

The logo for SYR features the letters 'S', 'Y', and 'R' in a white, sans-serif font. The 'Y' is positioned between the 'S' and 'R', and its vertical stem is connected to the 'R' by a thin white line that extends upwards and then diagonally to the right, forming a shape reminiscent of a fork or a stylized 'Y'.

Food that tastes good  
and does good.

The logo for GYS consists of the letters 'G', 'Y', and 'S' in a white, sans-serif font, enclosed within a pair of white curly braces '{ }'. The braces are positioned on either side of the letters, with the 'Y' being the tallest and the 'G' and 'S' being shorter.

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# Outline Presentation

- Introduction
- Starting GYS
- Business model GYS
- Resources for starting GYS
- Challenges with starting up
- Present challenges
- Starting SYR
- Business model SYR
- Challenges SYR

# Starting GYS

## Key Activities:

On-trade, take-out and selling of prepared dishes/food & beverages in a restaurant setting.

- Business plan
- Inspirational trip to Berlin
- Borrowing money
- Restaurant location, goodwill, price, location in town
- Construction work
- Marketing, branding, design
- Core team





GYS Utrecht



# Business model GYS

- Long opening times
- Low pricing, high turnover (Coffee)
- Vegan- and vegetarian focus, relatively high margin
- 100% Organic
- Hospitality
- Mainly to go, few seats (fail)
- Delivery
- Healthy food
- Guilt free consumption
- Association with brand
- Sustainability (Ecological, Economical, Social)





{GYS}

# Recourses for starting GYS 1/2

## Personal

- Unable to work for somebody else
- Career perspective
- Working environment
- Showing that making money and sustainable deals are compatible
- Sleeping in

## Business

- Lack of healthy options
- Lack of vegetarian and vegan options
- Lack of options for people with allergies
- Lack of affordable organic restaurants
  
- Dutch organic restaurants are often outdated, small scale, unprofessional



# Resources for starting GYS 2/2

## Physical

- Location

## Human

- Experienced team
- Team cohesion
- Good contact with(local) government
- Chefs with much knowledge about vegan-/ vegetarian food

## Organizational

- Flexibility
- Hardly any management
- Level playing field





{GYS}

biologisch  
eten & drinken

# Challenges with starting up

- Government rules
- Finding suitable employees
- Setting up an administration
- Organization (construction, marketing, administration, recruitment, financing)
- Growing business; how to coordinate growth as an owner without losing touch with the work place, without working too much and by minimizing overhead costs?
- Difference between locations Utrecht & Rotterdam





# Present Challenges

- Organization
- Standardization
- Team renewal
- Quick expansion
- Team cohesion
- Suppliers





# SYR

Food that tastes good  
and does good.

# GYS Foundation | Restaurant SYR



What is SYR? Why SYR?



Opening Restaurant SyR



# RestaurantSYR

## Business reasons for SYR

- Marketing and branding
- Pricing power
- Team motivator
- Larger team
  - flexibility
  - potential customers



# Challenges restaurantSyR

## Focus

Maximize profit to provide more study spaces for refugees?

Or for higher salaries for all employees?

Focus on Organic food in line with GYS?



SYR

Questions?

