



# Business Proposal

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August 26, 2019

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## CREATIVE MINDS MEDIA PRODUCTIONS

### Background

Creative Minds is the legacy of over 25 years of expertise in the field of media where our standard has always been to provide the absolute best service and to never settle for less than the complete satisfaction of our clients. Over all these years, we were able to develop our technology and service as well as innovate in our field to keep up with and often be ahead of industry standards and to always ensure the superior quality of our end product. We were able to successfully collaborate with some of the biggest suppliers, most of which have had exclusive contracts with us, whereas we were always able to deliver the latest technology and highest production quality for our clients. As a testament of our continued success, we have held and renewed contracts with some of the largest and most profitable organizations in the region for periods that span over decades and we are always working towards the sole mission of helping our clients and partners achieve their business goals through top of the line service.

In late 2018 and after collaborations with Australian businesses, Creative Minds started developing plans to expand the business into the Australian market and began researching the best possible locations for the business's headquarters. Following extensive research into the business environments of all major Australian cities (which included personal visits by our CEO to each of these cities), we reached the conclusion that Canberra provides the most suitable conditions for our business ventures in Australia. We believe that the ACT holds a great deal of potential for growing businesses, mainly due to the apparent commitment of its government to maintain Canberra's status as one of the best cities to live and do business in. We believe that our business can prosper best in Canberra for several reasons including the presence of some of the best employable talent in the world, Canberra's unique proximity to other major cities in Australia, Canberra's professional atmosphere and impeccable work-life balance values, the rate of growth and potential for further commercial growth in Canberra exceeding that of other cities in our comparison as well as the fact that Canberra as a community is evidently embracing digital solutions in both the private and public sectors.

### Goals

Our goal is to launch our headquarters in Canberra by the fourth quarter of 2021 and employ an experienced and proficient sales and marketing team that would help introduce our wide range of services to the Australian market. In doing so, we hope to play an active role in the digitization of retail outlets, public and private services as well as introducing our latest innovation, RestaPOD to the Australian market. We plan to employ the unique technologies that we have developed in our quest to become the most trusted and recognized digital solutions brand in the market, which falls in line with what we have been doing in the UAE market over the past decade. We expect to initially invest between \$265,000 AUD and \$350,000 AUD in the first year of operation, with plans to increase this investment incrementally as the business progresses.

### RestaPOD

Among the first business ventures that we intend to embark on in Australia is introducing RestaPOD to the food and beverage industry. RestaPOD is a digital solution for restaurants that comes in the form of a tablet device that is meant to be placed on each table at any location and that allows users (restaurant patrons) to view the menu, place an order, access entertainment, make payments and leave feedback with a lot of ease and no confusion. The product is also part of a larger system that is integrated at the restaurant location, which includes a server, host and client that work

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## CREATIVE MINDS MEDIA PRODUCTIONS

together to communicate in real-time between the device at the customer's table and the corresponding devices in the kitchen and at the management station.

### Project Outline

#### Problem Worth Solving:

While every industry in the market seems to be quickly implementing digital solutions to improve ease of use and convenience, the global dining industry seems to be satisfied with the status quo and is seldom trying to venture into the age of technology. This will eventually create a major lag in an industry that is indispensable to the common consumer, whose entire life is being transitioned from the physical to the digital. It also creates an issue for restaurant operators, whereas those who are interested in evolving but haven't digitized their daily operations yet will be met with crippling technical obstacles, while those that do not see the benefit in digitization will inevitably get left behind.

Because our product offers a number of diverse features, each solution it provides tackles a different problem, all pertaining to different improvable aspects of the standard dining experience. Our product, accordingly, improves each factor of that experience independently and addresses them in chronological order. Firstly, we looked at the redundancy of using paper menus in a world that has discovered the negative repercussions of the excessive use of paper and is moving towards more environmentally friendly solutions. Then we looked at the often uncomfortable situation of ordering food while your host/waiter/waitress looms over your head, often in a rush and panic to get every last detail of your order correctly, as well as those of every other order on every other table that they're serving. We looked at ways to make this experience easier for both the customer and the server. We also looked at the waiting experience from the moment you place your order till the moment it actually arrives to your table, which could often be a long and awkward wait, depending on who you're with. We then examined ways to improve the very sensitive issue of payments and all the inconveniences associated with splitting payments, tipping and identifying the correct amount to pay. Finally, we looked at the sense of disconnection that often exists between a restaurant operator and their patrons and looked at ways to bridge that gap and deliver real and genuine feedback from the customer to the restaurant.

#### Our Solution:

With this product, we have devised new solutions to commonplace issues while also improving the functionality and efficiency of pre-existing solutions. In doing so, we addressed each issue individually and hand-picked the most unique and efficient method of implementation for each feature that our product offers.

Firstly, we have altered the way users view food menus, even digital ones, by creating a new interface that displays in great detail and clarity the ingredients of each item on the menu and allows users to filter all available food options by dietary or culinary preferences, whereby users can select a filter that shows all vegetarian or gluten-free options on a menu, for instance, or all exclusively chicken or beef options. And because we understand that presentation is key to the success of a restaurant, we have also designed a system that allows restaurant operators to seamlessly and

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easily update the photos associated with each item, with the additional option of adding a video or a 3-D render of the item to allow users to have a very realistic expectation of their dish before they order it.

Secondly, we have also changed the way that digital ordering works with a system that allows users to customize every last detail of their order in a way that is transmitted to the kitchen very clearly to avoid errors. Additionally, we have added quick widgets to order a few standard items from the home screen such as drink refills, extra utensils and dressings. That is also complemented by functions that allow for digital communication between the user and the server/host/wait staff.

Thirdly, we have included all-new ways to keep customers busy and entertained while their order is finalized and brought to them. These include family and group games, access to media, dessert recommendations, completing surveys for coupons and prizes as well as instant communication with the host/hostess assigned to the table. Future versions of our software are to include additional features such as internet browsing access, multi-player games with other patrons at the same location and access to media streaming services, among other features.

Fourthly, we have also created a payment system that mainly aims to provide the utmost convenience for the user, allowing them to pay through a variety of options as well as splitting payments by item. This means that each user would be able to select the items that they ordered and the system would automatically calculate each customer's total, it also allows each user to tip separately. And for those who like to share, the system even allows 2 or more users to share the cost of a single item if it is selected by several users.

Fifthly, our system comes with a unique and innovative method of receiving feedback, whereas survey questions are shown to the user in an animated 'story-telling' manner that takes in all the data from all the various responses, aggregates this data through an AI engine and produces comprehensive results to the restaurant operator that show which areas need the most improvement, which items sell the most and garner the best feedback and also rates staff members by quality of service based on reviews.

Finally, we built a system that not only significantly improves the user's experience in the restaurant, but is also usable outside of the location. Through our accompanying mobile app, RestaPOD, users can create accounts, save their favorite orders, explore dining locations around them that use RestaPOD, make reservations at their favorite locations, let the restaurant know of a special occasion before they arrive and even pay in advance before arriving at the restaurant.

#### Market Size & Segments:

Our product is quite easy to integrate into an existing infrastructure or into a completely new location and our implementation team is capable of having the entire system up and running within a matter of days depending on the location's size and technical capabilities, which means that our target market includes every restaurant chain as well as boutique and single-branch restaurants. On the other end, we aim to make our product as user-friendly and easy to use as possible to allow it to be accessible to all different kinds of users. Our product also operates in multiple languages to increase convenience and allow for a larger user segment.

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## Marketing & Sales:

Our marketing plan will include multiple stages due to the nature of our product and our plan for further expansion. Our initial launch will be in the local Canberra market, therefore, we will begin by targeting ACT-based restaurant chains and independent restaurant locations. The initial stage of marketing will focus on advertising our product to the food and beverage industry and signing up clients. This will be done through direct selling techniques such as pitching the product directly to major restaurant chains as well as local dining locations. Soon after, we will begin to approach restaurant chains on a national level as well as local dining businesses in other major Australian cities. As part of this stage of marketing, we will also be exhibiting at several trade shows that target the food and beverage industry, namely:

- The Gulfood Exhibition in Dubai, UAE
- The National Restaurant Association Show in Chicago, USA
- Africa's Big Seven Exhibition in Johannesburg, South Africa
- The Anuga Food Fair in Cologne, Germany
- The Fine Food Expo in Sydney, Australia

Following the initial stage of marketing, we will begin to expand our marketing efforts regionally and then internationally still targeting restaurant owners and operators.

Our marketing efforts will additionally include producing infomercials, print ads in F&B industry publications, digital pitch by e-mail to key decision makers and in-person presentations where our product is displayed and a demonstration of its functions is shown. We will also be sending out free samples of our client product to major chain operators along with an instructional video to allow them to explore the device's full potential. This will naturally be followed up by calls and in-person visits to further demonstrate how our product can catapult a business into a different sales category in a matter of months.

After this stage of marketing is completed and our product is implemented in the market, we will begin to direct our marketing efforts towards the end-user, whereby we will be heavily advertising the accompanying mobile app, RestaPOD, which allows the user to access even more features. Furthermore, this phase of marketing will focus on getting potential users to actually try out our product in person, which will be done by encouraging them to visit any location that hosts one or more RestaPODs. Marketing efforts in this stage will be a lot more general and will be done through a series of online commercials as well as online and in-app advertising for the mobile app. Other potential efforts may include billboard advertising as well as placing booths in vital mall locations where customers can try the product out for themselves. We will also be offering sign-up bonuses for new accounts, whereas new users will get a discount code for their first restaurant reservation done through the RestaPOD platform after signing up.

Our sales plan will follow the same chronology as our marketing plan, beginning with focus on increasing restaurant operator sign-ups through offering financial incentives and extra conveniences

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to early registrants while also expanding our team of sales representatives to cover as much ground as possible in terms of direct selling. We will also aim to provide express implementation and product testing to new registrants that sign up with us through any of the trade shows we will be exhibiting at. We will begin our sales process by targeting small and medium size F&B enterprises in Canberra, later moving on to larger chain restaurants in the same market. After this area is properly covered, we will then begin to categorically expand from inside out, which would allow us to enter new markets gradually and therefore effectively.

The second stage of our sales plan will focus on the user's experience and allowing as many users as possible to test our product and start using it and its accompanying mobile app. New users will receive discount codes for their first dining experience with a RestaPOD client. This will be done through well-placed booths in shopping locations across our target market, where users can drop by to test our product and receive a voucher if they sign up with a valid e-mail and credit card during their visit to our booth. We will also run weekly reports on our customer retention rates and periodically send out newsletter updates by e-mail to our users once a new restaurant chain has joined our network. The primary goal from this stage of sales is to build a mutually beneficial sales model where our marketing and sales efforts will be mutually beneficial to both our brand and our clients' brand.

#### Locations and Facilities:

Our operations would be headquartered in Canberra, where we plan to establish an administrative office in City and a service center in Belconnen within the first 12 months of operation. As the business progresses, we will be looking into expanding our administrative presence to other locations as required.

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