

EDWINS
Restaurant Accelerator
Application

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LEADERSHIP & RESTAURANT
Institute

EDWINS ACCELERATOR APPLICATION

Thank you for your interest in the EDWINS Accelerator! We are excited to learn more about you and your restaurant concept. Please type out your responses on a separate sheet of paper.

Personal Information:

1. Full Name:
2. Contact Information (Phone, Email, Address):
3. Social Media Handles (if applicable):
4. Attached Resume

Restaurant Concept and Vision:

1. What kind of food service establishment will you open?
- Provide a brief overview of the overall concept, atmosphere, and theme of your restaurant.
2. What kind of food product do you want to serve? What cuisine?
- Detail the type of cuisine you plan to offer, any signature dishes, and the inspiration behind your culinary choices.
3. What other restaurants/food service operations are in the neighborhoods you're considering? How will your business differentiate itself from the competition?
- Research and list existing competitors in the chosen neighborhoods. Clearly outline what sets your restaurant apart, whether through unique menu items, exceptional service, or a distinctive atmosphere.
4. Will your establishment be full-service, a takeout counter with a few small tables, counter service or retail?
- Define your service model – whether you'll offer full-service dining, quick-service takeout, or a combination. Explain the reasoning behind your choice.
5. What demographics will you aim to appeal to? Who's your target market, and where are they located?
- Identify your target audience, considering factors such as age, income, lifestyle, and preferences. Explain how your restaurant will resonate with this demographic and where they are predominantly located.
6. Will you stick to operating a small business, or are you dreaming big and aiming to start a chain?
- Clarify your long-term vision for the business. Specify whether you envision a single-location venture or aspire to expand into a chain.
7. How many staff members will you need to hire? What style of service will they offer — warm and friendly, or formal and serious?
- Estimate the number of staff required for your operation and describe the type of service culture you intend to cultivate. Specify if it will be warm and friendly, formal, or another style.

Business Details:

1. Do you have an Employer Identification Number (EIN)? (Yes/No):
 - If yes, please provide your EIN.
 - If no, explain your plan to obtain one.

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Program Expectations:

1. What specific skills or knowledge are you hoping to gain from the EDWINS Accelerator?
2. How do you plan to apply the learnings from the program to your restaurant concept?

Current Status:

1. Current Employment Status:
2. Educational Background (if relevant):
3. Any Previous Experience in the Hospitality or Culinary Industry?

Gender Identity (Optional):

- *Please select the option that best describes your gender identity.*
 - Male
 - Female
 - Non-Binary
 - Prefer not to say
 - Other: [Please specify]

Race/Ethnicity (Optional):

- *Please select the option that best describes your race/ethnicity. (Select all that apply)*
 - American Indian or Alaska Native
 - Asian
 - Black or African American
 - Hispanic or Latino
 - Native Hawaiian or Other Pacific Islander
 - White
 - Two or more races
 - Other: [Please specify]
 - Prefer not to say

Additional Information:

1. What challenges do you anticipate in launching your restaurant, and how do you plan to overcome them?
2. Have you taken part in an impact program, small business development program or economic development product in the past?
Yes No
3. Was that program rewarding?
4. How did you hear about the EDWINS Accelerator?

Declaration:

By submitting this application, I affirm that the information provided is accurate and complete. I understand that acceptance into the EDWINS Accelerator is competitive, and I am committed to actively participating in the program.

Signature: _____

Date: _____

Note: The application form may be subject to updates based on specific program requirements or changes. Please ensure all information is accurate and complete before submission.