**Idea, business model and its USP**  
What makes a product incredible? Is it its value? Here at Les Frites, we plan to create value using gourmet French fries as seed. Our project is a fusion of innovative ideas from retail food industry. Fast growing QSR sector of India lack dedicated French fries brands such as French Fry Heaven. Most of the QSR players in India, just serve regular generic fries. Neither do they offer large varieties of seasonings and sauces. Also, the possibility of pairing it with Indian snacks to market a meal remain unexplored.

**Growth / traction achieved till date (in numbers)**Niche stalwarts such as Chipotle Mexican Grill, Texas Roadhouse, and Starbucks progenitor Giornale offer plenty of hard-learned wisdom. Among sagas of those trailblazers, the fables of substantial upfront capital requirement for market entry essentially establish a regressive rule for the entrants of such verticals. But, we managed to derive a coarse estimation, applicable for near-term future, of the relevant metrics:

* Monthly revenue = ₹3,00,000
* Total transaction per month = 3400
* Average margin per transaction = 50%
* Average transaction value = ₹90
* Total bootstrapped amount = ₹70,000

**Team profile (with LinkedIn links) and team member expertise**  
I, [Prateek Rastogi](https://www.linkedin.com/in/prtkrastogi/) (Managing Director), and [Naveen Veeravalli](https://www.linkedin.com/in/naveen-veeravalli-a1244b139/) (Director of Operations) contrive to capture the untapped value, just as we captured untapped memories together at IIT Guwahati.

**High level projections, future strategy & expansion plans**  
Taking a leaf from QSR industry trends, we will strategically launch in a Tier II tourist city. This will not only allow us to build innovative products at lower costs, but also shield us from competition in our infancy. Our partnership with culinary schools will enable us to impart quality training to the workforce, and hence, offer quality products to the consumers. Even a simple search on the internet for books related to sauces and seasonings reveals multitude of potential offerings. We desire to leverage human enterprise to rapidly create value by licensing our experience to the potential risk takers, and a tourist town will essentially be a great marketing avenue to reach these free sprites. Thus, helping us in our vision of being an asset-light company that is a storehouse of IP and a mere enabler of value unit transactions.

**Investment raised till date and investor profile (with LinkedIn links)**  
Currently, all the efforts in the pursuit are being funded by our personal capital. As of now, we still need to gain the monetary confidence of an investor having investment thesis in this sector.

**Total funds needed now, it's use and expected traction that would be achieved on its burn**  
As Goethe articulates “Daring ideas are like chessmen moved forward. They may be beaten, but they may start a winning game”, we are moving forward to raise a cumulative seed amount of ₹60 lakhs. Those funds will assist to fill the gaps in typical start-up costs associated with this segment. Also, the remaining capital will be utilized in a span of 12 months to provide sustenance for marketing, sales(franchisee), and operations. After concluding that timespan, we are optimistic of achieving positive cash flow and aggregate revenue of nearly ₹1 crore.

**Soft commitments for current round from current/other investors (along with LinkedIn links) & its terms**  
With the past inspired bias, we believe that high-growth business models, blueprints of some of which are infused in our project, generate unexpected rewards. Yet, the evangelists of that belief, in the form of soft capital commitments, elude us so far. But, we managed to get soft commitment of mentorship from Mr. [Sanjay Kotian](https://www.linkedin.com/in/restaurantconsultantindia/), an IIM Ahmedabad alumnus, a chef, a restaurateur, and a restaurant consultant with more than 2 decade of experience in restaurant consulting. The exact terms of mentorship have not yet been decided.