

TEAM 5: THE CHOSEN ONES

# BARCODE

Hypothesis Testing



# PROBLEM/OPPORTUNITY

- Bangalore is the silicon valley of India with 1.5 million employees in the IT sector and even more coding enthusiasts  
-source- "Economic Times"
- Bengaluru has a larger organized standalone eateries sector than Delhi and Mumbai. At 55%, casual diners prefer the organized standalone restaurants in the form of pubs, clubs, cafes, lounges  
source-Times of India

We felt why not look to combine the two!!

# HYPOTHESIS

Why should we limit coding to an office space? Why not create and social networking space to code and network leisurely

Presenting:

A Coding themed Bar and Cafe to create an environment of working, networking and fun



# TESTS

We need to verify that:

1. Leisure coding is not a myth
2. People would be open to code and socialise side by side



# METRICS

What will we measure?

1. Number of customers:

- Daily
- During events

2. Which sector of the restaurant is receiving most customer attraction and how to improve other sections of the restaurant

3. Overall revenue inflow analysis





# CRITERIA

We are right if:

If our theme works to stay evergreen

The various sections work in  
harmony than in separate.



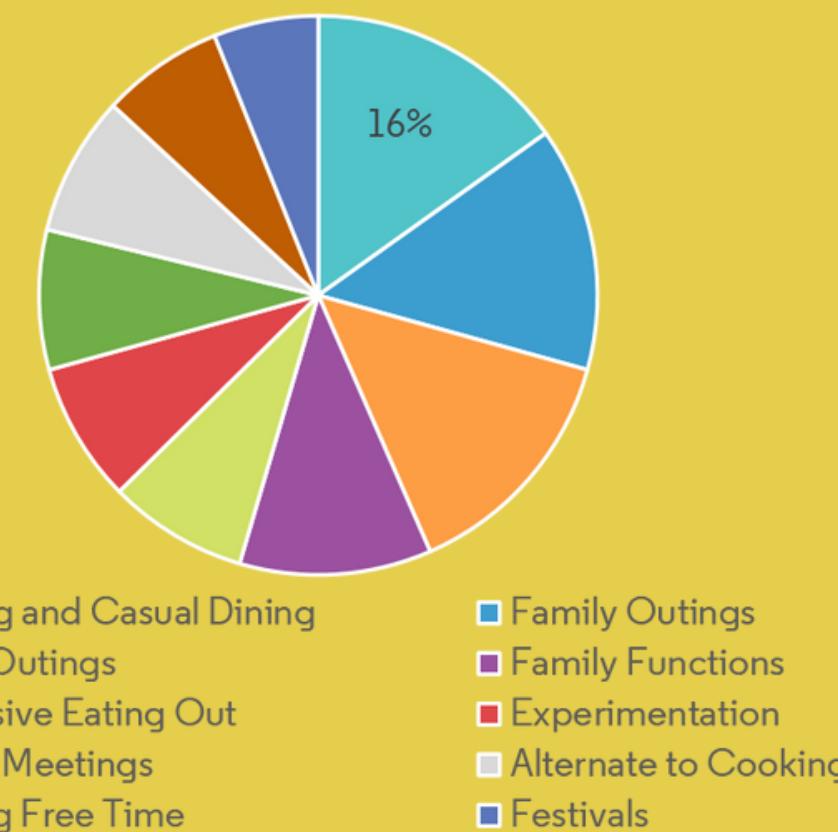
## VALUE PROPOSITION

We can expand to create a culture than just a boutique restaurant

# MARKET GROWTH AND POTENTIAL

- Factors such as rise in frequency of eating out, experimenting with new cuisines, and growing brand consciousness drive the Indian foodservice market.
- As there has been a significant growth in the working population across the country, more and more people are getting engaged in outdoor activities like shopping, outings with friends, families and colleagues, leisure plans and others. Therefore, the dine out preference of Indians has significantly contributed to the foodservice market of the country.

Eating Out Occasions in India, 2018



ource: Mordor Intelligence



# THANK YOU

This is the chosen ones signing off