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Gsell_COMP523-FA2021

Application Processing

Stage	Invite to Pitch
Program applying to	UNC Dept of Computer Science
Account Name	Gsell Inc
Founder's survey Prefill link	www.tfaforms.com/4600347?account=0011M00002df2l2&campaign=&opp=0061M00001BYuC3

Opportunity

Opportunity Name	Gsell_COMP523-FA2021	Opportunity Owner	COMP523 ProgramMgr
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Primary Contact

First name	Christopher
Last name	Gsell
Email	cgsell@live.unc.edu
Professional Title	CEO

Project Idea

Reason for application Cafes are increasingly becoming a place for work or study. While this might mean a full and bustling cafe, the cafes don't actually gain that much from this trend as these customers are only making small purchases for significant time spent at the tables. In fact, it is actually a negative to have people stay a long time at the cafe because it reduces the cafe's capacity to take new customers who want to dine-in.

This app will address this situation, benefiting both the cafe and the customers. For the cafe, the app will monetize a customer's time in the cafe. For the regular customer, it will result in more table access with higher turnover. Moreover, customers would feel more comfortable staying for extended periods of time.

Currently there is an inefficiency in the market where time spent at a table is valuable – that value is unrealized.

CS - Current Solution There are pop-up co-working spots next to cafes. Some cafes have also placed time limits on table use. However, no direct monetization approach has been attempted.

CS - Who are users? Users of the software would be both cafes and customers. Cafes would set up the virtual environment where customers can choose the table, time period, and execute the purchase.

CS - Software Access Point Web browser (desktop); Web browser (mobile)

Other Access Point

CS - Additional Constraints No particular constraints yet, but from initial drafting it seems like using Stripe's merchant account and gateway makes the most sense.

CS - Concerns with student ownership? No, I do not have concerns.

CS - Describe Concerns

CS - Protected health information? No

Additional
information

Comments

Client Expectations

CS - How critical is software?	This project is not critical – it's simply an optimization of the market.
CS - Available to pitch?	Yes
CS - Available to convey requirements?	Yes
CS - Available to answer questions?	Yes
CS - Reasonable expectations?	Yes
Consulting - Attend team meetings?	Yes
CS - Able to pay for infrastructure?	Yes

Client Group

Founder 2

Founder2 First name

Founder2 last name

Founder2 email

Founder 3

Founder3 first name

Founder3 last name

Founder3 email

Founder 4

Founder4 first name

Founder4 last name

Founder4 email

Pitch Survey Information

CS - Pitch Availability	Both days work equally well for me.
Other Availability	
CS - Recording of presentation	
Project Name	Cafe Reservation System

Description When cafes get crowded, especially in Chapel Hill and especially with the limited Covid seating, it becomes difficult to find a table. Moreover, many people love to work for long periods of time at a cafe, especially with remote work still prevalent. While it may be ideal for the customer to buy a cup of coffee and sit at the table for hours, it is not ideal for the cafe. This app will solve this issue by allowing customers to reserve tables in advance. If a cafe is particularly busy during a part of the day, they can even charge for these reservations. This app will be a win-win as customers will be assured a table if they reserve it, and cafes will make money from those who before were taking up space.

Application Details

Close Date 6/1/2021

Account Information

Business Organization Account

Account Name	Gsell Inc	Phone	
Parent Account		Website	
Account Active Status		Email	
Type of Business Organization		Fax	
Other Business Org Type		UNC DAVIE ID	
CRVF Investment		Account Owner	COMP523 ProgramMgr
CAN investment			
Contact			

Address

Billing Address	United States	Shipping Address	United States
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Additional Information

Description	Industry
Comments	

System Information

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