

# My Restaurant Strategist

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## Company Fact Sheet

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### Quick Facts

<b>Company Name</b>	My Restaurant Strategist
<b>Website</b>	app.myrestaurantstrategist.com
<b>Founded</b>	2025
<b>Founder</b>	Charles Ho
<b>Industry</b>	Restaurant Technology / SaaS
<b>Headquarters</b>	Malaysia

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### The Problem We Solve

**60% of new restaurants fail within their first year. 80% close within five years.**

Most failures are preventable. The three biggest killers:

1. **Bad lease agreements** that drain cash for 10+ years
  2. **Permit delays** that burn through reserves before opening
  3. **Poor financial awareness** — owners who don't understand prime costs until it's too late
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### Our Solution

My Restaurant Strategist is an **AI-powered pre-opening and operations platform** that packages 30+ years of restaurant consulting expertise into accessible, affordable tools.

#### What makes us different:

- **19 major tool categories** covering the complete restaurant lifecycle
  - **AI Restaurant Coach** providing 24/7 personalized guidance
  - **Structured 6-phase journey** from concept to grand opening
  - **Free tier available** — expert guidance accessible to everyone
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## **Platform Capabilities**

### **Phase 1: Explore & Validate**

- AI Restaurant Coach (24/7 virtual consultant)
- Concept Validation Tool
- Restaurant Readiness Quiz

### **Phase 2: Plan Your Business**

- AI Business Plan Generator
- Location Analysis Engine
- Startup Cost Calculator
- Timeline Visualizer

### **Phase 3: Set Up Finances**

- Break-Even Analysis
- Financial Projections
- Prime Cost Calculator
- Funding Navigator
- Insurance Calculator

### **Phase 4: Build Your Menu**

- Menu Engineering Tools
- Supplier Marketplace
- Purchasing Groups

### **Phase 5: Launch & Operate**

- Licensing & Permits Wizard
- Lease Negotiation Calculator
- Health Inspection Prep
- POS System Comparison
- Staffing Calculator
- Kitchen Layout Analyzer
- Soft Opening Planner
- Opening Day Checklist

### **Phase 6: Grow & Thrive**

- Marketing Hub
  - Customer CRM
  - Review Management
  - Gift Card Program
  - Staff Scheduling
  - Multi-Brand Management
  - Exit Strategy Planner
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## Key Statistics

Metric	Value
Tool Categories	19
AI-Powered Features	12+
Supported Languages	10+
Pricing Tiers	4 (Free, Starter, Professional, Premium)

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## About the Founder

**Charles Ho** is a restaurant industry strategist with over 30 years of hands-on consulting experience. His practice has guided hundreds of restaurant openings, giving him front-row visibility into both the triumphs and the preventable failures that define the industry.

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## Press Contact

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Last updated: March 2026