

## Spotlight Story: NewtonX

1. **Q:** What does your company do that supports/assists restaurants?

**A:** NewtonX supports the restaurant industry by delivering data-driven insights on trends, consumer behavior, and industry benchmarks. Through customized B2B research, NewtonX provides restaurant owners and industry stakeholders with information on evolving customer preferences, digital transformation strategies, and operational challenges. Our AI-powered platform connects clients with experts, helping restaurant operators gain targeted insights into supply chain management, technology adoption, menu development, and workforce dynamics to guide decision-making and enhance competitive positioning.

2. **Q:** What's a new service or product of yours that you want restaurant members to know about?

**A:** NewtonX has opportunities for restaurant industry experts to earn money by participating in surveys and consultations. Restaurant professionals can share their insights on trends, consumer preferences, and operational practices, contributing to research while earning for their time. This service benefits restaurant stakeholders by highlighting industry shifts and provides experts with a way to monetize their knowledge and experiences.

3. **Q:** Why have you joined the CRA?

**A:** NewtonX joined the California Restaurant Association (CRA) to deepen its involvement in the restaurant industry and build connections with industry leaders across California. This partnership gives NewtonX insights into the challenges restaurants face, so NewtonX can tailor its services (e.g., targeted surveys and expert consultations) to meet restaurant operator and owner needs. The CRA's focus on advocacy, regulatory support, and professional development for restaurant members aligns with the NewtonX goal to provide the restaurant industry with relevant data and expert insights on issues like labor management, consumer trends, and operational efficiency.

4. **Q:** Why do you choose to work with restaurants?

**A:** NewtonX entering the restaurant sector reflects the growing demand for tailored insights and data solutions in the industry. As the restaurant landscape evolves rapidly—with shifts in consumer expectations, workforce management challenges, and sustainability pressures—data-backed strategies are crucial for decision-makers. NewtonX leverages advanced research capabilities to help restaurants adapt to these market demands with custom insights to optimize customer experience, operations, and brand positioning.

The increased demand for specialized data within the industry is driven by restaurants' need to keep pace with rapid technological advancements, such as online ordering and delivery, and to adjust to post-pandemic consumer behaviors and economic pressures.

5. **Q:** How can people get in touch with you for questions?

**A:** There are several ways to get in touch with NewtonX:

1. **Contact Form:** Use the NewtonX contact form to submit questions about services or partnership opportunities.
2. **Email:** Email NewtonX at [info@newtonx.com](mailto:info@newtonx.com).
3. **Social Media:** Connect with NewtonX on LinkedIn

6. **Bonus Q:** Do you know how much money you can make per year working with NewtonX on restaurant-focused surveys and phone consultations?

**A:** NewtonX participants earn based on the type of survey or consultation they complete. For short web-based surveys, compensation ranges from \$20 to \$200, with most brief surveys earning between \$40 and \$75 for around 10-15 minutes of participation. For one-on-one consultations, which usually last an hour, respondents at the Director level or below can earn between \$200 and \$300, while senior executives may earn between \$300 and \$450 per session.

The NewtonX compensation structure allows professionals to leverage their industry knowledge flexibly and efficiently through paid engagements that align with the expertise and time commitment required for each project.

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