

# Juniper Table

Neighborhood dinner. Table service.

A proposed restaurant in Austin, Texas.

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Fictional prelaunch example.

# Make dinner dependable.

01 Neighbors need a reliable evening occasion.

02 Service must justify the food-only bill.

Fictional scenario; validate before committing.

# A focused dinner service.

80 seats

Dinner with table service.

A paid operating team

Kitchen and service team.

Fictional scenario; validate before committing.

# Start with the neighborhood.

## Customer

Residents and dinner groups.

## Evidence needed

Paid dinners; repeat visits.

Fictional scenario; validate before committing.

Covers × realized bill.

Average bill

42.00

Excludes tax and tips.

Daily covers target

112 target; 160 capacity.

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Year 1 revenue: USD 1,161,888.00.

# Compete for the dinner visit.

01 Dinner venues and meals at home.

02 Test the bill, service and repeat visit.

Fictional scenario; validate before committing.

# Launch budget and forecast.

Startup uses

459,000.00

Opening cash

141,000.00

Year 1  
net income

-106,225.05

Minimum cash: USD 20,106.49.

# A working owner. A paid team.

## Owner

Service, bookings and cash.

## Operating team

Chef, cooks and service.

Roles are proposed; no biography is claimed.

# Prelaunch. Demand unproven.

01 Next: paid dinners and a coverage-based roster.

02 No repeat demand or signed orders evidenced.

Sales targets are not actual traction.

Proposed external equity.

420,000.00

Owner funding scenario: USD 180,000.00.

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No funding is secured. Validate demand and terms.