

From Tech Sales to Vending Entrepreneurship: The Growth Journey of Altitude Amenities



About [Matthew & Altitude Amenities](#)

Matthew is a Denver native with over 10 years of experience in software sales. He stepped into the retail and vending industry two years ago and founded Vend Colorado (now Altitude Amenities), a local vending operator dedicated to delivering smart vending, micro-market and break room solutions for residential and commercial properties across Colorado.

Backed by his seasoned sales expertise, in-depth knowledge of the Denver market, and a focus on stable recurring revenue, Matthew has built Vend Colorado into a reliable and scalable vending service provider. Today, the business runs 50+ AI vending machines across 30 locations, generating over \$60,000 in monthly revenue while helping property clients upgrade resident experience with zero heavy capital expenditure.

Why

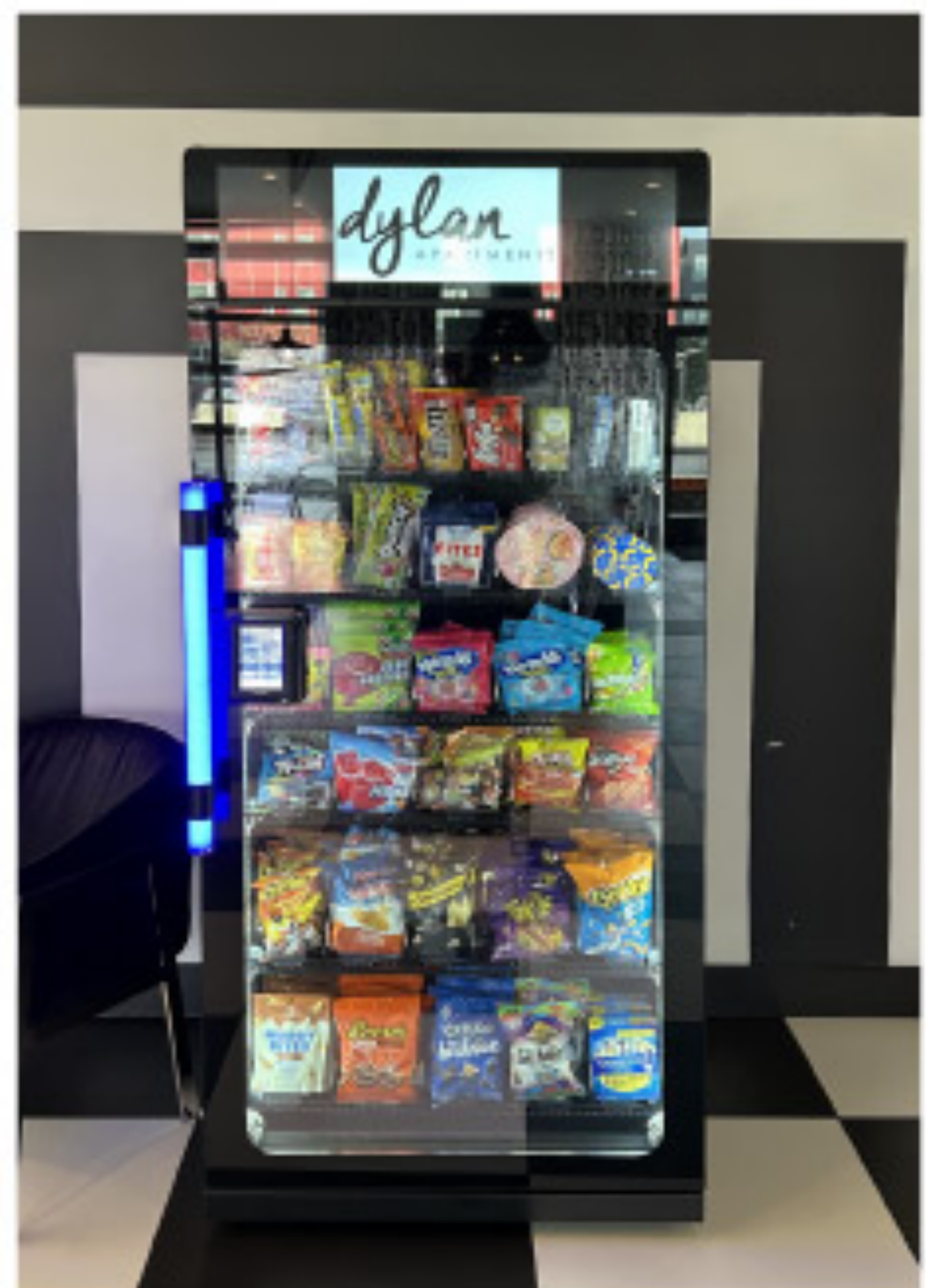
Matthew choose **Retail & Vending Business?**

Recession-resistant & predictable recurring revenue

The vending industry features strong recession resistance and stable cash flow, which highly aligns with the MRR/ARR recurring revenue model Matthew mastered during his software sales career. This stability became a top priority amid widespread tech layoffs and workforce uncertainty.

Tangible local opportunity

As a Denver native, Matthew has an intimate understanding of the local market. Over the past three years, 55,000 new apartment units have been added in Denver, reflecting strong market demand. The vending business is tangible, low in upfront investment, and capable of boosting property NOI, making it an ideal alternative revenue stream for his young family.



Why SandStar and its solution?

After testing other vending equipment brands, Matthew officially adopted SandStar AI coolers as his core equipment and has maintained long-term cooperation without switching suppliers. The decision is supported by concrete advantages and real operational value.

Industry-leading AI product detection

SandStar's AI recognition technology leads the industry with unmatched accuracy. When customers open the cooler door to pick items—such as a can of Coke and a bag of gummy worms—the system instantly updates the shopping cart in real time. This eliminates manual back-office transaction verification and greatly reduces disputes, a pain point Matthew frequently encountered with other machines.

Easy-to-use and efficient software system

The SandStar system is fully turnkey and highly automated, simplifying daily operation, inventory management and transaction settlement. It minimizes manual workload and lets Matthew's team focus on business development rather than repetitive backend work.

Premium and attractive appearance

SandStar provides flexible product lines to match different scenarios:

VRK model: Matthew's top pick for luxury apartment complexes, with stylish light bars and a high-end appearance that elevates property image.

EZEgo model: Cost-effective for standard locations, balancing affordability and performance.

Flexible and reasonable pricing

SandStar offers tiered pricing for entry-level and premium machines, perfectly matching Vend Colorado's diversified site layout and budget planning.

Professional and responsive support team

The SandStar team provides hands-on training for Vend Colorado's new employees and helps create standardized onboarding documentation. This scalable support allows Matthew to onboard new team members quickly without slowing down business expansion, avoiding repeated occupation of SandStar's support resources while improving internal efficiency.

Challenges Met During The Journey

Operation learning curve

Coming from a pure sales background, Matthew needed to quickly learn vending operation, logistics and on-site installation. Solution: He learned core operations through on-the-job practice and focused on his client development strengths while building simplified daily workflows.





Efficient team scaling

Rapid growth in machines and locations made it difficult to maintain service quality and train new employees efficiently.

Solution: He built standardized internal procedures and structured training to keep service consistent during team expansion.

On-site installation and logistics efficiency

Unplanned delivery and lengthy setup caused disruptions to properties and residents.

Solution: He coordinated schedules in advance and optimized on-site setup to minimize disruptions for property stakeholders.

Future plan and outlook

Expand rapidly in Denver market

Ride the strong growth momentum of Denver to deploy more machines in residential and commercial properties, further expanding market coverage. Solution: He built standardized internal procedures and structured training to keep service consistent during team expansion.

Deepen long-term client relationships

Leverage professional sales and communication skills to build stable, long-term cooperation with property managers and secure continuous machine placement.

Move to full-time entrepreneurship

Gradually shift to running Vend Colorado full-time, focusing on business development, team building and scaled operation.

Long-term strategic cooperation with SandStar

Continue using SandStar's AI smart vending solutions to support efficient, high-quality growth, and establish Vend Colorado as a leading vending service provider in Colorado.

Easter Egg

Matthew's interview with Neil Swindale (Vending Connection)



Vend Colorado

30 Locations
50 Ai Smart Coolers
4 Micro Markets
Monthly Rev \$60k +

Watch the full video:

<https://www.youtube.com/watch?v=vykabx-Tz-E&t=6s>