

# Casa Bonita

📅 Date

# Restaurant Management System

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Company name  
123 Street name  
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## 01

## EXECUTIVE SUMMARY

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### Overview

We were tasked to create a restaurant management project where it would be the perspective of workers electronic devices who work at a restaurant. It'd be what they'd see on their end when taking a customer's order and what that process would entail.

### Key features and capabilities

- Simple UI
- Adaptable for up-and-coming restaurant owners
- Closed-system (least likely to face outside compromisation)

### Benefits

Describe the product or service's advantages and explain how the product or service addresses a specific need. Note the anticipated ROI and key differentiators from existing alternatives or competitors.

# 02

## PROBLEM

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- Describe pain points and challenges your target customers face
- Quantify the problem's impact with data, if possible

## SOLUTION

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- Reintroduce the product or service
- Explain the ways it uniquely solves the problem
- Highlight key differentiators

# 03

## MARKET OPPORTUNITY

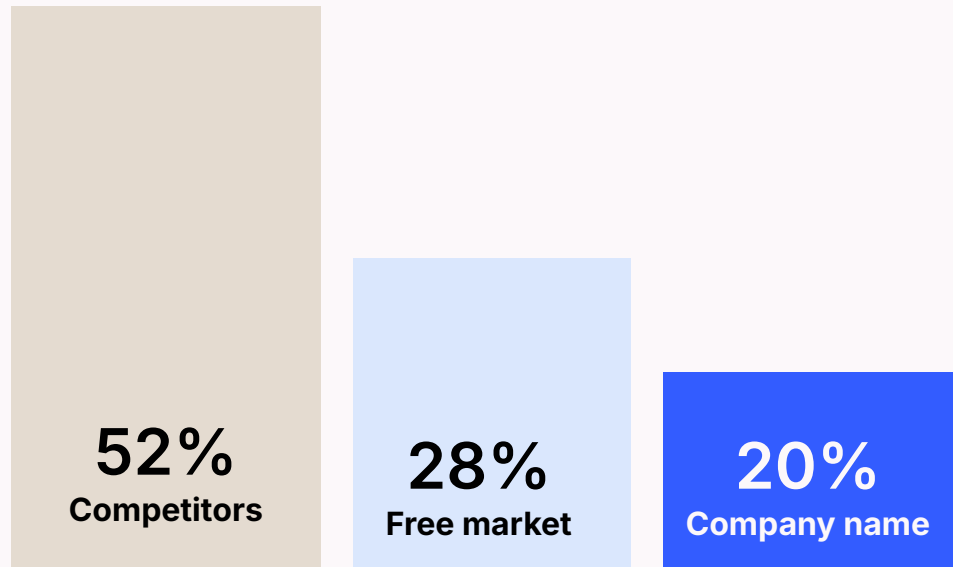
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*Note the Total Addressable Market (TAM) size.*

Add a short paragraph explaining the target customer's demographics, needs, and any other relevant details.

Add a short paragraph explaining why this is the right time for the product or service.



*Right-click this chart to add or delete rows and make any other changes.*

# 04

## COMPETITIVE LANDSCAPE

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*Describe your competitors.*

- List companies offering similar products or services to your own. Be specific and include well-known brands and smaller competitors.
- Consider alternative products or services that might satisfy the same customer needs. For example, if you're pitching a fresh juice

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line, indirect competitors could include smoothie shops, bottled juice, or health food stores with fresh produce for juicing at home.

*Summarize your competitive advantage.*

- Clearly articulate how your product or service differentiates itself from the competition. Emphasize your unique selling points (USPs) and explain why customers would choose your offering over others.
- Highlight the opportunities that exist in the market for your product or service.
- Use data whenever possible to make this section more impactful.

# 05

## BUSINESS MODEL

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*Describe how the project or service will make money. Think about:*

- Revenue streams and pricing strategy: Specify all the ways your business will generate revenue. Will it be primarily through product sales, subscription fees, advertising, licensing, or a combination? Do you plan on using premium pricing, value pricing, or cost-plus pricing? Explain your pricing approach in detail.
- Growth and projections: Describe how you plan to grow your business beyond the initial target market. Are there adjacent markets you can expand to? Can you increase your product offerings or services? Provide realistic revenue projections for the next 3-5 years. This shows investors the potential growth of your business.
- Scalability levers: Explain how you will leverage your resources and infrastructure to accommodate growth. Will you need to hire more staff, invest in technology, or expand your production capabilities?

**3.6M**

Add significant numbers, like projected revenue

**21%**

Add significant numbers, like projected growth

**4/5**

Add significant numbers, like market opportunity

# 06

## THE ASK

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*Clearly state your request and justify its importance in achieving your business objectives. Explain the specific amount of investment sought, how funds will be used, and the key milestones and anticipated ROI. Propose clear next steps and end with a strong call to action.*

**Example:**

We are seeking an investment of \$X million to support the development, launch, and growth of our innovative product. The funds will be used as follows:

**\$1.3M**

for research and development, including hiring a dedicated team of engineers and product designers to refine the core technology

**\$6M**

for marketing activities to build brand awareness and acquire early adopters

**\$510K**

for operational expenses, including infrastructure, personnel, and other overhead costs during the initial launch phase

With this investment, we anticipate achieving:

- Product launch within X months, targeting an initial customer base of X users
- Projected revenue of \$X million within the first year of operation
- Break-even expected within X months after launch
- Potential for X% annual growth in the following years, driven by expansion into new markets

Based on our financial projections and the anticipated market demand, we estimate a potential return on investment (ROI) of X% within X years from the initial investment date.



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Our experienced management team, coupled with an innovative product offering and a well-defined growth strategy, positions us for significant success in this rapidly evolving industry. We welcome the opportunity to discuss this investment opportunity in greater detail and answer any additional questions you may have.