Chapter 1 Get started



Preface: Be it your burning business ambition or a long-desired lifestyle change, inspiration can come in many forms. From herding goats to launching a magazine - via baristas and fashionistas - here's how some of the world's most forward-thinking entrepreneurs got their ventures off the ground.



How to create a neighbourhood restaurant

Company: Beard Location: Tokyo Founded: 2012 Staff: 2

Provenance: Vegetables come from Kochi prefecture and the farmers' market in Kamakura; fish is from the Mie area

Most popular wine: Scribe winery chardonnay (2011) and pinot noir (2012) from Sonoma Most popular dish: Beef sirloin

steak with French fries

Running a restaurant requires kitchen flair but it is ingenuity that can make the difference between a go-to favourite and an average stop. "You need basic skills in the field and selfconfidence. On top of that, a sense of imagination," says Shin Harakawa (*pictured*, *top*), chef patron of Tokyo restaurant Beard.

Small, convivial and reliably good, Beard instantly struck a chord with diners; it's the neighbourhood restaurant that every city should have. Harakawa can usually be found in his Breton shirt cooking in the style he honed at a Michelin-starred restaurant in Sens, France and at Chez Panisse in Berkeley, California. His cosy bistro bears the influence of both but it's rooted in Japanese culture.





That the restaurant can barely fit 13 customers is part of its relaxed charm. Harakawa chats to diners as he cooks and customers strike up conversations. Friends run into each other; new acquaintances are formed. The menu is refreshingly short and likely to feature excellent steak and chips, fresh fish and a seasonal salad. On Sundays, Beard opens for brunch – which is a Tokyo rarity - and serves ricotta pancakes, eggs and a weekly burger.

Harakawa describes his cooking as "simple food with quality ingredients". A Kamakura farmers' market supplies the vegetables; meat comes from a trusted wholesaler and sometimes direct from farmers and hunters. You get the sense that, if this stopped being fun, he would move on. And his advice to those who want to branch out on their own? "Truly enjoy what you do." — (M)







