

Cedar & Saffron

Mediterranean bowls, warm pitas and office catering.
One proposed neighborhood restaurant in Austin.

Fictional prelaunch example.

Lunch should be easier.

01 Lunch pickup can be inconvenient for nearby workers.

02 Office meals can be hard to coordinate.

Customer demand remains untested.

One menu. Two buying occasions.

Counter + pickup

Bowls, warm pitas and direct ordering.

Office catering

Shared ingredients.
Preordered office meals.

Menu and recipe costs need paid testing.

Start with a local catchment.

Neighborhood lunch

Nearby workers and residents.

Office meals

Office buyers seeking predictable group orders.

Catchment and paid demand are not yet measured.

Two revenue streams.

Counter / basket

17.00

Target: 130 orders/day.

Catering / meal

18.00

5 events/month; 30 meals each.

Year 1 forecast revenue: USD 631,680.00.

Competing for the lunch occasion.

01 Mediterranean chains and fast-casual meals.

02 Proposed focus: local pickup and office catering.

Local differentiation still needs testing.

Launch budget and forecast.

Startup uses

183,500.00

Opening cash

66,500.00

Year 1
net income

-32,486.41

Minimum cash: USD 27,659.62.

Project payback: Not reached within 36 months.

A working owner. A focused team.

Maya Ellis

Working owner-manager.
Menu, service and cost
control.

Operating team

Two cooks, two counter
staff and prep support.

Founder is fictional; team roles are proposed.

Prelaunch. Traction unproven.

01 No paid demand or repeat buying evidenced.

02 Next: paid menu trials and office catering pilots.

Sales forecasts are not actual traction.

Proposed external equity.

170,000.00

Owner contribution scenario: USD 80,000.00.

Funding is not secured. Validate demand and terms.