

thehospitalityportal.com

# Concept Presentation tips...

TIP - (don't add the tips page to your submission!).

- USE your own font but making sure all words are clear to read at all times.
- USE IMAGES where ever possible to tell your story. With happy and motivated people who love your concept - all the better!
- LANGUAGE used is English and is the most recognised globally. If you need support / translation please let us know.
- MONEY! - if you state any financials or fee requirements, use USD / £'s where possible.
- SIZE of the slide / PDF will be 4:3 like this one :) you can use 16:9 but it may get cropped.
- PDF - Please upload as a PDF and please aim to keep the file under 20Mb's if possible.
- QUALITY - less is sometimes more and you can share more information or more details when you get interest from projects, operators etc.
- FACTUAL - please be truthful and honest at all times, failure to do so will result in removal from the portal!
- CHAMPION - be super positive about your concept, don't be afraid to share your successes and awards.
- If you need any further help or guidance with your submission - email us on [admin@thehospitalityportal.com](mailto:admin@thehospitalityportal.com)

YOUR BEST CONCEPT  
PHOTO HERE

**CONCEPT NAME ON THE FRONT PAGE**

**THIS FRONT PAGE is the landing page and the icon for your concept in the portal. Make it impactful**

# SUMMARY PAGE

Summarise who/what the concept is, what you do, where you do it or why you do it.

It's a statement, so set it out...

Example: We are a successful bar operation with 4 bars in London who service a 500,00 people a year with amazing cocktails and fabulous evening experiences. We've been successful in creating a vibe, crowd and offer than can be replicated in high end, social markets with a young affluent consumer.

**BRIEF - Keep it  
Make it impactful**

***"Tell them what you're going to tell them" - Steve jobs.***

# Contents

List the contents here if you think its a long document!

Summary

What we're looking for.

Key information - What you get.

Operations.

Our brand / concept / idea.

Activations / Press / PR

Finance

# LOOKING FOR

Statement: let people know why you're in the portal and what you're looking for.

Example:

We're looking to license our bar brand to key European cities with a focus on nightlife and energy occasions. We will charge a licence fee of \$100K and royalties of 6% of gross turnover.

**If you're not sure  
please ask us.**

# CONCEPT INFORMATION SUMMARY

Summarise your concept...

Which Category do you operate in? (Quick Service / Fine Dining / Cocktail bar).

Who is your Customer? Who is the perfect patron? What do they spend per visit?

Where does your concept works best? Location; high street, back street, malls, beaches, hotels, basements or markets.

Are you providing a solution to a specific need or problem with your concept? Post work drinks, working lunches, catering for local businesses.etc

**Go with which  
outlet or location  
looks / operates  
best if you're not**

# WHAT YOUR POTENTIAL PARTNER CAN EXPECT....

In working with a partner; you and your business or brand offer a number of services, assets, rights or support when working together.... What are you looking for? Some examples.....

Brand rights to cover a city / country / region / area (Master Franchisor / Franchisee)

Brand Guidelines to how and when to work with and use the brand.

Marketing support

Defined and practiced marketing strategies with support.

Content for social media with photography / video from all other sites.

Support in global advertising / Support in creating local content

Operational Support

3rd party procurement or preferred suppliers.

Be present to the final interview process and/or sign off requirements for senior staff

Define the central / current team and what support they'll give in what area.

Menu and development from your chef

Menu and drinks development from the bar team

**Trade marked /  
Protected assets  
are best licensed /  
franchised.**



# YOUR OPERATIONS

Top line information about your structure / team / experience in operating the concept.

How many outlets do you have? Do you seek to grow to?

Size of current restaurant footprints in sq/m or sq/ft and parameters of front of house/back of house ratio's

Have you any stars/awards in the operation to share?

**Any top line  
information / team  
photo is a good  
insert!**

# IT'S ALL ABOUT YOU...

What are you known for and how people recognise you...

Menu examples and signature dishes or core drinks...

Do you have a recognised bartender, chef, performer?

Do you have anything trademarked which is or could be a brand asset...?

**Brag about awards,  
amounts of dishes or  
drinks served or your  
insta following!**

# ACTIVATIONS - PRESS / PR

Everyone loves a brand, concept or idea that can activate - it drives sales / content / PR and importantly returning guests.

List / show the events / activities and activations.

Social media reach or PR reach, who are your followers and how engaged they are.

Press and papers are essential - even better if there's a value or audience reach to support it.

**If someone else  
has promoted or  
loved you; share it.**

# FINANCE

NOTE - You don't need to be too sensitive over the financial information. Viewers can't download it, it should be top line and everyone in the portal is vetted and pre-approved. You don't need to share a full P&L but a summary is always good.

Example: Yearly turnover, EBITDA, Profits Gross/Net. Anything that paints a true picture of your successful business.

**Keep it top line /  
informative, secure  
and factual.**