Slide 1

Hi,

I am Prateek Rastogi Founder and Managing Director of Les Frites, where we plan to serve epicurean French fries to the masses.

Slide 2

Let’s take a look at the market conditions that gifted us with this incredible opportunity.

* Gourmet dining targets upscale market segment.
* India is a price sensitive market with huge demographic dividend.
* Add to this the fact that Quick service restaurants and casual dining restaurants are piloting the organised food sector in our country.

Now, every idea has its origins. So, here is a small clip that tells the tale of the birth of this idea.

Slide 3:

After the end of the video

As a human, we take inspiration from the past to guide us into the future.

Slide 4:

So, here is my vision about future.

* A dedicated restaurant, serving not just Belgian fries, or regular fries, but many types of fries and fries based products.
* And since, It’s all potatoes, our service and pricing can be easily tweaked to suite mass market.

Slide 5:

Now, some of you may be asking yourself. But, what is ground reality?

* We found out that 1st point as it.
* To dig further, we conducted a survey that indicates that 2nd point as it.
* And in the same survey 3rd point as it is.

Slide 6

Let’s have some more boring data about the market size.

* According to Assocham, (qsr sector point with CAGR in full form) from the 2015 level of 8500 crore.
* BI reports that 2nd point as it is.

Slide 7

* To ensure soft landing of our venture into the market and ensuring its viability, I plan to first imitate the authentic Belgian experience of Sauces, Condiments, and Fries.
* Once done successfully, we want our firm to foray into customised products for Indian palate.
* After achieving product-market fit, I want to explore avenues for expansion.

Slide 8:

Here are the Intellectual property that we will be creating on this journey

* Sauces.
* Seasonings.
* And, specialized dishes derived from amalgamation of French Fries and Indian food.

Slide 9:

Our major competitors are:

Say their names.

Slide 10:

* But, what really differentiates us from the rest of the bunch is that while our competitors, offer product based on single type of fries we plan to offer an assortment of fries. In other words, we are focusing on a niche that no one has done before.
* Also, as I have mentioned earlier, we are in an emerging sector and that alone provides plenty of room for new entrant.

Slide 11:

We plan to open our first store in Pondicherry instead of a launch in Tier I city as Industry trends suggests that established players are moving towards TIER II cities due to market crowding in metros.

. The other two interesting contenders for launch are Goa and Chandigarh.

* 1st point.
* In Pondicherry, we have no major competitor besides KFC, which publicizes itself mainly as a Fried Chicken store.
* 3rd point.

Slide 12:

Our customer acquisition techniques will be data driven and our survey did provide some insights on initial approaches we can take. We asked the individuals on how they discover new places to eat and top results are tilted in the favour of recommendation of friends and internet.

* We plan to provide customer incentives for social media mention.
* Also, targeted geo ads sound good. Obviously we need to take cost-benefit analysis in to account, but, that can be done only after launch.

Slide 13:

Here a quick look at team.

Blah Blah Blah..

Slide 14:

Naveen Veeravalli

Slide 15:

We are looking to raise 60 lakhs which are needed for:

* Initial costs incurred before launch.(20)
* Labour expenses.(25)
* And, unplanned overheads.(15)