



RESTAURANT FINANCE MONITOR'S RESTAURANT FINANCE & DEVELOPMENT CONFERENCE

WYNN, LAS VEGAS | NOVEMBER 9-11, 2020

Students From The Nation's Leading Hospitality Programs Have Been Tasked With Redesigning the Restaurant of the Future

THE TASK: The Restaurant Finance Monitor, in consultation with faculty members from leading university hospitality programs around the United States, have assembled four student teams to compete at this year's **Restaurant Finance & Development Conference in Las Vegas**. After months of student research and input from university faculty, the teams will present their best ideas for redesigning the restaurant of the future and transformation of existing ones.

COMPETITION

Student teams will compete to see who creates the best ideas for a new restaurant concept and major revitalization of existing ones. Teams will present their ideas to a conference audience and questions will be asked from a panel of expert judges. The judges will pick a winner based upon a defined criteria that awards presentation, content, creativity and potential for success. Each student presentation will include elements of the following:

- Brand strategy
- Operational plan
- Real estate location strategy
- Digital ordering and off-premises plan
- Covid-19 social distancing analysis
- New-build and/or conversion ideas
- Marketing concepts
- Competitive analysis
- Demographic profile
- Expansion opportunities
- Capital plan

CRITERIA

- Students shall provide an up to 4 minute "elevator pitch" video presentation introducing the team's restaurant concept. The video may be presented as a television or YouTube commercial.
- The restaurant concept should be in QSR, fast-casual, casual dining, fine-dining or take-out/delivery only.
- Emphasis should be on the concept/marketing/development plan. It should include a ramp-up plan for development and include longer term projections.
- Students should indicate how the concept will be structured? Will they be franchised or company-owned. Will they own their own properties, or lease?

JUDGING CRITERIA

Presentations will be evaluated by judges picked from major restaurant organizations.

100 POINT CRITERIA

- **Delivery:** (up to 10 points) Overall passion of speakers. Did the team complete the presentation in time?
- **Content/Plan:** (up to 60 points) Operational plan; marketing and branding; location plan; competitive analysis; demographics and capital-initial funding and expansion plans.
- **Video Presentation:** (up to 10 points) What was the overall quality of the video? Did the "pitch" communicate the concept clearly?
- **Overall Creativity:** (up to 10 points) How creative was the group? Did they differentiate themselves from the other presentations?
- **Overall potential for Success:** (up to 10 points) How successful would this concept be?

WINNER

The winning university team will receive a trophy and be featured in a press release and article in the Restaurant Finance Monitor and Franchise Times Magazine directly following the event. All teams and traveling faculty will receive complimentary attendance to the Restaurant Finance & Development Conference in Las Vegas and receive speaker "swag bags" for their participation.

For more information, contact Gayle Strawn, RFDC Conference Manager at gstrawn@franchisetimes.com.