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.

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, may dent our tranquillity but hardens our zeal.

I, Prateek Rastogi (Managing Director), and Naveen Veeravalli (Director of Operations) contrive to capture that untapped value, just as we captured untapped memories together at IIT Guwahati.

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.

High barriers of entry, especially initial capital requirements, are holding us back from bringing this idea to the life. So, we started raising seed capital few days ago to overcome this obstacle. As of now, traction, the prime attribute of high-growth tech driven business models at this stage, has been our pain point.

As Goethe articulates “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.

Therefore, with the past inspired bias, we believe that high-growth business models in the networked markets, a significant subset of which can be found in tech driven businesses, generate unexpected rewards. Yet, the evangelists of that belief, in the form of capital commitments, eluded us so far.