 **Please describe your business in a single sentence.**

Gourmet French fries outlet.

 **What was the inspiration behind this idea?**

https://youtu.be/cDFPp8-5w3g

 **What is your TAM? how did you arrive at this number?**

According to Assocham study on QSR sector, our TAM will be INR 25000 crore by 2020 .

 **Please explain the research that you have done in coming up with your business plan.**

We looked at the trends of food industry, QSR industry, and French fries industry in India. Also, we conducted survey to give us insight.

 **What are the overall marketing efforts that the team has planned for the startup?**

The survey we conducted gave us an idea about initial trajectory to follow and those are:

1. Incentivize consumer for social media posts and check-ins, thereby utilizing their network in the hope for a positive network effect.

2. Have strong internet presence since it is one of the main avenue of outlet discovery for consumers.

 **Are you going to be a premium product/service in your space or a discount product/service? What will be the reasons behind your success for choosing to be premium/discount?**

Premium product. The market for discount product is overcrowded with established player. Also, this will minimize pressure on our margins.

 **Please list the best websites, books, magazines, articles to understand the space you operate in and how your idea will be a winning one.**

http://www.fritmap.com/en

http://economictimes.indiatimes.com/industry/cons-products/food/sizzling-business-of-french-fries-sales-up-30-offers-fat-margins-to-all-intermediaries/articleshow/29222726.cms

https://www.bloomberg.com/news/videos/b/e8713d4e-aec2-49a6-b013-c38b78854f04

http://www.rearviewmirror.tv/best-chips-brussels/

 **How will you invest the investment you have raised?**

The money will be utilized in covering initial startup cost, labor charges, and unplanned overheads.

 **Please take us through the journey to making your venture cash positive, how much time will it take? What are the potential threats to delaying cash positives?**

We plan to turn our venture cash positive by the end of 12 months. Unfavorable market response to our product will be major threat for delay in doing so.

 **How does the founding team know each other?**

We used to live in nearby rooms in our college hostel.

 **If your business could not raise this round of finance, how would it continue as an ongoing enterprise?**

It will be the death of a brilliant idea due to the lack of systematic risk adjusted liquidity in the Indian credit market.

 **Lets talk about your competition in this space.. Tell us who your competitors are (direct or indirect)?**

All major QSR giants such as Macd, KFC, Dunkin Donuts etc.

 **What is your USP? How will you defend it?**

While our competitors, offer product based on single type of fries we plan to offer an assortment of fries. Also, no one has explored the possibility of pairing French fries with Indian snacks to market a meal.

 **How do you settle disputes at the cofounder levels? Use any recent examples to further illustrate your point.**

The best way to settle any dispute is to establish a shared context by telling the truth and all the issues upfront so as to prevent any future issues. We are pretty straight forward with each other.

 **Give a brief qualification of all founders/co-founders and their role in the startup? Why were they chosen? What is the equity holding for each of them & why?**

*no response given*

 **If you have chosen any mentors... Give us a brief qualification of the mentor, their role, compensation, why they were chosen and how their mentoring has (or has not) helped the venture.**

*no response given*

 **List out any whitepapers, media coverage of your venture here.**

*no response given*

 **Are there any comparables models of your venture available/successful in other markets? Give us the names of those ventures, the reasons for their failure/success, last round of raise, from whom and lastly their current venture status.**

http://www.frenchfryheaven.com/

http://www.lordofthefries.com.au/

http://www.pommesfritesnyc.com/

 **How did you hear about us? Do you know any of the co-founders from our portfolio of companies?**

Randomly from internet. No.

 **Why would you choose us over the various other investors in the market?**

The time taken to close the deal will be our utmost priority over anything.

 **What part of your life will get disrupted by your new venture?**

Nearly every major aspect of our life will be disrupted in this journey,

 **What inspires you to go to work each day?**

The feeling of slowly and tirelessly working towards our goal, no matter the circumstances.

 **How comfortable are you with Failure?**

We don't fear failures, but what we fear most is not trying enough. Also, we hold the belief that learning from failure is a good thing, but learning from failures of someone else is even better.

 **How would you like to interact with other people in your life? a)Friends & Family b)Business Associates c)Customers d)Employees**

a) Humbly   
b) Professionally   
c) Empathetic   
d) Gently, yet decisively

 **We have a policy of not paying more that Rs. 50,000 per cofounder until the venture raises a Series A round. How will that affect your personal finances?**

If a startup is not profitable, then I think it is the right strategy. We don't have any major financial liabilities, so we will just face minor lifestyle issues.