AN INVITATION TO UNIVERSITY LEADERS

Chick Hope Global Campus

University-led entrepreneurship.
Practical learning. SDG contribution.



BBQ / CHICKEN UNIVERSITY
WURI FOUNDATION

Deggendorf, Germany | 23–24 September 2026

10 **FOUNDING UNIVERSITIES**

2027 planning cohort

The university is the starting point.

A campus business can serve an educational mission — and create a platform for wider impact.



FOR STUDENTS

Learn through real operations

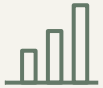
Build entrepreneurial capabilities through practical business experience.



FOR THE INSTITUTION

Connect mission and enterprise

Create a university-operated initiative with a sustainable business model.



FOR THE COMMUNITY

Turn capability into contribution

Work toward local employment, food supply and measurable SDG contribution.

One university-led model. Three complementary roles.

OPERATING PLATFORM

BBQ & Chicken University

Brand and know-how
Training and certification
Quality and supply guidance

PROJECT OWNER

Your university

Owns and operates
Connects learning to practice
Reports results and impact

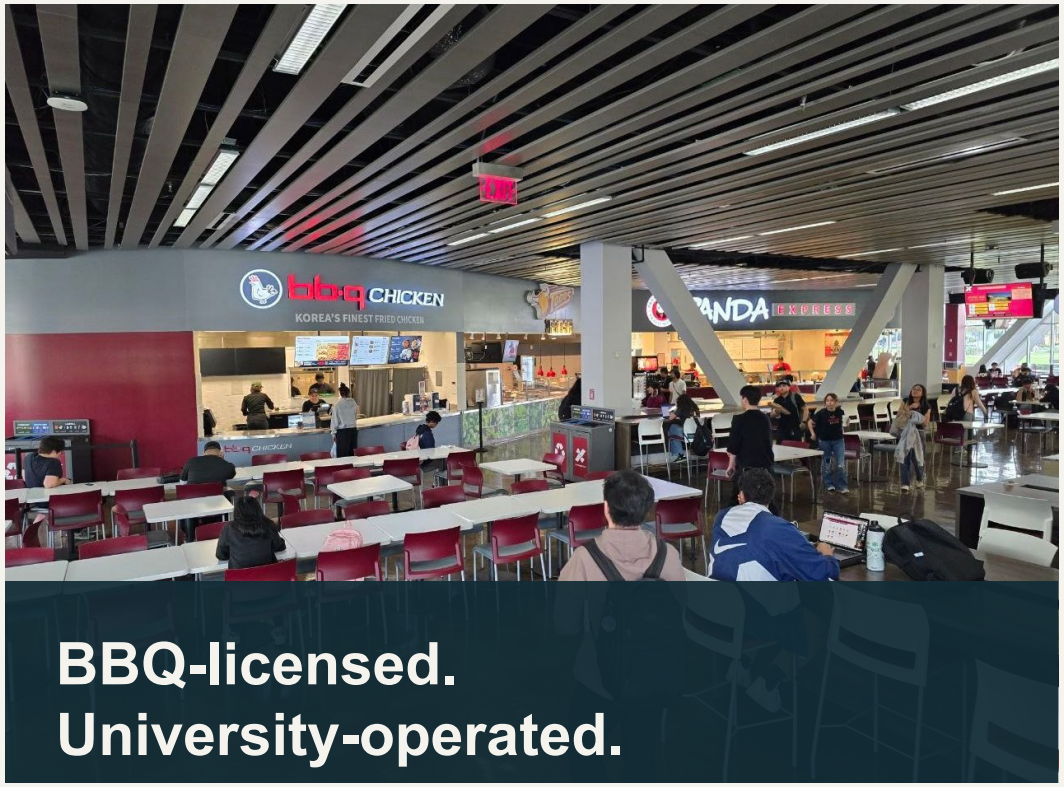
UNIVERSITY NETWORK

WURI Foundation

University recruitment
International visibility
Shared impact reporting

The university leads. Each partner contributes a distinct capability.

A real business. A living laboratory.



BBQ-licensed.
University-operated.

01

Operate a faculty restaurant

Use a real campus business with brand and operating standards.

02

Learn through the business

Connect entrepreneurship and experiential learning to daily operations.

03

Report what the model delivers

Review store performance alongside agreed educational and impact indicators.

Operating know-how makes the mission practical.



Chicken University, Korea

01

A common standard

Brand licence, operating manuals and standardised preparation.

02

Practical training

Online learning and a workshop at Chicken University in Korea.

03

Opening readiness

Training completion and opening certification before launch.

04

Quality and supply

Quality checks, supply specifications and approved suppliers.

The restaurant format is already in use.



01 Campus



02 Airport



03 Food court

Existing formats provide a starting point. Each university still needs its own feasibility review.

Shared ambition. Clear responsibilities.

THE UNIVERSITY TAKES OWNERSHIP

Space and investment
Provide and fit out the campus premises.

Operations
Operate the restaurant to agreed brand standards.

People and readiness
Complete the required training before opening.

Accountability
Submit store KPIs and agreed impact indicators.

BBQ / CHICKEN UNIVERSITY SUPPORTS

Brand and know-how
Provide the licence and operating framework.

Training
Prepare the team through Chicken University.

Quality assurance
Certify opening readiness and supervise quality.

Supply guidance
Define specifications and approved suppliers.

WURI connects institutions, coordinates participation and provides a platform for sharing impact.

Entrepreneurship in service of the UN SDGs.

Four Sustainable Development Goals guide the proposal's intended contribution.

1	**No Poverty**	Income opportunities through local entrepreneurial activity.
2	**Zero Hunger**	A stronger local food-supply ecosystem in the proposed farm phase.
3	**Good Health & Well-being**	Community wellbeing as an intended outcome to define and evidence.
8	**Decent Work & Economic Growth**	Entrepreneurial capabilities, employment and sustainable economic activity.

Commercial activity is the mechanism — not, by itself, proof of social impact.

Measure learning, viability and impact.

PROPOSED REPORTING CATEGORIES — INDICATORS TO BE AGREED DURING PLANNING

01

Educational value

Entrepreneurial capabilities

Practical business learning

Participation in training

02

Operating viability

Store performance

Operating capability

Quality compliance

03

Social contribution

Employment and income

Local food-supply activity

Community wellbeing

Agree the indicators first. Review results through the annual performance report.

Phase 2 extends the mission beyond campus.

2031–2033 | SUBJECT TO PHASE 1 RESULTS



University

Entrepreneurship and know-how

Farm network

Local food production

Community

Income, employment and food supply

LONG-TERM AMBITION

~1,000

chicken farms

Scale, allocation and financing remain to be defined.

A future ambition — not a founding-cohort obligation or a guaranteed outcome.

Plan first. Launch in 2028. Scale with evidence.

2026

RECRUIT

Introduce the initiative. Receive university interest.

Sep–Dec

2027

PLAN

Select the first 10. Train, assess and prepare.

Planning period

2028–2030

OPERATE & VALIDATE

Launch campus restaurants. Review learning and impact.

First openings: Q1 2028

2031–2033

EXPLORE PHASE 2

Consider the farm ecosystem. Expand only with evidence.

Subject to Phase 1 results

Proposed programme roadmap. Campus implementation is subject to feasibility, institutional approval and agreement.

2027 is the year we build the model together.

JAN–FEB

Select

BBQ and WURI select 10 candidate universities.

BBQ + WURI

MAR–JUN

Prepare people

Orientation and education at Chicken University in Korea.

Chicken University

JUL–AUG

Test feasibility

Develop financial, staffing and campus action plans.

University + partners

SEP–NOV

Prepare sites

Plan and fit out facilities, subject to approval.

University + BBQ

FIRST OPENINGS TARGETED FOR JANUARY–MARCH 2028

10 universities to shape the first chapter.

10

FOUNDING UNIVERSITIES

A first cohort for planning, learning and implementation.

01 **Build capability**

Participate in orientation and Chicken University training.

02 **Develop the campus model**

Test feasibility and build a university-specific action plan.

03 **Create reference cases**

Share operating and educational experience across the WURI network.

Is your university ready to explore the model?

The first cohort should combine a clear educational purpose with credible operating readiness.

01

A campus location

Space secured for a suitable campus restaurant.

02

An investment plan

A realistic plan for providing and fitting out the premises.

03

Operating capability

F&B or campus-services capability to run the business.

04

Educational alignment

A clear fit with entrepreneurship and SDG-related learning.

Selection also considers WURI participation, international network and regional balance.

Start with interest.
Move to commitment through planning.

01

Express interest

Connect with WURI and follow the official call for applications.

LATE 2026

02

Assess together

If selected, join the 2027 planning and feasibility process.

2027

03

Decide on implementation

Proceed following feasibility, institutional approval and agreement.

BEFORE OPENING

INFORMATION TO PREPARE

University / country / contact / proposed site and size / investment outline / preferred start term

Join the first 10 universities.

Plan together in 2027.

Build a university-led platform for entrepreneurship, practical learning and SDG contribution.

BBQ / CHICKEN UNIVERSITY × WURI FOUNDATION

NEXT STEP: CONNECT WITH WURI

Proposed selection framework

CRITERION	POINTS
Store space secured + credible investment plan	30
Operating capability (F&B / campus services)	25
Fit with SDG / entrepreneurship curriculum	20
WURI participation and international network	15
Regional balance	10
Total	**100 points**

Proposed framework for participation

DISCUSSION BASIS — SUBJECT TO AGREEMENT

Initial term	Five years; renewable.
University investment	Provide and fit out the campus premises.
Operating requirements	Complete training; follow brand standards; accept periodic inspection.
Annual reporting	Store KPIs and agreed impact indicators.
Royalty proposal	No or minimum sales-based royalty to Chicken University; rate not specified.
Non-compliance	Termination for material non-compliance with brand standards.

These are proposals in the source deck, not an approved offer or executed contractual terms.

A common standard. Local relevance.

INDONESIA / COMBO EXAMPLES



NEW ZEALAND / BOWLS AND SIDES



Adaptation within brand standards: halal requirements, spice levels, rice and sides.

Illustrative menus supplied in the source presentation; not a local price list or current commercial offer.