

Nothing in Pip assumes a robot. It needs a way to see, a way to speak, and something to control.



FIG. 1 / FL1



FIG. 2 / FL2

BODIES

FL1

In customer venues today.

FL2

Running in development.

Other forms

Fixed screens and other bodies. Roadmap.

- We are not a robot company, and we are not tied to one robot. FIG. 1 and FIG. 2 show the actual FL1 and FL2 machines. Their settings are illustrative, not customer venues.

Attention, then a next step.

When nobody is talking to it, Pip plays the venue's campaign and the body carries the promoted product.

When someone stops, Pip starts a conversation. It knows the campaign and what the body carries, so it talks about what the customer is looking at. Then it moves to the next step the venue chose.

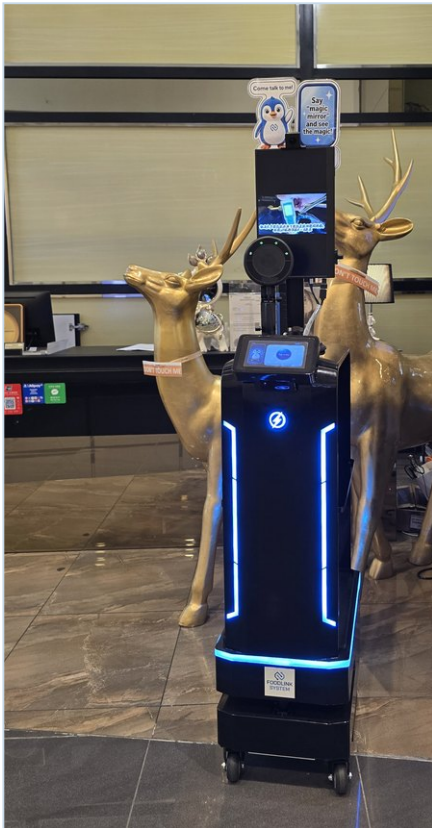


FIG. 1 / THE CAMPAIGN

Nobody is talking to it. The venue's video plays above, and Pip waits below.

Toyako, 4 September 2026



FIG. 2 / THE BODY

The shelves carry the product the venue is promoting.

Toyako, 4 September 2026

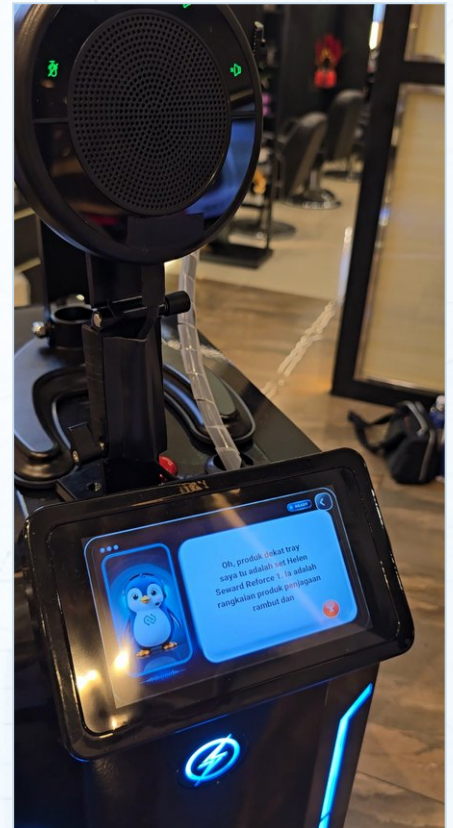


FIG. 3 / THE CONVERSATION

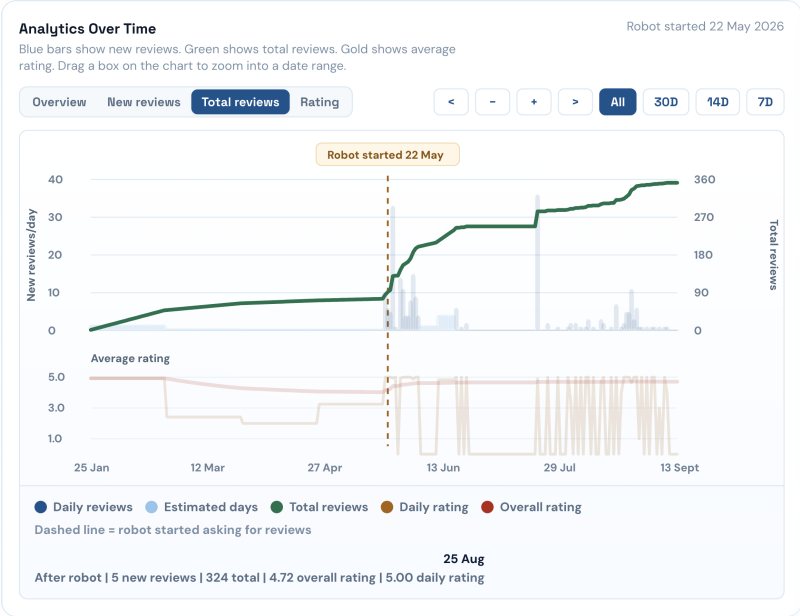
Asked about its tray, Pip names the product set. It answered in Malay.

Toyako, 1 September 2026

FOUR OUTPUTS

- A recommendation the customer did not ask for
- A review invitation at the moment the customer is happy
- A campaign that plays, and then answers questions about itself
- A record of what customers asked for and turned down
- The venue chooses which of these Pip is allowed to do.

What happened, and what guests asked.



The owner does not wait for a report. The dashboard shows what the robot did, and what guests asked Pip.

FIG. 1 / SOUR LITTLE 7 SIBU

Google reviews over time. The dashed line is 22 May, when the robot started asking for reviews.

The readout is set to 25 August. Five new reviews that day, all rated five stars. Staff do not compile it. It updates on its own.

FIG. 2 / TOYAKO 5 September 2026. One conversation, summarised. Pip explains, then hands the booking to staff.

GUEST CONVERSATION

5:29 pm

Transcript fallback Positive 3m 41s Needs follow-up

SUMMARY

The guest inquired about the Carbonated Head Spa service at Toyako Salon. The assistant explained the benefits of the service, including deep cleansing and scalp refreshment. The guest also asked about the hot stone treatment, and the assistant provided details on the process and pricing. The guest expressed interest in booking, but the assistant clarified that they cannot make bookings and advised the guest to speak with the salon team.

Carbonated Head Spa Hot Stone Treatment Service Pricing Booking Assistance

View conversation details

What Pip helped with

- ✓ Explain Carbonated Head Spa benefits
- ✓ Describe the hot stone treatment process
- ✓ Provide pricing information
- ✓ Clarify booking limitations

Outcomes

- ✓ Guest received information about head spa services
- ✓ Guest was informed about the inability to book directly
- ✓ Guest was advised to contact the salon team for booking

Follow-up needed

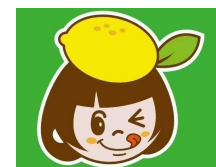
UNRESOLVED ITEMS

- ✓ Booking the service

FOLLOW-UP ACTIONS

- ✓ Guest to contact Toyako Salon team for booking

- Live dashboard, captured 13 September 2026. Raw audio and transcripts stay on the robot.



It knows every table, like a good waiter.

Sour Little 7 is a sour fish soup restaurant in Sibu, Sarawak. We connected Pip to the restaurant's POS system.

Pip knows what every table ordered, and when. It decides on its own when to visit each table, and what to do there.

AT EACH TABLE

1 Knows the order

From the POS, Pip sees each table's dishes and when they were ordered.

2 Reads the room

It looks before it speaks: the dishes, how far into the meal, how many people, their age group.

3 Picks the moment

Then it asks for a review, starts a riddle game, or sings and dances for a birthday.

NOT A SCRIPT

Pip does not repeat one fixed speech. Each visit fits the table in front of it, so it feels real and specific. It treats each table, and each customer, separately. A generic chatbot cannot do this.

AT SOUR LITTLE 7 Photographed 24 May 2026.



FIG. 1 / AT THE TABLE
Pip visits a family's table.
24 May 2026



FIG. 2 / THE REVIEW
A customer scans the review QR code.
24 May 2026



FIG. 3 / THE FUN PART
A girl records Pip on her phone.
24 May 2026

- The results, measured from 24 to 28 August 2026, are on the next page.



What we measured, and how.

Deployment records tell us what happened. They do not always tell us why.

3.75×

Faster Google review collection

6.0 new reviews a day, up from 1.6 the week before. That is 275% more.

+0.57

Higher Google rating

The venue's overall Google rating rose from 4.14 to 4.71, out of 5.

99.2%

Table visits completed

131 of 132 review visits reached their table. Staff cancelled 5 more, which are counted apart.

INTERPRETATION BOUNDARY

The higher review rate was recorded in the week of 24 to 28 August. These comparisons do not isolate Pip as the only cause. Revenue, repeat visits and lead quality need their own measures.

HOW WE COUNTED

Table visits	One visit to one table counts once. If a retry reaches the table without staff help, the visit counts as done. The rate is done divided by done plus failed.
Reviews	New reviews on the venue's Google profile, per day. 24 to 28 August, against the same five weekdays one week earlier.
Rating	The overall star rating on the venue's Google profile, before and after.
Source	FoodLink dashboard records in Malaysia time, summarised in the Pip performance report.



FIG. 1 / SOUR LITTLE 7 SIBU

The tall screen plays the venue's own food campaign.

Photographed 21 May 2026.

- Sour Little 7 SibU. Review speed: 24 to 28 August 2026. Sources: Pip performance report, dashboard records and the venue's Google profile.

A salon has no tables and no food.



FIG. 1 / TOYAKO The robot at the salon entrance.

30 August 2026

Toyako is a hair salon chain in Johor. Pip holds bilingual conversations about salon services.

Customers explain what they want and show hairstyle references on their phones. Pip matches the picture with the approved service information, in one conversation. A stylist takes over for the consultation and the booking.

We also built Magic Mirror for Toyako. A customer says "magic mirror" and picks a hairstyle. Pip takes their photo and shows them with the new look.

Nothing in this venue resembles a restaurant. That is why it matters.



FIG. 2 / INSIDE

A person stops to talk to Pip. Its screen shows a hair product.

1 September 2026

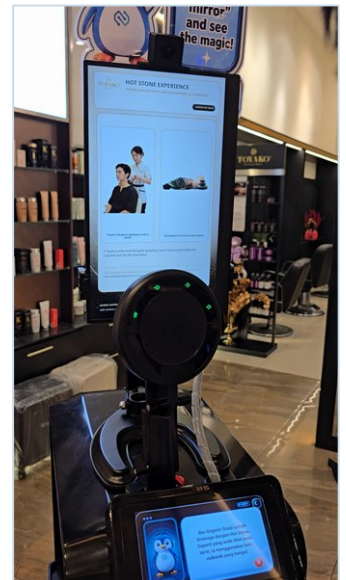


FIG. 3 / A SERVICE

Pip explains a hot stone scalp treatment: "As you can see on the screen, it uses warm volcanic stones."

1 September 2026

- Photographs from Toyako. Pip's reply is translated from Malay. Qualitative deployment evidence. No sales or booking uplift claimed.

What we had to teach it.



A salon is not a smaller restaurant. Everything Pip could say had to be loaded, and given limits.

THE CONFIGURATION

- The company story, and four branches with different opening hours
- Every service, and how long each one takes
- How prices change, and which services it must never quote
- Which topics it must never discuss
- One person to hand over to, and a rule that it guides bookings but never makes them

MAGIC MIRROR A feature we built for Toyako. Filmed in a test at the salon.

1 Say the words

Customers say "magic mirror" to start.

2 Pick a style

Twelve hairstyles, or a photo from their phone.

3 Take the photo

With consent, Pip takes their photo in that style.

4 See the new look

A QR code saves it. A stylist confirms the price.



FIG. 1
The sign tells customers what to say.
5 September 2026

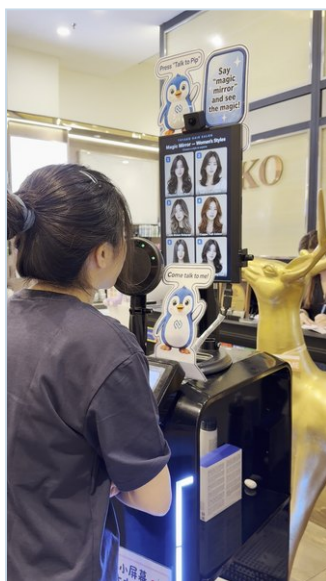


FIG. 2
A tester picks a style on the touch screen.
5 September 2026



FIG. 3
Pip counts down, then takes the photo.
5 September 2026



FIG. 4
The new look, with a QR code to keep it.
5 September 2026

- Structure shown here. Toyako's prices and staff names are not reproduced.

Every site gets its own Pip. Our engineers stay to the end.

No two sites need the same Pip. A restaurant wants reviews and repeat visits. A salon wants consultations and bookings. We shape Pip around what earns money at each site.

Our engineers do the work with you, from the first visit to the results. We do not ship a robot and leave.

A TYPICAL SERVICE ROBOT

The same features at every site

Fixed speeches and screens

A dealer answers support calls

You work out how to use it

PIP, WITH OUR ENGINEERS

Built around each site's goals

Reads each table and each customer

Our engineers support you directly

We plan and run the campaigns with you

FROM START TO END

- 1 Study the site** How the venue runs, who comes in, and what earns money.
- 2 Design the use case** Reviews, riddles, upsells or Magic Mirror. We pick what fits.
- 3 Connect and load** The POS, the menu or services, the prices, the rules and the limits.
- 4 Launch on site** Our engineers set up and test Pip at the venue.
- 5 Tune and report** We watch the results and keep improving what Pip does.

AT OUR SITES



Sour Little 7 Sib

RESTAURANT

Connected to the POS. Pip visits each table for reviews, riddles and birthdays.



Toyako

HAIR SALON

Loaded with every service and its limits. Magic Mirror previews. Stylists take the booking.



Uncle Five Coffee

COFFEE SHOP

Pip invites Google reviews and promotes desserts, drinks and the shop's social pages.

- Our engineers deploy and support every site ourselves. No dealers.

Same agent, different room.

A hair salon proved Pip does not need a restaurant. Every new room needs the same four things.

WHAT EVERY ROOM NEEDS

1

Something to see with

A camera that notices people approaching

2

Something to speak with

A microphone, a speaker and a screen

3

Knowledge to answer from

The venue's services, products and rules

4

Tools to act with

Campaigns, orders and a handover to staff

PROVEN Restaurant · Hair salon



Restaurant
Sour Little 7 Sibü
24 May 2026



Hair salon
Toyako
30 August 2026

WORKING TOWARD AI-generated illustrations. Not deployments.



Hotel lobby
Reception, directions and guest questions



Supermarket
Promotion in the aisle, product questions



Retail floor
Product guide and promotion



Shopping mall
Directions and mall promotions



Events
Product demonstration

- Photographs from Sour Little 7 Sibü and Toyako. The five rooms we are working toward are AI-generated illustrations made from photographs of FL1 and FL2. They are not deployments.

What Pip keeps, and what it does not.

Pip needs to see the room to do its job. It does not need to remember who was in it.

WHAT HAPPENS TO WHAT IT SEES AND HEARS

Face detection	Detects people approaching, how many there are and their rough age group, so Pip knows how to speak. It does not identify anyone.
Raw recordings	Held on the robot for two days, then deleted automatically.
Customer feedback	Negative feedback is stored locally so the venue can act on it. Positive feedback is not stored.
Memory across visits	Not in use.

WHAT IT SEES AND HEARS WITH FL1 at Toyako, 4 September 2026.



FIG. 1 / CAMERA

A small camera sits on top of the tall screen, below the standee.



FIG. 2 / MICROPHONE AND SPEAKER

The round unit listens and speaks.

- These limits are built into the software, not only written into a policy.

Built by robotics engineers. Shaped in real venues.

We started with an idea for a complete restaurant system, with a robot in it. We used the robot to promote merchandise and ask for Google reviews. It drew attention. Customers ignored the fixed messages.

What made people stay was asking a question and getting a useful answer. So we built an agent that connects what it sees and hears to the tools it can use.

Lee Yee Sien and Nelsen Edbert Winata are both Directors and both robotics software engineers. We build the agent, connect its tools, and work on deployments ourselves.

COMPANY FACTS

Legal name	FoodLink System Malaysia Sdn. Bhd.
Registration	202401017314 (1563164-U)
Founded	2024
Head office	Skudai, Johor, Malaysia
Markets	Malaysia, Singapore and Indonesia
Route to market	Our engineers deploy every site. No dealers.



FIG. 1 / ORIGIN — EARLY FIELD DEPLOYMENT



FIG. 2 / FOODLINK SYSTEM TEAM

- FL1 uses a chassis from an OEM partner. We engineer the agent, the integrations and the deployment logic around it.

From attention to action. At your venue.

Pip helps your customers find products, get answers and take the next step. It talks with them, shows things on screen and acts through your systems, in your venue.

Discuss a deployment.

START WITH ONE INTERACTION

Start with one customer interaction you want to improve. Speak directly with our robotics software engineers about your venue, the questions customers ask and the actions you want Pip to take.

Together, we choose a useful first task. Then we check the content, the systems to connect and what your venue needs.

DIRECT ENGINEERING CONTACT

WhatsApp

+60 17-725 6890

Email

foodlinksystem@gmail.com

Website

www.foodlinksystem.com

Serving Malaysia, Singapore & Indonesia.

FoodLink System Malaysia Sdn. Bhd.

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