

# EDWINS

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## **EDWINS Accelerator Curriculum Overview:**

### Week 1: Foundations of Restaurant Business

#### **Session 1: Introduction and Icebreaking**

- Welcome and program overview
- Icebreaking activities and networking opportunities

#### **Session 2: Identifying Your Niche**

- Defining your restaurant concept
- Understanding target markets and demographics
- Identifying unique selling propositions

#### **Session 3: Crafting a Solid Business Plan**

- Components of a comprehensive business plan
  - Executive summary, including your restaurant name
  - Company overview, including your business model
  - Industry analysis (target market, location analysis, competitive analysis)
  - Marketing plan
  - Business model and service model (Quick service restaurant? Food truck? Fine dining? Fast food? A sit-down dining room?)
  - Operations plan (staffing needs, customer service policies and procedures, payroll plan, which restaurant POS you'll get, which vendors and providers you'll use for produce and laundry and more, which types of business insurance you'll get)
  - Financial analysis (investment plan, financial projections like break-even point, expected cash flow, expected costs)

### Week 2: Operations and Planning

#### **Session 4: Location, Layout, and Design**

- Factors to consider when choosing a location
- Optimizing restaurant layout for efficiency and customer experience
- Designing an inviting and functional space

#### **Session 5: Licensing and Compliance**

- Overview of legal requirements and licenses
- Navigating health and safety regulations
- Ensuring compliance with local laws

#### **Session 6: Funding Strategies**

- Exploring funding options (loans, investors, crowdfunding)
- Creating a realistic budget
- Financial management and cash flow planning

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## **Week 3: Culinary Excellence and Marketing Strategies**

### **Session 7: Menu Development and Culinary Mastery**

- Designing a compelling menu
- Understanding food costs and pricing strategies
- Sourcing quality ingredients

### **Session 8: Staffing and Training**

- Building a strong team
- Employee training and development
- Creating a positive work culture

### **Session 9: Marketing and Branding**

- Developing a marketing strategy
- Social media and online presence
- Building brand identity and loyalty

## **Week 4: Launch Preparation and Final Presentations**

### **Session 10: Contracted Services**

- Understanding vendor selection processes
- Finding technology vendors for telecom and point of sale
- Payroll and accounting needs
- How to find vendors for pest control, linens, uniforms and garbage collection

### **Session 11: Preparing for Launch**

- Finalizing logistics and operations
- Soft openings and testing
- Handling challenges and troubleshooting

### **Session 12: Final Presentations**

- Participants present their restaurant concepts and business plans
- Feedback and insights from mentors and industry experts
- Celebration and networking event

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## **Session 1: Introduction and Icebreaking**

Objective: To create a welcoming and collaborative atmosphere, introduce participants to the EDWINS Accelerator program, and foster connections among the cohort.

### **Agenda:**

1. Welcome and Program Overview (30 minutes)
  - Introduction to the EDWINS Accelerator team and key stakeholders
  - Overview of the program structure, duration, and objectives
  - Explanation of the support and resources available to participants
2. Icebreaking Activities (60 minutes)
  - Group introductions: Participants share their names, backgrounds, and restaurant concepts
  - Team-building exercises to encourage collaboration and communication
  - Icebreaker games to create a relaxed and engaging environment
3. Expectations and Guidelines (15 minutes)
  - Setting expectations for participation, commitment, and engagement
  - Discussion of program guidelines, etiquette, and code of conduct
5. Q&A Session (15 minutes)
  - Open the floor for questions from participants
  - Address any concerns or uncertainties about the program
  - Provide contact information for ongoing communication and support

### Materials Needed:

- Program brochures or information packets
- Name tags for participants
- Icebreaker game materials (if applicable)
- Refreshments for networking

### Facilitation Tips:

- Encourage open communication and active participation from all participants.
- Create a positive and inclusive environment to ensure everyone feels welcome.
- Use a mix of engaging icebreaking activities to set a friendly tone for the program.
- Emphasize the importance of collaboration and networking throughout the accelerator journey.

## Session 2: Identifying Your Niche

Objective: To help participants define a unique and marketable restaurant concept, understand their target audience, and identify key differentiators that set their restaurant apart.

### Agenda:

1. Defining Your Restaurant Concept (45 minutes)
  - Overview of various restaurant concepts (e.g., casual dining, fine dining, fast-casual)
  - Interactive discussion on participants' initial ideas for their restaurant concepts
  - Guidance on refining and clarifying the concept based on personal passion and market demand
2. Understanding Target Markets and Demographics (60 minutes)
  - Importance of market research in identifying target markets
  - Conducting a demographic analysis of potential customers
  - Group activity: Creating customer personas and identifying their preferences
3. Identifying Unique Selling Propositions (USPs) (45 minutes)
  - Explanation of USPs and their role in attracting customers
  - Brainstorming session: Participants identify and articulate the unique aspects of their restaurant concept
  - Group discussion on how USPs can contribute to long-term success
4. Case Studies and Examples (30 minutes)
  - Review of successful restaurants and their unique selling propositions
  - Analysis of market trends and how they can influence a restaurant's niche
  - Q&A session for participants to gain insights and inspiration
5. Group Feedback and Discussion (20 minutes)
  - Participants share their refined restaurant concepts with the group
  - Constructive feedback and suggestions from mentors and peers
  - Encouraging participants to revisit and refine their concepts based on the session learnings

### Materials Needed:

- Whiteboard or flip chart for brainstorming
- Markers and sticky notes
- Case studies or examples of successful restaurants
- Handouts on defining restaurant concepts and understanding target markets

### Facilitation Tips:

- Encourage participants to think creatively and authentically about their restaurant concept.
- Foster a collaborative environment for sharing ideas and receiving feedback.
- Provide real-world examples to illustrate the impact of a well-defined niche and unique selling propositions.
- Ensure that participants leave the session with a clearer understanding of their restaurant's identity and target market.

## Session 3: Crafting a Solid Business Plan

Objective: To guide participants in developing a comprehensive and strategic business plan, covering essential components necessary for a successful restaurant launch.

### Agenda:

1. Introduction to Business Planning (15 minutes)
  - Importance of a business plan in shaping and guiding the restaurant venture
  - Overview of key components: executive summary, company overview, industry analysis, marketing plan, business model, operations plan, and financial analysis
2. Executive Summary and Company Overview (15 minutes)
  - In-depth discussion on crafting a compelling executive summary
  - Defining the restaurant's name and creating a strong brand identity
  - Clarifying the business model and overall vision
3. Industry Analysis (30 minutes)
  - Conducting a thorough analysis of the target market
  - Location analysis: Assessing the chosen area for the restaurant
  - Competitive analysis: Identifying competitors and differentiating factors
4. Marketing Plan (15 minutes)
  - Developing a strategic marketing plan to attract and retain customers
  - Defining the restaurant's unique value proposition and brand messaging
  - Identifying marketing channels and promotional strategies
5. Business and Service Model (15 minutes)
  - Choosing the appropriate business and service model (e.g., fine dining, fast food, quick service)
  - Crafting an operations plan, covering staffing needs, customer service policies, payroll, POS systems, and vendor relationships
6. Financial Analysis (30 minutes)
  - Creating a detailed investment plan and financial projections
  - Discussing expected costs, break-even points, and cash flow
  - Introduction to common financial metrics and key performance indicators
7. Group Work and Consultation (45 minutes)
  - Participants work on their business plans with guidance from mentors
  - One-on-one consultations to address specific questions or challenges
  - Encouraging peer collaboration and feedback

### Materials Needed:

- Business plan templates or outlines
- Projectors or screens for presentations
- Sample business plans for reference
- Handouts on financial analysis and industry research

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Facilitation Tips:

- Emphasize the iterative nature of business planning and the need for continuous refinement.
- Encourage participants to actively engage in discussions and seek clarification on any business plan elements.
- Provide real-world examples of successful business plans within the restaurant industry.
- Foster a collaborative and supportive environment for peer feedback and mentor consultations.

## Session 4: Location, Layout, and Design

Objective: To guide participants in making informed decisions about the location, layout, and design of their restaurants, ensuring an optimal and inviting space for both efficiency and customer experience.

### Agenda:

1. Choosing the Right Location (30 minutes)
  - Factors to consider when selecting a location, including foot traffic, demographics, and competition
  - Case studies of successful restaurant locations and the lessons learned
  - Site visit planning: Practical considerations and insights
2. Optimizing Restaurant Layout (30 minutes)
  - Importance of an efficient and well-designed restaurant layout
  - Types of layouts (open kitchen, closed kitchen, hybrid) and their impact on operations
  - Group exercise: Designing a preliminary floor plan based on their restaurant concept
3. Customer Experience and Design (30 minutes)
  - Understanding the role of interior design in creating a memorable customer experience
  - Selecting a design style that aligns with the restaurant concept
  - Incorporating branding elements into the physical space
4. Functional Space Design (30 minutes)
  - Designing functional and ergonomic workspaces for kitchen and service areas
  - Ensuring accessibility and compliance with safety regulations
  - Budget considerations for furniture, fixtures, and equipment (FF&E)
5. Technology Integration (15 minutes)
  - Incorporating technology into the restaurant layout for order processing, reservations, and customer engagement
  - Selecting and integrating point-of-sale (POS) systems and other tech solutions
  - Evaluating the impact of technology on operational efficiency
6. Sustainability and Accessibility (15 minutes)
  - Integrating sustainable practices into the restaurant design and operations
  - Ensuring accessibility for people with disabilities
  - Compliance with environmental and accessibility standards
7. Group Discussion and Feedback (30 minutes)
  - Participants share their initial location and layout considerations
  - Facilitated discussion and feedback from mentors and peers
  - Q&A session on specific challenges and opportunities related to location and design

### Materials Needed:

- Projectors or screens for presentations
- Whiteboard or flip chart for group exercises
- Sample floor plans and design concepts for reference

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- Handouts on restaurant design principles and considerations

Facilitation Tips:

- Encourage participants to actively participate in group exercises and share their insights.
- Provide real-world examples of successful restaurant layouts and designs.
- Foster an inclusive discussion on the impact of design choices on customer experience.
- Highlight the importance of considering both functionality and aesthetics in the restaurant space.



## Session 5: Licensing and Compliance

Objective: To provide participants with a thorough understanding of the legal requirements, licenses, health and safety regulations, and local laws essential for establishing and operating a restaurant within compliance.

### Agenda:

1. Introduction to Legal Requirements (30 minutes)
  - Overview of the legal framework for restaurants
  - Discussion on the types of licenses and permits required
  - Common legal challenges in the restaurant industry
2. Licensing and Permits (45 minutes)
  - Types of licenses needed for restaurant operation (e.g., business license, food service license, alcohol license)
  - Application processes, timelines, and costs associated with licenses
  - Case studies: Real-life examples of licensing successes and challenges
3. Health and Safety Regulations (30 minutes)
  - Overview of health and safety regulations specific to the restaurant industry
  - Food safety standards, inspections, and compliance
  - Implementing best practices for a clean and safe kitchen environment
4. Local Laws and Zoning Regulations (15 minutes)
  - Understanding local zoning laws affecting restaurant location and operation
  - Compliance with building codes and fire safety regulations
5. Employee Rights and Labor Laws (30 minutes)
  - Overview of labor laws affecting restaurant employees
  - Employee rights, working hours, and fair wage practices
  - Developing employee policies and procedures in compliance with labor laws
6. Guest Speaker: Legal Expert (30 minutes)
  - Inviting a legal expert or industry professional to share insights and answer questions
  - Addressing specific legal concerns and scenarios raised by participants
  - Q&A session with the guest speaker

### Materials Needed:

- Projectors or screens for presentations
- Compliance checklist handouts
- Sample licensing and permit application forms
- Guest speakers contact information

### Facilitation Tips:

- Emphasize the importance of early engagement with legal experts and regulatory authorities.
- Encourage participants to share their experiences or concerns related to licensing and compliance.
- Facilitate an open discussion on common challenges and best practices.

## Session 6: Funding Strategies

Objective: To guide participants in exploring various funding options, creating a realistic budget, and developing financial management and cash flow planning skills crucial for restaurant success.

### Agenda:

1. Introduction to Funding Strategies (30 minutes)
  - Overview of different funding options for restaurants (loans, investors, crowdfunding)
  - Discussion on the pros and cons of each funding method
  - Real-life case studies of successful funding strategies in the restaurant industry
2. Creating a Realistic Budget (30 minutes)
  - Importance of a detailed and comprehensive budget for restaurant operations
  - Key budget components: startup costs, operating expenses, marketing budget, contingency fund
  - Group activity: Drafting a preliminary budget for participants' restaurant concepts
3. Financial Projections and Cash Flow Planning (30 minutes)
  - Developing realistic financial projections for the first few years of operation
  - Understanding cash flow dynamics and planning for peak and slow periods
  - Introduction to financial forecasting tools and templates
4. Funding Pitch Workshop (30 minutes)
  - Workshop on creating a compelling funding pitch for potential investors or lenders
  - Tips on effective communication of financial needs and business viability
  - Peer review and feedback on funding pitch drafts
5. Risk Management and Contingency Planning (30 minutes)
  - Identifying and mitigating financial risks in restaurant operations
  - Developing a contingency plan for unexpected challenges
  - Group discussion on participants' experiences and insights regarding financial risk management
6. Guest Speaker: Funding Expert (30 minutes)
  - Inviting a funding expert, banker, or investor to share insights and advice
  - Q&A session with the guest speaker, addressing specific funding concerns raised by participants
  - Networking opportunities for potential funding connections

### Materials Needed:

- Projectors or screens for presentations
- Budgeting templates and financial forecasting tools
- Funding pitch workshop materials
- Contact information for guest speakers

### Facilitation Tips:

- Emphasize the importance of a realistic budget in attracting investors or lenders.
- Encourage participants to actively engage in the funding pitch workshop and seek feedback.

## Session 7: Menu Development and Culinary Mastery

Objective: To guide participants in creating a compelling and profitable menu, understanding food costs, implementing effective pricing strategies, and sourcing high-quality ingredients for their restaurant concept.

### Agenda:

1. Introduction to Menu Development (30 minutes)
  - Importance of a well-designed menu in attracting and retaining customers
  - Overview of different menu styles (à la carte, prix fixe, tasting menu)
  - Examples of successful menus and their impact on customer experience
2. Culinary Concept and Theme (30 minutes)
  - Defining the culinary concept and theme for the restaurant
  - Aligning the menu with the overall concept and target audience
  - Group activity: Brainstorming and refining menu ideas based on culinary themes
3. Understanding Food Costs (30 minutes)
  - Overview of food cost calculations and their impact on profitability
  - Analyzing ingredient costs and supplier relationships
  - Group exercise: Calculating food costs for sample menu items
4. Pricing Strategies (30 minutes)
  - Developing effective pricing strategies to ensure profitability
  - Factors influencing menu pricing, including competition and customer perception
  - Case studies: Successful examples of pricing strategies in the restaurant industry
5. Sourcing Quality Ingredients (30 minutes)
  - Importance of sourcing high-quality, sustainable, and locally sourced ingredients
  - Building relationships with suppliers and farmers
  - Guest speaker: Local supplier or farmer sharing insights on ingredient sourcing
6. Menu Engineering (30 minutes)
  - Introduction to menu engineering principles for maximizing profitability
  - Identifying and promoting high-margin menu items
  - Practical tips on menu layout and design for increased sales

### Materials Needed:

- Projectors or screens for presentations
- Sample menus for reference
- Food cost calculation worksheets
- Guest speakers contact information

### Facilitation Tips:

- Encourage participants to approach menu development creatively and in line with their restaurant concept.
- Facilitate open discussions on challenges and opportunities related to food costs and pricing.
- Use real-world examples to illustrate the impact of menu engineering on profitability.

## Session 8: Staffing and Training

Objective: To guide participants in building and managing a strong restaurant team, emphasizing effective employee training and development, and fostering a positive work culture.

### Agenda:

1. Building a Strong Team (30 minutes)
  - Importance of a cohesive and skilled restaurant team
  - Identifying key positions and staffing requirements
  - Strategies for recruitment, including job postings, interviews, and referrals
2. Recruitment and Hiring Process (30 minutes)
  - Crafting effective job descriptions and qualifications
  - Conducting interviews and evaluating candidates
  - Guest speaker: Human resources expert sharing insights on effective recruitment
3. Employee Training and Onboarding (15 minutes)
  - Developing a comprehensive training program for new hires
  - Importance of onboarding for a smooth integration into the team
  - Hands-on workshop: Creating an outline for employee training modules
4. Cultural Competency and Diversity Training (15 minutes)
  - Fostering a diverse and inclusive work culture
  - Implementing cultural competency training for staff
  - Strategies for promoting diversity and inclusion in the workplace
5. Creating a Positive Work Culture (30 minutes)
  - The role of leadership in shaping a positive work culture
  - Employee engagement strategies and recognition programs
  - Group activity: Brainstorming ideas for team building and morale-boosting initiatives
6. Staff Retention Strategies (30 minutes)
  - Recognizing the importance of staff retention for business success
  - Developing strategies to retain talented employees
  - Case studies: Successful examples of staff retention in the restaurant industry
7. Conflict Resolution and Communication (30 minutes)
  - Addressing conflicts in the workplace effectively
  - Developing open and transparent communication channels
  - Role-playing exercises: Practicing conflict resolution scenarios
8. Guest Speaker: Industry Veteran (30 minutes)
  - Inviting a seasoned restaurant professional to share experiences and insights
  - Q&A session with the guest speaker, focusing on staff management and training
  - Networking opportunities for potential mentorship connections

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## Materials Needed:

- Projectors or screens for presentations
- Whiteboard or flip chart for interactive exercises
- Guest speakers contact information
- Handouts on employee training and conflict resolution

## Facilitation Tips:

- Encourage participants to share their experiences and challenges in staff management.
- Provide practical tools and resources for creating effective training programs.
- Foster an open and inclusive discussion on diversity and cultural competency.
- Highlight the importance of leadership in shaping a positive and supportive work culture.

## Session 9: Marketing and Branding

Objective: To guide participants in developing a comprehensive marketing strategy, establishing a strong online presence through social media, and building a distinctive brand identity that fosters customer loyalty.

### Agenda:

1. Introduction to Marketing Strategy (30 minutes)
  - Importance of a well-defined marketing strategy for restaurant success
  - Overview of key components: target audience, USP's, and promotional tactics
  - Real-world examples of successful restaurant marketing campaigns
2. Identifying Target Audience and Market Segmentation (15 minutes)
  - Defining and understanding the target audience for the restaurant
  - Utilizing market segmentation to tailor marketing efforts
  - Group activity: Creating customer personas and identifying marketing channels
3. Social media and Online Presence (60 minutes)
  - Leveraging social media platforms for restaurant promotion
  - Developing an engaging online presence through websites and social media profiles
  - Guest speaker: Digital marketing expert sharing insights on effective online marketing
4. Content Creation and Storytelling (30 minutes)
  - Crafting compelling content for marketing materials
  - Utilizing storytelling to connect with customers and communicate the restaurant's story
  - Group exercise: Developing content ideas for various marketing channels
5. Building Brand Identity (15 minutes)
  - Defining and establishing a unique brand identity for the restaurant
  - Importance of branding consistency across all touchpoints
  - Workshop: Creating brand elements such as logos, color schemes, and taglines
6. Customer Loyalty Programs (15 minutes)
  - Developing and implementing customer loyalty programs
  - Strategies for retaining and rewarding loyal customers
  - Case studies: Successful examples of customer loyalty initiatives

### Materials Needed:

- Projectors or screens for presentations
- Whiteboard or flip chart for interactive exercises
- Marketing plan templates and handouts
- Guest speakers contact information

### Facilitation Tips:

- Encourage participants to actively engage in the marketing plan workshop and seek feedback.
- Foster an open discussion on marketing challenges and opportunities in the restaurant industry.
- Provide practical tools and resources for social media management and content creation.
- Emphasize the importance of brand consistency in building a strong and recognizable identity.

## Session 10: Contracted Services

Objective: To guide participants in understanding the vendor selection process for various contracted services crucial to restaurant operations, including technology vendors, payroll and accounting services, and essential supplies such as linens and uniforms.

### Agenda:

1. Introduction to Vendor Selection (30 minutes)
  - Importance of strategic vendor selection for operational efficiency
  - Overview of the vendor selection process and criteria
  - Case studies: Successful vendor partnerships in the restaurant industry
2. Technology Vendors: Telecom and Point of Sale (30 minutes)
  - Identifying and evaluating telecom and internet service providers
  - Choosing the right point-of-sale (POS) system for the restaurant
  - Guest speaker: Technology expert sharing insights on selecting vendors for restaurant tech needs
3. Payroll and Accounting Services (30 minutes)
  - Outsourcing payroll services and selecting accounting providers
  - Compliance with tax regulations and financial reporting
  - Group activity: Creating a checklist for evaluating payroll and accounting vendors
4. Essential Supplies: Pest Control, Linens, Uniforms, and Garbage Collection (30 minutes)
  - Importance of reliable vendors for pest control and sanitation services
  - Selecting suppliers for linens, uniforms, and laundry services
  - Waste management and garbage collection vendor selection criteria
5. Negotiation and Contract Management (15 minutes)
  - Strategies for negotiating favorable vendor contracts
  - Key contract terms and considerations
  - Case studies: Effective negotiation and contract management in the restaurant industry
6. Quality Assurance and Vendor Relationships (15 minutes)
  - Implementing quality assurance measures for contracted services
  - Building strong and collaborative relationships with vendors
  - Group discussion: Sharing experiences and best practices in vendor management
7. Interactive Vendor Selection Workshop (30 minutes)
  - Hands-on workshop: Participants work on vendor selection criteria and evaluation
  - Peer review and feedback on vendor selection strategies
  - Facilitated discussion on challenges and opportunities in contracting services

### Materials Needed:

- Projectors or screens for presentations
- Vendor selection checklist templates
- Case studies and examples of successful vendor partnerships

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- Guest speakers contact information

## Facilitation Tips:

- Encourage participants to actively engage in the vendor selection workshop and share insights.
- Provide practical tools and resources for evaluating and negotiating vendor contracts.
- Foster an open discussion on challenges and considerations in contracting essential services.
- Emphasize the importance of building strong and collaborative relationships with vendors.



## Session 11: Preparing for Launch

Objective: To guide participants in the final preparations for launching their restaurants, covering logistics, soft openings, and strategies for handling challenges and troubleshooting.

### Agenda:

1. Finalizing Logistics and Operations (30 minutes)
  - Reviewing and refining operational plans for the launch
  - Ensuring supply chain readiness and vendor relationships
  - Staff training and preparation for opening day
2. Soft Openings and Testing (30 minutes)
  - Importance of soft openings for testing and refining operations
  - Developing a soft opening strategy, including target audiences and marketing
  - Guest speaker: Restaurant owner sharing insights and lessons learned from soft openings
3. Menu Testing and Feedback (30 minutes)
  - Conducting final menu testing and refinement based on feedback
  - Gathering input from staff and early customers
  - Making adjustments to enhance menu offerings and customer experience
4. Handling Challenges and Troubleshooting (15 minutes)
  - Identifying potential challenges and developing contingency plans
  - Strategies for addressing common issues during the launch phase
  - Group discussion: Sharing experiences and solutions for troubleshooting
5. Health and Safety Protocols (15 minutes)
  - Ensuring compliance with health and safety protocols
  - Training staff on emergency procedures and safety measures
  - Implementing sanitation and cleanliness best practices
6. Post-Launch Evaluation and Adjustments (45 minutes)
  - Establishing a process for post-launch evaluation and feedback
  - Monitoring customer reviews and addressing concerns
  - Strategies for continuous improvement and adjustment

### Materials Needed:

- Projectors or screens for presentations
- Soft opening strategy templates
- Case studies on successful restaurant launches
- Guest speakers contact information

### Facilitation Tips:

- Encourage participants to actively participate in discussions and share their launch plans.
- Emphasize the importance of flexibility and adaptability during the launch phase.
- Provide practical tools and resources for addressing challenges and troubleshooting.
- Foster a supportive and celebratory atmosphere to acknowledge the participants' achievements.

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## Session 12: Final Presentations

Objective: To provide participants with the opportunity to showcase their restaurant concepts and business plans, receive valuable feedback from mentors and industry experts, and celebrate their accomplishments in a networking event.

### Agenda:

1. Participant Presentations (90 minutes)
  - Each participant presents their restaurant concept and business plan
  - Emphasis on key elements: concept uniqueness, target market, business model, and marketing strategy
  - Time for Q&A and feedback from fellow participants
2. Mentor and Expert Feedback (60 minutes)
  - Industry mentors and experts provide constructive feedback on each presentation
  - Highlighting strengths, addressing potential challenges, and offering insights
  - Encouraging a collaborative and supportive atmosphere
3. Acknowledgments and Certificates (30 minutes)
  - Acknowledging the hard work and dedication of participants
  - Distributing certificates of completion for the EDWINS Accelerator program
  - Expressing gratitude to mentors, speakers, and partners
- 54 Reflection and Next Steps (30 minutes)
  - Facilitated reflection on the entire accelerator program
  - Encouraging participants to share their key takeaways and lessons learned
  - Discussing potential next steps and ongoing support

### Materials Needed:

- Projectors or screens for participant presentations
- Certificates of completion
- Networking area with refreshments
- Evaluation forms for feedback

### Facilitation Tips:

- Facilitate a structured and positive feedback process to ensure constructive criticism.
- Encourage participants to actively engage in the networking event and connect with mentors.
- Provide a supportive and celebratory atmosphere to boost participant morale.
- Emphasize the collaborative nature of the accelerator program and express gratitude to all contributors.

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## EDWINS Accelerator Final Presentation Grade Sheet

Participant Name: \_\_\_\_\_

Restaurant Concept: \_\_\_\_\_

Evaluator: \_\_\_\_\_

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Criteria:

1. Concept Uniqueness and Viability (20 points):
  - Uniqueness of the restaurant concept
  - Alignment with target market needs
  - Viability for success in the chosen location
2. Business Plan Clarity and Detail (20 points):
  - Clear and comprehensive executive summary
  - Detailed company overview and business model
  - Thorough industry analysis and marketing plan
  - Well-defined financial analysis, including investment plan and projections
3. Presentation Skills (15 points):
  - Clear and articulate communication
  - Engaging and confident presentation style
  - Effective use of visual aids (slides, props, etc.)
4. Q&A Responses (15 points):
  - Thoughtful and well-informed responses to questions
  - Ability to address challenges and concerns raised by evaluators
5. Overall Cohesiveness and Flow (15 points):
  - Logical and well-organized structure
  - Smooth transitions between key points
  - Coherent and cohesive overall presentation
6. Creativity and Innovation (10 points):
  - Innovative elements in the restaurant concept and business plan
  - Creative approaches to challenges and opportunities
7. Adherence to Time Limits (5 points):
  - Adherence to the allocated presentation time
  - Effective time management during Q&A

Total Points: /100

Comments: