



TRIPLE-R

ROBOT RUN RESTAURANT

PITCH DECK

Binyamin Singer

EXECUTIVE SUMMARY

AMAZING OPPORTUNITY

The once in a lifetime opportunity to fundamentally change the world of dining

THE CONCEPT

Robot Run Restaurant – High tech robots at work for the benefit of enjoyable dining.

DATA ANALYSIS

- 75% of establishments are restaurants
- 62% belong to a chain
- Mean seating is 42

LOCATION

What are the best locations in LA for our restaurant

ABOUT US

We at Tripe R are a dynamic team of close friends, uniquely suited to this amazing challenge.

8/03/20XX





DATA ANALYSIS

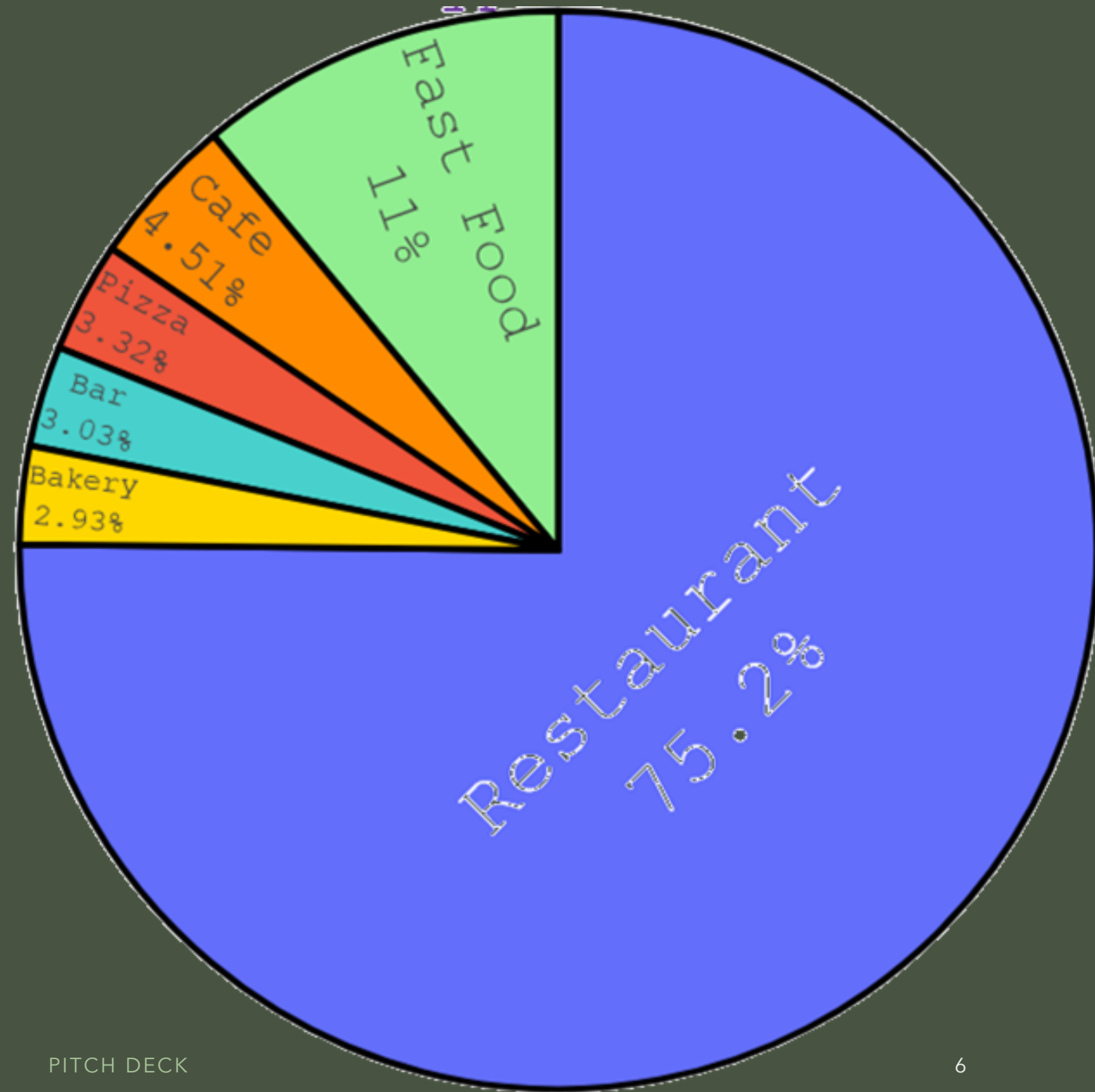
MARKET RESEARCH TARGETS

By analyzing current data about the eating establishments
in Los Angeles we can understand what is the best way
to implement our vision of a successful
Robot Run Restaurant
here.

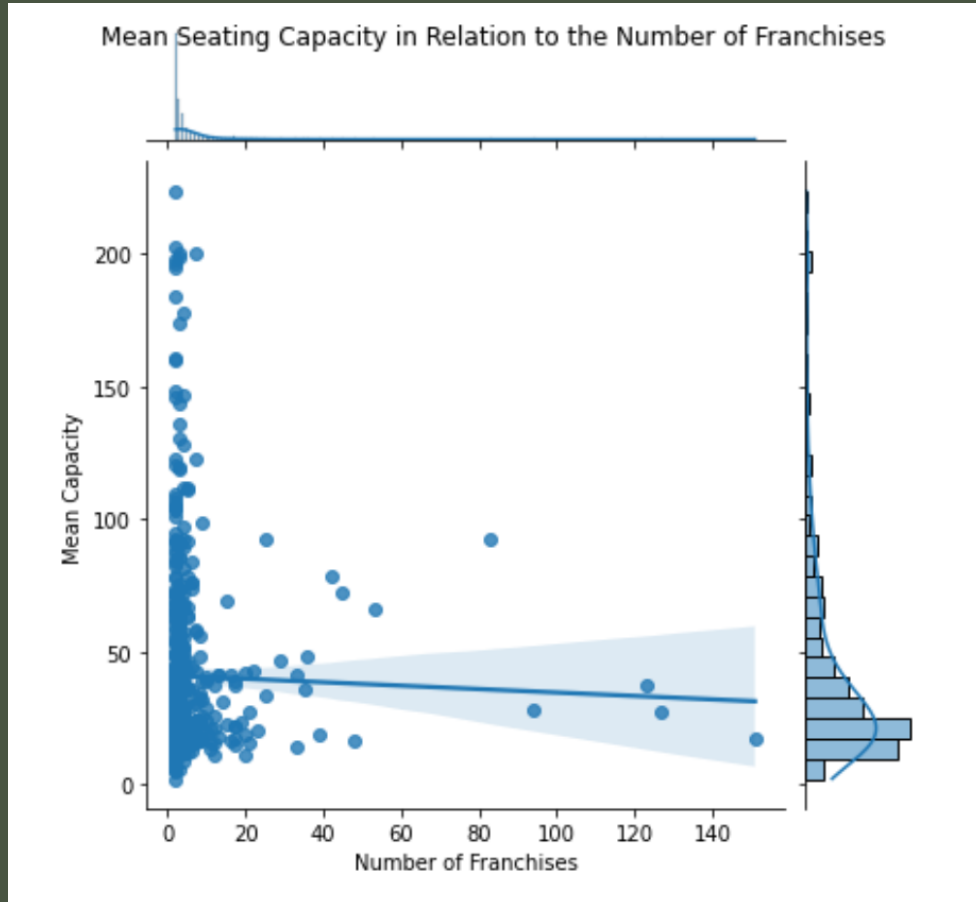


TYPES OF ESTABLISHMENTS

We see that by far, restaurants are the most popular type of establishment, 7 times more popular than fast foods, the next most popular type. While fast foods used to be more popular, we see that people are focusing now more on the eating experience, and less on speed and quantity of food.



SEATING CAPACITY

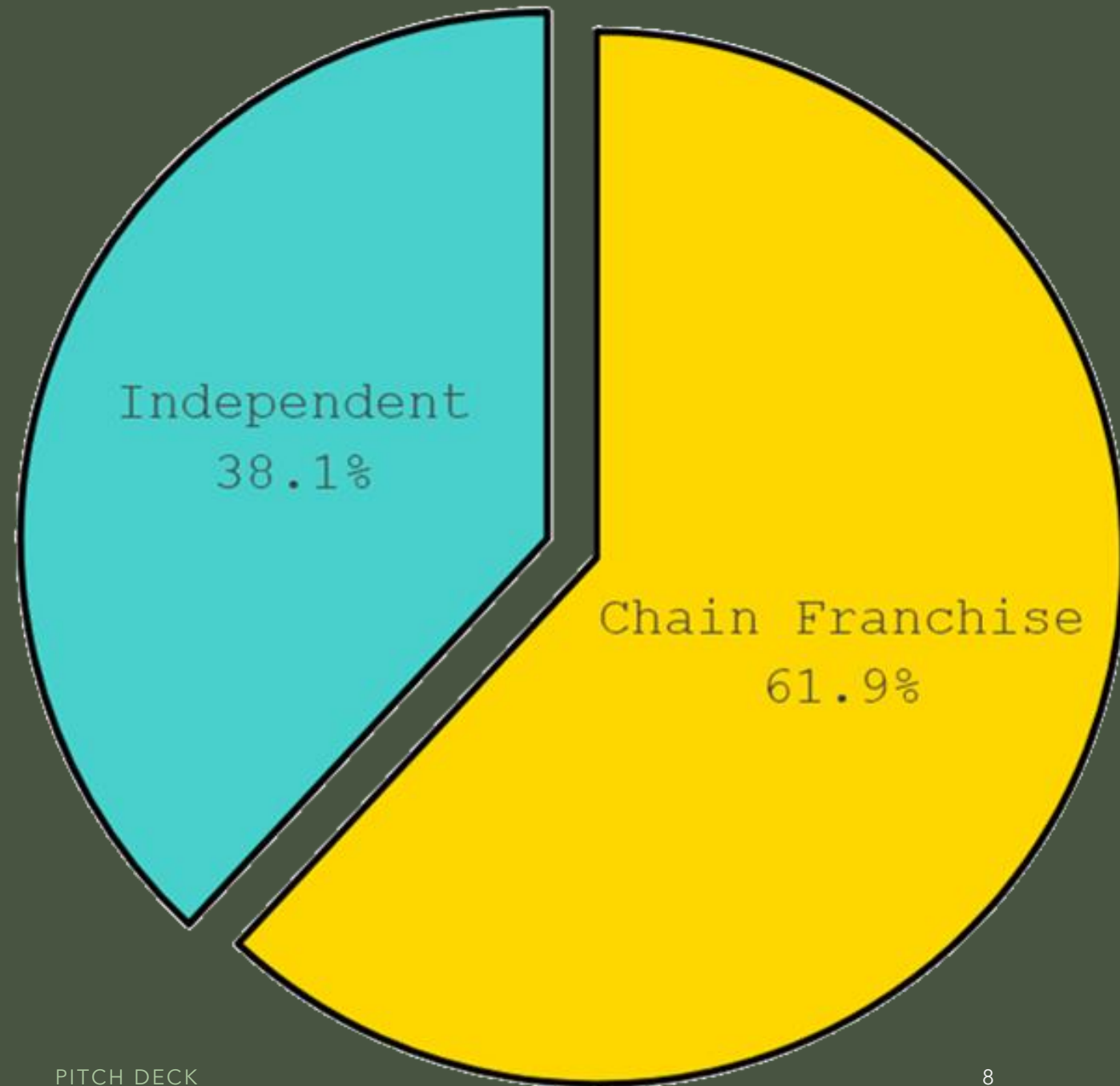


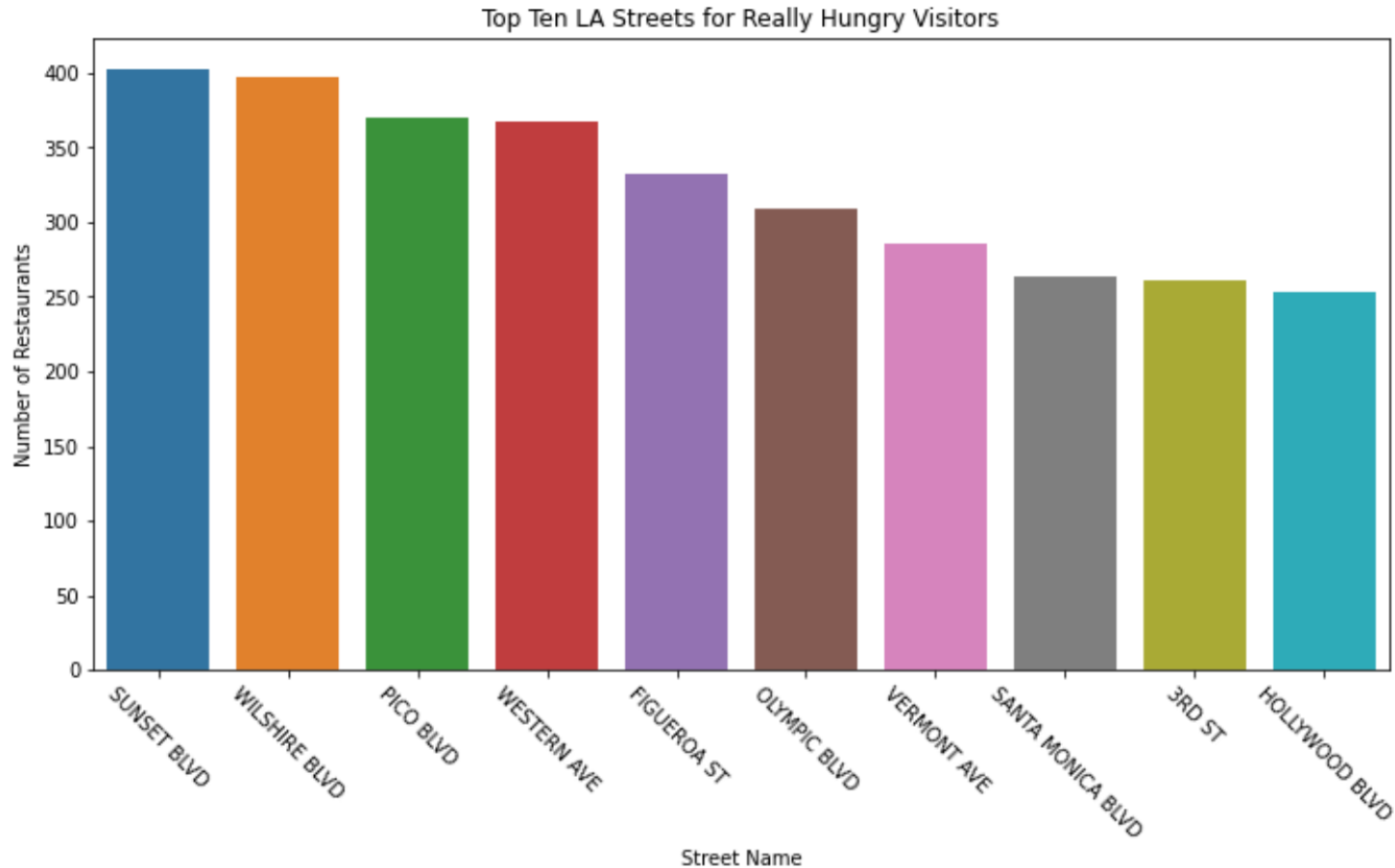
- We see that overall the seating capacity of restaurants is quite small, a little higher than 42 seats per restaurant. While some independent restaurants can be quite large, even here the majority keep seating limited. All the more so large franchises.
- The reason for such small capacity is the high operating costs needed (manpower, rent, kitchen implements) while the restaurant is actually full only a few hours per week. While our establishment can save significantly on manpower costs, the other variables remain. As such we should be looking to open

CHAIN OR INDEPENDENT?

We see that a little over half the establishments in LA belong to franchise chains.

Being a novelty restaurant, I suggest we start as independent and develop it into a whole chain as we grow.





NUMBERS OF RESTAURANTS ON TOP STREETS IN LOS ANGELES

We see that we have in LA streets with incredible high numbers of eating establishments. Still, the market is far from being oversaturated and placing an unique restaurant such as ours in one of the busiest streets will have an easy time attracting clients from other locales.

CONCLUSIONS

TYPE OF ESTABLISHMENT

By far, restaurants are the most popular dining establishments.

CAPACITY

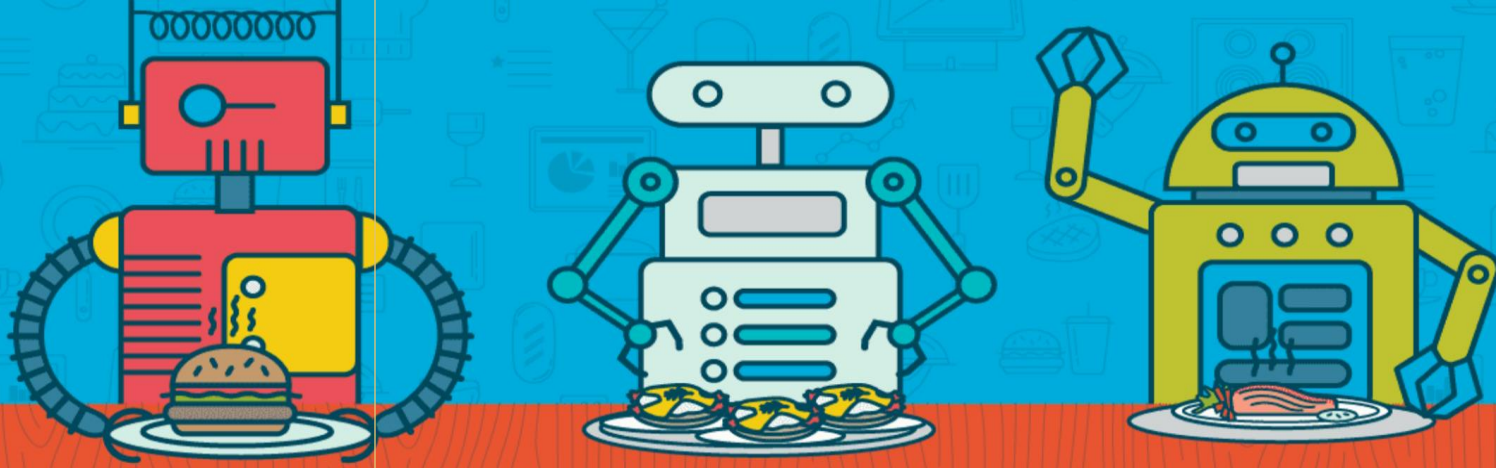
We should aim for a capacity of around 50 seats, around the mean for independent restaurants.

FRANCHISE OR FREELANCE

While chain franchises are more popular, I suggest we start as independent and we grow from there.

LOCATION

We need a place in one of the four busiest boulevards in LA, Sunset, Wilshire, Pico or Western Ave.



SUMMARY

At Triple R, we believe in giving 110%. The future is now and this new type of restaurant is going to take the world by storm. Join us in this vision!



TRIPLE-R
ROBOT RUN RESTAURANT

THANK YOU

Binyamin Singer

+972 50 813 4609

bonse.il@gmail.com