We chose to adapt a DRY approach for predicting the financials. Fortunately, I am able to employ my social connections to get high quality base data.

The approximate combined metrics of 24 Macdonald’s restaurants operating in Tamil Nadu and Kerala provides a good starting point for subsequent manipulations in that data.

* Total average no. of orders per day in all those Macdonald’s stores=10500
* Approximate percentage of orders that also includes French fries= 80%
* Average transaction value of French fries in those stores = ₹70
* Input cost is almost 30% of the final sales price.

Based on that fact, I am deriving our metrics taking into account factors such as premium market segment, location, our negotiation capabilities with suppliers etc. Those are:

* Average transaction value = 90
* Total transactions per month = 30\*(10500/24)\*.8 = 10500
* Average gross margin = 50%
* Average monthly revenue = 10500\*.5\*90 = ₹4,72,500
* Projected monthly net burn rate post funding = ₹4,00,000

I did not include any other dish that might be offered, and its subsequent effect on the balance sheet, which of course will have a positive influence on metrics.

Right now, I am the only full time employee in the firm. My other teammate is ready to join as soon as we get confirmation of funding.

Also, Mr Sanjay Kotian, an IIM Ahmedabad alumnus, a chef, a restaurateur, and a restaurant consultant with more than 2 decade of experience in restaurant consulting has agreed to mentor me, if the need arises. His linkedin profile can be viewed at:

<https://www.linkedin.com/in/restaurantconsultantindia/>