



Flechazo X Qatalys Venture Studio

Scaling Hospitality Through Growth, Tech & Partnership (Work in Progress)

OVERVIEW

Flechazo, a buffet-driven hospitality brand, partnered with Qatalys Venture Studio at a critical growth juncture. The brand needed more than capital - it sought a long-term partner to drive structured growth, sales acceleration, and digital transformation.

Qatalys came on board with a partial funding model and continues to deliver ongoing support across growth services, technology, and organizational structuring - co-creating Flechazo's evolution into a scalable and modern hospitality venture.

THE INITIAL CHALLENGE

At the time of engagement, Flechazo faced:



Unscalable franchise and marketing models



Gaps in legal, HR, and compliance structures



Absence of data-driven decision-making



Under-leveraged tech platforms limiting customer and kitchen experiences

OUR ENGAGEMENT: AN EVOLVING PARTNERSHIP

Qatalys adopted a phased approach, aligning immediate wins with long-term capability building. Key areas of engagement:

● **Growth Services (Ongoing)**

Revamped franchise strategy and marketing foundation. Ongoing sales improvement initiatives and campaign execution.

● **Technology & Analytics (In Progress)**

POS and kitchen tech upgrades implemented. Analytics dashboards and sales tracking under refinement.

● **Digital Transformation (Ongoing)**

Loyalty program and mobile engagement frameworks developed. UI/UX enhancements in rollout stages.

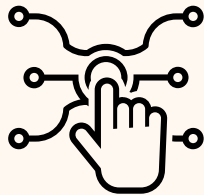
● **Organizational Structuring (Initiated)**

SOPs and HR systems defined. Legal contracts and compliance processes under implementation.

MILESTONES ACHIEVED SO FAR

- ✓ Operational playbooks introduced across locations
- ✓ Legal frameworks and SOPs for scale initiated
- ✓ Franchise modeling redesigned
- ✓ Digital workflows and customer analytics partially deployed
- ✓ Capital deployed for revenue-generating efforts with early traction

CURRENT FOCUS AREAS



Driving deeper customer engagement through tech-enabled loyalty



Expanding franchise onboarding with performance tracking



Enhancing marketing channels for consistent brand recall



Embedding real-time decision dashboards for business visibility

IMPACT SO FAR



- Strong early signals of sales improvement and operational consistency

- Better visibility into customer preferences and kitchen operations

- Team alignment on SOPs and compliance processes

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WHY THIS APPROACH WORKS

Qatalys's embedded studio model allows us to evolve alongside the startup, aligning capital with capabilities, and strategy with execution. By staying engaged beyond initial funding, we ensure Flechazo's momentum is continuous - not episodic.

TAKEAWAYS

Startups in traditional sectors need long-horizon partners. Flechazo's journey illustrates the power of a phased, studio-led engagement - where partial funding, deep operational guidance, and tech infusion converge to build sustainable scale.

The journey is far from over - and the next phase promises even greater impact.



READY TO SCALE WITH US?

If your [business](#) has traction but lacks bandwidth to [scale](#), Qatalys Venture Studio can be your co-pilot in growth.

TALK TO OUR TEAM