

Parcel Kitchen

One kitchen. Two order channels.

A proposed restaurant in Austin, Texas.

Fictional prelaunch example.

Make the meal travel well.

01 Customers want a dependable prepared meal.

02 Dispatch and packaging shape the experience.

Fictional scenario; validate before committing.

Direct pickup + marketplace.

Direct pickup

Buyer collects the meal.

Marketplace

Packed meals for couriers.

Fictional scenario; validate before committing.

Start with the buying occasion.

Customer

Workers and households.

Evidence needed

Paid batches; repeat orders.

Fictional scenario; validate before committing.

Orders × channel economics.

Direct / order

23.00

45 orders per open day.

Marketplace / order

25.00

75/day; assumed 25% fee.

Year 1 revenue: USD 794,430.00.

Compete for the meal order.

01 Delivery listings and nearby takeaway.

02 Test final price, travel quality and repeat buying.

Fictional scenario; validate before committing.

Launch budget and forecast.

Startup uses

148,000.00

Opening cash

62,000.00

Year 1
net income

-8,165.53

Minimum cash: USD 21,809.02.

A working owner. A paid team.

Owner

Menu, dispatch and cash.

Operating team

Cooks, preparation and dispatch.

Roles are proposed; no biography is claimed.

Prelaunch. Demand unproven.

01 Next: paid channel tests and dispatch trials.

02 No repeat demand or signed orders evidenced.

Sales targets are not actual traction.

Proposed external equity.

150,000.00

Owner funding scenario: USD 60,000.00.

No funding is secured. Validate demand and terms.