



# A Digital Solution for Restaurant Occupancy

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# Meet Our Team

Our team combines entrepreneurial spirit, creativity, and local insight to develop innovative digital solutions that strengthen Munich's Gastronomy Business.



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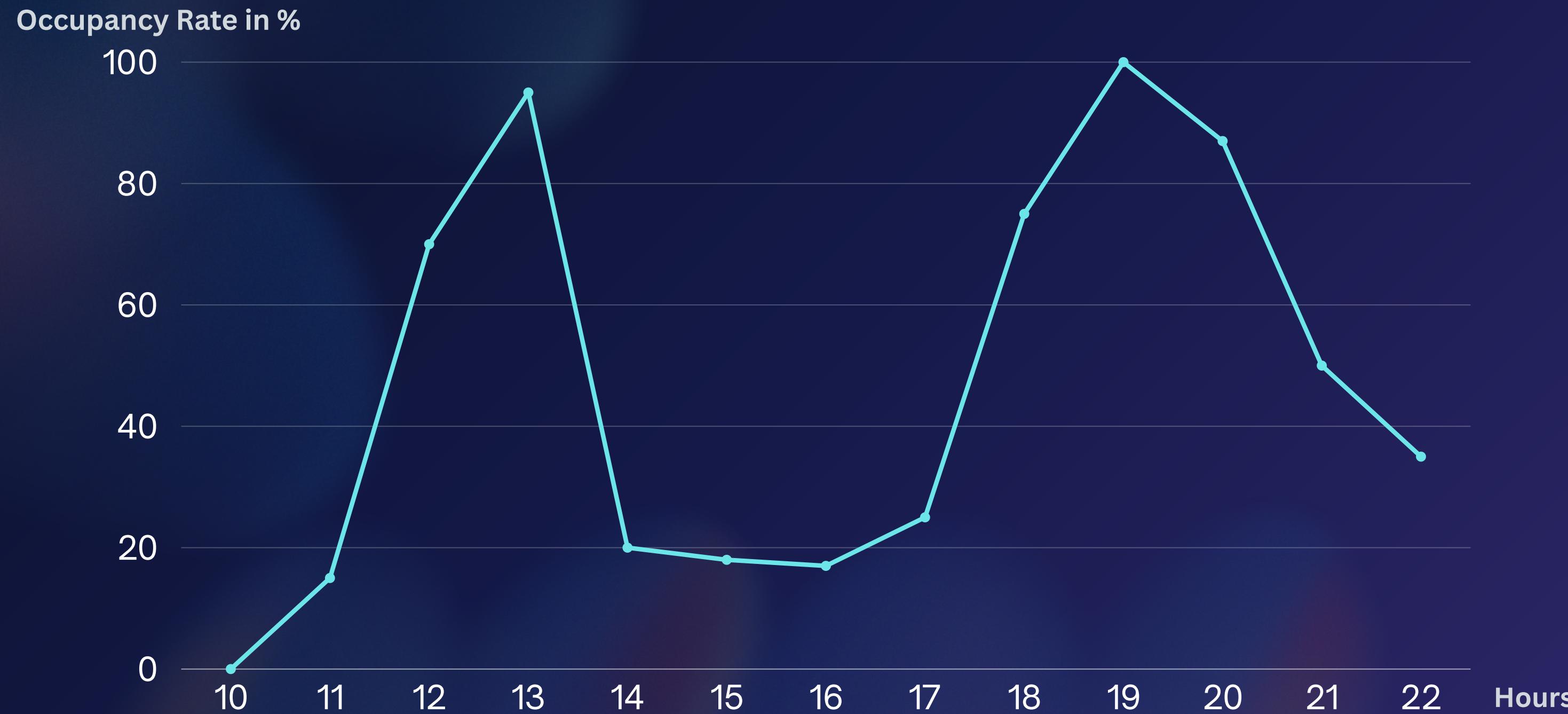


# Restaurants Are Often Empty for Hours Every Day

**73%**

of interviewed restaurants reported significant under-occupancy during the day

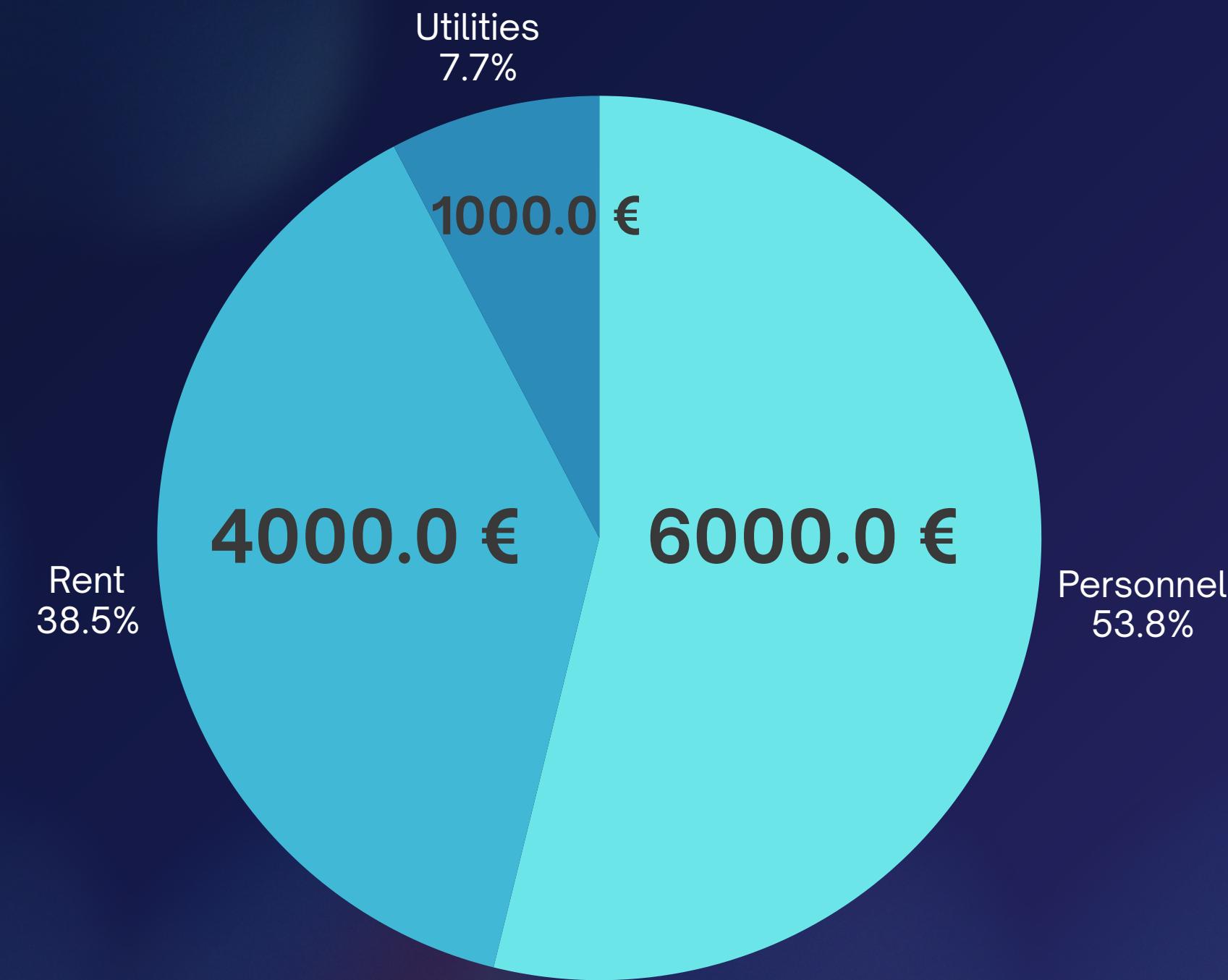
# Occupancy rate



# Financial pressure



# Fixed Costs for average sized Restaurant



\*\*120 m<sup>2</sup>-Restaurant

6

# The Cost of an Empty Hour



## The Math Behind It

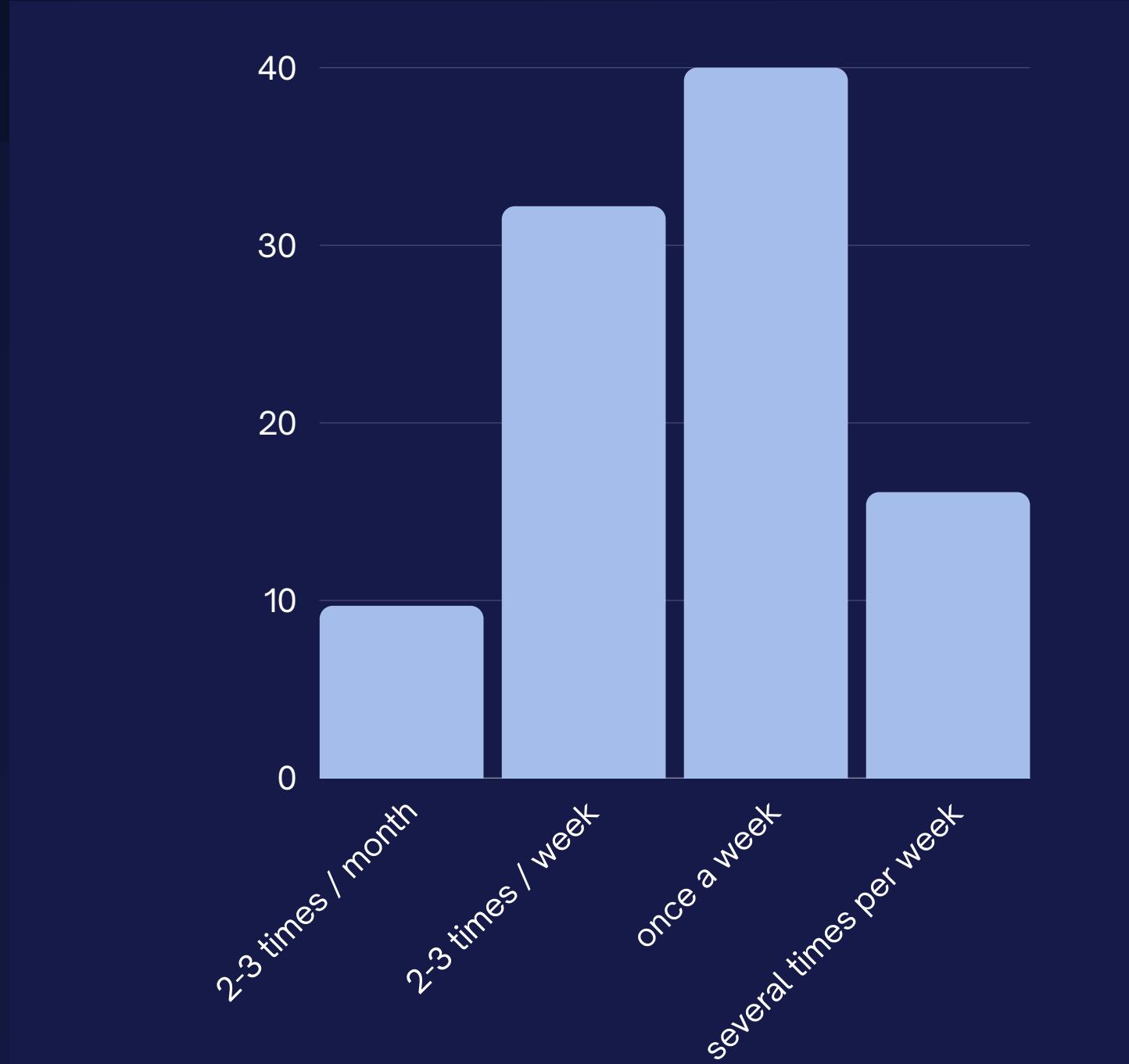
- 11,000€ in monthly fixed costs
- $\div$  26 operating days = 423€ per day
- $\div$  12-hour day = 35,26€ per hour

Primary Research

# Interview Results



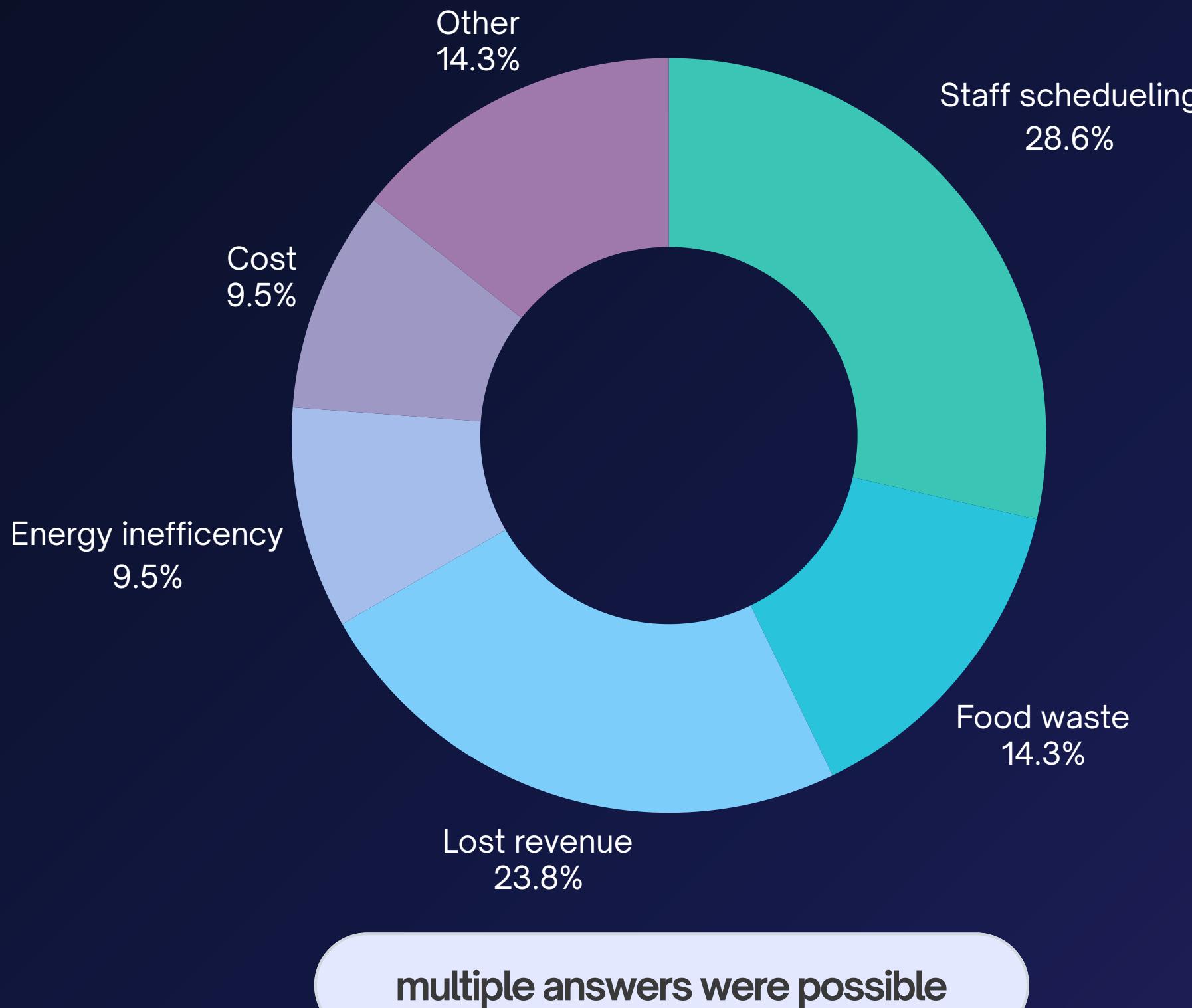
The following shows the key findings of the 42 Interviews were conducted



# Prompt – How often do you visit a Restaurant?

77%

out of them regularly experience overcrowded restaurants during peak hours



# Main Challenges

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- Staff scheduling (6)
- Lost revenue (5)
- Food Waste (3)
- Other (3)
- Energy inefficiency (2)
- Costs (2)



# Motivation : Willingness to Pay

63,64%

of Restaurants are willing to  
give dicounts

74,19%

of Foodies are willing to  
take discounts

# Need for a Solution

63%

Are definitely willing to use our offered solution



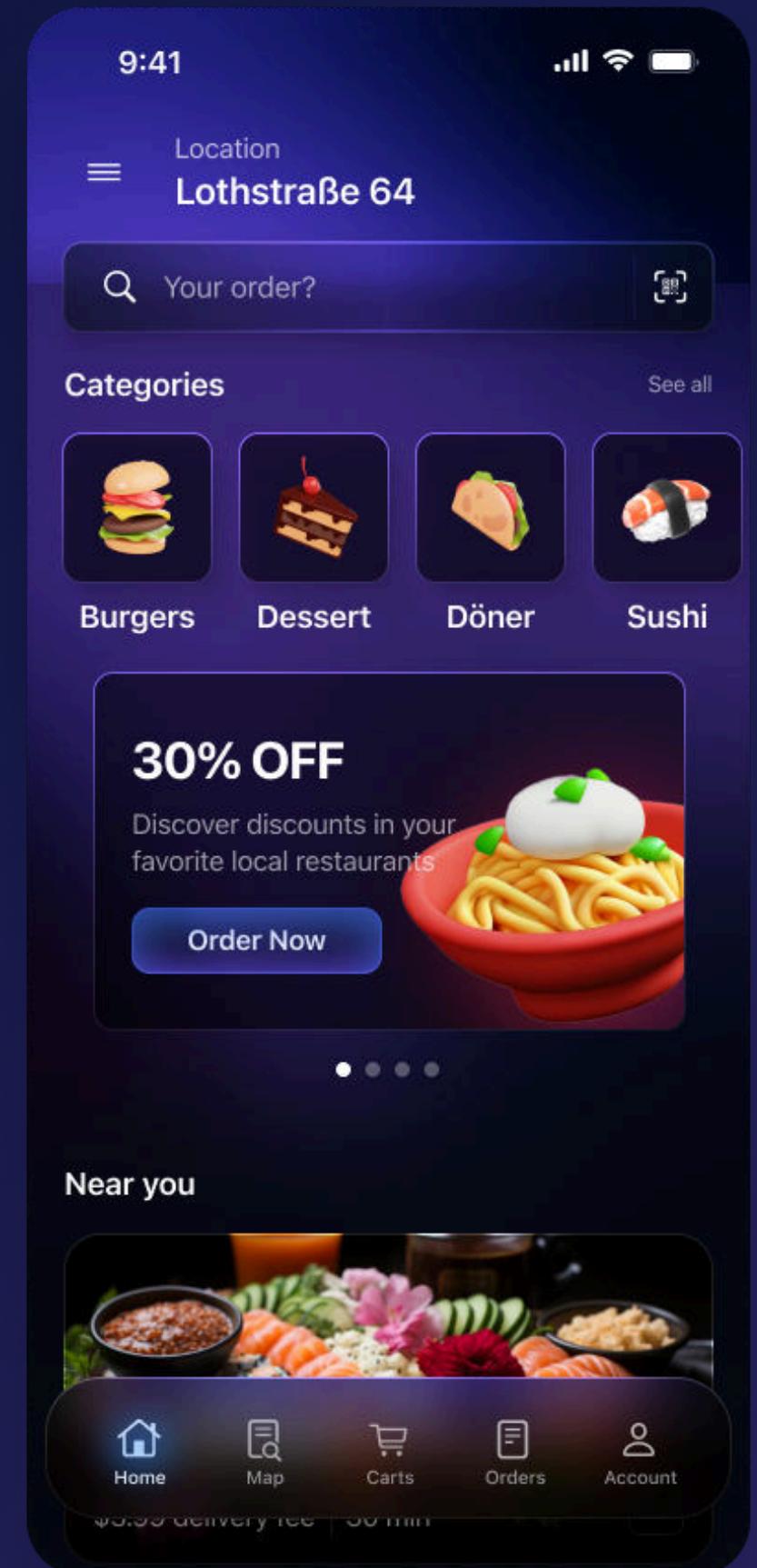
96%

of Foodies would use an app that shows real time tabel aviability and off-peak discounts in Munich

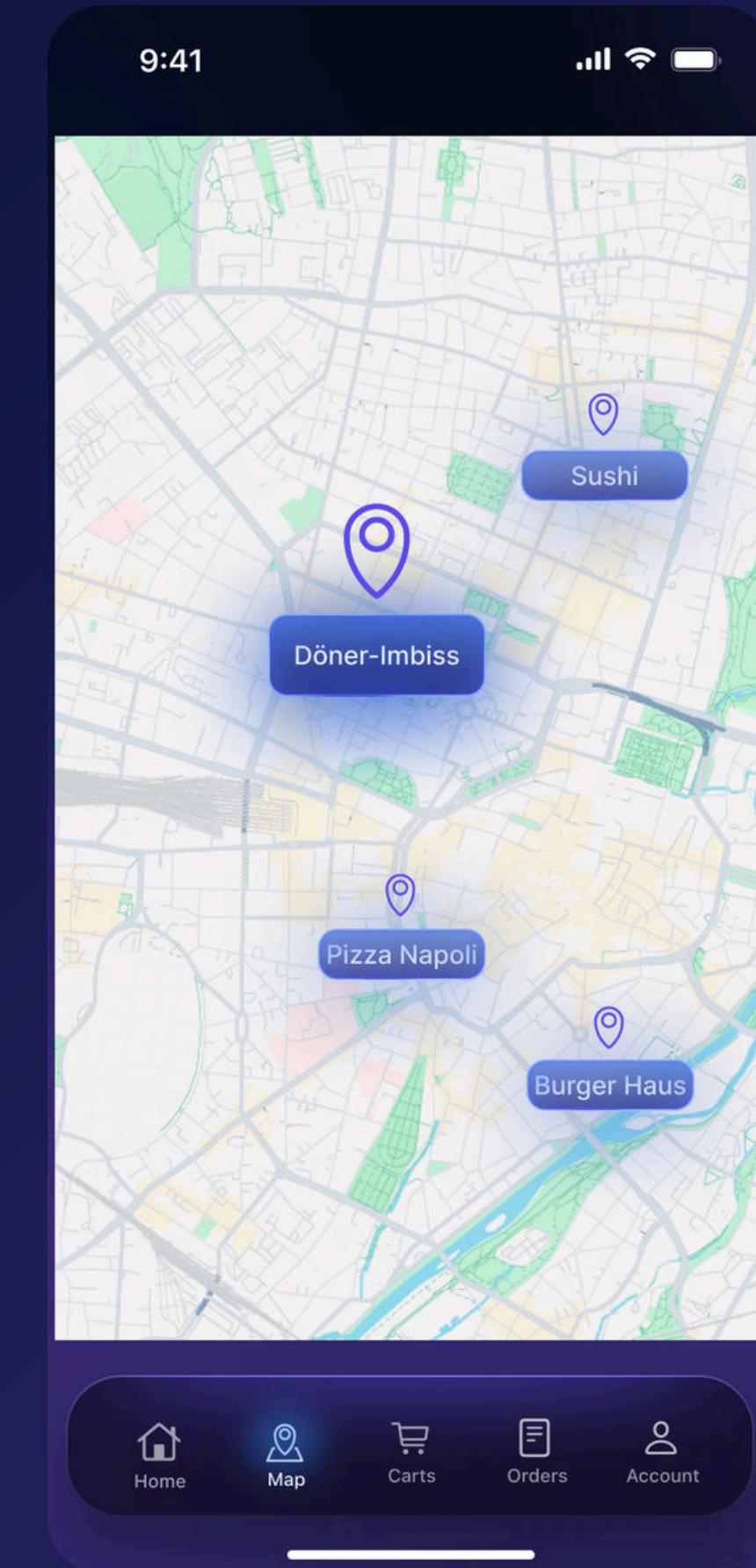




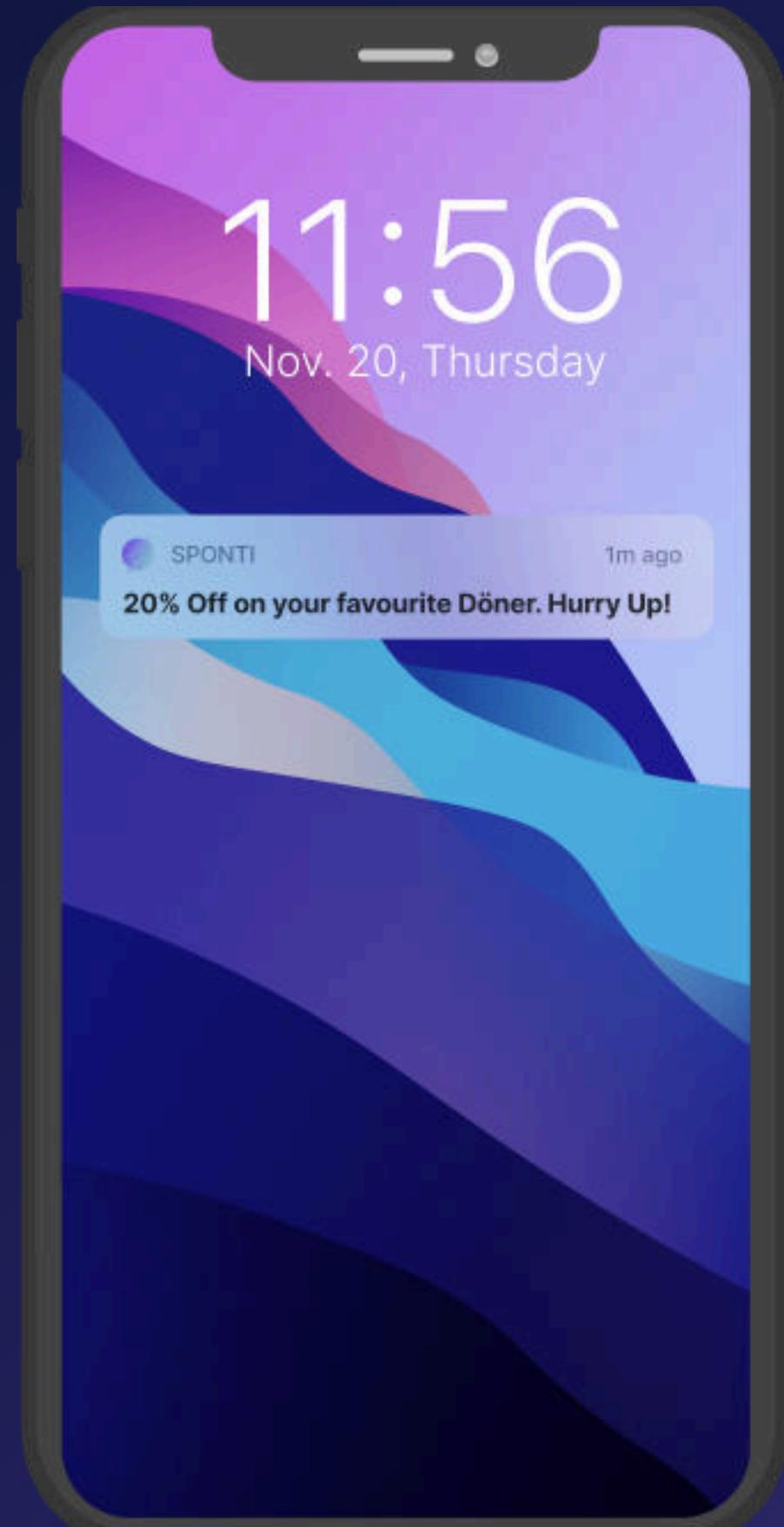
- "Flash Deals" available near you
- Filter by Category



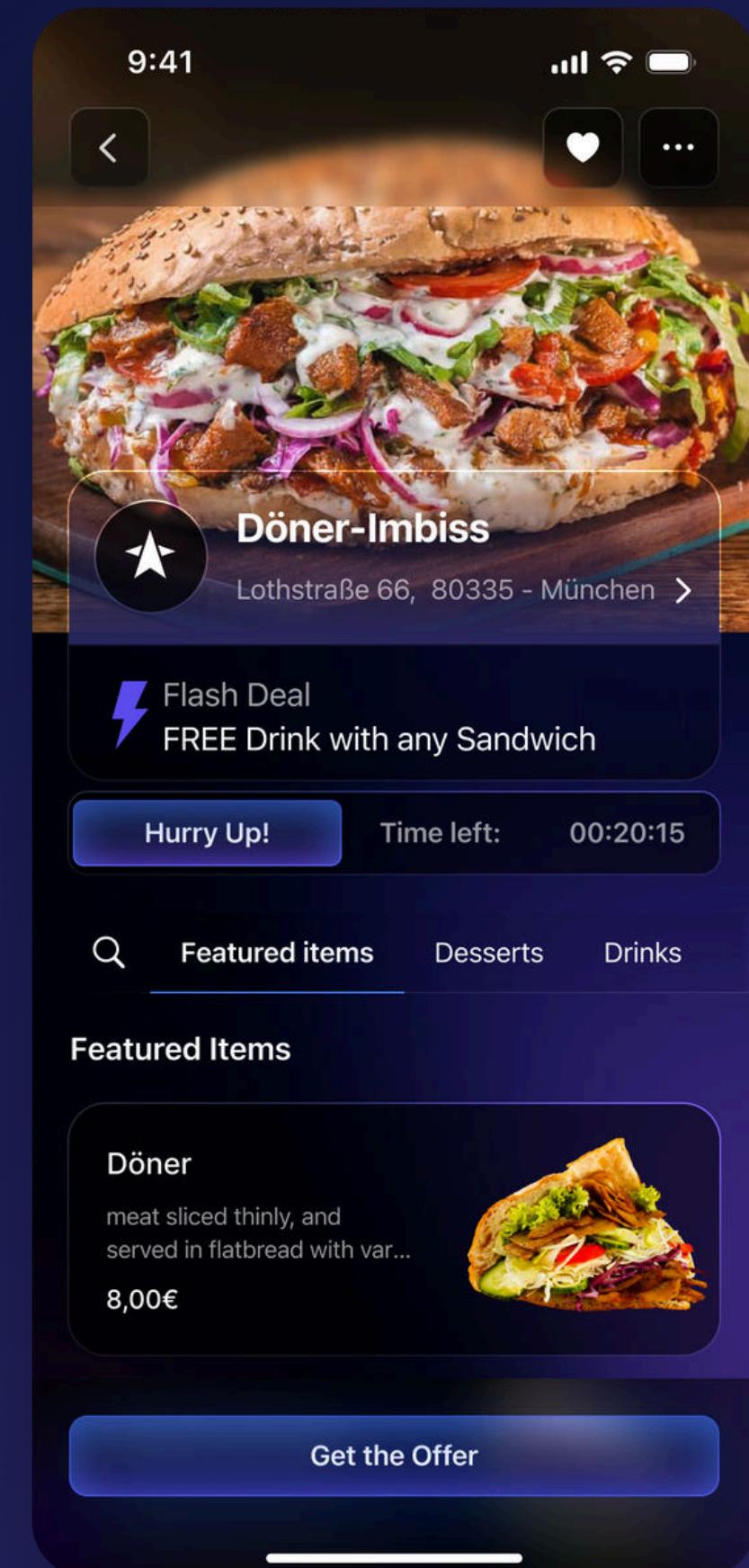
# Visual Geolocation

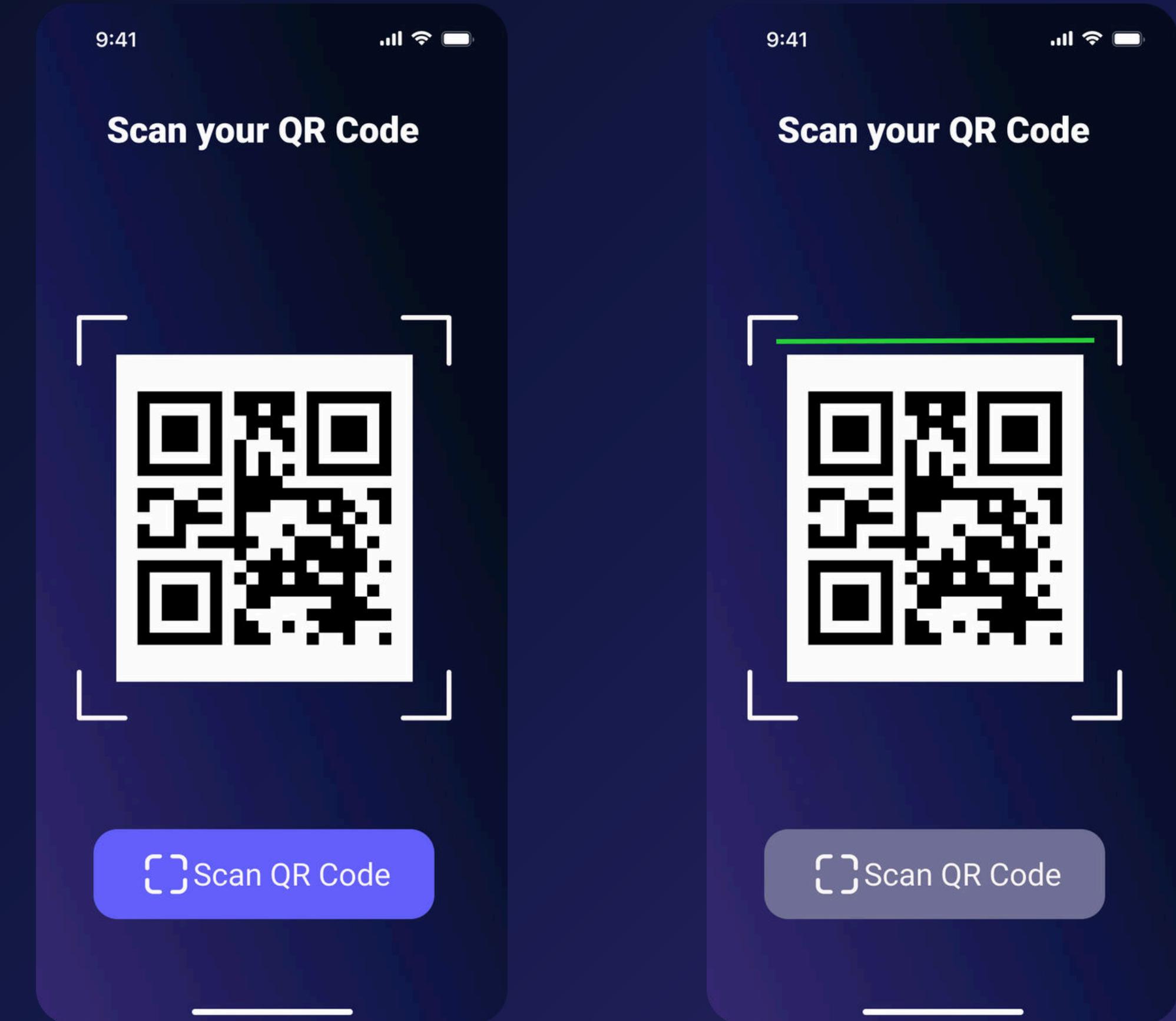


# Smart Push Notifications



# Restaurant Information





# Persona

## 1.Julian - Restaurant Owners (Supply Side)

- Age: 39
- Occupation: Owner of a restaurant in Munich's Glockenbachviertel
- Team: 7 employees
- Goals: Keep his restaurant fully booked throughout the day, not just at lunch and dinner rush hours.
- Pain Points:
  - Empty tables during mid-afternoons and weekdays
  - Rising operational costs (staff, energy, rent)
- “Every Friday night we’re fully booked, but on Tuesdays we barely cover costs. I need a way to balance that.”



## 2.Nadine Urban Foodie (Demand Side)

- Age: 27
- Occupation: Designer working remotely in Munich
- Lifestyle: Eats out several times a week, enjoys discovering new restaurants
- Pain Points:
  - Long waiting times during peak hours
  - Often ends up at the same restaurants
  - Doesn’t know which places are less crowded or offering good deals
- “I don’t want to waste time deciding where to eat; just show me good places that have space now.”



# Direct Competitor

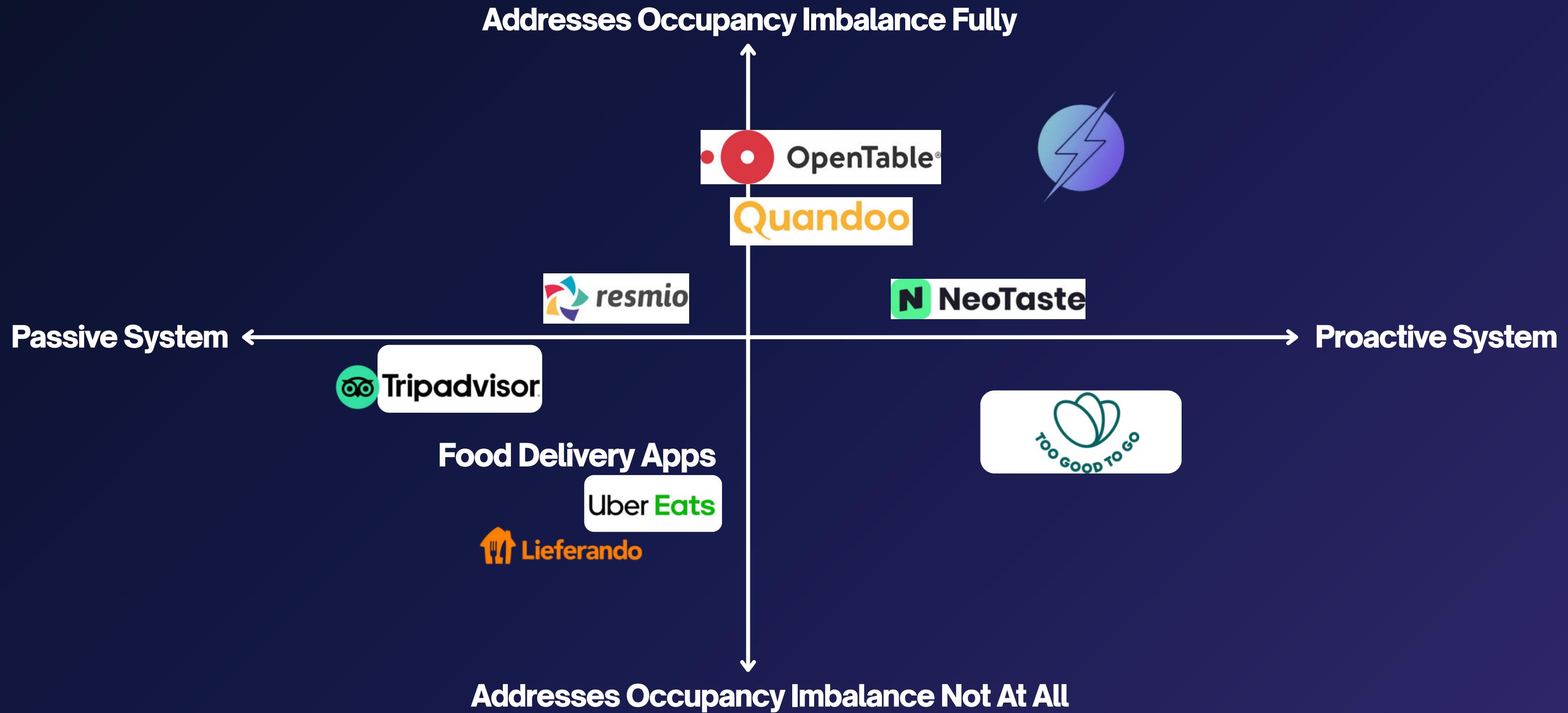
-  
  - Global restaurant reservation platform
  - Strengths: well-known; seamless booking experience
  - Weaknesses: focuses only on reservations
- 
  - Digital management tool for small restaurants
  - Strengths: strong local presence
  - Weaknesses: B2B only
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  - Deal-based restaurant platform
  - Strengths: new customers & deal-oriented diners
  - Weaknesses: drives traffic mainly during peak times

# Indirect Competitor

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  - Delivery platforms
  - Strengths: convenience & strong user adoption
  - Weaknesses: reduce in-house occupancy
- 
  - Discounts for leftover food
  - Strengths: sustainability appeal
  - Weaknesses: doesn't influence actual occupancy
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  - Global discovery and review platforms
  - Strengths: massive reach, high trust
  - Weaknesses: doesn't address the occupancy imbalance

# Positioning Map: Sponti vs. Competitors

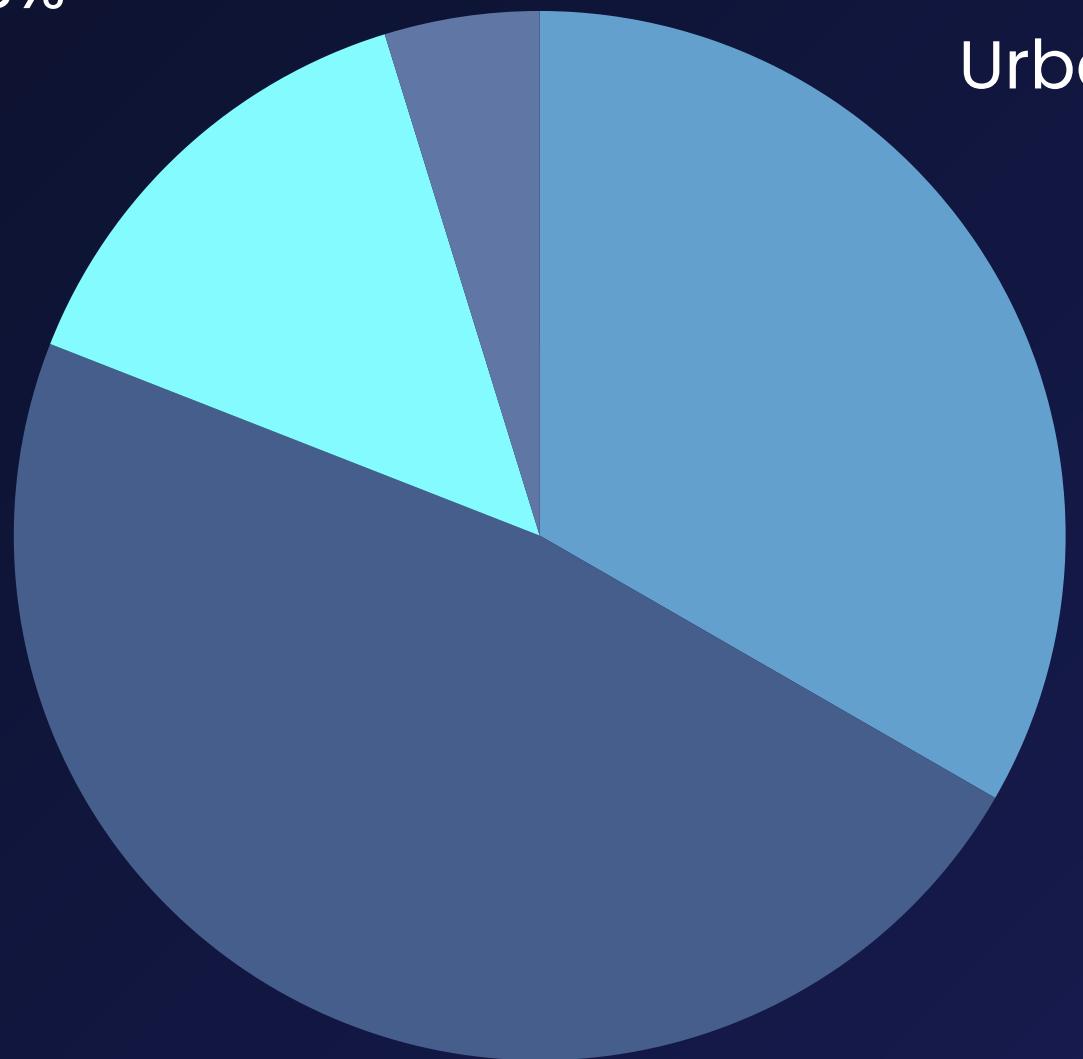
X-Axis: Addresses Occupancy Imbalance & Y-Axis: System Behaviors



Sponti is the only solution that actively balances restaurant occupancy in real time

Tourists & City Visitors

14.3%



Students & Young Locals

47.6%

Urban Professionals

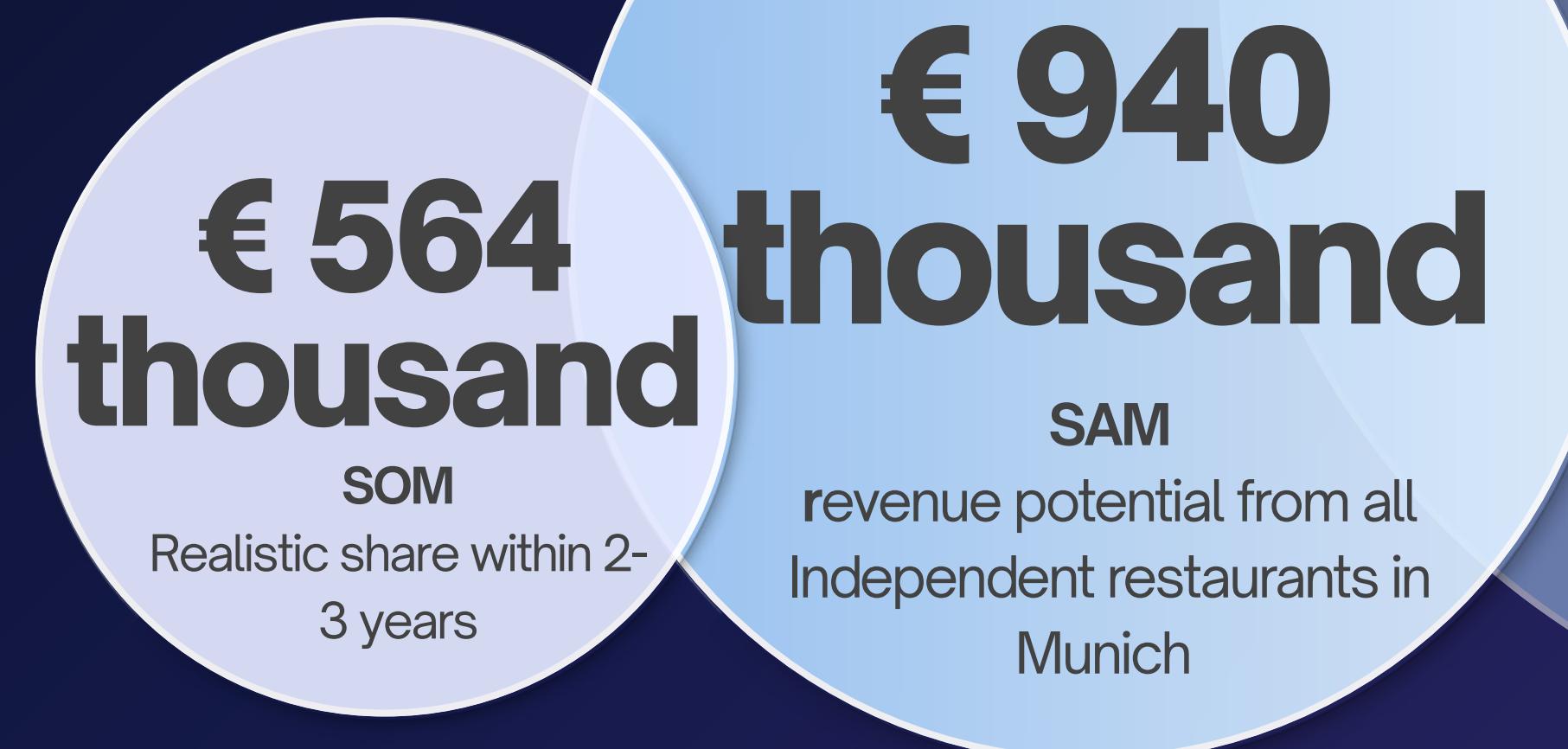
33.3%

# Consumer Base

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1. Students & Young Locals
2. Urban Professionals
3. Tourists & City Visitors
4. Others

# Size of Market



# SPONTI



We got your back!

# Sources

## Pictures

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# Thank You

for your time  
and attention



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