

PRESS RELEASE

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New AI-Powered Platform Tackles Restaurant Industry's 60% First-Year Failure Rate with the Most Comprehensive Pre-Opening Toolkit Ever Built

My Restaurant Strategist combines 30 years of restaurant consulting expertise with artificial intelligence to give first-time owners the same guidance that once cost \$50,000+ in consulting fees

KUALA LUMPUR — March 2026 — At a time when 60% of new restaurants fail within their first year and 80% close before reaching their fifth anniversary, a veteran restaurant consultant has launched what industry observers are calling the most complete pre-opening platform ever created for aspiring restaurant owners.

My Restaurant Strategist (app.myrestaurantstrategist.com (<https://app.myrestaurantstrategist.com>)), founded by Charles Ho — a restaurant industry strategist with over 30 years of hands-on consulting experience — is a web-based platform that packages decades of operational expertise into an AI-powered toolkit covering every stage of the restaurant journey, from initial concept validation through grand opening and beyond.

“After three decades of consulting with restaurant owners, I kept seeing the same pattern: brilliant, passionate people losing everything because they didn’t know what they didn’t know,” said Charles Ho, founder of My Restaurant Strategist. “The three biggest killers are bad lease agreements, permit delays that burn through cash reserves, and owners who don’t understand their prime costs until it’s too late. This platform was built to eliminate all three — and everything else that trips up first-timers.”

A Platform Born from Real-World Consulting Experience

Unlike generic business planning tools or disconnected restaurant resources scattered across the internet, My Restaurant Strategist provides a structured, guided pathway that mirrors the actual process a \$500-per-hour restaurant consultant would walk a client through. The platform’s AI Restaurant Coach — a virtual consultant trained on decades of industry knowledge — provides personalized, 24/7 guidance tailored to each user’s specific concept, market, and circumstances.

19 Major Tool Categories Covering the Complete Restaurant Launch Lifecycle

The platform organizes its capabilities into six progressive phases:

Phase 1 — Explore & Validate: AI-powered concept validation, restaurant readiness assessment, and an AI Restaurant Coach that acts as a personal consultant available around the clock.

Phase 2 — Plan Your Business: Comprehensive business plan generator, AI-powered location analysis, startup cost calculator, and interactive timeline visualization that maps every milestone from lease signing to opening day.

Phase 3 — Set Up Finances: Break-even analysis, financial projection modeling, a Prime Cost Calculator that tracks the metric responsible for more restaurant closures than any other, funding navigator for SBA loans and investor preparation, and an insurance cost estimator.

Phase 4 — Build Your Menu & Supply Chain: Menu engineering tools that optimize for both customer satisfaction and profit margins, supplier marketplace connections, and purchasing group access for better wholesale pricing.

Phase 5 — Launch & Operate: Licensing & Permits Wizard that maps every required permit by jurisdiction and tracks deadlines, lease negotiation calculator with clause-by-clause analysis, health inspection preparation system, POS system comparison tool, staffing calculator, kitchen layout analyzer, soft opening planner, opening day checklist, and a complete operations management command center.

Phase 6 — Grow & Thrive: Marketing hub with campaign management, customer CRM, review management across platforms, gift card program, community engagement with gamification, staff scheduling, multi-brand management for owners expanding to additional locations, and an exit strategy planner.

Addressing the “Three Deal-Breakers” Head-On

My Restaurant Strategist was specifically engineered around the three failure points that Ho identified as the most catastrophic across his consulting career:

1. The Lease Trap: The platform’s Lease Negotiation Calculator analyzes commercial lease agreements clause by clause, identifying unfavorable terms, calculating true occupancy costs, and providing negotiation talking points. “A bad lease is a 10-year prison sentence,” Ho noted. “Most first-timers don’t realize their lease will consume 30-40% more than the base rent once CAM charges, percentage rent, and escalation clauses kick in.”

2. The Permit Maze: The Licensing & Permits Wizard maps every required license and permit based on the user’s specific location, restaurant type, and service model — from liquor licenses to health department approvals to fire safety certificates. It generates a sequenced checklist with estimated timelines and costs, preventing the permit delays that can add months and tens of thousands of dollars in carrying costs.

3. The Cash Hemorrhage: The Prime Cost Calculator provides real-time tracking of the combined food cost and labor cost percentage — the single most important financial metric in restaurant operations. Industry benchmarks suggest prime costs should stay between 55-65% of revenue, yet Ho estimates that fewer than 20% of first-time owners even know what “prime cost” means before opening.

Technology Stack and Accessibility

My Restaurant Strategist is built as a modern web application accessible from any device with a browser — no downloads or installations required. The platform leverages artificial intelligence throughout, from its conversational AI Coach to its location analysis engine to its business plan generator, which produces investor-ready documents.

The platform offers tiered access:

- **Free Tier:** Core tools including the AI Restaurant Coach, concept validation, and resource library
- **Starter Plan:** Expanded access to financial tools, menu engineering, and business planning

- **Professional Plan:** Full access to all operational tools, marketing hub, and analytics
- **Premium Plan:** Everything in Professional plus multi-brand management, priority support, and advanced strategic planning tools

About Charles Ho

Charles Ho is a restaurant industry strategist, consultant, and author with over 30 years of experience helping restaurant owners navigate the complexities of launching and operating successful food service businesses. His consulting practice has guided hundreds of restaurant openings across multiple markets, giving him a front-row seat to both the triumphs and the preventable failures that define the industry. He can be reached on LinkedIn at linkedin.com/in/charles-ho-author-restaurant-strategist-b9a96717 (<https://linkedin.com/in/charles-ho-author-restaurant-strategist-b9a96717/>).

About My Restaurant Strategist

My Restaurant Strategist is an AI-powered restaurant pre-opening and operations platform that transforms 30 years of expert consulting knowledge into accessible, affordable tools for aspiring and current restaurant owners. The platform covers the complete restaurant lifecycle — from initial concept validation through grand opening and ongoing operations — with 19 major tool categories, an AI-powered virtual consultant, and structured guidance designed to dramatically reduce the failure rate among new restaurant ventures. Visit app.myrestaurantstrategist.com (<https://app.myrestaurantstrategist.com>) to explore the platform.

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My Restaurant Strategist

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Editor's Notes:

- High-resolution screenshots and a media kit are available upon request.
- Charles Ho is available for interviews and expert commentary on restaurant industry trends, failure prevention, and the role of AI in food service operations.
- A complimentary Professional-tier press account can be provided for editorial review purposes.