



Resto 2.0 Canvas



Key Partnerships

Cross-sectional partnerships within local communities to help develop, market, and deliver Resto. 2.0 Products to the market.

Tech Platforms such as Tock, Table 22 and others are enabling restaurants to more rapidly develop both the products and business models

Local Media can be used to promote these new offerings and engage locals to support local restos.

Local Grocery Delivery companies are an example of one possible Partner to increase distribution

Key Resources

Brand, Chefs, Creativity

- A restaurant with a strong brand will be better able to attract customers to these products
- A mix between creative owners and chefs helps drive product innovation

Key Activities

Product Innovation, Marketing

- As there are no templates for the model, continuous experimentation is key
- Customers need to be aware of and sold the benefits of each specific product

Value Proposition

Help full-service restaurants engage and retain customers.

While uncertainty remains in relation to in-person dining, create new products as part of the *Restaurant 2.0 Model*:

- **Subscription Meals**
- **Meal Kits**
- **Grocery Items**



Customer Relationships

Online and In-Person

- Use Sub. Meals and other 2.0 products to engage customers during restrictions
- Create new incentives for dine-in customers to engage and purchase

Channels

Digital Media, Email, New Platforms

- New products and creative 'Kits' help create pull to brand online
- Email can be used to update customers of new products
- New Tech Platforms offer new channels

Customer Segments

Current Customers, Future Customers

- Resto 2.0 products will give Current Customers more incentives to support each Restaurant and more options for Takeaway
- Creating new products as part of the Resto. 2.0 model will help reach New Customer segments depending on the Channel used in each local market

Cost Structure

Labor - a large % of the Cost Structure is around labor, both for operational front-of-house and cooking back-of-house

Leased Space - restaurants pay to lease space

Ingredients - sourcing ingredients for meal prep.

Revenue Streams

Subscription Meals: create a 'recurring' revenue stream based on assigned product(s) available to customers who subscribe for an ongoing timeframe to each restaurant

Meal Kits: chef-inspired Meal Kits for cooking at home

Grocery: sell Grocery items as part of bundled model