Slide 1: Founder name and profile in detail

I am Mohan, techie working in Bangalore and I am the co-founder of ‘The Bowl Cafe’. Jayamadhuri is my wife and she is the founder and she is a post graduate (MBA). She worked as business HR for around 3 years before starting this venture. Jayamadhuri works for full time and I work for part time for ‘The Bowl Cafe’. She takes care of the staff and kitchen operations and I take care of business expansion. We both had passion to start food related business and lot of research we started ‘The Bowl Cafe’. Our main goal of starting ‘The Bowl Cafe’ is to provide budget friendly good food which is also convenient to eat.

Slide 2: What is the pain point that you are addressing

Good Food/Eat on the go (Convenient eating)/Budget friendly

There are many fast food options available to eat on the go. But there are no options to have Indian food on the go. There is huge demand for convenient and quick meal like pizza, burger etc.

Indian food in general will have many items and is always available in the form of thali and thalis are not so convenient to eat on the go. Unlike thali, biryani is a complete meal on itself but one cannot eat biryani every day.

So we felt there is a gap between Indian food and fast food, so we want to combine both and create Indian fast food, which should be easy to carry, eat on the go and budget friendly.

Slide 3: What is your value proposition

Since we want to create Indian fast food we want to create something which people can eat it every day and also we wanted to server it little different than what we eat at home and make it more convenient to carry and eat. The major challenge here was to make it eat on the product. So we decided to follow the trend, Bowl Food.

As bowl food trend is picking up across the world, we found an opportunity to create Indian bowl food. Indian dishes are not so convenient to eat, easy to carry and cannot be eaten on the go. We wanted to create a fast food QSR chain with Indian food and make it more convenient to eat.

Slide 4: What is your solution (share prototype info, if any?)

To address the issue, after lot of research we decided to serve flavored Basmathi Rice with Indian curries and made them fit into bowls. We wanted to server flavored basmathi rice because we want to serve different than what we eat at home. With the research we also figured out which Indian curries will go well with flavored basmathi rice and finalized the menu.

So our plan is to serve Indian bowl food. The concept is simple, grab a bowl of your choice in no time and eat it and move on.

Slide 5: How would you explain your ability to build this venture

After lot of research, we started our first outlet in Bangalore and named it ‘The Bowl Cafe’. We are receiving very good feedback from customers. Customer are loving the concept of bowl food. So we are now planning to make ‘The Bowl Cafe’ bigger by taking it to larger group of people.

Slide 6: What help you are seeking from NSRCEL (Except funding)

We are seeking help from NSRCEL to make ‘The Bowl Cafe’ bigger. We want to create a multi chain QSR model and take it to different locations in Bangalore. We need mentoring in creating a brand and creating multi chain QSR business model.

Slide 7: How far have you progressed with your idea

Yes, as I mentioned earlier, we have one outlet opened in Bangalore and receiving a good feedback from customers. We had set up a hygiene commercial kitchen from which we are planning to cook food and send it across the outlets. I am also reaching out to Tech Parks in Bangalore to open outlets in Tech Parks.