Hi,

In past few days, we have been reaching out to the investors, and those communications has provided us valuable insights on the issues that need to be addressed. Therefore, we decided to come up with an introductory letter that tries to provide a concise view of our idea, incorporating the feedback we received. So,

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 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.

Taking a leaf from QSR industry trends, we will strategically launch in a Tier II tourist city. That will not only allow us to build innovative products at lower costs, but also shield us from competition in our infancy. The large corpus of culinary language, available in the form of books, will be the syntax of top-down driven product development. 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.

Niche light bearers such as Chipotle Mexican Grill, Texas Roadhouse, and Starbucks progenitor Giornale offer plenty of hard-learned lessons of the domain. Among many of their inspiring tales, the upfront requirement of capital after ideation phase, without any market traction, and difficulty witnessed in raising it, strike chord with our experiences so far. High barriers of entry, especially initial capital requirements, are holding us back from morphing our idea into a product.

As Goethe sums it “Daring ideas are like chessmen moved forward. They may be beaten, but they may start a winning game”, we seek to raise a cumulative seed amount of ₹60 lakhs, preferably in convertible debt, to aid us in crossing this divide. Those funds will assist to fill the gaps in typical startup costs associated with this segment. The capital will be utilized in a span of 12 months during which we aim to reach profitability.

Hope this helps to clarify some of the impending queries. Also, earnestly waiting for your decision.

Thank You,

Regards,

Prateek Rastogi