Public sample edition · venue names are replaced by numbers (V-01 …). The figures and the analysis are the engine's output, unchanged from an ordered report.

Prerun · before you sign

Pre-signing report (complete Pro edition) — Zeil 106, 60313 Frankfurt am Main

Complete Pro edition · 2026-10-25

Inputs · rent 4,500 € · own cash 80,000 € · 8 lease answers (placeholders)

day-time demand is an estimate

Document no. PR-261025-73D8E5 · fingerprint 73d8 e565 2340

Overall grade

D

Verdict: We recommend a second look at these terms

The weighted mean of the sub-grades is the overall grade. The verdict is ‘second look’, so at most D.

Valid 2026-10-22 → 2027-01-20 · order date + 90 days

Dimension	Grade	Weight	Basis	Key number
Demand: guests ÷ needed (all customers)	E	46 %	estimate	36 guests/day ÷ needed 51 = 0.70
Competition: vs the German average venue (all customers)	B	41 %	observed + estimate	47 residents per venue × 7.6 (all guests ÷ resident guests) = 357 resident-equivalents per venue vs Germany 377 = 0.95
Rent burden (against the market reference)	D	13 %	input	ceiling (middle) 4,192 € ÷ 4,500 € = 0.93
Footfall	–	0 %	not graded: a check	JLL 2018 count 14,390 per hour (one Saturday hour) · rank 1 of the 28 big shopping streets (1st 14,390 · 28th 3,375)
Site risk (earlier businesses)	–	0 %	not computable	no history data since 2016

Weights = sensitivity to ±10 % input changes (first values from one address, not yet calibrated). Dimensions that cannot be computed: weight 0.

AI-generated analysis from public data; not legal, tax or investment advice.

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Verdict: We recommend a second look at these terms

With competition from all three sources (OSM + Overture + Foursquare), guests a day (low / middle / high) are **26 / 36 / 46** against 51 needed staffed: 0 of 3 cases reach it; the offered rent is above the middle ceiling. even if all of the estimated day-time people and inflow visitors are real the middle case does not reach it. Check before signing: ① real guest counts at the most comparable venue nearby (weekday lunch and evening, 3 counts), ② the landlord and contract form.

Rule: worth pursuing = the offered rent is at or below the cautious ceiling AND even the low case reaches the staffed break-even. Second look = rent above the middle ceiling OR even the high case falls short. Everything in between is conditional. Guests a day come from two models (the guest-count model and the Huff turnover model behind the rent ceiling); if they disagree the verdict is conditional: worth pursuing needs the low case to reach in both, and the guest condition of a second look needs the high case to fall short in both.

Valid: from the order date 2026-10-22 **until 2027-01-20** (90 days). This verdict rests on the order inputs (rent, own cash) and placeholder lease answers and on data as of 2026-10-25. After that date, or when rent, own cash or the lease answers change, recalculate.

The overall grade and the sub-grade table are on the cover (page 1). How the weights are computed:

Weight = influence. How many guests a day the break-even margin moves when an input changes by 10 %: demand 3.5 · competition 3.2 · rent 1.0. Cost drivers without a grade are not weighted (non-rent fixed costs 4.1, goods share +3 points 2.3). Smallest lever: rent. What cannot be computed gets 0 %; the others share its part. First values from one address.

At a glance

Decision	Evidence confidence	Dominant risk
We recommend a second look at these terms	low	demand (guest count)

What rent can your plan carry?

Asked €4,500. Without the money running out in the cautious case: at most **€3,450**, with 6 rent-free months **€4,200**. In the turnover-model case (H, 78 guests) the plan carries up to €16,350. Market reference (average venue here): €4,192.

How many guests in the busiest hour?

Break-even (owner-run): weekday lunch **8**, Saturday lunch 8, Saturday evening 4 guests. Count how many pass the door in that hour and you see how many of them must come in.

Three lease terms to negotiate first

1. successor-tenant clause (Nachmieterklausel) (saves €149,796 on average in the bad case)
2. break option after 24 months (6 months' notice) (saves €87,615 on average in the bad case)
3. turnover rent: minimum €2,700 or 9 % of net sales (saves €81,510 on average in the bad case)

> Count before signing: knowing which of the two pictures is right is worth about €50,000 (chapter 0). The figures are a calculation under stated assumptions, not a probability of success.

Look again before you sign

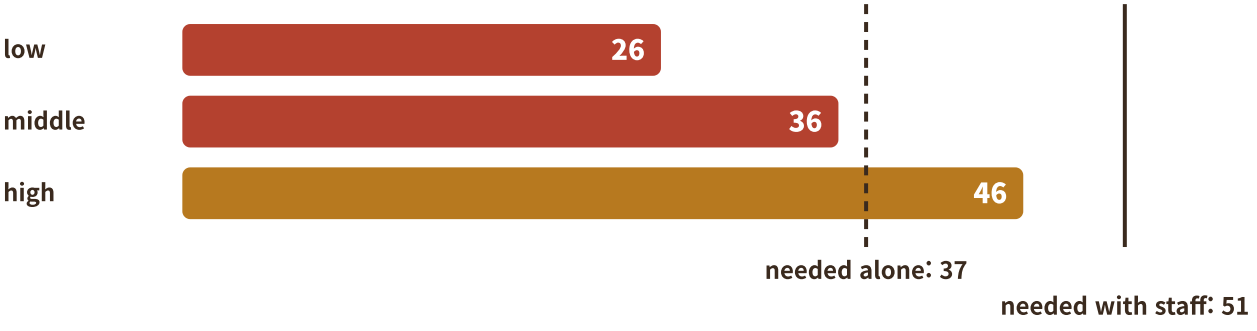
At €4,500 rent, about 36 guests a day come in the middle case. With staff you need 51.

B **Market**: a venue here gets 95 % of the guests of an average German venue. All guests count: residents, office, hotel, passers-by. Passers-by: 14,390 an hour (count 2018), rank 1 of 28 big shopping streets.

E **This deal**: 36 guests a day expected, 51 needed (0.70). Rent €4,500 against the market reference €4,192 (0.93).

Are there enough guests? (36 ÷ 51 = 0.70)

Guests a day in three cases. The lines show how many you need to avoid a loss.

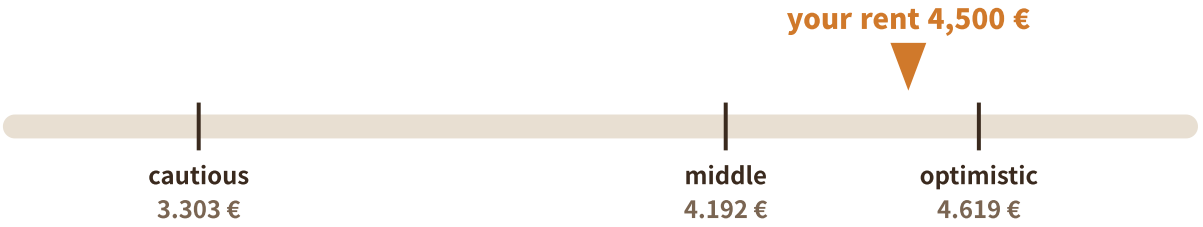


Who are your guests?



Residents **8 %** · Office lunch **17 %** · Hotel guests **1 %** · Passers-by & visitors **73 %**

What does an average venue here pay in rent? (market reference)



Five words in plain language

Guests to survive	The guests who must come every day so that you do not lose money at month end.
Rent V-01 can carry	The highest rent this place can pay, by our calculation.
Fair share	All places nearby split the guests equally. This is your part.
Measured or estimated	Measured = from counts. Estimated = worked out from assumptions. Count for yourself before you sign.
Rent or lease of a business	Miete: you rent only the rooms. Pacht: you take over the whole business with them.

MARKET REFERENCE RENT (NATIONAL ENGINE; THIS PLAN'S RENT LIMIT: CHAPTER 0)

3,303–4,619 €

cautious · middle · optimistic: 3,303 · 4,192 · 4,619. Offered rent 4,500 €: between the cautious and the optimistic ceiling

RENT THIS PLAN SURVIVES (CHAPTER 0, CAUTIOUS WORLD, OWNER-RUN)

3,450 €

Asked 4,500 €. With 6 rent-free months 4,200 €. Boundary check: residents alone, split equally, give 6 guests a day (needed 37).

PLUS DAY-TIME PEOPLE (ESTIMATE) · VERDICT BASIS

26–46 guests/day

still short with day-time people. middle: 36. Competition: competition from all three sources (OSM + Overture + Foursquare). With OSM's 534 venues alone it would be 31–60 (middle 44), but two more sources show further open venues, so the verdict does not use it.

COMPETITION CROSS-CHECK (TWO MORE SOURCES)

534 → 1006–1200 venues

472 more open venues than OSM lists. The guests a day at this level of competition are the figures in the tile above (chapter 4).

SUB-SCORE: DEMAND · COMPETITION · RENT (ALL CUSTOMERS), NOT THE VERDICT

E B D

Demand E: guests 36 ÷ needed 51 = 0.70. Competition B: a venue gets 95 % of the German average venue. Rent D: ceiling ÷ rent = 0.93 (chapter 2). The 49-point map tile at this address uses residents only and grades E (chapter 11).

In one line. The offered rent of 4,500 € is between the cautious and the optimistic ceiling. This is **a place in a mixed area of housing, offices and shops** (4,843 residents within 500 m). Splitting only the residents' spend fairly gives about 6 guests a day (range 4–7), short even of the 37 needed owner-run. Adding the lunch demand of office workers (estimated from the surrounding office and commercial floor area) and counting competition from three sources (OSM, Overture, Foursquare) gives **26–46 guests a day** (middle 36); the low case falls short of the 51 needed staffed (chapter 4). With OSM's 534 venues alone it would be 31–60, but two more sources list 472 open venues that OSM lacks, so the verdict uses the wider basis. This is an **estimate** resting on printed assumptions. So before signing: ① count real guests at the most comparable venue nearby on a weekday lunch and an evening (3 counts), ② find out who the landlord is and which contract form applies.

Inputs of this report: what is observed and what is a placeholder

Item	Value	Kind and source
Address → coordinates	50.114857, 8.681542	observed Nominatim (OSM), 21 Oct 2026
Residents, households, competition	25,288 / 15,822 / 533	observed Zensus 2022 grid + OSM (1 km)
Workers, hotel rooms	34,422–62,718 / 2339+	estimate OSM building area × assumptions (printed in chapter 3)
Rent	4,500 €	input order input: the monthly rent offered for this place
Own cash, funding need	80,000 €	input order input: the founder's own cash (funding need set equal to it)
Lease answers (8)	engine defaults	placeholder 5-year fixed · €20k guarantee · €15k key money, etc.
Cost structure (goods, fixed crew)	30 % / 16,564 €	default product cost model (chapter 0 scenario); Destatis average = benchmark in chapter 6

Values marked ‘placeholder’ are replaced by the founder's real numbers and the whole report recalculates (input list in chapter 14).

0 Decision: sign, renegotiate or walk away

Every number in this chapter comes from one scenario (the inputs in the table below). The cover, demand, rent, cash and bank summary use the same scenario. Simulated results are ‘what follows from these assumptions’, not a probability of success.

Commercial verdict	Evidence confidence	Dominant risk
We recommend a second look at these terms	**low**	**demand (guest count)**

At the offered terms the middle case of the cautious world (V) runs out of cash. Count first (chapter 12): if three similar neighbours average **37 guests a day or more**, you are in the Huff world, where the offered terms hold. Rent at which the cash lasts even in the middle case of the cautious world: **3,450 € or less** (4,200 € with 6 rent-free months). Rule: cautious world, owner-run. Worth pursuing = the middle case lasts and at most 20 % of paths run out within 24 months; change the terms = the middle case lasts but more than 20 % run out; second look = the middle case runs out.

Why confidence is low: the two demand models differ by more than 1.5×; no real count of passers-by or visitors at this address; concept and average bill not given: defaults used; seat count not given: 45 assumed.

Two pictures of the same street

Picture	Guests a day (low / middle / high)	What it believes
V verdict-basis world	26 / **36** / 46	Every eating place nearby (counted from three sources) splits residents, office workers, hotel guests and visitors equally. The more neighbours, the smaller your share.
H Huff world	59 / **78** / 92	A model tuned to official regional turnover: distance and draw (stations, malls, theatres) pull guests in. Checked at regional level (11.5 % error), not at address level.

The pictures differ by 2.2×. Even in the verdict-basis world 73 % of the guests are visitors. So **whether visitors really walk into this venue** decides the result. Which picture is right is settled by counting on site, not by more calculation.

Guests needed by time of day

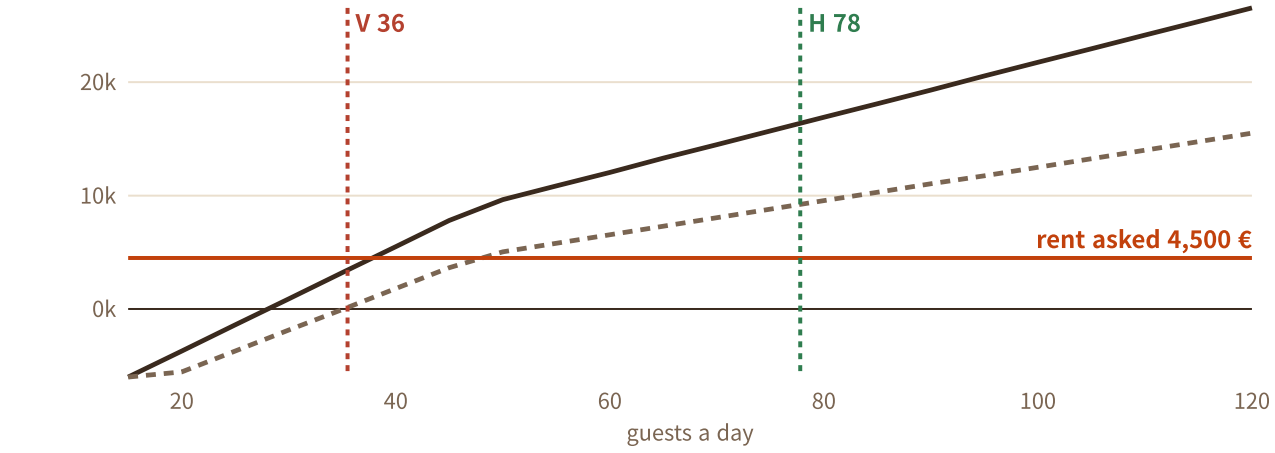
Time of day (per day)	Needed: owner-run (37/day)	Needed: staffed (51/day)	V expected	H expected
weekday lunch 11–14 h	18	25	17	25
weekday afternoon 14–17 h	9	13	9	13
weekday evening 17 h–close	8	11	8	35

Time of day (per day)	Needed: owner-run (37/day)	Needed: staffed (51/day)	V expected	H expected
Saturday lunch 11–14 h	17	23	16	28
Saturday afternoon 14–17 h	16	22	15	21
Saturday evening 17 h–close	12	17	12	53

In the busiest hour, the owner-run break-even needs about **8 guests** at weekday lunch, 8 at Saturday lunch and 4 on Saturday evening. Count the people passing the door in that hour and you see at once how many of them must come in (needed ÷ passing = the entry rate you need). 45 seats (assumed unless you gave them) are enough even for the busiest hour of the Huff world (about 31 needed): **the limit here is guests, not seats**.

The visitors' split by time of day is measured on Bamberg's 26 pedestrian counters (2024–25), Saturday = 1.65 × a weekday also measured. The split of residents, office workers and hotel guests is assumed.

The rent this plan can carry



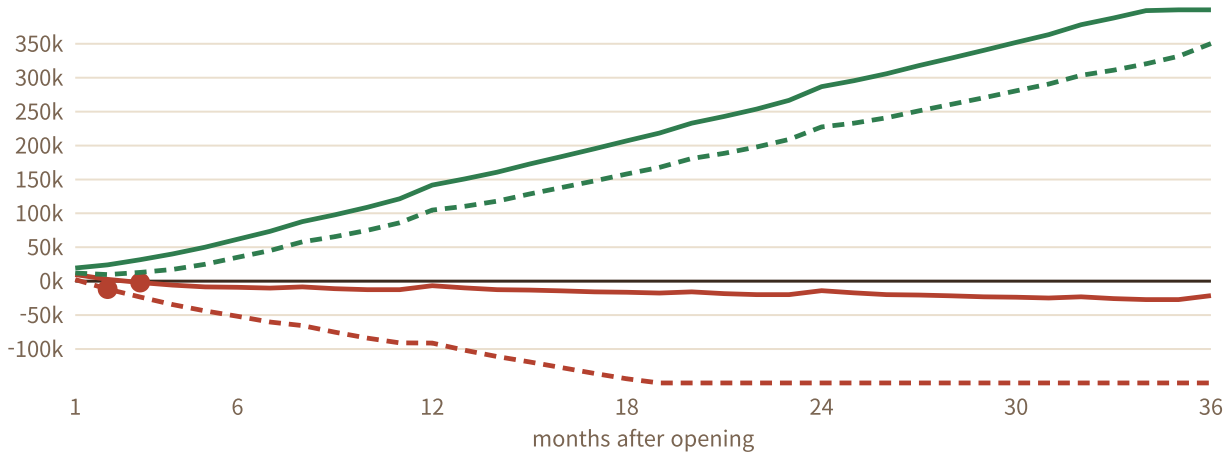
rent at zero profit (owner-run) rent leaving a 20 % safety margin

	V verdict basis (middle)	H Huff (middle)
Rent + service charges at zero profit (owner-run)	3,400 €	16,350 €
Rent leaving a 20 % safety margin	150 €	9,200 €
Staffed, zero profit	-3,200 €	15,000 €

Rent asked 4,500 €. For reference, chapter 5's ‘market reference’ (4,192 €) is what an average restaurant in this region pays (8.9 % of turnover), not what this plan can pay. Highest rent at which the cash never runs out (cautious world, middle case, owner-run): **3,450 €**, with 6 rent-free months **4,200 €**. That is the negotiation target.

This includes fit-out, opening costs and key money spread over the fixed term (5 years). In the busy case, staff cost grows with the guests a fixed crew cannot serve (one labour hour = 2 guests, derived from the Destatis average restaurant).

Cash month by month: 36 months after opening



verdict basis · owner-run verdict basis · staffed Huff · owner-run Huff · staffed

World · running	Middle case: month the cash runs out	Simulated paths out of cash within 12 months	within 24 months	Cash after 36 months (median)	5-year result (median, after your own pay)
V · owner-run	month 3	64 %	64 %	-23,519 €	-100,000 €
V · staffed	month 2	94 %	94 %	-276,040 €	-100,000 €
H · owner-run	never runs out	3 %	3 %	422,732 €	627,101 €
H · staffed	never runs out	27 %	27 %	330,766 €	483,794 €

Start: own cash 80,000 € − upfront 61,500 € (deposit 3 months, key money 15,000 €, fit-out 25,000 €, opening 8,000 €) = an operating reserve of **18,500 €**. Guests start at 60 % of normal and reach it over 6 months (assumed). Monthly seasonality is measured on Oldenburg's pedestrian counters (January 0.82, December 1.46). Minimum wage €14.60 from 2027. When cash goes below 0 the venue is taken to close that month (no extra money, no overdraft).

Simulation: 2,000 paths per world. Guests, average bill, goods share, other costs and ramp-up time move together (guests–bill +0.3, goods–other costs +0.3 correlated). The spread of guests includes a model error of ±25 % that is not yet validated at address level.

Lease terms: what each saves in the bad case

Term (one at a time)	V world: money at stake saved (mean)	V: your personal loss saved (limited company, capped guarantee)	V: change in running out within 24 months	V middle case: month cash runs out	H world: 5-year result change (median)
★ successor-tenant clause (Nachmieterklausel)	149,796 €	0 €	+0 %p	month 3	0 €
★ break option after 24 months (6 months' notice)	87,615 €	0 €	+0 %p	month 3	0 €
★ turnover rent: minimum €2,700 or 9 % of net sales	81,510 €	47,961 €	-14 %p	never runs out	6,077 €
6 rent-free months (fit-out and opening)	64,267 €	20,620 €	-16 %p	month 34	27,000 €
landlord fit-out contribution €15,000	47,635 €	14,487 €	-12 %p	month 17	15,000 €
rent 10 % lower	46,162 €	16,618 €	-6 %p	month 4	28,350 €
key money (Ablöse) halved	32,209 €	9,992 €	-8 %p	month 5	7,500 €
deposit 3 → 2 months	19,745 €	7,138 €	-6 %p	month 4	4,500 €
personal guarantee cap €20,000 → €10,000	0 €	6,490 €	+0 %p	month 3	0 €

★ Getting the three terms to negotiate first together saves on average **198,236 €** of money at stake in the cautious world, and the middle case never runs out of cash. ‘Money at stake’ = your own cash lost + the rent and restoration the lease still demands after closing (deposit deducted). With a limited company and a personal guarantee capped at 20,000 € your personal loss is smaller; as a sole trader all of it is yours.

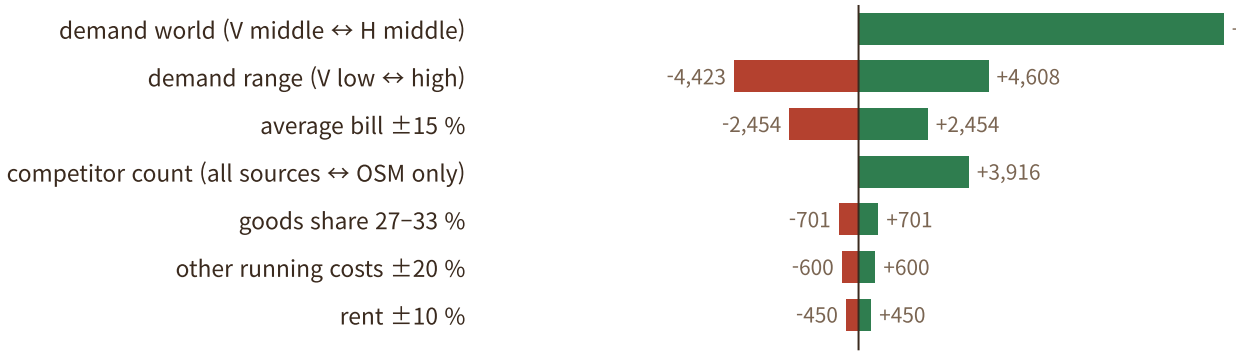
Successor clause: a successor is found within 6 months; break option: after 24 months with 6 months' notice; turnover rent: the higher of 60 % of the rent or 9 % of net sales. Whether the landlord accepts is the negotiation.

What counting before signing is worth

If you know which world you are in before signing, you can refuse in the bad one. Taking the two worlds as 50/50, that knowledge is worth about **50,000 €** (on typical outcomes). Counting on site takes one afternoon. On typical outcomes alone, signing pays off if the Huff world is at least 14 % likely, but in the bad world you lose all of your own cash: whether you can carry that risk is your call.

What moves the result most

Change of the normal monthly result -276 € (cautious world, middle case, owner-run) when one input moves to the end of its range.



Three things to verify before signing

1. Do visitors really come in: count the people passing the door and the guests of three similar neighbours for 30 minutes on Friday 18:00 and Saturday 12:00 (chapter 12).
2. Average bill: work out the average lunch and dinner receipt from your menu prices and enter it (default €28).
3. Real competitors: count only sit-down places of a similar price open at the same times (chapter 4 list).

The inputs of this scenario and where they come from

Input	Value	Source
site type OpenStreetMap anchors within 60 m	mall / prime high street	observed
concept	restaurant, full service (not stated)	default
average bill incl. VAT average bill incl. VAT; product constant	28 €	default
VAT mix 7 % food / 19 % drinks, 70 % food	0.106	observed
goods share	0.3	default
open days a month 6 open days a week	26	default
opening hours a week	72	default
opening hours of the building OpenStreetMap opening_hours of the building at the address	Mo-Th 10:00-20:00; Fr, Sa 10:00-21:00; PH off	observed
seats	45	assumed
your own pay (owner-run) owner-run only; the founder's own pay is a cost, the alternative is a salaried job	3,000 €	default
other running costs (monthly) energy 1200, repairs 450, cards 300, marketing 300, cleaning 250, insurance 200, waste 150, telecom 100, water 50	3,000 €	default
rent	4,500 €	given
service charges (Nebenkosten) service charges not given: 0 here, priced as a risk	0 €	assumed
fixed term (years)	5	given

Input	Value	Source
deposit (months of rent)	3	given
personal guarantee cap	20,000 €	given
tenant is a limited company (GmbH/UG) a capped personal guarantee implies a GmbH/UG tenant	yes	assumed
successor-tenant clause	no	given
key money (Ablöse)	15,000 €	given
restoration duty	yes	given
indexed rent	no	given
rent-free months	0	given
turnover rent	no	given
landlord fit-out contribution	0 €	assumed
fit-out and equipment	25,000 €	assumed
opening costs first stock, till, licences, launch marketing	8,000 €	assumed
restoration cost	10,000 €	assumed
own cash	80,000 €	given
loan	0 €	assumed
opening month order + 3 months fit-out	2027-01	assumed
ramp-up	start 60 %, 6 months	assumed

Source: given = your order, observed = data, default = product constant, assumed = our assumption. Replace ‘assumed’ with your real values (quotes, menu prices, seats, opening hours) and this whole chapter is recalculated (one free recalculation within 90 days).

Limits of validation. This engine is not yet calibrated on real restaurant outcomes (sales, closures). So results are written as ‘the share of simulated paths under these assumptions’, not as probabilities, and confidence is marked ‘low’. Measured: pedestrian time-of-day, seasonality and rain (Bamberg and Oldenburg counters), minimum wage, VAT, the Destatis average restaurant. Everything else carries its source in the table above.

1 Address and site type

The address was turned into coordinates and the map data show what stands there. This is the starting point for reading every number.

Item	Value
Query	Zeil 106, 60313 Frankfurt am Main

Item	Value
Coordinates	50.114857, 8.681542 · OpenStreetMap
OSM object	way 32318884 · shop=mall
Address (OSM)	MyZeil, 106, Zeil, Innenstadt, Innenstadt 1, Frankfurt am Main, Hessen, 60313, Deutschland

21 food and drink venue(s) in OSM lie within 60 m of the address point: ‘V-03’, ‘V-04’, ‘V-05’, ‘V-02’, ‘V-06’ and 16 more. They are treated as the address's own operator or predecessor and left out of the competitors.

How to read it. There are 4,843 residents within 500 m and 25,288 within 1 km. Besides neighbours, people who come by day (workers, visitors) can matter, so this report calculates day-time people (chapter 3) separately from residents.

2 The grade and what it is made of

Of the five sub-grades, demand, competition and rent count ALL customers (residents, office workers, hotel guests, visitors), not only residents. The rules are printed, and each grade says which assumption it rests on.

Sub-grade	Grade	Number	Rule · status
Demand: guests ÷ needed (all customers)	E	36 guests/day ÷ needed 51 = 0.70	A ≥ 1.25 · B ≥ 1.10 · C ≥ 1.00 · D ≥ 0.90. Guests a day = the verdict's own figure (residents, office lunch, hotel, visitors, shared among the competing venues; middle case)
Competition: vs the German average venue (all customers)	B	47 residents per venue × 7.6 = 357 resident-equivalents per venue ÷ 377 (Germany) = 0.95	A ≥ 1.0 · B ≥ 0.8 · C ≥ 0.6 · D ≥ 0.4. The factor 7.6 = guests a day from all customers ÷ guests a day from residents only at the same OSM venues; Germany's 377 is also an OSM count, so it is the same yardstick.
Rent burden (against the market reference)	D	ceiling (middle) 4,192 € ÷ offered rent 4,500 € = 0.93	A ≥ 1.25 · B ≥ 1.10 · C ≥ 1.00 · D ≥ 0.90. The product's (Basic) rent grade assumes all residents' spend goes to this one venue and so always reads high; here the chapter-5 ceiling is used
Footfall	–	JLL 2018 count 14,390 per hour (one Saturday hour) · rank 1 of the 28 big shopping streets (1st 14,390 · 28th 3,375)	not graded; used as a check: does the visitors estimate point the same way as this count (chapter 3, item 9)

Sub-grade	Grade	Number	Rule · status
Site risk (earlier businesses)	–	not computable	no history data since 2016: ask the landlord (chapter 7)

How to read it. The market is not bad (a venue gets 95 % of the German average) but the guests this rent requires (51/day) are more than one venue gets (36/day). The problem is the terms, more than the market.

The decision is made in chapter 0. Chapter 0 computes guests, seats, cash, what is owed on failure and the lease terms in one scenario. The comparison of the simple checks above (capture rate, fair share) with the academic standard, the Huff gravity model, shows the two ends only, so it is a boundary check and has moved to the appendix (chapter 15).

▼ Reference: typed profile of the competition within 500 m (product DL-5 block)

Competition by type (context)

- Cuisine known for 150 of 268 venues (56 %). Most common: Italian 15, Burger 15, Japanese 13.
- Branded in the map data: 25 of 268 (9 %). Lower bound: chains nobody tagged are missing.
- Open Tue lunch 90 % (n=137) · Tue dinner 80 % (n=137) · Sun lunch 53 % (n=137) · Fri/Sat after 11 pm 25 % (n=137).
- Outdoor seating 76 % (n=155) · takeaway 93 % (n=40) · delivery 70 % (n=10).
- Newly opened (last 2 years): no data (opening date entered for only 0 of 268 venues)
- No guide entry in our data within 500 m.
- Important: we know 26 of the 339 starred restaurants in Germany so far (MICHELIN 2026). No entry does not mean "no star".
- Works / construction points (OSM) within 300 m: 0. OSM coverage is patchy.
- Frankfurt am Main (district level): 14.83 overnight stays per resident and year (2025), 86.8 beds per 1,000 residents; above 92 % of districts (strongly touristic).

Context lines: they do not enter the turnover or guest-count calculation. Sources: © OpenStreetMap contributors (ODbL), Wikidata (CC0), © Destatis, dl-de/by-2-0 (table 45412).

There are 268 venues within 500 m, so each line rests on at most n = 268. ‘E’ marks a national-average fill-in and does not enter the grades or the cash calculation. The full 1 km list is in chapter 4.

3 Day-time people: office workers and hotel guests (estimate)

The resident map counts people who live there. In a business or shopping area the people who come to work can be the core of demand, so it is estimated from OSM building floor area. The formula and every assumption are printed; it remains an estimate until measured.

1) Buildings within 800 m (OSM site probe)

Building class	Count	Footprint m²	Levels tagged	Floor area est. m²	m² per worker (low / mid / high case)
office	111	91,666	71 of 111	856,367	35 / 25 / 20
commercial	76	58,864	37 of 76	448,899	60 / 40 / 30
retail	117	72,670	66 of 117	293,574	120 / 80 / 60
industrial	2	834	2 of 2	2,501	100 / 80 / 60
warehouse	1	128	0 of 1	128	150 / 100 / 80

Floor area = (footprint × levels where tagged) + (footprint × assumed levels where not: office and commercial 2, retail 1). Workers = floor area ÷ area per worker.

2) Hotels within 1 km

Hotel	m	Rooms	Brand
V-07	56	155	JW Marriott
V-08	155	255	Moxy
V-09	197	no room count in OSM	Residence Inn
V-10	308	202	–
V-11	314	no room count in OSM	–
V-12	348	no room count in OSM	–
V-13	359	no room count in OSM	–
V-14	366	40	–
V-15	372	no room count in OSM	–
V-16	382	342	Hilton
V-17	424	372	Westin
V-18	468	256	–
V-19	527	no room count in OSM	–
V-20	539	no room count in OSM	–
V-21	549	no room count in OSM	–
V-22	559	no room count in OSM	Kimpton
V-23	569	no room count in OSM	Motel One
V-24	592	no room count in OSM	Sofitel
V-25	601	86	Hyatt House
V-26	626	no room count in OSM	–
V-27	646	71	–
V-28	660	303	–
V-29	684	no room count in OSM	–
V-30	715	no room count in OSM	INNSiDE by Meliá

Hotel	m	Rooms	Brand
V-31	747	no room count in OSM	–
V-32	764	no room count in OSM	–
V-33	768	35	–
V-34	780	35	–
V-35	812	no room count in OSM	–
V-36	867	38	–
V-37	880	no room count in OSM	–
V-38	905	no room count in OSM	–
V-39	940	149	Flemings Hotels
V-40	969	no room count in OSM	–

Rooms in the hotels where the count is known: **2339**. Hotels without a count are counted as 0, so the hotel term is a **lower bound**.

3) Calculation: three scenarios

Line	Low	Middle	High
Workers (800 m)	34,422	49,179	62,718
Share who lunch in a restaurant (assumption)	8 %	15 %	25 %
Lunch guests per workday (all venues)	2,754	7,377	15,679
Hotel dinner guests (known rooms only; occupancy 45/60/72 %, 1.4 persons/room, 10/20/35 % dine out)	147.4	393.0	825.2
This venue's fair share: lunch × 0.835 ÷ (534 + 1)	4.3	11.5	24.5
Fair share: hotel ÷ (competitors + 1)	0.3	0.7	1.5
+ inflow visitors (anchor visits, Huff model of chapter 2)	20.5	26.0	28.7
+ residents' fair share (chapter 2)	5.8	5.8	5.8
Total guests per open day	**30.9**	**44.0**	**60.5**
Needed (owner-run / staffed)	37 / 51	37 / 51	37 / 51

How the inflow visitors are calculated. The scenario's monthly turnover (36,976 / 46,921 / 51,699 €, the values the rent ceiling uses) × inflow share 36 % ÷ the monthly turnover of one daily guest 658 € (net bill × 26 days). The inflow share is the part of the middle turnover that anchors such as stations, department stores, theatres and universities bring in the Huff model of chapter 2 (17,126 ÷ 46,957 €). It does not overlap with hotel guests or office lunch and is not divided by the number of competitors again (the Huff model already counts them). It has not been validated against real pedestrian and visitor counts yet: the counts of chapter 12 check this line.

Honest limits. Workers are counted backwards from floor area, and the lunch share is an assumption; canteens, packed lunches and delivery sit in the share that does not go to a

restaurant. The table says how large the demand could be, not what it will be. Check: the 3 counts in chapter 12.

4) What the competitors' opening hours say

Of the 336 venues with opening hours in OSM, **17 open Monday to Friday only**, 50 close before 17:00, 319 open at weekends and 240 stay open after 20:00. Most venues also open at weekends, so this is not a weekday-lunch-only area: a sign of evening and weekend demand, but of competition in those hours as well.

Effect on the maths: the model assumes 26 open days a month. Open Monday to Friday only (21.7 days) the same monthly guest count means 44 (owner-run) and 61 (staffed) guests a day (same monthly total, only the per-day figure changes; no staff saving counted).

5) Guests of a hotel at this address: not applicable

The building at this address is not mapped as a hotel in OSM. Guests of the hotels nearby are already in the hotel term of 3), as a fair share.

6) Footfall anchors and parking (OSM)

Anchor	Kind	m
MyZeil	shop:mall	11
Astor Film Lounge	cinema	25
HEMA	department store	109
Galeria	department store	124
Township	amenity:theatre	141
Hauptwache	station	198
Wochenmarkt Schillermarkt	amenity:marketplace	217
Schillermarkt	amenity:marketplace	242

38 car parks within 500 m (OSM). Only 28 carry a capacity tag (together 6530 spaces), so total parking capacity is unknown.

7) Named employers nearby (OSM ‘office’ tag)

111 places carry an ‘office’ tag within 800 m (60 with a name). The 12 nearest are listed. This list is a **plausibility check, not an input** (the worker count comes from the floor areas in 1)). Employers without the tag exist as well, so the real number is higher. Well-known companies within walking

distance support the existence of lunch and group demand, but whether their staff come here depends on in-house canteens and delivery, which was not computed.

Employer	Type	m
WGV Versicherungen	insurance	116
Honorarkonsul der Republik Malta	diplomatic	122
HDC LAW HESSLER und DEL CUERPO PartGmbB Rechtsanwalt Abogada	lawyer	122
Kassen- und Steueramt	public body	167
FES Servicecenter	yes	185
Workrepublic	yes	199
ADAC	association	204
ANKORDATA GmbH & Co. KG	company	213
Industrie- und Handelskammer (IHK)	chamber	248
Von Poll Immobilien	estate_agent	267
citygeist	IT	278
Mainova ServiceCenter	company	292

8) Public transport (OSM)

3 distinct bus-stop names within 900 m (nearest 264 m), nearest rail stop 154 m. A rail stop is within walking distance (154 m), so day-time guests can arrive by public transport. Stop and route counts do not give passenger numbers, so nothing here enters the calculation.

Stop	Kind	Network	m
Zeil	subway_entrance	–	154
Große Eschenheimer Straße	subway_entrance	–	159
Zeil, Stiftstraße	subway_entrance	–	170
Zeil, Katharinenkirche	subway_entrance	–	177
–	platform	–	187
Hauptwache	platform	–	198
Hauptwache	rail station	RMV	202
An der Hauptwache	subway_entrance	–	205
Hauptwache, Steinweg	subway_entrance	–	219
Schillerstraße	subway_entrance	–	231
–	subway_entrance	–	246
Schillerstraße 46-20	subway_entrance	–	256
Frankfurt Hauptwache	platform	–	262
Eschenheimer Tor	bus	RMV	264
Schillerstraße 31-1, Taubenstraße	subway_entrance	–	267
Goetheplatz, Biebergasse	subway_entrance	–	271

Stop	Kind	Network	m
Eschenheimer Tor	subway_entrance	–	292
Roßmarkt	subway_entrance	–	294
Goetheplatz, Steinweg	subway_entrance	–	304
Eschenheimer Tor	rail station	RMV	325
Eschenheimer Tor	platform	–	325
Biebergasse, Rathenauplatz	subway_entrance	–	332
Konstablerwache	platform	RMV	335
Römer/Paulskirche	bus	RMV	340
Zeil, Fahrgasse, Große Friedberger Straße	subway_entrance	–	345
Peterskirche	bus	RMV	373

9) Pass-by index: the 500 m around the address in open Foursquare data (experimental)

Open places in Foursquare OS Places (2026-10-15, Hugging Face) counted within 100/250/500 m of the address. The right column is the same count for 28 major German mass-market pedestrian streets that have a JLL 2018 count (luxury shopping streets excluded): minimum / median / maximum.

Category	100 m	250 m	500 m	Reference streets min / median / max (500 m)	vs median
All places	288	1387	**4050**	1,191 / 2,193 / 5,225	185 %
Retail	133	419	**1084**	266 / 554 / 1,434	196 %
Dining and drinking	74	256	**803**	162 / 344 / 889	233 %
Travel and transport	6	48	**167**	49 / 111 / 233	150 %
Business and professional services	39	411	**1159**	317 / 626 / 1,436	185 %
Arts and entertainment	7	47	**160**	33 / 74 / 217	218 %

This address is on a street where JLL counted people. On Zeil (Frankfurt am Main) the count of one Saturday hour in spring 2018 was **14,390 passers-by per hour** (about 113 m between the street's reference point and the address). It is a measurement, not an estimate, but of one Saturday hour at one section of the street: read it as a high-side limit, not as a weekday average. The index was fitted on this street, so printing its value for the same street would repeat the fit instead of testing it; it is not printed. Within 500 m of this address retail is 27 % of all places and 'business and professional services' 29 %: the mix of a city centre where shops and offices sit together, so walk-in passers-by (the figure above) and the day-time population of chapter 3 have to be read together.

Passers-by per food place, and the guests needed. 14,390 passers-by per hour (JLL 2018 count) ÷ 256 open food-and-drink places within 250 m = 56 per hour per place. The same figure for the 28 reference streets with a count is 22 / 64 / 169 (min / median / max); this address is at the 43rd percentile (about the middle of the reference streets). This street is itself one of the reference streets. At a rent of 4,500 € this report calculates 51 guests a day as necessary: 0.35 % of that one hour of passers-by (a whole day has several times one hour's passers-by, so the entry rate actually

needed is normally lower). What share of passers-by walks in (the entry rate) cannot be known from open data, so no number is made: count them on site (question Q0102).

What the index does and its limits. It fits the JLL 2018 passers-by per hour of 28 major German pedestrian streets (25 cities) on two numbers: residents within 10 km (Zensus) and retail places within 500 m (Foursquare). Predicting each city with that whole city left out, rank correlation is 0.86, median error 14 %, 82 % within 30 % (the product's earlier OSM-only inputs: 0.57). But ① only 28 streets, all big ones, so side streets and office parks are untested, ② the model was chosen after looking at the data, so it is optimistic and needs fresh data, ③ on the 5 luxury shopping streets every model failed. So a number is given only inside the range, and none of it is used for the conclusions of this report.

Gaps: only 14 of 34 hotels have a room count in OSM, the others count as 0 (the hotel term is a lower bound).

Concentration risk: where the demand comes from

In the middle case the largest share of demand is **inflow visitors 73 %** (residents 8 %, office lunch 17 %, hotel dinner 1 %, inflow visitors 73 %). If hotel dinner demand falls to 0 the total is 35 a day (-1 %), which hardly moves the verdict, but if office lunch halves it is 32, at a quarter 31 (staffed need 51). If inflow visitors halve it is 22, at zero 10. So the first thing to verify before signing is the **inflow visitor demand** (the anchor-visit share of the Huff model in chapter 2; verify it with real pedestrian and visitor counts).

Case	Guests/day	Residents	Office lunch	Hotel dinner	Inflow visitors
low	26	11 %	9 %	0 %	79 %
middle	36	8 %	17 %	1 %	73 %
high	46	7 %	29 %	2 %	63 %

Stress test (middle case)

Assumption	Guests/day	vs base	Staffed need 51
Base (middle)	36	–	falls short
Hotel dinner demand = 0	35	-1 %	falls short
Office lunch demand halves	32	-9 %	falls short
Office lunch demand at a quarter	31	-13 %	falls short
Office lunch demand = 0	29	-17 %	falls short
Inflow visitor demand halves	22	-37 %	falls short
Inflow visitor demand = 0	10	-73 %	falls short

Basis: competition from all three sources (OSM + Overture + Foursquare).

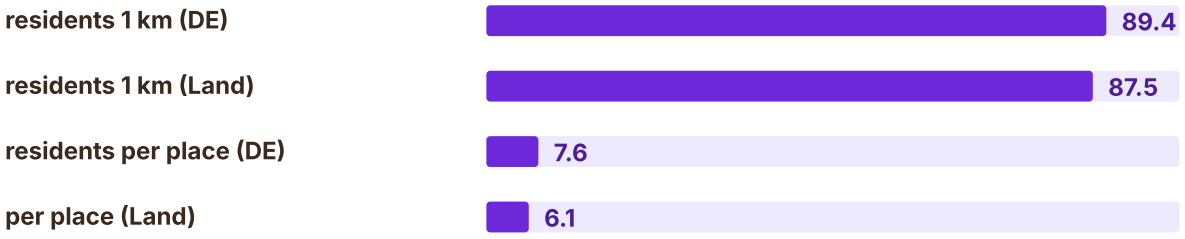
4 Competition: every venue by kind and distance, rank in Germany and Hessen

Every food and drink venue within 1 km, by distance. The 21 venue(s) within 60 m of the address point are treated as its current or previous operator and left out of the competitors.

Complex site. 21 food and drink venues lie within 60 m of the address point, which looks like a shopping centre, food court or square. They are treated as 'the operator of this address' and left out of the competitors, so the competitor count may be too low, and in that direction the result reads **more favourable** than the reality. If this address is one unit inside such a complex, first ask the operator of the complex about the contract structure (for example turnover-based rent).

534 competitors within 1 km (267 within 500 m): 243 restaurants, 120 cafés, 68 fast food, 87 bars, pubs and beer gardens. Nearest: 74 m (V-41). With the OSM completeness correction (Hessen 1.02×) about 541.

Rank (Zensus 2022 + OSM, 103,197 restaurant sites in Germany)



A bar shows the share of restaurant sites in Germany (or Hessen) this address is above. 25,288 residents within 1 km is more than 89.4 % of sites; 47 residents per venue is higher than 7.9 % (higher means relatively fewer venues). So population is **high** among restaurant sites nationally and competition density is **relatively many venues (strong competition)**. The rank is information only and does not change the grades.

The full list of all 534 venues (name, kind, distance, direction, cuisine, hours, terrace, chain, coordinates) is in competitors_1km.csv, delivered with this report.

>The nearest 40 (by distance)

m	Dir.	Kind	Name	Cuisine	Hours (OSM)	Terrace	Chain
74	NW	restaurant	V-41	italian	–	no	V-41
76	NW	café	V-43	–	Mo-Fr 09:00-21:00; Sa 09:00-22:00; Su 12:00-18:00	no	–

m	Dir.	Kind	Name	Cuisine	Hours (OSM)	Terrace	Chain
77	SE	bar	V-44	–	Mo-Su 10:00+	yes	–
84	SE	fast food	V-45	burger	Mo-Fr 11:00-21:00, Th-Sa 00:00-05:00	no	–
91	NE	café	V-46	–	–	yes	–
105	NE	fast food	V-47	–	–	–	–
107	E	fast food	V-48	burger	Mo-Th 11:00-23:00; Fr-Sa 11:00-00:00; Su 11:00-22:00	–	–
109	E	bar	V-49	–	–	–	–
117	E	fast food	V-50	donut;coffee_shop	Mo-Fr 08:00-22:00; Sa 09:00-23:00; Su,PH 10:00-22:00	no	V-50
128	NW	restaurant	V-51	–	–	–	–
133	SE	bar	V-52	–	Mo-We 14:00-02:00; Th-Sa 14:00-04:00; Su 14:00-02:00	–	–
134	SE	restaurant	V-53	–	Mo-Fr 12:00-24:00; Sa 00:00-05:00,12:00-24:00; Su 00:00-05:00	–	–
134	SE	restaurant	V-54	indian	–	–	–
135	S	bar	V-55	–	–	–	–
135	SW	restaurant	V-56	–	Mo-Sa 09:30-20:00; Su,PH off	–	–
138	S	restaurant	V-57	vietnamese	Mo-Su 11:30-21:30	yes	–
138	NE	bar	V-58	–	Mo-Fr 00:00-04:00,22:00-24:00; Sa,Su 00:00-06:00,22:00-24:00	no	–
139	W	café	V-59	–	–	sidewalk	–
141	NE	café	V-60	–	–	–	–
148	W	café	V-61	–	–	no	–
149	S	restaurant	V-62	vietnamese	Mo-Sa 11:00-22:00; Su 12:00-22:00; PH off	yes	–
150	SW	restaurant	V-63	sushi	Mo-We 11:00-20:00; Th-Sa 11:00-21:00	no	–
164	SW	fast food	V-64	asian	–	–	–

m	Dir.	Kind	Name	Cuisine	Hours (OSM)	Terrace	Chain
169	SE	fast food	V-65	seafood	Mo-Sa 10:00-19:00	no	V-65
171	S	fast food	V-66	vietnamese	Mo,Tu,Th,Fr 12:00-15:00, 18:00-21:00; We off; Sa, Su, PH 12:00-21:00	–	–
171	W	restaurant	V-67	steak_house	Mo-Th 11:30-23:30; Fr,Sa 11:30-24:00; Su 14:00-23:30	sidewalk	–
174	W	fast food	V-68	fries;kebap	–	yes	–
179	W	restaurant	V-69	german	–	yes	–
185	W	fast food	V-70	–	Mo-Sa 11:30-20:00	yes	–
186	NW	restaurant	V-71	mexican	Mo-We 18:00-00:00; Th-Sa 18:00-01:00	no	–
193	S	ice cream	V-72	–	Tu-Sa 12:00-18:00; Su 13:00-18:00; Mo off	no	–
194	NE	restaurant	V-73	italian;pizza	–	–	–
197	W	fast food	V-74	burger	Mo-Fr 00:00-02:00,07:00-24:00; Sa 00:00-05:00,07:00-24:00; Su 00:00-05:00,08:00-24:00	no	V-74
198	W	café	V-75	–	Tu-Su 10:00-19:00	pedestri	–
200	SE	restaurant	V-76	thai	–	yes	–
201	S	fast food	V-77	kebab	–	yes	–
201	W	restaurant	V-78	burger	Mo-We 11:00-01:00; Th 11:00-02:00; Fr-Sa 11:00-03:00; Su 15:00-00:00	yes	–
202	SW	fast food	V-79	burger	Su-Th 11:00-23:00; Fr,Sa 11:00-24:00	yes	V-79
203	SE	fast food	V-80	kebab	–	yes	–
206	E	fast food	V-81	kebab	Su-Th 11:00-22:00; Fr,Sa 11:00-23:00	yes	–

Attributes are shown only where OSM has them (hours for 336, terrace tag for 219). A dash means no data, not ‘none’.

Cuisine mix (tagged venues only): italian 33, coffee_shop 22, kebab 18, pizza 17, burger 16, german 15, japanese 15, thai 13, regional 13, chinese 11, indian 9, sushi 9. Once the concept is fixed, this table gives the same-concept competitors at once.

Opening-hours gap

Of the 336 venues with OSM opening hours (of 534; 198 have none), **50 close before 18:00**, 17 open Mon–Fri only, 240 stay open to 20:00 or later (145 restaurants, 28 fast food) and 319 open at weekends (156 restaurants). Sit-down restaurants also serve evenings (145) and weekends (156), so there is no obvious opening-hours gap: in those hours there is competition.

Competition cross-check: the same 1 km counted with two more sources

The product counts competition from one list, OpenStreetMap. The same 1 km was counted again with Overture Maps (a blend of Meta, Microsoft, BrightQuery, Foursquare and others) and Foursquare OS Places (Hugging Face). The same shop is one venue when it lies within 80 m and the names are similar. The venue at this address itself is left out. Venues marked closed, and canteens, caterers and food trucks (names such as ‘Kantine’, ‘V-82’), are not counted.

Source	Listed within 1 km (open or status unknown, weighted kinds only)	Same shop as in OSM	Not in OSM: marked open	Not in OSM: status unknown (in brackets: incl. low confidence)	Marked closed
OpenStreetMap (the product's basis)	534	–	–	–	–
Overture Maps 2026-10-21.0	951	427	255	194 (265)	64
Foursquare OS Places 2026-10-15	1202	454	477	0 (267)	0
both merged, duplicates removed	1436	497	472	194 (460)	64

The same arithmetic again: if there are more competitors, how many guests a day?

The residents' fair share is inversely proportional to ‘weighted venues + 1’ and the lunch share to ‘competitors + 1’ (the same formulas as chapter 3). Only the venue count changes; every other assumption stays.

Line	Scenario 1: OSM only (basis of the product grade)	Scenario 2: + marked open elsewhere	Scenario 3: + status unknown, confidence 0.7+
Competitors (1 km)	534	1006	1200

Line	Scenario 1: OSM only (basis of the product grade)	Scenario 2: + marked open elsewhere	Scenario 3: + status unknown, confidence 0.7+
Weighted venues (restaurant 1, café 0.5, fast food 0.6, bar/pub 0.3)	375.1	734.1	862.1
Residents' fair share (middle), guests/day	5.8	3.0	2.5
With day-time people, low case	30.9	25.9	25.1
With day-time people, middle case	44.0	35.5	34.0
With day-time people, high case	60.5	45.5	42.8
Low case above the staffed need of 51?	✘	✘	✘
Middle case above the staffed need of 51?	✘	✘	✘
Middle case above the Mon–Fri-only need of 61?	✘	✘	✘

How to read it. Scenario 1 is the product grade and the numbers of chapter 3. Scenario 2 also counts the shops that another source lists as open; scenario 3 also counts shops of unknown status. As the cautious baseline for a signing decision **scenario 2** is recommended. A one-hour walk counting the open venues within 1 km (the list is in the CSV) settles which of 1, 2, 3 is true. The product grade (competition E) was left on the OSM basis.

Venues missing from OSM (nearest first)

m	Name	Kind	Source	Status	Conf.
61	V-83	restaurant	Overture / meta + FSQ	status unknown	0.99
67	V-84	bar	Overture / meta + FSQ	status unknown	0.84
81	V-85	restaurant	Foursquare	marked open	–
82	V-86	restaurant	Overture / Foursquare + FSQ	status unknown	0.77
85	V-87	café	Foursquare	marked open	–
87	V-88	restaurant	Foursquare	marked open	–
92	V-89	fast food	Overture / Microsoft + FSQ	marked open	1.00
92	V-90	restaurant	Overture / meta + FSQ	status unknown	0.84
95	V-91	bar	Overture / Microsoft + FSQ	status unknown	0.85
99	V-92	bar	Overture / meta + FSQ	status unknown	0.82
102	V-93	café	Overture / BrightQuery	marked open	0.94
103	V-94	fast food	Overture / meta + FSQ	status unknown	0.99
104	V-95	café	Foursquare	marked open	–
106	V-96	restaurant	Overture / BrightQuery + FSQ	marked open	0.50

m	Name	Kind	Source	Status	Conf.
106	V-97	restaurant	Overture / BrightQuery	marked open	0.95
108	V-98	bar	Foursquare	marked open	–
108	V-99	bar	Foursquare	marked open	–
109	V-100	restaurant	Overture / BrightQuery	marked open	0.77
110	V-101	restaurant	Overture / Foursquare	status unknown	0.77
111	V-102	restaurant	Overture / meta + FSQ	marked open	0.99
114	V-103	café	Foursquare	marked open	–
114	V-104	restaurant	Foursquare	marked open	–
119	V-105	café	Foursquare	marked open	–
123	V-106	bar	Overture / meta	status unknown	0.96

The 24 nearest of 666 venues that are not in the OSM list. The full list is in the CSV ‘competitors_other_sources_1km.csv’. Confidence is Overture's own value (0–1); ‘BrightQuery’ is based on a business register, often 0.5, and can include registrations that do not trade.

How many venues are there really: how often do two lists find each other? OSM 534, other sources 1436, in both 497. Capture–recapture (Chapman form) puts the total near **1543**. The two lists are not independent (both capture the visible shops first) and the other source includes registrations that do not trade, so read the figure only as a signal that there can be far more than OSM's 534, not as a count. The product's OSM completeness correction (Hessen 1.02×) gives about 541, below cross-check scenarios 2 to 3 (1006–1200). So around here OSM may be missing more than on average.

The venue at this address is listed elsewhere as: V-04 (cafe, Overture); V-111 (thai_restaurant, Overture); V-112 (asian_fusion_restaurant, Overture); V-113 (ice_cream_shop, Overture); V-114 (italian_restaurant, Overture); V-115 (candy_store, Overture); V-116 (cafe, Overture); V-117 (fast_food_restaurant, Overture); V-118 (restaurant, Overture); V-119 (italian_restaurant, Overture); V-120 (tea_room, Overture); V-121 (fast_food_restaurant, Overture); V-122 (coffee_shop, Overture); V-123 (fast_food_restaurant, Overture); V-124 (bakery, Overture); V-125 (mexican_restaurant, Overture); V-107 (cafe, Overture); V-126 (ice_cream_shop, Overture); V-127 (salad_bar, Overture); V-128 (bubble_tea_shop, Overture); V-129 (ice_cream_shop, Overture); V-130 (sushi_restaurant, Overture); V-131 (lebanese_restaurant, Overture); V-132 (coffee_shop, Overture); V-133 (turkish_restaurant, Overture); V-134 (smoothie_juice_bar, Overture); V-135 (japanese_restaurant, Overture); V-136 (delicatessen, Overture); V-137 (smoothie_juice_bar, Overture); V-138 (indian_restaurant, Overture); V-139 (pizza_restaurant, Overture); V-140 (bistro, Overture); V-141 (restaurant, Overture); V-142 (sandwich_shop, Overture); V-143 (tea_room, Overture); V-108 (burger_restaurant, Overture); V-144 (tapas_bar, Overture); V-145 (cafe, Overture); V-146 (fast_food_restaurant, Overture); V-147 (restaurant, Foursquare); V-148 (restaurant, Foursquare); V-149 (restaurant, Foursquare); V-150 (other_dining, Foursquare); V-151 (other_dining, Foursquare); V-152 (restaurant, Foursquare); V-153 (restaurant, Foursquare); V-154 (restaurant, Foursquare); V-155

(bar_pub, Foursquare); Artisti Del V-109 (cafe, Foursquare); V-110 (other_dining, Foursquare); V-156 (cafe, Foursquare); V-157 (bar_pub, Foursquare); V-158 (restaurant, Foursquare).

Places recorded at this address (Foursquare, latest release 2026-10-15 only)

Name	Kind	First seen (not the opening day)	Last verified	In releases	Status
V-140	not food / unclassified	2010-06-11	2026-08-25	1/1	open
V-159	not food / unclassified	2016-07-14	2026-09-16	1/1	open
V-107	not food / unclassified	2019-08-01	2026-10-13	1/1	open
V-122	not food / unclassified	2010-11-10	2026-10-13	1/1	open
V-152	restaurant	2025-03-23	2026-07-11	1/1	open
V-160	restaurant	2024-09-11	2026-10-11	1/1	open
V-151	not food / unclassified	2019-04-11	2026-08-08	1/1	open
V-154	restaurant	2019-04-04	2023-12-29	1/1	open
V-04	not food / unclassified	2019-05-25	2026-10-13	1/1	open
V-161	not food / unclassified	2011-09-12	2026-10-13	1/1	open
V-134	restaurant	2012-06-16	2026-10-13	1/1	open
V-162	not food / unclassified	2010-06-11	2025-02-21	1/1	open
V-163	restaurant	2025-05-28	2026-09-16	1/1	open
V-110	not food / unclassified	2010-06-11	2025-10-23	1/1	open
V-41	restaurant	2025-10-06	2026-10-13	1/1	open
V-50	not food / unclassified	2013-10-19	2026-09-09	1/1	open
V-138	restaurant	2019-05-06	2026-08-25	1/1	open
V-130	restaurant	2023-02-17	2026-10-13	1/1	open
V-113	not food / unclassified	2019-05-11	2026-10-13	1/1	open
V-108	restaurant	2013-11-16	2026-07-13	1/1	open
V-127	not food / unclassified	2019-07-03	2026-06-27	1/1	open
V-164	not food / unclassified	2025-09-03	2026-10-13	1/1	open
V-165	restaurant	2010-11-18	2026-10-13	1/1	open
V-166	restaurant	2010-02-10	2026-10-13	1/1	open
V-143	not food / unclassified	2011-12-02	2026-09-12	1/1	open
V-150	not food / unclassified	2022-05-29	2026-10-13	1/1	open
V-116	restaurant	2022-12-03	2026-10-13	1/1	open
V-139	restaurant	2019-07-31	2026-10-13	1/1	open
V-167	not food / unclassified	2011-01-14	2025-12-05	1/1	open
V-125	restaurant	2019-04-11	2026-10-04	1/1	open
V-155	not food / unclassified	2021-10-21	2026-10-13	1/1	open
V-168	restaurant	2019-09-30	2026-10-13	1/1	open

Name	Kind	First seen (not the opening day)	Last verified	In releases	Status
V-169	restaurant	2026-05-11	2026-05-11	1/1	open
V-129	not food / unclassified	2016-07-14	2026-09-09	1/1	open
V-43	not food / unclassified	2023-04-15	2026-10-03	1/1	open

26 food places are recorded at this address (table above).

Postcode churn (Foursquare)

Postcode 60313: 458 open food places, 19 flagged closed in the last 12 months and 70 in 36 → a 36-month churn share of 13.3 %, at the 72nd percentile of the 4,510 German postcodes with 20+ open food places (median 10.5 %): an ordinary level.

Limits of this comparison. In Germany the number of places flagged closed doubled from 38.6k (2024-12) to 82.1k (2026-01) while open places stayed at 451–474k: apparently a bulk clean-up by Foursquare in 2025, not closures doubling. The comparison between postcodes rests on the assumption that the same clean-up was applied nationwide. For this address only the latest release was read, so there is no list of closed places around it.

What the market has already shown: how the venues around this address actually fared

Of the **421** food and drink venues open within 500 m of this address in the 2025-01-10 release, **26** were flagged closed by 2026-10-15 (about 21 months): **6.2 %** (95 % interval 4.2 %–8.9 %). All restaurants in the country: 4.5 %; restaurants less than one year old: 2.6 % (n = 4,004).

From each venue's features (age, chain or not, same-cuisine neighbours, shops, offices, transport around it) the model expected 28.3 closures. Observed 26 ÷ expected = **0.92**: a difference within chance (p = 0.76; with few venues the interval is wide).

A new venue at this spot (not a chain, just opened): a **relative index** by concept (the median concept at this spot = ×1.0) and the 21-month share the model gives as flagged closed. The 5 lowest and 3 highest. **The % in the second column is not the real closure rate but a floor: the share that gets recorded as closed** (see limits below): read the order and the multiples only.

Concept (Foursquare category)	Relative index	Recorded closure share (floor)	Same cuisine within 500 m
Snack Place	×0.6	1.4 %	8
Beer Garden	×0.6	1.7 %	2
Lounge	×0.6	1.7 %	13
Bakery	×0.7	1.7 %	27
Pub	×0.7	1.9 %	5
…			
Fast Food Restaurant	×1.9	4.9 %	11

Concept (Foursquare category)	Relative index	Recorded closure share (floor)	Same cuisine within 500 m
Burger Joint	×2.8	7.4 %	17
Gastropub	×3.3	8.5 %	0

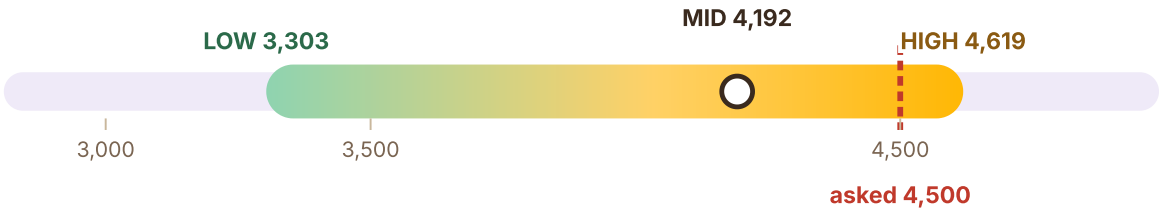
Link to chapter 0. In chapter 0's cautious world 65 % of the simulated paths run out of cash within 24 months. **Do not compare the levels with this card**: closure flags catch only part of the real closures (4.5 % across the countries in 21 months), and a venue that runs out of cash is not at once recorded as closed. What this card gives is a **direction**: an observed-over-expected value clearly below 1 means the neighbours hold on better than their features say, a clue toward chapter 0's world H (more guests); clearly above 1 is the reverse. Incumbents often hold older, cheaper leases and survive better than a newcomer, so this value does not replace chapter 0's 'count first'; it only decides which side to doubt first.

Method: Foursquare OS Places (Apache-2.0), 266,050 food and drink venues in Germany, the UK, the Netherlands and Sweden. Outcome = closure flag in the later release. Validation (pass bars fixed before any result): with whole regions of about 50 km held out, discrimination AUC 0.682 (baseline from kind, age and country only 0.614); with a whole country held out (model/baseline) DE 0.62/0.54 · GB 0.61/0.55 · NL 0.64/0.56 · SE 0.67/0.53. Gate passed. If not passed, no model figure (observed vs expected, risk by concept) is printed. **Limits (important):** closure flags rely on reports and checks and are late or missing. Only 4.5 % of venues are flagged closed in 21 months, and restaurants under one year old (2.6 %) show fewer closures than the average restaurant (4.5 %, all ages); in reality newcomers close more often, so the **absolute level is under-counted**. This card therefore does not say how many close; it says only which way this spot leans among its neighbours. The 1,332 venues that vanished from the list are not counted as closed.

5 Rent: the market reference (cautious, middle, optimistic) and this plan's limit

Rent ceiling = expected turnover × rent share. Two methods are compared; for a signing decision the lower one is the base.

Two questions about rent. ① **Market reference**: the average restaurant here pays 8.9 % of its turnover in rent → the ceiling below (Huff turnover × share, middle 4,192 €). ② **What this plan can carry**: in chapter 0's one scenario the rent at zero profit is 3,400 € in the cautious world and 16,350 € in the Huff world; the highest rent at which the cash never runs out is 3,450 € (4,200 € with 6 rent-free months). Use ② for the signing decision and ① when talking to the landlord.



rent ceiling = rent share 8.93 % × expected monthly turnover
cautious 36,976 € → 3,303 € · middle 46,921 € → 4,192 € · optimistic 51,699 € → 4,619 €

The offered rent 4,500 € is 1,197 € **above** the cautious and 308 € **above** the middle ceiling and within the optimistic ceiling 4,619 €: affordable only in the optimistic case.

Where the turnover comes from (Huff v2)

112,520 households within 2.5 km, 173 anchors. Of the middle turnover 46,921 €, residents give 29,831 € and inflow visitors 17,126 €.

Regional calibration k

k = 4.2085 (Frankfurt am Main, Stadt, status OBSERVED (training Land)). Commuter net inflow +39.4 % (German median -4.2 %), disposable income 2,169 €/month (German median 2,141).

Method 2: the rent the guest count can carry + consistency check

Demand assumption	Guests/day	Net monthly turnover those guests make	vs Huff middle turnover	Rent carried (zero profit, 20 % safety)
Residents' fair share only (chapter 2)	5.8	3,816 €	0.1 ×	0 €
Residents + day-time + inflow visitors, low (chapter 3)	30.9	20,332 €	0.4 ×	0 €
Residents + day-time + inflow visitors, middle (chapter 3)	44.0	28,952 €	0.6 ×	4,100 €

Formula (same as the product, owner-run): rent carried = guests per day × 461 € × 0.8 (20 % safety) − monthly fixed costs 12,133 € (staff, other costs and the owner's 3,000 € pay, rent excluded). One guest a day makes 658 € of net turnover a month (bill 28 € ÷ blended VAT 1.106 × 26 days); after 30 % goods cost 461 € a month is left.

What the consistency check says. The ‘low’ day-time scenario makes a net monthly turnover of 20,332 €, below Huff middle 46,921 €: smaller than the average venue of this region tuned to official statistics, so conservative. The ‘middle’ scenario's 28,952 € is within the Huff optimistic value 51,699 €. So the **baseline for a signing decision is the ‘low’ scenario**; the ‘high’ scenario (60.5 guests a day) is left out of the rent-cap calculation because seats and staff would cap it first.

Residents alone give too few guests (rent carried 0), so **the question for this site is not the rent but whether the day-time guests can really be won**.

Why the cautious ceiling and method 2 differ. Huff gives the turnover of an average venue tuned to official regional turnover; method 2 is what this one venue can get in guests. If method 2 is 0, the problem is not the rent but the **guest count**. The capture model (product Basic) ignores competitors' share and reaches 179,900 €, so it is not a basis for signing.

6 Cash: one scenario, month by month

The same scenario as chapter 0 (guests, bill, costs and lease terms are the same in every chapter). The earlier edition used ‘Huff turnover × Destatis average-firm costs’, a different business from the cover's, so it was replaced; the Destatis average is now only the comparison line below.

One normal month (2027 wage, season 1.0)

Item (monthly, €)	V · owner-run	V · staffed	H · owner-run	H · staffed
Guests a day (middle)	35.5	35.5	77.8	77.8
Net sales (excl. VAT)	23,367	23,367	51,210	51,210
Goods (30 %)	-7,010	-7,010	-15,363	-15,363
Fixed crew (72 h a week)	-6,441	-16,564	-6,441	-16,564
Extra staff when busy	0	0	-6,869	-1,348
Other running costs (energy, repairs, card fees …)	-3,000	-3,000	-3,000	-3,000
Your own pay	-3,000	0	-3,000	0
Rent (input) + service charges	-4,500	-4,500	-4,500	-4,500
Monthly result	**-584**	**-7,707**	**12,037**	**10,435**

Break-even net sales: owner-run **23,761 €** a month (37 guests a day), staffed 33,241 € a month (51 a day): the same numbers as the verdict in chapter 3. With the 2027 minimum wage of €14.60, staffed becomes 53 a day.

36-month cash (middle case, month-end balance €)

Month	V · owner-run	V · staffed	H · owner-run	H · staffed
1	9,646	2,523	19,282	12,159
3	-1,919	-23,288	31,765	12,939
6	-9,095	-51,833	61,929	35,252
12	-6,529	-91,140	141,754	104,755
18	-16,413	-143,761	206,980	157,961

Month	V · owner-run	V · staffed	H · owner-run	H · staffed
24	-13,847	-183,068	286,806	227,464
30	-23,731	-235,689	352,032	280,671
36	-21,166	-274,996	431,857	350,174

Start: own cash 80,000 € − upfront 61,500 € = an operating reserve of 18,500 €. Guests start at 60 % of normal and are normal after 6 months (assumed). Seasonality measured on Oldenburg's pedestrian counters. Red = the arithmetic balance after the cash has run out (in reality you close that month or put in more money). Simulated paths and lease-term effects: chapter 0.

Benchmark: the Destatis average restaurant

Share	V · owner-run	H · owner-run	German average restaurant (SHD 2024, WZ 56.10)
Goods / net sales	30.0 %	30.0 %	24.2 %
Staff incl. your own pay / net sales	40.4 %	31.8 %	32.8 %
Rent / net sales	19.3 %	8.8 %	8.9 %

The average restaurant's net sales are 36,976 € a month. In the cautious world (V) the rent is 19 % of net sales, 2.2× the average (8.9 %): that one number says the rent asked is heavy for these sales.

If the rent changes (same engine)

Rent	Needed owner-run	Needed staffed	Monthly cost owner-run	Monthly cost staffed	Owner-run profit, V middle (35.5 guests/day)
800 €	29	43	12,933 €	19,569 €	3,432 €
1,200 €	29	44	13,333 €	19,969 €	3,032 €
1,500 €	30	44	13,633 €	20,269 €	2,732 €
2,000 €	31	46	14,133 €	20,769 €	2,232 €
2,500 €	32	47	14,633 €	21,269 €	1,732 €
3,500 €	34	49	15,633 €	22,269 €	732 €
5,000 €	38	52	17,133 €	23,769 €	-768 €
7,500 €	43	58	19,633 €	26,269 €	-3,268 €

Each extra 1,000 € of rent adds about 2.1 guests a day (owner-run). Rent is only 27 % of the owner-run monthly cost of 16,633 €, so the risk here is the **fixed staff cost and the guest count**, more than the rent. (The product's grade columns are left out: the capture model reads A at every rent and carries no information.)

7 Lease structure and the 12 lease traps

No lease document needed: eight answers on site give euro amounts. The amounts below use **placeholder answers** and change with the real ones.

Questions specific to this address. First find out ① whether the landlord is the building owner or a managing company, ② whether the contract is an ordinary commercial lease (Miete) or a Pacht that hands over the whole business, ③ whether a duty to keep fixed opening hours (Betriebspflicht) and rights to signage and shared areas (parking, terrace) come with it, ④ whether the building allows extraction to be installed. (A checklist, not a legal opinion.)

The lease in euros (placeholder answers)

Item	Amount	Meaning
Total commitment	270,000 €	rent 4,500 € × 60 months (no index assumed)
Rent still owed if you close after 2 years	162,000 €	no successor tenant assumed
Cash tied at signing	28,500 €	deposit of 3 months + key money (assumed)
Personal guarantee cap	20,000 €	assumed answer: capped guarantee

The 8 placeholder answers: How long is the fixed term? → **5** · Is the rent index-linked? → **no** · How many months of rent as deposit? → **3** · Must you give a personal guarantee? → **yes, capped** · May you bring a successor tenant or sub-let? → **no** · What key money does the previous tenant ask? → **15,000** · Must you restore everything at the end? → **yes** · Is there competition protection in the house? → **no**

12 traps with their basis (current statute, BGH ruling)

#	Trap	Statute	BGH
T01	Fixed term, no ordinary termination	BGB § 542, BGB § 580a	XII ZR 114/14
T02	Written form for terms over one year	BGB § 550, BGB § 578	XII ZR 89/06, XII ZR 26/20, XII ZR 51/19
T03	Index-linked rent clauses	PRKG § 2, PRKG § 1	XII ZR 51/25
T04	Unpaid deposit as ground for termination	BGB § 543	XII ZR 36/05
T05	Passing on administration costs	BGB § 535	XII ZR 109/08, XII ZR 69/08
T06	Duty to operate and stay open	BGB § 307	XII ZR 131/08, XII ZR 11/20
T07	Competition protection	BGB § 535	XII ZR 40/10
T08	Closure, rent reduction, change of circumstances	BGB § 536, BGB § 313	XII ZR 8/21
T09	Sub-letting and successor tenant	BGB § 540	—
T10	Personal guarantee (written form)	BGB § 766, BGB § 765	—

#	Trap	Statute	BGH
T11	Return, damage, restoration	BGB § 535	XII ZR 79/17
T12	Clear service-charge pass-on, billing deadline	—	XII ZR 124/09

Quotes of statutes and rulings are used only after a verbatim check against the official text. For 9 of the 12 both statute and BGH ruling are confirmed; market terms (IHK, standard contracts) are still being read. Preparation for a lawyer's advice, not legal advice.

8 Funding and loans: matching programmes, order before signing, full encyclopedia

Input: Hessen · before signing · funding need 80,000 € · no unemployment benefit. Of 53 live programmes only the 50 confirmed by two or more sources are used.

Programmes that fit (6)

Programme	Type	Maximum	Route	Document date	Link
Mikromezzaninfonds Deutschland before-start rule not stated	participation	100,000 €	apply directly	Produktinfo Stand März 2025	official page
Gründungs- und Wachstumsfinanzierung GuW Hessen (ERP) apply before signing	loan	1,000,000 €	via your house bank	WIBank Konditionsübersicht GuW Hessen (ERP) / HessenFonds GuW (ERP), Stand 09.10.2026, gelesen 17.10.2026	official page
WIBank HessenFonds GuW (ERP): Zinsvergünstigung für Gründung und Wachstum before-start rule not stated	loan	500,000 €	via your house bank	WIBank Merkblatt HessenFonds GuW (ERP) 01.10.2026 und WIBank Konditionsübersicht Stand 09.10.2026 (zwei Dokumente der Bank), gelesen 17.10.2026	official page
ERP-Gründerkredit StartGeld (067) apply before signing	loan	200,000 €	via your house bank	Merkblatt 18.06.2026; Produktinfo 01.02.2026	official page
Bürgschaft ohne Bank (BoB) Hessen apply before signing	guarantee	450,000 €	apply directly	BB-H-Seite ohne Stand; Broschüre 2026/08; FDB ABB-Kredit 2.0 Stand 01.10.2023	official page
BAFA Förderung von Unternehmensberatungen für KMU apply before signing	advice subsidy	2,800 €	apply directly	letzte Änderung 12.12.2024 (Bundesanzeiger 23.12.2024)	official page

Order: what must be applied for before signing

4 programmes state ‘apply before the start’. Signing the lease, ordering equipment or starting works can count as the start, so check the route before signing: Gründungs- und Wachstumsfinanzierung GuW Hessen (ERP); ERP-Gründerkredit StartGeld (067); Bürgschaft ohne Bank (BoB) Hessen; BAFA Förderung von Unternehmensberatungen für KMU.

Full encyclopedia: every checked programme (54, 16 states + federal)

▼ Show / hide the table

ID	Programme	State	Type	Max €	Apply before start	Check status	Link
FFM-WIFOE-GEWERBE	Wirtschaftsförderung Frankfurt: Gewerbeberatung (Flächensuche, Standort- und Fördermittelinformation)	HE	service	–	not stated	2 sources	↗
HE-BOB	Bürgschaft ohne Bank (BoB) Hessen	HE	guarantee	450,000	yes	2 sources	↗
HE-GUM-BERATUNG	Hessen GuM: Zuschuss zu Existenzgründungsberatung und Coaching	HE	consulting	600	yes	re-checking	↗
HE-GUW	Gründungs- und Wachstumsfinanzierung GuW Hessen (ERP)	HE	loan	1,000,000	yes	2 sources	↗
HE-GUW-HF	WIBank HessenFonds GuW (ERP): Zinsvergünstigung für Gründung und Wachstum	HE	loan	500,000	not stated	2 sources	↗
HE-MIKRO	Hessen-Mikrodarlehen	HE	loan	35,000	yes	3 checks	↗
IHK-FFM-STELLUNGNAHME	IHK Frankfurt am Main: Stellungnahme der fachkundigen Stelle (für den Gründungszuschuss)	HE	service	–	yes	2 sources	↗
IHK-GI-FRIEDBERG-STELLUNGNAHME	IHK Giessen-Friedberg: Fachkundige Stellungnahme zur Tragfähigkeit (ausschließlich Gründungszuschuss nach SGB III)	HE	service	–	not stated	2 sources	↗
BA-GZ	Gründungszuschuss (§93, §94 SGB III)	Bund	grant	–	conditional (hover for the source text)	2 sources	↗
BAFA-UNB	BAFA Förderung von Unternehmensberatungen für KMU	Bund	consulting	2,800	yes	2 sources	↗
BUND-MKF-ENDED	Mikrokreditfonds Deutschland (BMAS) - AUSGELAUFEN	Bund	loan	–	not stated	ended	↗

ID	Programme	State	Type	Max €	Apply before start	Check status	Link
BUND-MMF	Mikromezzaninfonds Deutschland	Bund	participation	100,000	not stated	3 checks	↗
JC-ESG	Einstiegsgeld Selbstständigkeit (§16b SGB II)	Bund	grant	–	yes	2 sources	↗
KFW-067	ERP-Gründerkredit StartGeld (067)	Bund	loan	200,000	yes	3 checks	↗
BB-KREDIT-GRUEND	Brandenburg-Kredit Gründung (ILB)	BB	loan	3,000,000	yes	2 sources	↗
BE-BBB	Bürgschaften BBB Berlin-Brandenburg	BE	guarantee	2,000,000	not stated	2 sources	↗
BE-GUW-KMU	IBB Gründungs- und Wachstumsdarlehen aus dem KMU-Fonds	BE	loan	10,000,000	not stated	2 sources	↗
BE-IBB-MIKRO	Mikrokredit aus dem KMU-Fonds (IBB)	BE	loan	50,000	yes	2 sources	↗
BW-BB	Ausfallbürgschaften der Bürgschaftsbank Baden-Württemberg	BW	guarantee	2,000,000	yes	2 sources	↗
BW-LBANK-GUW	L-Bank Gründungs- und Wachstumsfinanzierung (GuW-BW)	BW	loan	5,000,000	not stated	2 sources	↗
BW-LBANK-SF80	L-Bank Startfinanzierung 80	BW	loan	200,000	yes	2 sources	↗
BW-LBANK-TOURISMUS	L-Bank Tourismusfinanzierung Plus	BW	loan	5,000,000	not stated	2 sources	↗
BY-BB	Ausfallbürgschaft Bürgschaftsbank Bayern	BY	guarantee	2,000,000	yes	2 sources	↗
BY-LFA-GUW	LfA Gründungs- und Wachstumskredit (GuW), Gründungsvorhaben	BY	loan	20,000,000	not stated	2 sources	↗
BY-LFA-SMART	LfA Gründungskredit Smart	BY	loan	150,000	not stated	2 sources	↗
HB-BB	Ausfallbürgschaften der Bürgschaftsbank Bremen	HB	guarantee	2,000,000	yes	2 sources	↗
HB-STARTHAUS	Bremen Starthaus-Coachingprogramm (Zuschuss für Vorgründer)	HB	grant	8,500	yes	2 sources	↗
HH-KREDIT	Hamburg-Kredit Gründung und Nachfolge	HH	loan	1,000,000	yes	2 sources	↗
HH-MIKRO	Hamburg-Kredit Mikro (IFB Hamburg)	HH	loan	25,000	yes	2 sources	↗
MV-BUERG	Bürgschaften des Landes Mecklenburg-Vorpommern (Landesbürgschaft)	MV	guarantee	2,000,000	yes	2 sources	↗

ID	Programme	State	Type	Max €	Apply before start	Check status	Link
MV-MIKRO	Mikrodarlehen Mecklenburg-Vorpommern	MV	loan	25,000	not stated	2 sources	↗
IHK-EW-STELLUNGNAHME	IHK Elbe-Weser: Stellungnahme der fachkundigen Stelle (für den Gründungszuschuss)	NI	service	–	not stated	2 sources	↗
NI-BB	Ausfallbürgschaften der Bürgschaftsbank Niedersachsen (NBB)	NI	guarantee	2,000,000	yes	2 sources	↗
NI-MIKROSTARTER	MikroSTARTer Niedersachsen	NI	loan	40,000	yes	2 sources	↗
NW-BANK-GRUENDUNG	NRW.BANK.Gründung und Wachstum	NW	loan	10,000,000	not stated	2 sources	↗
NW-BB	Bürgschaften der Bürgschaftsbank NRW (Ausfallbürgschaft)	NW	guarantee	2,000,000	yes	2 sources	↗
NW-BB-EXPRESS	ExpressBürgschaft der Bürgschaftsbank NRW	NW	guarantee	400,000	yes	2 sources	↗
NW-BB-GRUEND-EXPRESS	Bürgschaftsbank NRW: Gründungs- und Nachfolge ExpressBürgschaft	NW	guarantee	400,000	not stated	re-checking	↗
NW-BOB	Bürgschaft ohne Bank (BoB) der Bürgschaftsbank NRW	NW	guarantee	250,000	yes	2 sources	↗
NW-MIKRO	NRW.Mikrodarlehen	NW	loan	50,000	yes	3 checks	↗
RP-BOB	Bürgschaft Direkt (BoB) Rheinland-Pfalz	RP	guarantee	150,000	yes	2 sources	↗
RP-ISB-MITTEL	ISB Mittelstandskredit 665/667 (Rheinland-Pfalz, mit KfW)	RP	loan	5,000,000	yes	2 sources	↗
SH-BB	Bürgschaften der Bürgschaftsbank Schleswig-Holstein	SH	guarantee	300,000	not stated	re-checking	↗
SH-MIKRO	IB.SH Mikrokredit	SH	loan	35,000	yes	2 sources	↗
SL-STARTKAPITAL	Startkapital-Programm des Saarlandes	SL	loan	25,000	yes	2 sources	↗
SN-BBS	Ausfallbürgschaft der Bürgschaftsbank Sachsen	SN	guarantee	2,500,000	yes	2 sources	↗
SN-DFM-DIGI	Sachsen Digitalisierungsdarlehen (FRL DFM, Digi-D)	SN	loan	250,000	not stated	2 sources	↗
SN-DFM-MIKRO	Darlehen für den Mittelstand - Mikrodarlehen (FRL DFM)	SN	loan	30,000	yes	2 sources	↗
ST-BOB	Bürgschaft ohne Bank (BoB) Sachsen-Anhalt	ST	guarantee	400,000	yes	2 sources	↗

ID	Programme	State	Type	Max €	Apply before start	Check status	Link
ST-IB-GRUEND	IB-Gründungsdarlehen (Sachsen-Anhalt)	ST	loan	500,000	not stated	2 sources	↗
TH-BBT	BBT classic der Bürgschaftsbank Thüringen	TH	guarantee	2,000,000	yes	2 sources	↗
TH-GRUEND-BERATUNG	Thüringen ESF Plus Gründungsrichtlinie: Intensivberatung und Existenzgründungspass	TH	grant	–	yes	2 sources	↗
TH-GRUEND-PRAEMIE	Thüringen Gründungsprämie (ESF Plus, innovationsbasierte Gründung)	TH	grant	3,500	yes	2 sources	↗
TH-MIKRO	Thüringer Mikrodarlehensprogramm	TH	loan	35,000	yes	2 sources	↗

Hessen and federal programmes come first. Other states' programmes appear for addresses in those states. We only collect links; we do not broker loans or grants, and the agency or bank decides.

9 Business-plan draft for the bank (9 chapters)

Chapters in the order the IHK statement and the bank ask. ✓ = filled from the analysis above, ✏ = only the founder knows.

1 Summary

Offered rent 4,500 € vs ceiling 3,303 €–4,619 €; funding need 80,000 €.

✓

2 Founder

Experience, qualifications, own funds and equity ratio.

✏

3 Idea and menu

Concept, bill per guest (product default 28 €), opening days, staffing. Which of weekday lunch and evenings and weekends is the core (chapter 3).

✏

4 Market and site

A place in a mixed area of housing, offices and shops. 25,288 residents and 15,822 households within 1 km; turnover 36,976 €–51,699 € (Huff); about 34,422–62,718 workers (estimate).

✓

5

Competition

534 competitors within 1 km (267 within 500 m); 17 of 336 with hours open Mon–Fri only.

✓

6

Marketing, legal form, permits

Channels to nearby workers and residents, legal form, trade registration and hygiene briefing dates (chapter 10).

✏

7

Capital need and funding

Deposit and key money 28,500 € (assumed). 6 programmes fit, e.g. Mikromezzaninfonds Deutschland (up to 100,000 €). Equipment and works quotes ✏.

✓

8

Profitability and liquidity, 36 months

Break-even net sales 23,761 € a month (owner-run), normal month -584 € (V) to 12,037 € (H), the 36-month table of chapter 6 (ramp-up, seasonality, own pay included).

✓

9

Risks and countermeasures

Guest-count uncertainty (day-time demand is an estimate), early exit 162,000 € (assumed), personal guarantee 20,000 € (assumed) → counts in chapter 12, trap checklist in chapter 7.

✓

36-month cash plan (one scenario, starting cash 80,000 €, owner-run)

Month	Cautious world V	Huff world H
1	9,646 €	19,282 €
3	-1,919 €	31,765 €
6	-9,095 €	61,929 €
12	-6,529 €	141,754 €
18	-16,413 €	206,980 €

Month	Cautious world V	Huff world H
24	-13,847 €	286,806 €
30	-23,731 €	352,032 €
36	-21,166 €	431,857 €

Ramp-up, seasonality, the 2027 minimum wage, your own pay, deposit, key money, fit-out and opening costs are in. Income tax and loan repayment are not (no loan assumed). Fit-out and opening costs are assumptions; replace them with quotes and the plan is recalculated. For the bank, use the edition in which every ‘assumed’ has been replaced by quotes and menu prices.

German bank summary (2 pages for the house bank)

The numbers of the nine chapters above in German, because a German bank clerk reads it. ‘Annahme’ = placeholder.

Kurzfassung für die Hausbank

1. Vorhaben und Stand dieses Papiers

Gastronomiebetrieb (Restaurant) unter der Anschrift Zeil 106, 60313 Frankfurt am Main. Dieses Papier ist ein Auszug aus einer automatisierten Standortanalyse (Stand 25.10.2026, gültig bis 20.01.2027). Mit „Annahme“ gekennzeichnete Werte sind Platzhalter und werden durch die Angaben der Gründerin bzw. des Gründers ersetzt; die Analyse rechnet danach neu. Das Papier ist keine Rechts-, Steuer- oder Anlageberatung.

2. Standort und Wettbewerb

Im Umkreis von 1 km leben 25.288 Menschen in 15.822 Haushalten (Zensus 2022); im Umkreis von 500 m sind im Zensus-Raster 4.843 Einwohner verzeichnet. Der Standort liegt in einem gemischt genutzten Gebiet aus Wohnen, Büros und Handel. OpenStreetMap verzeichnet 534 gastronomische Betriebe im Umkreis von 1 km; zwei weitere offene Quellen (Overture Maps, Foursquare OS Places) führen 472 zusätzliche geöffnete Betriebe, insgesamt 1006 (unter Einbeziehung von Betrieben mit unsicherem Status bis zu 1200).

3. Nachfrage und Gewinnschwelle

Gewinnschwelle (Annahme: Durchschnittsbon 28 €, 26 Öffnungstage, Wareneinsatz 30 %): 37 Gäste pro Tag bei Betrieb durch den Inhaber, 51 Gäste pro Tag mit Team. Allein aus der Wohnbevölkerung ergeben sich bei fairer Aufteilung etwa 6 Gäste pro Tag (Spanne 4 bis 7). Berücksichtigt man die Mittagsnachfrage der Beschäftigten in der Umgebung (geschätzt aus Büro- und Gewerbeflächen), ergeben sich 31 bis 60 Gäste pro Tag; mit dem Wettbewerb aus allen drei Quellen sind es 26 bis 46 (Mitte 36). Die Beschäftigtenzahl (34.422 bis 62.718) ist eine Schätzung, keine Messung. Auf Basis dieser Annahmen nicht tragfähig.

4. Miete

Angebotene Miete: 4.500 € pro Monat (Angabe der Gründerin bzw. des Gründers bei der Bestellung). Tragbare Miete nach dem Umsatzmodell: vorsichtig 3.303 €, mittel 4.192 €, optimistisch 4.619 €.

5. Kapitalbedarf und Liquidität

Angegebenes Eigenkapital: 80.000 € (Angabe bei der Bestellung). Vorab gebunden: 61.500 € (Kaution 3 Monatsmieten, Ablöse, Umbau und Eröffnung; Umbau und Eröffnung sind Annahmen); verbleibende Betriebsreserve 18.500 €. Gewinnschwelle beim Nettoumsatz: 23.761 € pro Monat bei Betrieb durch den Inhaber (einschließlich Unternehmerlohn 3.000 €), 33.241 € mit Team; das sind dieselben 37 bzw. 51 Gäste pro Tag wie in Abschnitt 3 (eine Kostenstruktur für das ganze Papier). Liquiditätsplanung über 36 Monate mit Anlaufphase (Start bei 60 % der Gäste, volle Auslastung nach 6 Monaten, Annahme), gemessenem Saisonverlauf (Passantenzählung Oldenburg) und Mindestlohn ab 2027: Im vorsichtigen Szenario (36 Gäste pro Tag) ist die Reserve im Monat 3 aufgebraucht; im Szenario des Umsatzmodells (78 Gäste pro Tag) bleibt sie über 36 Monate positiv. Die höchste Miete, bei der die Reserve im vorsichtigen Szenario nicht aufgebraucht wird: 3.450 € pro Monat. Nicht enthalten: Einkommensteuer und Tilgung (kein Darlehen angenommen). Die Werte sind eine Rechnung unter den genannten Annahmen, keine Prognose.

6. Förderung und Finanzierung (zur Prüfung mit der Hausbank)

Die folgenden öffentlichen Programme passen nach den Eingaben (Hessen, vor Vertragsabschluss). Maßgeblich sind die Merkblätter der Förderinstitute; viele Programme müssen vor Beginn des Vorhabens beantragt werden, auch vor Unterzeichnung des Mietvertrags.

Programm	Art	Höchstbetrag	Antragsweg	Stand der Unterlage
Mikromezzaninfonds Deutschland	Beteiligung	100.000 €	direkt bei der Stelle	Produktinfo Stand März 2025
Gründungs- und Wachstumsfinanzierung GuW Hessen (ERP)	Darlehen	1.000.000 €	über die Hausbank	WIBank Konditionsübersicht GuW Hessen (ERP) / HessenFonds GuW (ERP), Stand 09.10.2026, abgerufen am 17.10.2026
WIBank HessenFonds GuW (ERP): Zinsvergünstigung für Gründung und Wachstum	Darlehen	500.000 €	über die Hausbank	WIBank Merkblatt HessenFonds GuW (ERP) 01.10.2026 und WIBank Konditionsübersicht Stand 09.10.2026 (zwei Dokumente der Bank), abgerufen am 17.10.2026
ERP-Gründerkredit StartGeld (067)	Darlehen	200.000 €	über die Hausbank	Merkblatt 18.06.2026; Produktinfo 01.02.2026
Bürgschaft ohne Bank (BoB) Hessen	Bürgschaft	450.000 €	direkt bei der Stelle	Webseite der Bürgschaftsbank Hessen ohne Stand; Broschüre 2026/08; Förderdatenbank ABB-Kredit 2.0 Stand 01.10.2023
BAFA Förderung von Unternehmensberatungen für KMU	Beratungsförderung	2.800 €	direkt bei der Stelle	letzte Änderung 12.12.2024 (Bundesanzeiger 23.12.2024)

7. Risiken und Gegenmaßnahmen

Gästezahl: Die Nachfrage ist aus Statistiken geschätzt. Gegenmaßnahme: drei Zählungen vor Unterschrift (Freitag 18:00, Samstag 12:00, Sonntag 17:00) sowie eine Zählung Dienstag bis Donnerstag 12:15 im ähnlichsten Betrieb in der Nähe. Vertrag: Betriebspflicht, Indexmiete, Mietsicherheit und Kündigungsfristen im Mietvertrag prüfen; eine Bürgschaft statt Barkaution ist nur möglich, sofern der Vermieter zustimmt. Abhängigkeit: Eigentümer und Verwalter des Gebäudes sowie die baurechtlich zulässige Nutzung sind vor Vertragsschluss zu klären.

8. Offene Punkte, die nur die Gründerin bzw. der Gründer liefern kann

Qualifikation und Lebenslauf; Konzept und Speisekarte mit Preisen; konkretes Mietangebot und Mietvertragsentwurf; Nachweis des Eigenkapitals; Kostenvoranschläge für Ausstattung und Umbau; Gesellschaftsform und Versicherungen; geplante Personalstruktur.

10 Permits and deadlines

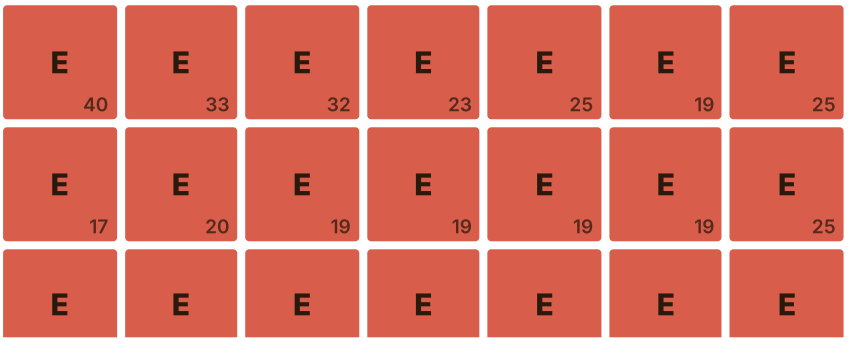
Five national steps. A date is printed only when two independent readings of an official document agree. The Hessen value has been read once and is flagged.

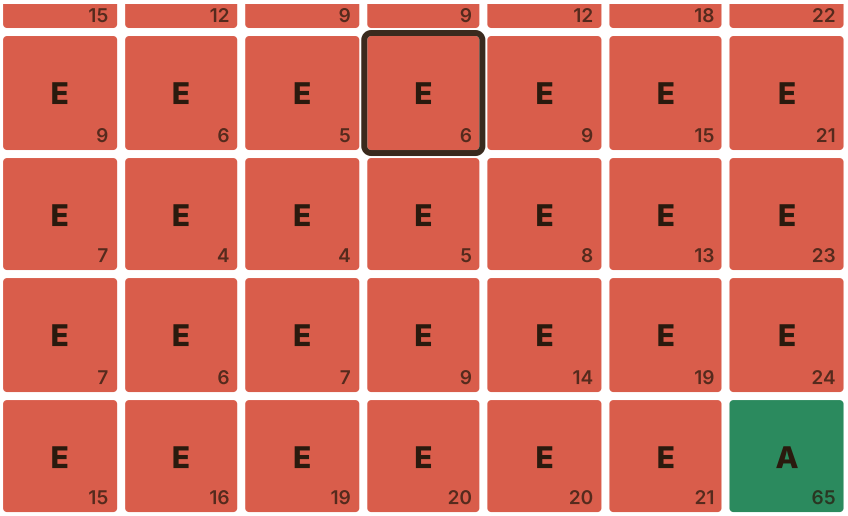
#	Law	Step	Deadline · status
N1	GewO § 14	Trade registration	no official deadline yet (second reading pending): ask the office (Ordnungsamt / Gewerbeamt) **ask the office**
N2	IfSG § 43	Health-office hygiene briefing	no official deadline yet (second reading pending): ask the office (Ordnungsamt / Gewerbeamt) **ask the office**
N3	VO (EG) 852/2004 Art. 6	Food business registration	no official deadline yet (second reading pending): ask the office (Ordnungsamt / Gewerbeamt) **ask the office**
N4	Gaststättenrecht des Landes	Licence or notice under the Land's rule	Hessen: the official record (Gaststättengewerbe anzeigen) says a venue serving alcohol must give notice about 6 weeks before opening. **Read once, document dated 2025-06-06**: not yet confirmed. **one reading**
N5	Landesbauordnung / MBO	Change of use, fire safety, extraction	no official deadline yet (second reading pending): ask the office (Ordnungsamt / Gewerbeamt) **ask the office**

Building point: extraction (N5) and fire safety depend on the building's existing permit and the owner's consent, so the fastest check is to ask the landlord whether the permitted use (Nutzungsart) of this space includes a restaurant and whether an extraction duct can be installed.

11 Area map: 49 points and a 3-address comparison

A 7×7 grid (600 m apart) around the address graded by the same rule: how far the fair-share turnover of a venue at that point reaches the staffed break-even.

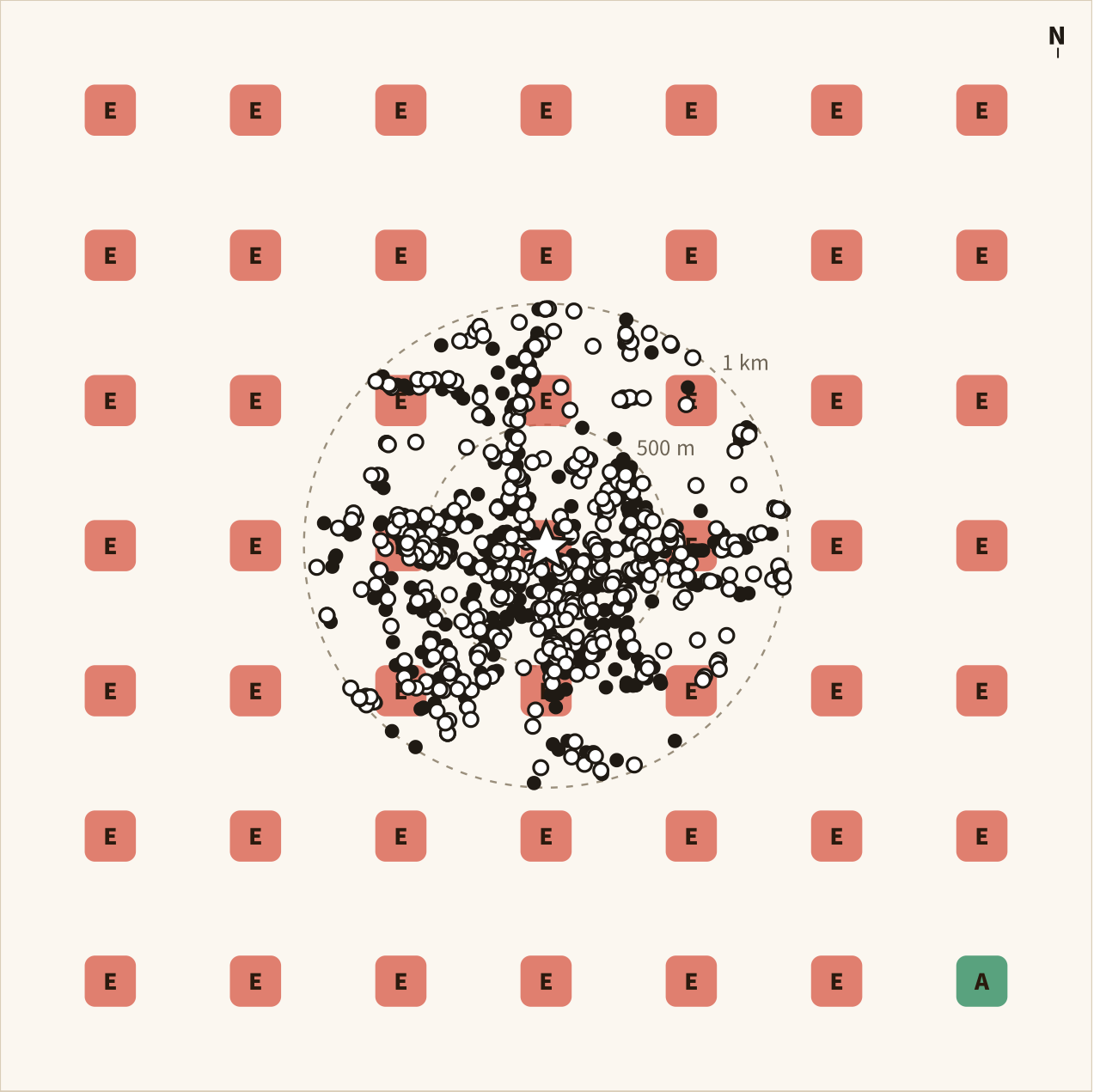




North is up. The thick outline is this address; the small number is the fair-share guests per day at that point (staffed need 51). Grades: A 1 · E 48. 1 of 49 inhabited points are C or better.

How to read this map next to the verdict on page 1. The cell of this address (thick outline) is graded E with 6 guests a day. That number is counted with the same rule as the address calculation of chapter 2 (residents' fair share, 5.8; every grid cell within 1 km by its own distance), so the two agree (audit table, chapter 15; the map shows the figure rounded to a whole number). But the map uses **residents' demand only**: day-time people (workers, hotel) are not in it. The verdict on page 1 adds day-time people and counts competition from three sources, giving 26 / 36 / 46 guests a day, so it cannot equal this cell's grade. Use the map to compare points with each other; for this address follow the verdict and chapters 2 and 3.

Map: graded points and competitors at their real positions



Coloured squares = grade of the 49 points (fair-share rule). Black dots = 534 OSM competitors, hollow circles = 472 open venues listed only by the other two sources (within 1 km), star = this address, dashed = 500 m and 1 km. No basemap tiles (tile terms are avoided, real coordinates only).

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Points graded C or better (direction and distance from this address)

Grade	Dir.	m	Fair-share guests/day	Venues within 1 km	Coordinates	Map
A	SE	2546	65	18	50.09857, 8.70676	OSM

How to read it. The fair-share figure explodes where there are 0–2 competitors (with none, one venue is assumed to take all residents' spend). Such points are not ‘opportunities’ but **‘candidates where you must find out on site why no venue exists’**: a residential estate may have demand but no lettable commercial unit. Not a turnover forecast; only points with at least 8 venues within 1 km were used in the comparison below.

Three addresses side by side (same engine)

Item	Zeil 106	SE 2546 m	NW 2546 m
Coordinates	50.11486, 8.68154	50.09857, 8.70676	50.13114, 8.65633
Residents / households (1 km)	25,288 / 15,822	13,505 / 7,256	12,387 / 6,582
Competitors (500 m / 1 km)	268 / 533	3 / 18	3 / 28
Residents per venue	47	750	442
Capture-model demand (low/mid/high)	304 / 521 / 867	152 / 263 / 447	163 / 290 / 508
Fair-share guests/day (map value)	5.8	65.0	40.0
Needed (owner / staffed)	37 / 51	37 / 51	37 / 51
Grades (Basic, residents only): demand · competition · rent	A E A	A A A	A A A
Day-time people (workers, hotels)	estimated for this address only (chapter 3)	not estimated: needs a site probe	not estimated: needs a site probe

The two comparison points are the best two points of the map at least 700 m away with 8 or more venues within 1 km (and 600 m from each other). They are sample coordinates; with real candidate addresses the same table is built from those. The worker demand of these two points was not estimated.

12 Measurement plan: three counts before signing

The cheapest way to replace the model with real guests. At the most comparable venue nearby, count three time slots for 20–25 minutes each (the product's ‘measured cap’ rule).

Slot	What it shows
Friday 18:00	evening (after-work guests, residents)
Saturday 12:00	weekend lunch (residents, families)
Sunday 17:00	weekend evening

Count only guests entering (guests_in); record no people, plates or photos. The counter is a guest in a public dining room and asks staff no trade secrets. Ask the landlord in writing about the

tenancy of the building and how long units stood empty (first contact only after the founder approves).

Tally sheet

Date · time	Day type	Guests in	Weather · events	Note

Reading: 20-minute counts × 3 → guests per hour → per day, compared with the 37–51 needed.

13 Questions: answered with this address's numbers, and those to ask before signing

The 16 below are answered by this report with this address's numbers. Under them are the 30 of the 282 questions worth asking before signing (394 bank questions in the five themes location, rent, lease, permits, funding & bank, minus 112 classed as not worth asking; the bank has 1,000 questions in all) that matter most for this case (this address's kind of site). All of them are in the appendix and the CSV.

Question	Answer for this address
How many residents live within 500 m and 1 km?	4,843 / 25,288 (3 km: 241,388)
How many competitors within 1 km and how far is the nearest?	534 (267 within 500 m), nearest 74 m
How many guests a day to break even?	37 owner-run · 51 staffed
What are the monthly fixed costs?	incl. rent 16,633 € (owner-run) / 23,269 € (staffed)
What rent can this site carry?	cautious 3,303 € · middle 4,192 € · optimistic 4,619 €
What are the break-even sales per month?	net 23,761 € (owner-run) / 33,241 € (staffed)
How many months does my cash last?	Table in chapter 6: lines at 12, 24 and 36 months by monthly sales
How does the site rank nationally and in the Land?	residents within 1 km exceed 89.4 % of sites in Germany and 87.5 % in Hessen
Which venue operates at the address now?	V-03 (OSM)
How many hotels nearby and how many rooms?	34 within 1 km; rooms known: 2339
How many workers are nearby?	about 34,422–62,718 (estimate)
When do the competitors open?	17 of 336 with hours open Mon–Fri only
Which chains are nearest?	V-41 (74 m), V-50 (117 m), V-65 (169 m), V-74 (197 m)
What remains if I leave early (placeholder answers)?	162,000 €
Which funding must be applied for before signing?	4 of the 6 that fit
How many weeks before opening is the notice due?	Hessen: about 6 weeks (one reading of the official page, not confirmed)

The 30 questions most relevant to this case

ID	Topic	Question (English source)	Who answers today
Q0401	Ablöse value	What happens to my Ablöse if the landlord then refuses to sign a lease with me?	Anwalt
Q0540	Parking buy-out	If I can't provide parking, how much is the Stellplatzablöse per space in my municipality?	Bauamt
Q0571	Terrace licence extension	Do I need to extend my Gaststättenerlaubnis to cover the terrace, and what does that cost?	Gewerbeamt
Q0131	Low Ablöse signal	Is a cheap Ablöse a sign that the location does not work?	Steuerberater
Q0377	Personal guarantee	My lease is with my GmbH. Must I sign a personal Bürgschaft, and how can I cap it?	Anwalt
Q0378	Rent indexation	Is an Indexmiete tied to the consumer price index risky for a restaurant after recent inflation?	Anwalt, Google/AI
Q0438	Deposit	What deposit do landlords in my city actually ask from first-time gastro founders?	Makler, other owners
Q0447	Personal guarantee	The landlord wants my spouse to co-sign the restaurant lease. What is her risk?	Anwalt
Q0451	Rent-free fit-out	Will the landlord contribute to fit-out costs, and how do I ask for it?	Makler, Vermieter
Q0853	Service charges	I got a €6,000 Nebenkostennachzahlung — which costs can a commercial landlord legally pass on to me?	Anwalt
Q0573	Sign permit	Do I need a permit for my shop sign or illuminated sign, and what does it cost?	Bauamt
Q0090	Office lunch	How many office workers are within walking distance for a lunch business?	own counting
Q0122	Lunch pattern	Do lunch guests here have time to sit down or do they only want takeaway?	own observation
Q0157	Opening-hours gap	Is there a gap in local opening hours, e.g. late night or Sunday breakfast?	own observation
Q0437	Previous tenant	Did the previous operator have noise complaints or restricted opening hours that I would inherit?	Ordnungsamt, Nachbarn
Q0105	Rent index	Where can I find a commercial rent index (Gewerbemietspiegel) for my town?	IHK
Q0371	Ablöse value	How much Ablöse is reasonable for a fully equipped restaurant in Germany?	Makler, Gutachter, other owners
Q0398	Ablöse value	How do I value used gastro kitchen equipment against new prices when negotiating the Ablöse?	Gastro-Ausstatter, Gutachter
Q0400	Ablöse value	Is an Ablöse far above the equipment value legally allowed between commercial tenants?	Anwalt
Q0402	Ablöse value	What Ablöse did comparable cafés on this street actually get?	Makler, other owners
Q0407	Rent indexation	Should I accept Staffelmiete or Indexmiete for a 10-year gastro lease?	Anwalt, Steuerberater

ID	Topic	Question (English source)	Who answers today
Q0412	Rent-free fit-out	How many rent-free months for fit-out can I realistically negotiate for a gastro shell unit?	Makler, other owners
Q0413	Rent-free fit-out	If I invest €80k in fit-out and the lease ends early, do I get any of it back?	Anwalt
Q0429	Negotiation	Which lease terms do landlords typically concede to first-time gastro tenants?	Makler, Anwalt
Q0446	Ablöse value	Should I pay the Ablöse via escrow or in instalments tied to the lease being signed?	Anwalt, Notar
Q0448	Personal guarantee	Should I refuse a Bürgschaft auf erstes Anfordern, and what is a reasonable alternative?	Anwalt, Bank
Q0450	Rent-free fit-out	Should the rent-free period start at key handover or when the building permit is granted?	Anwalt
Q0873	Service charges	How long do I have to object to a wrong Nebenkostenabrechnung for my Gaststätte?	Anwalt
Q0896	Service charges	Is my Nebenkosten advance too low compared with similar restaurant units?	other owners
Q0380	Early termination	Can I terminate the lease if my Gaststättenerlaubnis or alcohol licence is refused?	Anwalt

Appendix: Lease contract clauses (29)

The 29 questions of this theme are not printed. All of them are in questions_before_signing.csv in the delivery folder (column group = lease).

Appendix: Rent fairness and lease money (72)

The 72 questions of this theme are not printed. All of them are in questions_before_signing.csv in the delivery folder (column group = rent).

Appendix: Location, demand and competition (101)

The 101 questions of this theme are not printed. All of them are in questions_before_signing.csv in the delivery folder (column group = loc).

Appendix: Permits and authorities (72)

The 72 questions of this theme are not printed. All of them are in questions_before_signing.csv in the delivery folder (column group = permit).

Appendix: Funding and bank (8)

The 8 questions of this theme are not printed. All of them are in questions_before_signing.csv in the delivery folder (column group = bank).

The questions are in English; the CSV (questions_before_signing.csv) holds all entries with their classification. ‘Who answers today’ names who answers the question today.

14 How to recalculate with real numbers, and the 90-day update

This report stands on placeholders. With the founder's real numbers the same program recalculates chapters 2, 5, 6, 7, 8 and 9.

Inputs needed from the founder

Input	Chapters recalculated
Rent offer and area (€/month, m²)	ch. 2, 5, 6, 7
Own cash and funding need	ch. 6, 8, 9
8 lease answers (term, option, deposit, key money, index clause, duty to operate, exit, assignment)	ch. 7
Concept, bill per guest, opening days	ch. 2, 5
Landlord: tenancy of the building, vacancy periods	ch. 3, 12
Results of the 3 (+1) counts	ch. 3, 12

For now the operator reruns the same program with these values. There is no customer-facing input form yet (task: collect the inputs before the report is generated). When data changes the report can be rebuilt with a change list.

Data	Vintage	When it changes
Zensus 2022 (100 m)	2022	fixed until the next census
OpenStreetMap (ODbL)	2026-10-22	weekly: new and closed venues
Destatis SHD 2024	2024	yearly
53 funding programmes	2026-10-25	weekly change watch

15 Evidence, verification and limits

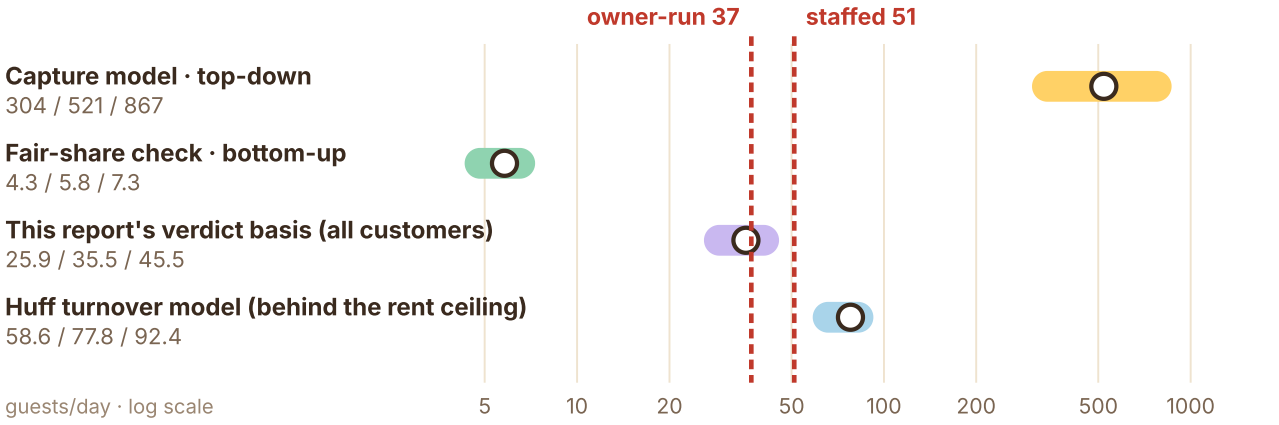
Every number carries its source and verification state. Where an estimate enters, its method and limits are printed.

Module	Source	Verification
Address → coordinates	Nominatim (OSM), 1 request, 21 Oct 2026	observed cross-checked with the OSM object and building tags

Module	Source	Verification
Residents, households	Zensus 2022 100 m grid	**observed** Python = web engine agreement test
Competitors, hours	OSM (ODbL) 218,830 gastronomy points, Germany	**observed** OSM completeness: Hessen 1.02×
Grades, demand, area map	web/assistant/addr.js, areamap.js, deliver.js	**calculated** same code as the product; a unit error in the area map was found and fixed (below)
Rent ceiling	Huff v2 + Destatis SHD 2024 (n = 141,777 obs)	**calculated** tested on 12 unseen states: mean error 11.5 %, worst -23.7 %
Day-time people	OSM building footprints and levels, hotel rooms	**estimate** assumptions printed; estimate until measured. The 'low' scenario is used as the baseline
Competition cross-check	Overture Maps 2026-10-21.0 (CDLA-Permissive) + Foursquare OS Places 2026-10-15 (Apache-2.0)	**cross-check** only 497 of OSM's 534 appear in the other sources too; 472 open venues are missing from OSM. Status and confidence differ by source, hence scenarios 1–3
Earlier places, closures, churn	Foursquare OS Places, latest release 2026-10-15 only	**partial data** only the latest release was read: earlier places at this address and the list of closures around it are not visible (only the postcode-level churn)
Pass-by index	Foursquare + Zensus 2022 vs JLL 2018 (28 streets, 25 cities)	**exploratory** leave-one-city-out rank correlation 0.86; this address is on a street JLL counted, so the count (one Saturday hour) is printed in chapter 3
Building-area second look	Overture Maps buildings 2026-10-21.0 (ODbL)	**not independent** 2289 of 2303 buildings derive from OSM. Office floor area with known levels 762k m² is the same order as OSM's 790k m²
12 lease traps	gesetze-im-internet.de, BGH	**verified** verbatim check · statute+BGH 9/12
Funding	53 programmes, official pages	**verified** only the 50 with two or more sources are recommended
Permit deadline (Hessen)	official Land portal / FIM (Gaststättengewerbe)	**one reading** second reading pending
Rent, own cash / lease answers	order input / engine defaults	**input** rent and own cash are the order input; the 8 lease answers are engine defaults (placeholders) to be replaced by the founder's answers

Two demand models say different things: what to check before you sign

Both models answer the same question, 'how many guests a day will this venue get?', from opposite ends. Neither is wrong: each shows one end. The real value usually lies between them, and **the wider the gap, the more is still unknown about this site**.



Model	Core idea (plain words)	Sees well	Blind to
Capture model looks from above	Fixes the share of the nearby households' eating-out money that this venue wins (low 5 % · mid 8 % · high 12 %).	How big the market is	How many competitors. The more crowded, the more inflated.
Fair-share check looks from below	This venue and the 374 nearby venues (distance-weighted) split the same eating-out money equally.	How much competition splits the money	The assumption that every venue is equally attractive, and that only residents are counted. Reads low on a busy street.

What makes the gap. The capture model is **90×** the fair share. Three things make the gap: ① the number of competitors (the more, the wider) ② the assumption ('a fixed share for me' versus 'an equal split') ③ who is counted (residents only versus also people who come by day).

Four things to check before you sign

① How many times better than an average neighbour

Running it yourself needs 37 guests a day and the fair share is 5.8, so you must win **6.4× an average neighbour** (8.8× with staff, 51 guests). Reading: an equal split alone does not get there: only people who come by day (workers, visitors) can close it. You need one line on how your menu, price and hours differ from the neighbours for this multiple to have a basis.

② Are the neighbours real competitors, and when are they empty

268 venues within 500 m and 533 within 1 km (distance-weighted 374) share the same resident spend. Pick five of the same price level and kind from the chapter-4 list and look at them yourself. Of the 336 venues with known hours, 145 serve sit-down evenings and 156 weekends. The hours the neighbours leave empty are your opening.

③ Do the people who come by day really exist

Of the 36 guests a day in the verdict basis, residents are 8 % and the other 92 % are workers, hotel guests and visitors (chapter 3). The gap between the fair share (5.8) and the verdict basis (36) is these people. Count them on site on a weekday lunch and a Saturday (chapter 12).

④ Cheapest way to tell which model fits this street

Count the guests of the three nearest similar venues for 30 minutes each, Friday 18:00 and Saturday 12:00, and scale to a day (chapter 12). If the neighbours average **37 or more a day**, an average share already reaches break-even running it yourself, and **51 or more** with staff. That average divided by the fair share 5.8 near 1 means a resident-driven area; much larger means people who come by day are growing the market.

Why use two models. With one model the conclusion hangs on a single assumption (‘8 %’ or ‘equal split’). The gap between them is the uncertainty of this site, and the four checks are what narrows it. This box is a checklist, not a forecast, and the 1×, 2× and 4× bands in ① are reading aids, not measured thresholds. The widely used academic Huff gravity model is calculated in chapter 2 and sets the rent ceiling (chapter 5); the two models above are simpler ‘both ends’ checks.

▼ **Formulas and assumptions (for audit)**

Model	Guests per day (low / mid / high)	Assumption
Capture model (what the product Basic uses; not used for this report's grades)	304 / 521 / 867	assumes this venue wins 5 / 8 / 12 % of the households' eating-out budget within 1 km plus 0.25 / 0.5 / 1 % beyond
Fair-share check (same rule as the product's area map)	4.3 / 5.8 / 7.3	households 15,822 × spend 149 / 200 / 251 € × 0.5 ÷ (weighted competitors 373.8 + 1) ÷ (1 + VAT mix 10.6 %) ÷ monthly turnover of one daily guest 658 €
Guests needed (break-even): rent only / owner-run / staffed	10 / 37 / 51	fixed costs 16,633 € / 23,269 € a month incl. rent; one daily guest contributes 461 € a month

Numeric consistency audit

The 9 core numbers of this report were recomputed from the printed inputs: 9 match (within rounding), 0 differ for a stated reason, 0 unresolved. Where the same calculation uses different constants in the product and in this report it is shown, not hidden.

Number	Formula and inputs	Recomputed	Printed	Status
Monthly contribution of one daily guest	`28 ÷ 1.106 × (1 − 0.3) × 26`	460.8	461	match
Owner-run break-even (guests/day)	`⌈(12,133 + 4,500) ÷ 460.76⌉`	37	37	match
Staffed break-even (guests/day)	`⌈(18,769 + 4,500) ÷ 460.76⌉`	51	51	match
Break-even sales (owner-run, net €/month)	`(12,133 + 4,500) ÷ (1 − 0.3)`	23,761	23,761	match
Break-even of the cash chapter = break-even of the verdict (guests/day)	`⌈23,761 ÷ (28 ÷ 1.106 × 26)⌉ vs 37`	37.0	37.0	match
Rent ceiling, optimistic	`51,699 × 0.0893`	4,619	4,619	match [1]
Monthly turnover of one daily guest: map rule vs product rule	`28 × 26 ÷ 1.106 (map) vs ÷ 1.106 (product)`	658.2	658.0	match [2]
Same point: centre of the map vs the address calculation (households / guests per day)	`map 15,822 / 6 vs address 15,822 / 5.8`	6	5.8	match [3]
Residents' fair share (middle, guests/day)	`15,822 × 200 × 0.5 ÷ (373.8 + 1) ÷ 1.106 ÷ 658`	5.8	5.8	match

1) The rent share is printed rounded to 8.93 %; multiplying the rounded value gives 4,617, the report uses the exact share (0.0893).

2) The area map and the product calculation use the same VAT mix, 1.106 (one constant: data/canon/counts.json). Difference 0.00 %.

3) The map and the address calculation use the same rule: every grid cell within 1 km counts by its own distance (the map shows guests per day rounded to a whole number). Until 21 Oct 2026 the map counted a 200 m tile when the tile's centre lay within 1 km; at the first report's example address that gave 3,701 households, 24.7 % more than the address calculation (2,967), because a dense residential block sits at the edge of the circle. Over the 49 points the mean was +2.5 %, a single point up to +86 %. After the rule change all 49 points equal the address calculation (pinned by a test).

A product error found and fixed while building this. The area map (Pro row ‘map’) divided a point's monthly turnover (€) by the guests needed (per day), so every inhabited point came out A. The need is now converted to monthly turnover before comparing (areamap.js, two tests added); this report's map uses the fixed values. Before the fix every inhabited point was A at any address; after it 1 of 49 inhabited points around this address are C or better and this address is E.

What this report did not do. ① A passers-by number: only the count JLL made on this street (one Saturday hour in 2018) is printed; it enters no grade and no calculation (chapter 3, item 9). ② Earlier places at this address: only the latest Foursquare release was read, so none are visible (reading all nine monthly releases takes about 50 minutes). ③ Ownership and tenancy of the building and vacancy periods: unknowable before asking the landlord. ④ Missing in this edition because the map service throttled the site probe: nothing.

Limits: this report is a model built on public statistics, not a forecast. It is not legal or tax advice; see a lawyer and a tax adviser before signing. Funding decisions are made by the agencies and banks (we provide links only, no brokerage). AI-generated analysis based on published sources.

Sources: OpenStreetMap (ODbL) · Nominatim · Overpass · Zensus 2022 / Destatis · Destatis SHD 2024 · Foursquare OS Places (Apache-2.0, Hugging Face) · Overture Maps (CDLA-Permissive 2.0, ODbL) · JLL (2018) · Bundesagentur für Arbeit (commuters 2023) · gesetze-im-internet.de · Bundesgerichtshof · KfW, WIBank, Bürgschaftsbank Hessen · FIM portal. © OpenStreetMap contributors.

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The address shows issue date, validity, verdict and fingerprint. If the fingerprint matches, the key figures of the cover (verdict, grade, guests, rent ceiling, rent asked, own cash) have not changed since issue.

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