Second Shift

Every restaurant kitchen in town stands empty for about sixteen hours a day. We rent out the dark ones.

Pitch and launch plan by Pencil of Nature. All figures illustrative.

Two people, one problem

Amara makes hot sauce

She has a real business and a growing waitlist. She cannot legally sell food made at home, and a commercial kitchen of her own would cost more than she earns.

Marco runs a trattoria

He pays rent, insurance and rates around the clock on a kitchen that is cold from midnight till ten. He would rent it, if renting it were not a nightmare.

A kitchen by the hour, booked like a hotel room

List

A restaurant sets its dark hours, house rules and equipment. We check hygiene rating, insurance and extraction.

Book

A verified food maker books a shift. Their licence and allergen plan are checked once, then carried with them.

Cook

A smart lock opens at the start of the shift. A before and after photo log settles any dispute over a dirty pan.

Illustrative figures

Why the numbers can work

£22

typical shift rate per hour

18%

our share of each booking

6

bookings a month to repay a host's set-up

A restaurant earning from six extra shifts a month covers its insurance.
For a maker, the same shifts cost a fraction of a lease.

Go to market: one city, one street, one sauce at a time

Seed

Sign twenty kitchens in one Bristol postcode, by hand. Being on foot beats being on social.

Prove

Recruit makers from local markets and trade groups. Target: a hundred booked shifts a month.

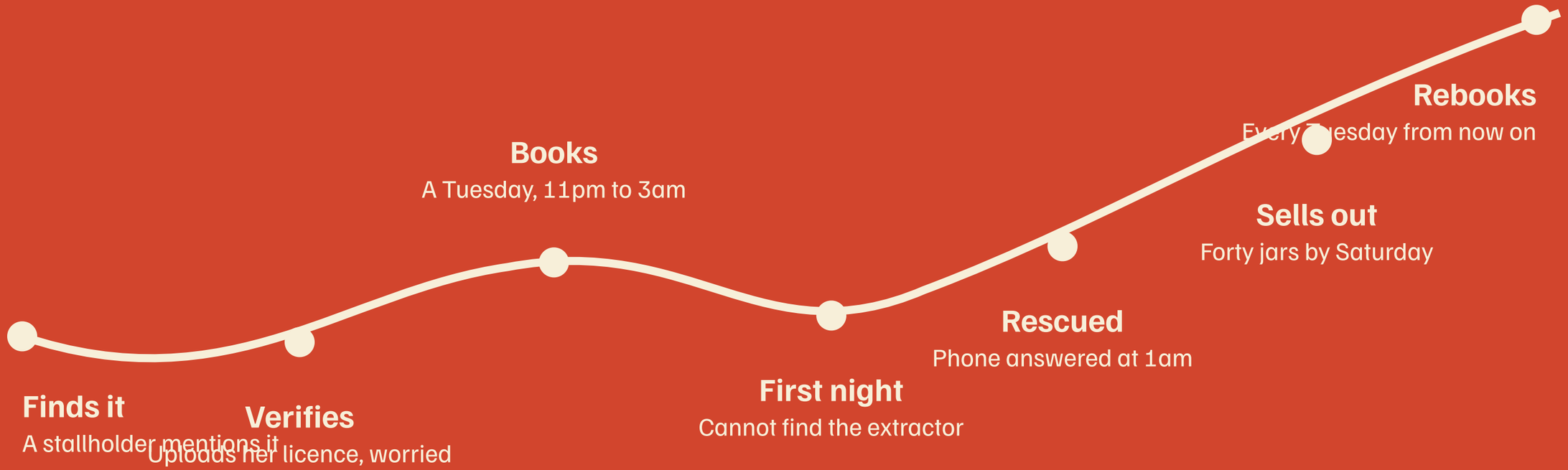
Repeat

Copy the playbook to Leeds and Glasgow, and only then spend on brand. Density beats coverage.

The first year

Quarter	Product	Supply	Demand	Must be true
Q1	Booking, ID and insurance checks	20 kitchens in BS6	30 makers from waitlist	Environmental health signs off the model
Q2	Smart lock and photo log	40 kitchens	100 shifts a month	Fewer than one dispute in fifty shifts
Q3	Repeat booking, packs and labels	Leeds launch	300 shifts a month	Half of shifts are repeat bookings
Q4	Host payouts and dashboards	Glasgow launch	700 shifts a month	Contribution positive in Bristol

Amara's first shift



Business model

Key partners Restaurants with dark hours. Food-licensing officers. An insurer. A smart lock maker.	**Key activities** Vetting. Scheduling. Keeping disputes rare.	**Value proposition** Makers get a legal kitchen by the hour. Hosts get paid for a room that was doing nothing.	**Relationships** Local market manager in each city. A human on the phone at 5 a.m.	**Customers** Micro food brands, supper clubs, caterers and bakers. Independent restaurants and pubs.
	Key resources Trust data on every kitchen and maker.		**Channels** Farmers' markets, trade bodies, kerbside sign-ups.	
Costs Local teams, insurance cover, payments, compliance.		**Revenue** 18% of each booking, plus optional packaging and labelling services.		

What we would do next

Prove Bristol, then ask for a seed round to open three more cities. Sixteen hours a day is a lot of kitchen to waste.

£1.2m

illustrative raise, for eighteen months and three cities

All figures illustrative.