PROCEED TO SITE DILIGENCE — CONDITIONS ATTACHED

Do not sign the lease yet.

SAMPLE REPORT — SOUTH CONGRESS, AUSTIN

Your report covers your address.

60 ± 9

VRI · MODEL UNCERTAINTY

0 50 70 100

Location Attractiveness	60/100
Micro-location	+0
Financial Viability	MODEL CLEARS — VERIFY
Investment Risk	MEDIUM
Data Confidence	65%

The conservative case ($24,200/month) already clears the $19,366/month break-even; the investment case improves from there toward the established scenario ($42,300/month).

> NEXT:
>
> Verify the $1,398/month planning rent with three independent broker quotes; Count footfall on-site across a weekday and a weekend, at your own trading hours; Test throughput against the counter capacity this report assumes.

VRI — Viability Rating Index. A 0–100 composite score of this location's viability, from competitor density, rent, demand, sentiment, and regulatory signals. Higher is better; a composite indicator, not a guarantee.

Viabe Location Check

South Congress, Austin CAFE

WHAT THIS REPORT IS MEASURED AGAINST

Location	South Congress, Austin, 78704
Business	Cafe
Serving	Coffee & Tea, Bakery & Patisserie
Space	600 sqft

Every figure that follows is conditioned on these. If any is wrong, tell us and we will re-run it.

An AI screening of your location using public signals — it organises your early diligence and shows you exactly what to verify on the ground. It is not a substitute for a broker or consultant feasibility study.

PREPARED FOR	REPORT DATE	ORDER ID
Sample Report	August 24, 2026	VIABE-015A2704

01 Executive Summary & VRI Score

Modelled from stated assumptions and public signals — see the badges on each figure.

60 ± 9 PROCEED WITH CAUTION

DECISION

PROCEED TO SITE DILIGENCE — CONDITIONS ATTACHED

Do not sign the lease yet.

Location Attractiveness	**60/100**
Micro-location	**+0**
Financial Viability	**MODEL CLEARS — VERIFY**
Investment Risk	**MEDIUM**
Data Confidence	**65%**

The conservative case ($24,200/month) already clears the $19,366/month break-even; the investment case improves from there toward the established scenario ($42,300/month).

NEXT:

Verify the $1,398/month planning rent with three independent broker quotes; Count footfall on-site across a weekday and a weekend, at your own trading hours; Test throughput against the counter capacity this report assumes.

Decision: PROCEED WITH CAUTION — the model clears break-even at the current terms; validate rent, footfall and conversion on the ground before committing. Verdict (PROCEED WITH CAUTION) reflects the VRI band; Operating constraints (High) — category saturation high, component(s) in the red band: competitor density, documented moderate flood / waterlogging exposure at this locality, setup capital is not recovered on a reasonable horizon if revenue never grows past the conservative case — that must be mitigated for the verdict to hold.

South Congress cafe faces a modeled estimate of 550 daily catchment visits with demand concentrated during 07:00–16:00 morning-to-midday hours. The planning rent burden is 7.7% of conservative early-stage monthly revenue, calculated against a $1,398 planning estimate; this sits well below the 15% monitoring threshold. The 8 direct competitors in the immediate area and 16 adjacent venues indicate a dense cafe segment, with the reporting sample averaging 4.51/5 — suggesting established customer expectations. At 24 seats and seat-turnover-driven revenue, the location's tight fit between local supply and the modeled daily footfall creates both a capacity limit and a marketing dependency early on.

Rent planning assumption: $2.33/sqft × 600 sqft = $1,398/month. Median of 7 commercial listings, all in South Congress. Rent burden shown in Section 04.

TOP 3 RISKS

- ▲ Regulatory: South Congress does not have one uniform commercial zoning classification; parcels in the South Congress Combined planning area may carry different base and combining districts, including neighborhood-plan, conditional-overlay, mixed-use, and vertical-mixed-use designations.
- ▲ Morning peak-hours clustering (07:00–16:00) may constrain customer capture outside coffee-and-pastry dayparts, limiting venue utilization in afternoon and evening hours.
- ▲ Eight direct competitors operate within walking distance; average rating of 4.51/5 across the reporting sample means new entry requires differentiated service or menu positioning to build repeat traffic.

TOP 3 OPPORTUNITIES

- ● Modeled morning demand (550 daily visits) is concentrated in a 9-hour window; first-mover positioning on opening time and weekday-morning service clarity can capture the pre-work and school-drop-off segments ahead of competitors.
- ● Delivery platform integration (6 mid-tier outlets already active in the zone) allows off-site revenue without seat constraints; testing DoorDash and Uber Eats penetration in Month 2–3 can unlock margin beyond dine-in.
- ● Loyalty-card or app-based repeat purchase tracking enables data-driven menu iteration and off-peak promotions (afternoon pastries, early-dinner savory items) to flatten daily revenue volatility and reduce meal-daypart dependency.

TOP 3 IMMEDIATE ACTIONS

01 Confirm achievable rent and lease terms with 2–3 local commercial brokers within 60 days; request landlord rent-hold letters for your financial modeling.

02 Conduct a 2-week operational pilot in a comparable Austin cafe to validate seat-turnover assumptions (target: 1.6+ turns/seat/day at typical dwell times).

03 Verify City of Austin Planning and Zoning conditional-use permit requirements and health/food-safety permit timelines with the local health authority; request written approval schedules.

BEFORE YOU SIGN — SITE VALIDATION REQUIRED

This report is based on area-level intelligence. The following must be validated in person before committing to a lease:

- [ ] Frontage — is the unit visible from the main road?
- [ ] Entry visibility — can a first-time visitor find it without effort?
- [ ] Pedestrian flow — observe morning, lunch, and evening traffic on ground
- [ ] Anchor proximity — identify the nearest footfall driver (supermarket, transit stop, office building)
- [ ] Signage rights — confirm external board placement with the landlord

Area intelligence confirms this market can support a cafe. Site intelligence determines whether this unit can win.

Risk Matrix

RISK	LIKELIHOOD	IMPACT	MITIGATION
Peak-hours demand concentration limits off-peak utilization	High	Medium	Design off-peak menu and pricing (e.g., afternoon wine, early-dinner savory items) starting Month 2; test with in-house loyalty cardholders before broad promotion.
High direct-competitor density may compress market share and rating trajectory	High	Medium	Establish unique positioning (e.g., single-origin espresso and house-made pastries vs. ice-cream-focused competitors) in pre-launch marketing; monitor opening-week Google and Yelp response for rapid service or menu adjustments.
Seat-turnover model requires 1.6–3.6 turns/day to hit revenue targets; operational variance (slow service, staff learning curve) may extend ramp timeline	Medium	High	Validate turnover assumptions with 2-week operational pilot in a comparable Austin cafe (shadow service, measure seat occupancy and dwell time). Hire experienced barista/cafe manager in advance; budget for Month 1–2 staff training overhead.
Rent confidence is 60%; actual achievable rent may range $1,098–$1,698/month depending on landlord negotiation	Medium	Medium	Engage 2–3 local commercial brokers to confirm rent-per-square-foot benchmarks before lease signature. Request 6-month rent-reduction trial period or tenant-improvement credits to offset opening-month ramp risk.

RISK	LIKELIHOOD	IMPACT	MITIGATION
Planning rent burden (7.7%) assumes conservative early-stage revenue; actual cash burn may be higher if ramp extends beyond Month 3	Medium	High	Model 6-month cash reserve including fixed costs (rent, utilities, insurance, base labor, platform fees). Confirm with your CPA that early-stage revenue scenario ($24,200/month) covers variable costs (COGS, hourly wages, card processing) with at least 20% margin.

Walk-Away Triggers

If ANY of the following becomes true during diligence or lease negotiation, walk away — no amount of execution recovers a broken foundation:

01 Asked rent exceeds $2,341/month, measured on All In Rent (a market-premium line above the area's planning rent — above this you are paying a premium the comparable evidence does not support (at $2,341, rent burden is 9.7% of the conservative plan))

02 Frontage is not main-road visible or the unit sits inside a non-arterial lane

03 Signage rights for external board placement are restricted or denied by the landlord

04 A new direct competitor opens within 200m before lease signing (already a direct-heavy market — further density is a clear no)

Threshold note: this trigger is a market-premium line above the area's planning rent ($2,341) — at that rent your burden is 9.7% of the conservative plan, still inside the range this report treats as affordable.—

VRI Score Breakdown — 4 of 5 components scored this run

The VRI measures location attractiveness — footfall, competition, demand, regulatory context. It is not financial viability, which is assessed separately in the Financial Viability section and can fail on economics at an attractive location.

COMPONENT	SCORE (0–100)	DATA SOURCE
Regulatory	65	regulatory lookup web research
Rent Burden	90	planning rent burden
Demand Signal	62	Demographic baseline and local area records
Data Confidence	65	Internal data confidence assessment
Competitor Density	32	deterministic: tier-weighted count 18.2 via smooth curve over 8 direct, 16 adjacent and 6 indirect competitors
Sentiment Momentum	not scored	not scored this run — the score reflects the scored components only

VRI is a composite indicator based on available data signals. It is not a prediction of business success or failure. Accuracy improves as more outcome data is collected over time.

Concept-Fit Alerts

8 direct competitors found within the search radius (saturation: high). Differentiation and a strong launch strategy are critical to capture market share.

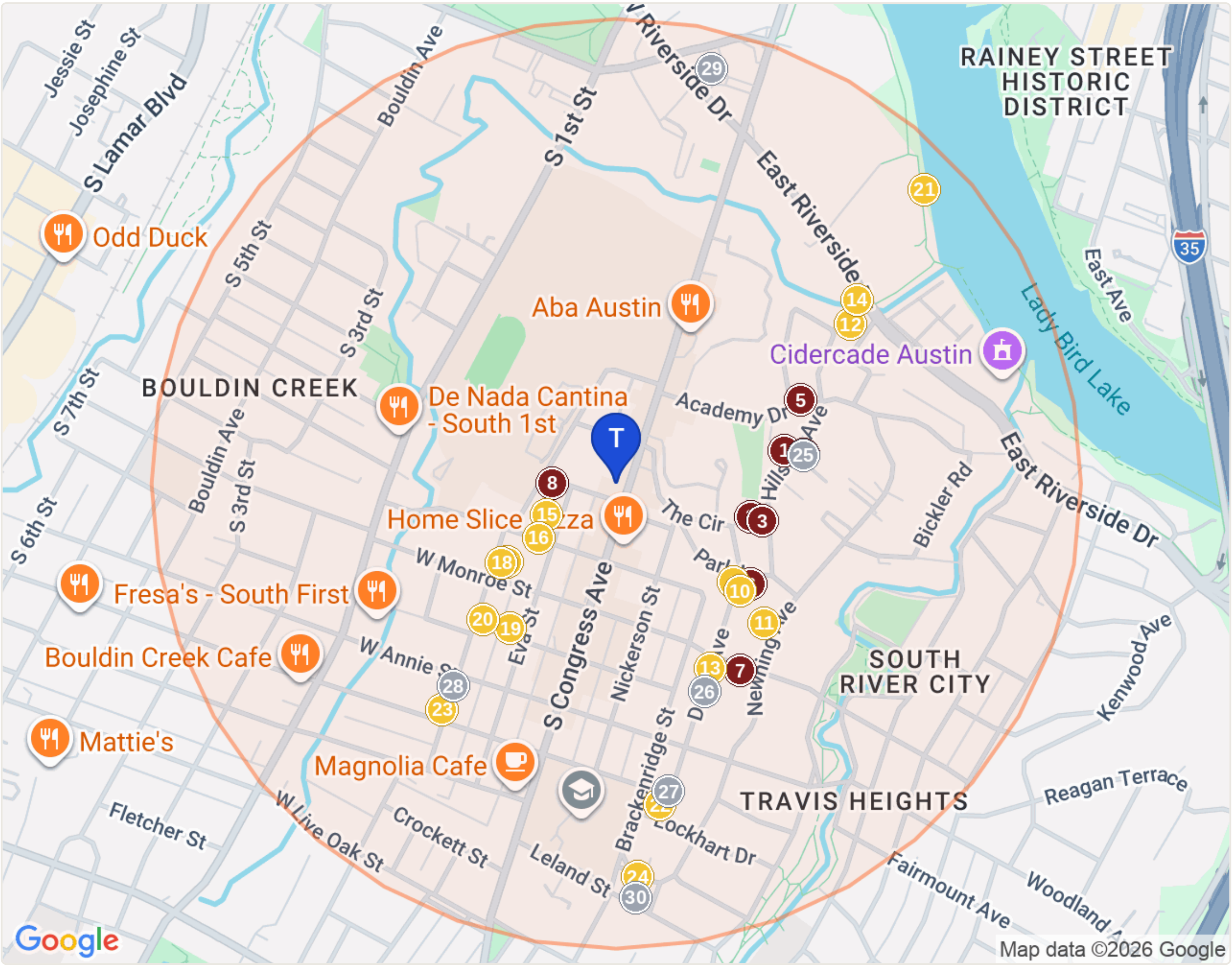
Modelled personas indicate ~20% vegetarian preference in this area — validate with on-ground diligence before committing to a vegetarian-only concept; a mixed menu is a hedged alternative.

Before signing: negotiate lock-in period (3yr+ for F&B fit-out ROI), annual escalation cap (≤5%), 3-6 month rent-free fit-out period, early exit clause, and signage rights in the lease agreement.

02 Competitor Landscape

30	High	4.5 ★
Competitors in search area	Market Saturation	Average Competitor Rating

Location & Competitor Map



● Your Location ● Direct ● Adjacent ● Indirect

Numbered pins match the numbered rows in the competitor table below.

Competitor Segmentation

8 | 16 | 6

DIRECT 8 ADJACENT 16 INDIRECT 6

Direct = same business category (e.g. another bakery for a bakery). Adjacent = same daypart / occasion. Indirect = different format. These are category counts, not proximity counts; the distance ring breakdown below shows how many of these competitors sit within walking range.

Competitors by Overlap — Search Area

YOUR BUSINESS — PRICE POSITIONING

$$ — Mid-range ($15–$40 per person)

As you provided on your order.
Every competitor below is grouped against this — same price level, one step away, or further.

#	NAME	BUSINESS TYPE	DISTANCE	PRICE	RATING
DIRECT					
1	**Jo's Coffee – South Congress** 1300 S Congress Ave, Austin	Cafe	260 ft	$*	★★★★☆ **4.4** (1,983)
2	**Gelato Paradiso** 1400 S Congress Ave Ste B160, Austin, TX 78704, USA	Other Desserts & Ice Cream	270 ft	$*	★★★★☆ **4.8** (562)
3	**La La Land** 1400 S Congress Ave Ste A102, Austin	Cafe Coffee & Tea	270 ft	$$*	★★★★☆ **4.2** (458)
4	**Amy's Ice Creams** 1301 S Congress Ave, Austin	Other Desserts & Ice Cream	310 ft	$*	★★★★☆ **4.5** (1,662)
5	**Jeni's Splendid Ice Creams** 1208 S Congress Ave, Austin	Other Desserts & Ice Cream	630 ft	$*	★★★★☆ **4.5** (674)
6	**Plaza Columbia** S Congress Ave, Austin, TX 78704, USA	Cafe Coffee & Tea	720 ft	$$*	— N/A
7	**Sips & Sweets** 1701 S Congress Ave, Austin	Cafe Coffee & Tea	0.3 mi	$$*	★★★★☆ **4.4** (20)
8	**Maaribu Cafe & Gifts** 1413 S 1st St, Austin	Cafe Coffee & Tea	0.3 mi	$$*	★★★★☆ **4.6** (153)

— Your business type, within a short walk, at your price level.

#	NAME	BUSINESS TYPE	DISTANCE	PRICE	RATING
ADJACENT					
9	**Little Brother Coffee & Kolaches** 1512 S Congress Ave, Austin	Cafe Coffee & Tea	740 ft	$*	★★★★☆ **4.2** (108)
10	**Magick Matcha** 1516 S Congress Ave, Austin	Cafe Coffee & Tea	780 ft	$*	★★★★☆ **4.6** (126)
11	**Mañana** 1603 S Congress Ave, Austin	Cafe Coffee & Tea	980 ft	$*	★★★★☆ **4.4** (766)
12	**Two Hands** 1011 S Congress Ave Ste 170, Austin	Cafe Breakfast & Brunch	0.2 mi	$$$*	★★★★☆ **4.4** (1,089)

#	NAME	BUSINESS TYPE	DISTANCE	PRICE	RATING
13	**Big Top Candy Shop** 1706 S Congress Ave, Austin	General Retail Desserts & Ice Cream	0.3 mi	$*	★★★★☆ **4.6** (1,252)
14	**Matcha Mama at Equinox Austin** 1007 S Congress Ave Ste 100, Austin	Cafe Healthy & Bowls	0.3 mi	$$$*	★★★★☆ **4.5** (45)
15	**Elizabeth Street Café** 1501 S 1st St, Austin	Cafe Vietnamese	0.3 mi	$$$*	★★★★☆ **4.3** (2,618)
16	**Gourdough's Big Fat Donuts & Coffee** 1503 S 1st St, Austin	Bakery Bakery & Patisserie	0.3 mi	$*	★★★★☆ **4.6** (2,807)
17	**Blue Suede** 1600 S 1st St Ste 120, Austin, TX 78704, USA	Cafe Gastropub & Bar Food	0.4 mi	—	★★★★☆ **4.9** (47)
18	**Proud Pie** 1600 S 1st St Ste 110, Austin	Bakery Bakery & Patisserie	0.4 mi	$$*	★★★★☆ **4.3** (4)
19	**Dolce Neve Gelato** 1713 S 1st St, Austin	Other Desserts & Ice Cream	0.4 mi	$*	★★★★☆ **4.7** (1,161)
20	**La Pâtisserie** 602 W Annie St, Austin	Bakery Bakery & Patisserie	0.4 mi	$$*	★★★★☆ **4.4** (508)
21	**Bennu Coffee on Congress** 515 S Congress Ave, Austin	Cafe Coffee & Tea	0.4 mi	$*	★★★★☆ **4.5** (1,601)
22	**The Salty Donut** 2000 S Congress Ave, Austin	Bakery Bakery & Patisserie	0.5 mi	$*	★★★★☆ **4.6** (1,241)
23	**Churro Co** 1906 S 1st St, Austin	Qsr Desserts & Ice Cream	0.5 mi	$*	★★★★☆ **4.6** (1,028)
24	**The Meteor** 2110 S Congress Ave, Austin	Cafe Italian & Pizza	0.6 mi	$$$*	★★★★☆ **4.4** (607)

— Your business type a little further out, or a step away in price.

INDIRECT

#	NAME	BUSINESS TYPE	DISTANCE	PRICE	RATING
25	**Soco** 1301 S Congress Ave, Austin, TX 78704, USA	Other Mediterranean	310 ft	$$$*	— N/A
26	**Tiny Grocer / SOCO Grocery** 1718 S Congress Ave, Austin	Grocery Sandwiches & Deli	0.3 mi	$$$*	★★★★☆ **4.1** (119)
27	**Magnolia Cafe** 1920 S Congress Ave, Austin	Restaurant Breakfast & Brunch	0.4 mi	$$$*	★★★★☆ **4.5** (7,304)

#	NAME	BUSINESS TYPE	DISTANCE	PRICE	RATING
28	**Bouldin Creek Cafe** 1900 S 1st St, Austin, TX 78704, USA	Restaurant Breakfast & Brunch	0.5 mi	$$$*	★★★★☆ **4.7** (4,848)
29	**Sandy's Hamburgers** 603 Barton Springs Rd, Austin	Qsr Burgers & Fried Chicken	0.6 mi	$*	★★★★☆ **4.5** (3,692)
30	**The Lawn** 2118 S Congress Ave, Austin, TX 78704, USA	Qsr Japanese	0.6 mi	—°	★★★★★ **5.0** (20)

— Everything else nearby — a different business, or too far, or too far apart on price.

Google Maps Business listings, ratings and locations

69 competitors found, 30 retained after relevance cap. Viabe overlap classification: 8 direct, 16 adjacent, 6 indirect. Review-volume ranking below is within the rendered competitor subset, not the full market. Prices marked * are the venue's typical spend per person, established from review and aggregator sources and placed against the same price bands offered on the order form. Venues marked ° carry a price level on their public listing, but no per-person figure could be established for them. A listing price level is a relative worldwide scale rather than an amount, so it is not comparable with your own price band and was not used to judge how closely those venues compete.

Delivery & Online Competition

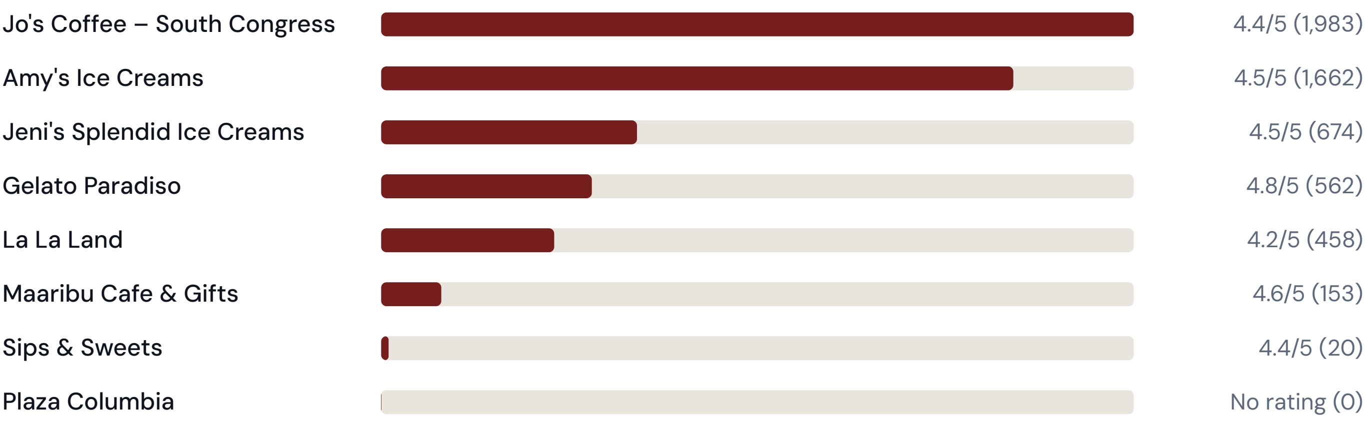
> We could not read the delivery platforms for this catchment on this run, so this section is not a list of who competes with you online — it is a gap. Treat the walk-in groups above as the competitive picture we did establish.

Competition by Distance Ring

6	11	13
Within 0.1 mi	Walking (0.1-0.3 mi)	Area (0.3-0.6 mi)

Within-200m competition captures same-street or immediate-neighbour pressure. Walking competition reflects short-walk substitutes. Area competition reflects the broader locality set.

DIRECT COMPETITOR REVIEW VOLUME (TOP 8)



Field mix: 14 budget ($) · 6 mid-range ($$) · 8 premium ($$$+) · 2 unpriced

Format × Price Gap Analysis

◆ **Pricing coverage is insufficient to infer band-level gaps; only 17 of 30 competitors carry a verified price tier**
Verify price tiers via on-site visits before positioning a budget / premium concept; treat the format mix as the only honest signal of competition shape.

Top Competitors — Differentiation Analysis

Jo's Coffee – South Congress

MODERATE

4.4 rating · 1,983 reviews · Direct · Coffee First

Direct: your business type; 78 m away; one step from your $$ positioning; same walk-in format; delivery presence unknown for this catchment.

1,983 reviews mark a high-volume, entrenched operator. Winnable only with a clearly differentiated offer, not a better version of the same thing.

Possible differentiation opportunity: Strong quality at budget prices — hard to undercut; attack on format.

Amy's Ice Creams

MODERATE

4.5 rating · 1,662 reviews · Direct · General

Direct: a different business type; 96 m away; one step from your $$ positioning; a partly overlapping walk-in occasion; delivers in this catchment.

1,662 reviews mark a high-volume, entrenched operator. Winnable only with a clearly differentiated offer, not a better version of the same thing.

Jeni’s Splendid Ice Creams

MODERATE

4.5 rating · 674 reviews · Direct · General

Direct: a different business type; 191 m away; one step from your $$ positioning; a partly overlapping walk-in occasion; delivers in this catchment.

Rating 4.5 with 674 reviews — an established mid-market incumbent. Winnable with sharp positioning.

Gelato Paradiso

MODERATE

4.8 rating · 562 reviews · Direct · General

Direct: a different business type; 81 m away; one step from your $$ positioning; a partly overlapping walk-in occasion; delivers in this catchment.

Rating 4.8 with 562 reviews — an established mid-market incumbent. Winnable with sharp positioning.

La La Land

MODERATE

4.2 rating · 458 reviews · Direct · Coffee First

Direct: your business type; 81 m away; the same $$ price point; same walk-in format; delivers in this catchment.

Rating 4.2 with 458 reviews — a mid-market incumbent. Winnable with clear positioning; not guaranteed.

Inferred from public rating and review data — not an audit of the named business.

Competitor Positioning

BRAND	PRICE TIER	QUALITY TIER	FORMAT
Magnolia Cafe	Mid	High	Brunch First
Bouldin Creek Cafe	Budget	High	Dine In
Sandy's Hamburgers	Budget	High	Fast Casual
Gourdough's Big Fat Donuts & Coffee	Budget	High	Bakery Cafe
Elizabeth Street Café	Mid	High	Coffee First
Jo's Coffee – South Congress	Budget	High	Coffee First
Amy's Ice Creams	Unknown	High	General
Bennu Coffee on Congress	Budget	High	Coffee First
Big Top Candy Shop	Unknown	High	General
The Salty Donut	Budget	High	Bakery Cafe

BRAND	PRICE TIER	QUALITY TIER	FORMAT
Dolce Neve Gelato	Unknown	High	General
Two Hands	Mid	High	Coffee First
Churro Co	Unknown	High	Fast Casual
Mañana	Mid	High	Coffee First
Jeni's Splendid Ice Creams	Unknown	High	General

Price tier inferred from public listing price levels. Quality tier inferred from public review ratings. Format reflects the broader category cluster used for tier classification. Showing the top 15 of 30 competitors by review volume; the remaining 15 are reflected in the segmentation and distance-ring counts above.

Demand Evidence — Top Threats

Competitive threat detail is directional for this run — validate the named competitors on-ground.

Jo's Coffee – South Congress — Direct · Chain Cafe

STRENGTHS

4.4 stars across 1983 reviews

Demand evidence: Estimated 132 daily visits from review volume

Amy's Ice Creams — Direct · Ice Cream Shop

STRENGTHS

4.5 stars across 1662 reviews

Demand evidence: Estimated 110 daily visits from review volume

Jeni's Splendid Ice Creams — Direct · Ice Cream Shop

STRENGTHS

4.5 stars across 674 reviews

Demand evidence: Estimated 44 daily visits from review volume

Market Gap Opportunities

→ Pricing coverage is insufficient to infer band-level gaps; only 17 of 30 competitors carry a verified price tier

→ No visible competitor is positioned in a luxury price tier, leaving room for a differentiated premium café experience if supported by product, service, and ambiance.

03 Foot Traffic & Area Intelligence

Modelled from stated assumptions and public signals — see the badges on each figure.

550

Estimated Daily Café-Visit Demand Pool — Catchment Area

directional estimate, not measured footfall

This is a modeled catchment-wide demand pool for this business type — the total daily visits the category draws across the whole area, shared across every existing and future competing outlet. It is not one outlet's forecast; your revenue plan's planned share of this pool is shown below.

The 550/day figure above is the catchment's daily demand for this category, shared across every outlet serving it. Your Month 1-3 stage plans 38 customers/day (24 seats × 1.6 turns/day) — derived from the room's seating capacity, not from a share of that pool.

How We Estimated Demand

1.	Population density	**2,212 people/sqkm**	Census-tier demographics · confidence 55/100
2.	Catchment population	**6,900 people**	(1km-radius modeled from ZIP-area (ZCTA) US Census density — directional only, validate on-site)
3.	Working-age cohort	**5,100 people**	(~74% of catchment, ages 15–54)
4.	Target customer pool	**510 people**	Modeled demand estimate A judged share of the working-age cohort for this business type — an estimate, not a measured count.
5.	Estimated daily footfall	**350–800 visits/day**	(mid 550; Demand-first model) Modeled demand estimate

Reconstruction: the 550/day mid pool is roughly 10.8% of the 5,100-person working-age catchment (working-age catchment × category-visit share). The low–high band spans the 25th–75th percentile of the visit-frequency model. Sources behind these numbers: demographics from a 1km-radius modeled from ZIP-area (ZCTA) US Census density — directional only, validate on-site census source, confidence 55/100; a 1 km catchment radius.

Peak Hours Analysis

07:00-16:00

Based on an area-level demand model using 1km catchment, demographics, income context, and business-type assumptions. Peak windows are inferred from traffic-pattern signals when available.

Micro-Location Profile

84	0 VRI	1318 S Congress Ave
Micro-Location Score	Site Modifier	Street Context

Nearest Railway	No railway station within 0.9 mi
Nearest Metro	No metro station within 1.2 mi
Nearest Bus Stop	Congress/The Circle (502 ft away)
Floor Level	Not Provided
Geocode Precision	ROOFTOP

DEMAND GENERATOR	COUNT	EXAMPLES
Schools	5	Texas School for the Deaf, Waterloo School Austin, Austin Sign Language School
Parking within 200m	3	Premium Parking - P3054, Austin Motel - LAZ Parking, Parking

Site Depth

Site Visibility	High — The site is on South Congress Avenue, classified by the tool as a main road, and the street-visibility factor scored 92/100.
Footfall Direction	Anchor-Driven — Pedestrian activity is most likely shaped by the five school-related anchors within 500m and the Congress/The Circle bus stop 153m away, rather than by nearby offices or colleges.
Entry Friction	Medium — Main-road frontage and three parking locations within 200m support access, but the floor level is unknown, so direct ground-floor entry cannot be confirmed.
Visibility From Distance	50-100M — The main-road setting and 92/100 street-visibility factor support advance recognition, although the tool does not confirm a corner position or elevated signage.
Access Mode	Mixed — The 153m bus stop and five nearby schools support pedestrian and transit access, while three parking locations within 200m and South Congress Avenue's main-road classification support vehicle access.
Day-Part Suitability	**Over-served:** Breakfast, Lunch **Under-served:** Dinner — The five nearby school-related anchors are more likely to generate morning and midday demand, while the absence of offices, colleges, markets, and other listed evening demand generators weakens dinner support.

Floor level was not provided, so no strong floor advantage was assumed.

Base VRI 60 adjusted by +0 to 60.

Micro-location score 84/100 reflects transit access, visibility, footfall generators, parking access, street context, and shop-size fit for this cafe site.

Infrastructure Quality

Score: 78/100 (Confidence: 84%)

PARAMETER	ASSESSMENT
Power Reliability	High — Austin Energy reports system reliability at least twice the statewide average, but severe storms and vegetation-related faults can still cause outages, so a food business should maintain generator or battery backup for refrigeration, point-of-sale systems, and communications.
Water Supply	Municipal — South Congress is served by Austin Water, with no citywide boil-water notice currently reported, but a 2026 pressure-zone conversion project affecting South Congress and nearby streets will involve lane closures and planned temporary water interruptions during tie-ins.
Road Quality	Fair — South Congress has recently completed pavement, signal, pedestrian, bicycle, and turning improvements, but traffic congestion, event-related closures, ongoing utility work, and planned transit construction create delivery and customer-access risks.
Parking	Limited

Issues:

- Planned water-main and pressure-zone conversion work along South Congress Avenue and nearby 78704 streets may cause temporary lane closures, detours, and notified water-service interruptions.
- Austin Energy remains exposed to storm, vegetation, vehicle-impact, and equipment-related outages; refrigeration backup power is advisable even though overall utility reliability is high.

04 Rent Benchmark

Rent used in this report: $2.33/sqft × 600 sqft = $1,398/month ($16,776/year). 2 independent providers researched this location live and their rent ranges agree. The figure shown is the median of 7 retrieved commercial listings, with the low and high drawn from the same rows. All of them sit in South Congress. Directional only — verify with 3 local broker quotes.

Listings behind the planning band — 7 listings in the band

LOCATION AS STATED BY THE SOURCE	RATE	SIZE	BAND	SOURCE
South Congress	$2.83/sqft	700 sqft	included	Websearch (Real Estate Site)
South Congress	$5.83/sqft	628 sqft	included	Websearch (Real Estate Site)
South Congress, Austin, TX	$1.83/sqft	1,177 sqft	included	Websearch (Real Estate Site)
South Congress, Austin, TX	$2.33/sqft	1,879 sqft	included	Websearch (Real Estate Site)
South Congress, Austin, TX	$1.25/sqft	2,500 sqft	included	Websearch (Real Estate Site)
South Congress, Austin, TX	$2.83/sqft	2,100 sqft	included	Websearch (Real Estate Site)
South Congress, Austin, TX	$2.0/sqft	6,759 sqft	included	Websearch (Real Estate Site)

South Congress — Market Rent Range

HIGH (7 LISTINGS)

Confidence held at 60% — two independent research sources that agreed.

$1.83
Low (p25) — sqft/month

$2.33
Median — sqft/month

$2.83
High (p75) — sqft/month

Market range: $1.83/sqft–$2.83/sqft ($21.96–$33.96/sqft/year) ($1,098–$1,698/month for 600 sqft)
Planning rent: $2.33/sqft × 600 sqft = $1,398/month ($16,776/year) (median)

RENT BURDEN ZONE

Healthy (<15%)	Watch (15–25%)	Danger (>25%)

Your rent burden: 7.7% of conservative monthly revenue — Healthy (Viabe planning band: <15%)

This gauge is measured on ALL-IN rent — base rent plus a MODELLED 4–15 USD/sqft/year on top of base rent for property taxes, building insurance and common area maintenance (CAM) — the three nets of an NNN lease. On BASE rent alone it reads 5.8%. The uplift is a market convention, not a quote for this unit, and neither figure includes utilities, turnover rent, fit-out and deposit.

ESTIMATED MONTHLY RENT	RENT BURDEN
$1,098–$1,698/month	**7.7% of conservative monthly revenue**

Rent Burden Assumption Chain

Median market rent	$2.33
Outlet size assumption	600 sqft
Monthly rent used in burden math	$1,398
Conservative planning revenue baseline	$24,200

Evidence scope: subject locality reference row plus broader-city reference rows (selected by rent proximity, not verified geographic adjacency).

Comparable Rents from Nearby Localities

REFERENCE	CONTEXT	RENT SIGNAL	EVIDENCE
South Congress	Austin	$2–$2 sqft/month	—
Burnet Road / North Loop	Austin	$2–$4 sqft/month	—
East Austin / East Cesar Chavez	Austin	$2–$5 sqft/month	—
North Burnet / Domain	Austin	$2–$3 sqft/month	—
North Burnet / The Domain	Austin	$2–$3 sqft/month	—

Evidence behind this range: 7 references from two independent research sources (agreed).

Cited sources:

Websearch (Real Estate Site)

Peer micro-market comparables for South Congress were sparse. The table includes the subject locality as a reference row plus the closest broader-area same-city reference rows (not verified for geographic adjacency).

05 Consumer Personas

Modelled from stated assumptions and public signals — see the badges on each figure.

The following personas represent primary customer segments expected to frequent a **Cafe** in **South Congress**. These composite customer profiles are based on demographic baseline, local income context, and market signals specific to this micro-market.

Who buys here

Weekday hybrid-work coffee regular 27–36

Income band: $9,000–$13,000/mo household · Visits: 3 times/week · Peak: Weekday morning 7:30-9:30am, Weekday lunch 12:00-1:30pm, Saturday morning 9:00-11:00am

Visits for a morning coffee, occasional laptop work, and a convenient midday reset; prioritizes speed without sacrificing specialty beverage quality.

Decision trigger: A strong Google Maps review, an Instagram post showing reliable seating and attractive drinks, or a short queue during the morning rush.

Experience-led weekend brunch organiser 30–42

Income band: $10,000–$16,000/mo household · Visits: 1 time/week · Peak: Saturday brunch 10:00am-12:30pm, Sunday brunch 10:00am-1:00pm, Holiday shopping afternoons 1:00-3:00pm

Plans destination visits around food, design, and walkable South Congress browsing; orders multiple beverages and a pastry or light meal while socializing.

Decision trigger: A visually distinctive seasonal menu, social-media content from a trusted local creator, or a friend's recommendation of a photogenic but well-reviewed cafe.

Other segments — the two archetypes above are the primary revenue drivers; the rest at a glance:

Nearby family weekend regular — Uses the cafe for a predictable weekend breakfast or afternoon stop with children, favoring easy ordering, familiar items, and enough seating for a short family visit.

Plant-forward wellness customer — Makes short morning or post-work visits for plant-forward beverages and food, often combining the stop with exercise, errands, or South Congress browsing.

Mature local-and-visitor coffee patron — Visits for a quieter coffee meeting, leisurely breakfast, or stop while accompanying visitors; values comfortable seating, easy parking, and courteous service over trend-driven presentation.

06 Strategic Positioning

PRIMARY RECOMMENDATION

Open at 7:00am on weekdays and 8:00am weekends to claim the pre-work and school-drop-off segments ahead of the 8 direct competitors. Structure the first 90 days into three 30-day ramps: Month 1 (staff stability and system lock-in), Month 2 (menu simplification and repeat-customer foundation), Month 3 (delivery channel activation and off-peak menu tests). Hire a cafe-experienced operations lead in Month 0 to enforce consistency from day one.

TIMING INSIGHTS

Begin site verification (broker rent confirmation, health-permit timeline with Austin Public Health) immediately. Target soft-opening by November 2026 (the Thanksgiving-to-New-Year holiday season boosts foot traffic and review velocity). Avoid June–August summer slowdown; use that window for lease negotiation and staff hiring instead. If lease is not signed by September 2026, defer full launch to January 2027 to sidestep fall back-to-school and holiday operational stress.

DIFFERENTIATION STRATEGY

Lead with single-origin espresso and in-house or exclusive-partner pastries rather than pre-packaged items. South Congress's morning-peak demand is dominated by established competitors; your edge is operational speed and curated beverage quality. Position as the neighborhood's weekday 7am anchor—own the commuter and school-run window before competitors open. Layer in off-peak savory (lunch sandwiches, quiches) and selective wine/local beer evenings to flatten revenue seasonality. Use customer data (loyalty cards, delivery orders) to test menu iterations and time promotions—build a data-driven cafe culture that larger chains cannot match.

REVENUE SCENARIO COMPARISON

CONSERVATIVE	MODERATE	OPTIMISTIC
$24,200/month	**$42,300**/month	**$54,400**/month
$290,400/year	$507,600/year	$652,800/year

Revenue Methodology (Conservative)

```
24 seats × 1.0 persons/seat × 1.6 turns/day × $21 ATV × 30 days ≈ $24,200/month
```

Modelled from stated assumptions and public signals — see the badges on each figure.

Revenue Potential Estimates

SCENARIO	MONTHLY REVENUE	ANNUAL REVENUE
Conservative	**$24,200**	**$290,400**
Moderate	**$42,300**	**$507,600**
Optimistic	**$54,400**	**$652,800**

About these projections. These revenue figures are modeled projections built on assumptions — estimated catchment demand, an assumed competitive share, and a modeled average ticket value — not forecasts of what this outlet will earn. Actual results depend on execution, pricing, seasonality, and conditions outside this analysis, and will differ, potentially materially. Use these scenarios to stress-test your own plan, and validate them against your own data and a local accountant before making financial commitments.

Revenue Scenario Logic

SCENARIO	METHOD	LOGIC	MONTHLY REVENUE
Early-Stage (Month 1-3)	Seat Turnover	24 seats × 1.6 turns = 38 visits/day × $21 ATV × 30 days (32% of 5.0 max turns/day)	**≈ $24,200**
Established (Month 4-8)	Seat Turnover	24 seats × 2.8 turns = 67 visits/day × $21 ATV × 30 days (56% of 5.0 max turns/day)	**≈ $42,300**
Mature (Month 9+)	Seat Turnover	24 seats × 3.6 turns = 86 visits/day × $21 ATV × 30 days (72% of 5.0 max turns/day)	**≈ $54,400**

Downside Stress Test

If demand drops to 50% of conservative — **19 daily customers** instead of 38 — monthly revenue becomes **$11,970**: $7,396 BELOW break-even — cash burn.

Break-even sits at **31 daily customers** ($19,366/month at $21 ATV). Below that line, you are losing money on rent and staff before variable costs.

Seat-Turnover Cross-Check

Method	**Seat Turnover**
Seat count	**24**
Persons per seat	**1.0**
Turns per day	**1.6**
Average ticket size	**$21**
Operating days per month	**30**
Monthly revenue	**$24,200**

Revenue Assumptions

Average ticket size	**$21**
Operating days per month	**30**
Customers/day — Conservative	**38**
Customers/day — Moderate	**67**
Customers/day — Optimistic	**86**
Planning scenario	**Conservative planning scenario**
Planning-scenario rent burden	**See Section 04 (Rent Benchmark)**

Format Feasibility Check

CHECK	ASSESSMENT	BASIS
Layout / area	Comfortable	Required ~360 sqft vs 600 sqft modeled
Staff density	Comfortable	4 staff modelled for 600 sqft

The modeled outlet size, counter/seating, and staffing are physically consistent — the format fits the space and can serve the projected demand.

Planning anchor — modeled (seat turnover): 24 seats × 1.6 turns/day × $21 × 30 days = $24,200/month for the early-stage planning scenario.

Applied a 10% cafe-use fraction to the retrieved working-age population, yielding a target customer pool of 510 people. Demand is supported by the affluent, young-professional South Congress market, but confidence is reduced because official visitor-pattern data and transit ridership data are unavailable and density is ZCTA-level.

Break-Even Analysis (Conservative)

COMPONENT	AMOUNT
Rent	$1,873
Staffing (fully loaded, ~4 staff, sized to this outlet) (modeled assumption — replace with your quote)	$9,333
Utilities	$1,100
Insurance, POS & fees	$1,250

COMPONENT	AMOUNT
Total Fixed Costs	**$13,556**

Variable costs: 30% raw materials (modeled assumption — replace with your quote) | Contribution margin: 70% (this ratio sizes break-even revenue and the cash-runway test below; the Working Capital reserve elsewhere in this report uses a separate cost-plus-labor estimate — see its own derivation next to that figure)

BREAK-EVEN REVENUE

$19,366/month

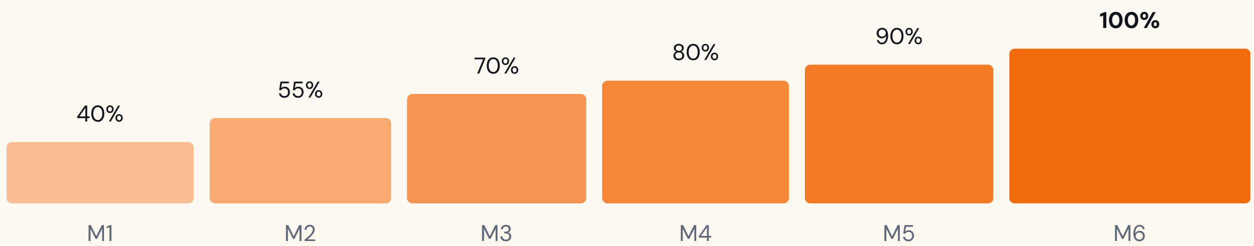
Web research (confidence 72/100) — verify with a local accountant before committing

12-Month Cash Runway Test (conservative ramp)

Peak operating cash shortfall (excludes setup cost): about $13,000 — the deepest the cumulative operating cash hole gets during the modeled ramp, rounded to the nearest 1,000. Cumulative operating break-even is reached around month 9 of the modeled ramp.

At conservative assumptions, this location covers its operating costs from month 9 and returns your setup capital in roughly 79.4–129.8 months, before any founder salary. Following the report's full revenue ramp (established Month 4-8, mature Month 9+), setup capital is recovered in roughly 15.3–22.2 months.

OPENING RAMP, MONTH BY MONTH



This test phases the conservative revenue in over the opening ramp — about 40% of the conservative scenario in month 1, building to the full conservative revenue the revenue projection publishes (Section 06) by month 6. The revenue projection shows that conservative figure as a steady monthly level, not a month-by-month opening ramp; this runway is where the opening phase-in is modeled. Opening ramp, month by month: 40% → 55% → 70% → 80% → 90% → 100% of the conservative scenario. The peak shortfall and the cumulative-break-even month above both reflect that ramp, not steady-state conservative revenue. At full conservative revenue the modeled outlet is cash-positive; the shortfall is an opening-ramp effect, not a steady-state loss.

Variable costs are modelled at 30% of revenue (raw materials) — the same ratio the Break-Even Analysis box AND the Working Capital reserve use, so every cost figure in this report rests on one basis.

These are modeled planning figures — build your own month-by-month plan from the fill-in template below.

Run it with YOUR numbers

INPUT	YOUR FIGURE
Your negotiated rent	____
Your fit-out quote	____

INPUT	YOUR FIGURE
Your staffing plan (count × salary)	____
Your working capital available	____
Your target ATV	____

Replace the modeled assumptions above with your real quotes; the break-even test (Section 05) is the formula to re-run: Total Fixed Costs (rent is already included) ÷ contribution margin.

Estimated Setup Cost

Tier 2 city • 600 sqft outlet • $180–$350/sqft fit-out rate

COMPONENT	ESTIMATED RANGE
Interior Fit-Out (modeled assumption — replace with your quote)	$108K–$210K
Kitchen Equipment	$75K–$140K
Licensing & Permits	$2K–$6K
Working Capital (4 months operating cost)	$83,264
4 months × (fixed $13,556 + variable $7,260, 30% of conservative revenue — raw materials) = $83,264	
Total Estimated Investment	**$269K–$439K**

Based on industry benchmarks for US F&B outlets (2025–26).

Affordability Index

METRIC	VALUE	STATUS	THRESHOLD
Rent-to-Revenue Ratio (of conservative monthly revenue)	**7.7%**	Healthy	Green <15% • Yellow 15–25% • Red >25%
Setup Payback	**~15–23 months (following the report's revenue ramp); ~79–130 months if revenue never grows past conservative levels**	Monitor	Green <18mo • Yellow 18–36mo • Red >36mo
Working Capital Needed (4 months operating cost)	**$83,264**	Info	Reserve before launch

4 months × (fixed $13,556 + variable $7,260, 30% of conservative revenue — raw materials) = $83,264

Setup payback = total setup investment (fit-out + equipment + licensing + working-capital reserve) recovered against cumulative monthly net cash flow (revenue minus full operating costs, before any founder salary) following this report's own revenue ramp (conservative Month 1–3, established Month 4–8, mature Month 9+). The second figure is the conservative floor — payback if revenue never grows past the early-stage conservative level. Working capital is a launch reserve, not a sunk cost.

Projection caveat. The break-even, working-capital and cash-runway figures above are built on these same modeled revenue projections — the same projection caveat applies. Treat them as planning scenarios to pressure-test with your own numbers, not as guaranteed outcomes.

Revenue plan is based on seat turnover, not on capturing a share of the area footfall proxy. The area proxy confirms this is an active market.

Revenue estimates are based on catchment demographics, footfall proxies, and industry benchmarks. Rent used: $2.33/sqft × 600 sqft = $1,398/month.

06.5 Winning Playbook

A concrete execution layer: how to price, and the tripwires that should make you walk away after launch.

Pricing Ladder

ENTRY
$15
Drip coffee or iced tea with a small bakery item

CORE
$21
Signature latte or seasonal iced drink with a breakfast sandwich or equivalent entrée

PREMIUM
$33
Large specialty drink with a premium brunch entrée and an optional vegan or vegetarian substitution

Walk-away floor: $10 per transaction (hold this line when discounting to win volume — price sensitivity below reads as contribution × required volume, not a single-ticket floor)

Price Sensitivity — Break-Even Is Volume-Based

TICKET VALUE	CONTRIBUTION / ORDER	ORDERS NEEDED TO COVER THE FIXED STACK
$15	$10	43/day
$21 (modelled average ticket)	$15	31/day
$40	$28	16/day

Orders/day to cover the monthly fixed stack of $13,556 at the modelled contribution of 70% per order — the same stack and margin the break-even figure uses. Viability moves with volume at a given price — no single ticket price is a floor by itself.

Kill Criteria — When to Walk Away Post-Launch

01 Monthly revenue fails to cover fully loaded operating costs, including labor, ingredients, delivery commissions, utilities, rent and other fixed costs; for 3 consecutive months after month 6.

02 Daily footfall remains at or below 50% of the approved launch forecast; for 6 consecutive weeks after month 3.

03 Average transaction value remains below $10.50 despite menu, bundling and service changes; for 8 consecutive weeks after month 3.

04 Aggregator commission and promotion costs exceed 28% of delivery GMV; for 2 consecutive months after month 4.

05 The location fails to reach a sustained 4.3-star combined Google Maps and Yelp rating or receives repeated qualitative complaints about wait times, seating or service; after the first 90 days and despite a documented corrective plan.

07 Regulatory Readiness

Locality-Specific Regulatory Intelligence

City of Austin Planning Department and Development Services — South Congress Combined Neighborhood Planning Area (East Congress, West Congress, and Sweetbriar) · NP-05-0020; Neighborhood Plan Ordinance 20050818-Z001 · 6310 Wilhelmina Delco Drive, Austin, TX 78752 · Official source

ACTIVE RESTRICTIONS

South Congress does not have one uniform commercial zoning classification; parcels in the South Congress Combined planning area may carry different base and combining districts, including neighborhood-plan, conditional-overlay, mixed-use, and vertical-mixed-use designations. The exact parcel zoning must be verified before signing a lease. (City of Austin Planning Department)

Outdoor signs in Austin require a sign permit. For certain South Congress parcels, the applicable sign district can materially limit freestanding signage; a City case for 2701 South Congress Avenue identified the property as being in a Commercial Sign District and subject to limits based on street frontage and sign area. (City of Austin Development Services Department)

For parcels within Capitol View Corridor No. 6 near South Congress Avenue and East Live Oak Street, development height is limited by the protected view plane to the State Capitol dome, and a Capitol View Corridor height determination may be required. (City of Austin Development Services Department)

If a particular property is within a designated historic landmark or historic district, exterior changes can require review by the Historic Preservation Office or Historic Landmark Commission; this is parcel-specific and does not apply automatically to all of ZIP code 78704. (City of Austin Historic Preservation Office)

Standard National Compliance

LICENSE	AUTHORITY	TIMELINE	PRIORITY	NOTES / COST
South Congress does not have one uniform commercial zoning classification; parcels in the…	City of Austin Planning Department	Not stated — confirm with authority	**High**	South Congress does not have one uniform commercial zoning classification; parcels in the South Congress Combined planning area may carry different base and combining districts, including neighborhood-plan, conditional-overlay, mixed-use, and vertical-mixed-use designations. The exact parcel zoning must be verified before signing a lease.

LICENSE	AUTHORITY	TIMELINE	PRIORITY	NOTES / COST
Outdoor signs in Austin require a sign permit	City of Austin Development Services Department	Not stated — confirm with authority	**High**	Outdoor signs in Austin require a sign permit. For certain South Congress parcels, the applicable sign district can materially limit freestanding signage; a City case for 2701 South Congress Avenue identified the property as being in a Commercial Sign District and subject to limits based on street frontage and sign area.
For parcels within Capitol View Corridor No	City of Austin Development Services Department	Not stated — confirm with authority	**High**	For parcels within Capitol View Corridor No. 6 near South Congress Avenue and East Live Oak Street, development height is limited by the protected view plane to the State Capitol dome, and a Capitol View Corridor height determination may be required.
If a particular property is within a designated historic landmark or historic district…	City of Austin Historic Preservation Office	Not stated — confirm with authority	**High**	If a particular property is within a designated historic landmark or historic district, exterior changes can require review by the Historic Preservation Office or Historic Landmark Commission; this is parcel-specific and does not apply automatically to all of ZIP code 78704.

Verify conditional-use permit (CUP) and food-service health permit requirements with the City of Austin Planning and Zoning department and Austin Public Health respectively; timelines vary by space use and prior history. Confirm that your 600-sqft layout complies with seating capacity and ADA accessibility rules for a 24-seat cafe. Request written approval schedules from both authorities before signing a lease, as permitting delays are a major opening-date risk. Do not assume any approval is automatic; email the responsible departments and request a pre-consultation walk-through of the space once you have a letter of intent from the landlord.

08 Data Sources & Methodology

VRI Components

Component scores and their data sources are shown once in the VRI Score Breakdown in Section 01. Data confidence does not score the location — it drives the ± model-uncertainty band shown beside the VRI.

Data Sources Used in This Report

All data is retrieved from public sources, web searches, and partnering APIs.

- Public data sources and official records
- Current market listings and commercial benchmarks
- Partnering data services

This report is generated by AI using publicly available data and web research. AI can make mistakes, so some figures or details may be inaccurate — please verify anything important before you rely on it.

What This Report Covers — and What It Doesn't

Each line below is a specific finding from this run — treat it as your pre-signing validation checklist, not boilerplate. Anything not listed here carried enough evidence to state without a caveat.

> Rent planning figures ($1,098–$1,698/month, midpoint $1,398) represent upper-estimate research and have 60% confidence. Engage 2–3 local commercial brokers to validate achievable rent-per-square-foot for your specific 600-sqft space before lease signature.

> This report's figures reflect the snapshot used for this analysis (August 2026). Competitor counts, ratings, and rental benchmarks may shift; conduct a final 2-week recheck of public business listing data, Yelp, and broker quotes immediately before lease execution.

> Estimated daily footfall (550 visits) is a modeled planning estimate derived from area activity patterns with 82% confidence. Verify with on-ground foot-traffic count (1 full week: 3 weekdays + 1 weekend day, morning, afternoon, and evening windows) before committing rent.

Evidence base: public business listing data, nearby-locality commercial benchmarks (5 references), and demographic baseline and local area records. Revenue estimates use a seat-turnover model with stated assumptions — not demand-pool projections.

Daily customer estimate methodology: The estimate is modeled from a 1-km catchment (population 6,900, working-age 5,100), benchmarked against 8 direct and 30 total F&B competitors in the trade area. Category demand assumptions at an average ticket of $21 produce a planning range of 350–800 daily visits (midpoint 550) shared catchment-wide across all outlets in the trade area — a directional pool, not an outlet-level guarantee. 1km-radius modeled from ZIP-area (ZCTA) US Census density — directional only, validate on-site. The demand pool is a modeled estimate — not a measured pedestrian count — modeled from category demand assumptions (modeled-demand confidence 82/100). Validate with a one-day on-site count before committing.

The ±9 range shown next to the VRI score is MODEL UNCERTAINTY, not a statistical confidence interval: it is derived from the data confidence behind this run — lower data confidence widens the range; higher confidence narrows it.

08.5 Delivery Market Intelligence

A read of the delivery-food market in this locality, compiled from web and social search of the leading delivery platforms serving this market (the 3 leading local delivery platforms). Because these platforms do not publish a locality-level data feed, these figures are a search-based estimate — directional and lower-precision than a live platform feed — and should be read as an indicative picture of the competitive delivery landscape, not exact counts.

6	4.4 ★	$32
Delivery outlets within ~2.4 km	Average Rating	Average Cost for Two

Cuisine Mix

Salads **(2)** · Burgers **(2)** · Chicken **(3)** · Mexican **(1)** · American **(2)** · Burritos **(1)** · Fast Food **(1)** · Sandwiches **(2)**

Price Distribution

BAND	OUTLETS
Mid ($25-50)	4
Budget (<$25)	2

Note: Demand is inferred from outlet density, ratings, and pricing — not precise order volumes, which delivery platforms do not publish. Treat this as a directional read of the competitive delivery landscape, not a predictive demand forecast.

09 Final Risk Scorecard

FACTOR	SCORE & STATUS
VRI component scores (location demand, competition intensity, rent affordability, data confidence, regulatory compliance) are shown once in the VRI Score Breakdown in Section 01.	
Site quality (micro-location) Micro-location scorer	84/100 Pass
Setup Payback Setup cost ÷ steady-state monthly net · 79–130 mo if revenue stays at the conservative case	~15–23 months (following the report's revenue ramp); ~79–130 months if revenue never grows past conservative levels TIGHT — VERIFY

PROCEED WITH CAUTION — Address identified gaps before committing

Based on the VRI composite score and micro-location analysis. Green ≥ 70 • Yellow 50–69 • Red < 50

Sources and methods

Every figure in this report is one of three kinds. Retrieved figures name where they came from. Derived figures name their inputs. Modelled figures name their method.

RETRIEVED
researched for this address on August 24, 2026

Nearby businesses, ratings, review counts, locations — **Google Places**

Competitor price bands and cuisines — public listing and review sites, via grounded web research · 29 venues

Rent range $1.83–$2.83/sqft — 7 comparable listings across major property portals in this market, August 24, 2026 — researched independently by two providers, ranges overlapped

Population, income, household size — **US Census Bureau, American Community Survey (ZIP-area level)**

DERIVED
calculated from the figures above

Competitor tiers — your business type, distance, price band and cuisine, per the rules shown with the competitor groups

Revenue scenarios — seats × turnover × average ticket, at the price band shown

MODELLED

our framework, not an outside measurement

VRI 60 ± 9 — 4 of 5 components scored this run. **A composite indicator, not a prediction**.

Customer personas — built from the census and catchment profile above

Your price positioning $$ — Mid-range ($15–$40 per person) — as you provided

10 What to Verify Next

This screen organises your early diligence. Before signing anything, verify these on the ground — each item cross-references the section it tests.

- ☐ **Count the footfall yourself.** Stand at the site at your format's peak hours on a weekday and a weekend; count walk-ins per 15 minutes. Compare against Section 03's modelled footfall.
- ☐ **Price the competitors' menus.** Visit the top competitors in Section 02 and record their actual menu prices against the price bands shown.
- ☐ **Watch competitor queues at peak.** Queue length and table turnover at peak hours are the observable proxy for the demand Section 03 models.
- ☐ **Pull broker comps for the corridor.** Ask two or three local brokers for recent lease comps and compare against Section 04's rent band and its listed sources.
- ☐ **Audit delivery platforms.** Check the competitors' ratings, delivery fees and estimated times on the platforms named in Section 02 — ratings velocity signals real volume.
- ☐ **Interview operators nearby.** Two conversations with non-competing operators on the same stretch (or a departing tenant) will test Section 07's regulatory notes and the rent reality at once.

About Viabe.ai: Viabe.ai provides location intelligence for physical retail businesses. This report combines market activity, commercial benchmarks, demographic baseline, and local location context to support site-evaluation decisions.

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