

Company Overview

BRAND FOUNDATION



Dave Wood CEO Dave has been in the restaurant business for 38 years and is known across the industry as a great operator and innovator. He has been successful as both the franchisor and the franchisee, so he understands the full scope of operations.

Dave started with Domino's Pizza, opening his first restaurant at the age of 23. Soon after, he owned 17 franchises across Northern Virginia, and was in the top 1% of all Domino's franchisees for 28 years.



- Fast casual growth
- Demand for healthy options
- Menu flexibility with consumer trends

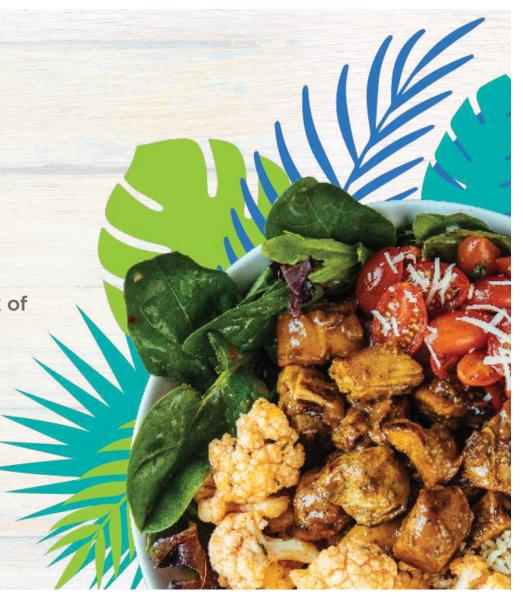
The Concept

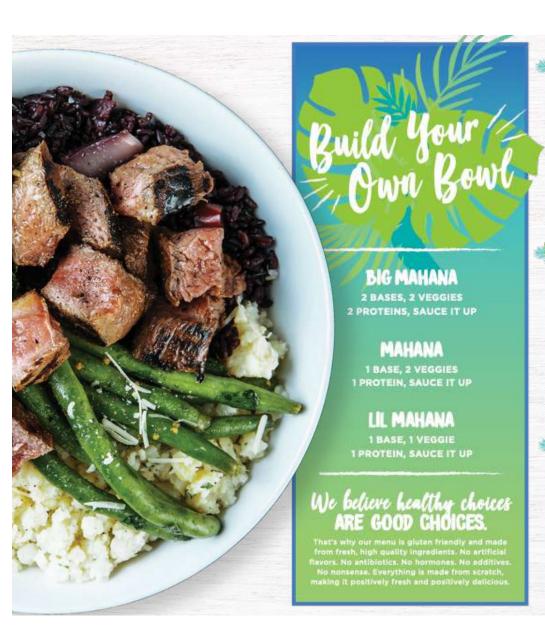
Ability to adjust based on consumer food trends

 Efficient design for front of house and back of house operations

Brand focus on customer experience

Chef inspired cost effective menu







BASMATI RICE BLEND V 0F
COCONUT RICE V 0F
FORBIDDEN RICE V 0F
CAULIFLOWER RICE V 0F
SPINACH SALAD V 6 0F
KALE CRUNCH SALAD V 6 0F
SWEET POTATO NOODLES V 6 0F

VEGGIES

BUFFALO CAULIFLOWER VOF

GARLICKY CILANTRO GREEN BEANS Y OF

HONEY SRIRACHA BRUSSELS SPROUTS GF

ROASTED MUSHROOMS V 0F SESAME GINGER BROCCOLI V 0F

ROASTED SWEET POTATOES V GP

3 PROTEIN

BBQ CHICKEN #
GRILLED STEAK # @
KEY WEST CHICKEN #
ROASTED TOFU # @
SPICY AHI TUNA 6 # @
TERIYAKI CHICKEN #

V Vegan Friendly Chilled W Gluten Friendly Premium

ADD-ONS

AVOCADO SMASH V 6F
ROASTED ALMONDS V 6F
FETA CHEESE 6F
MEDITERRANEAN TOMATOES V 6F

SAUGE IT UP

PARMESAN CHEESE OF

CILANTRO VINAIGRETTE #
CITRUS GINGER #
COCONUT SWEET POTATO # #
CREAMY WASABI #

DESSERTS

CHOCOLATE CHIP COOKIES OF SNICKERDOODLES OF

ZUCCHINI BROWNIES OF *contains peanuts

BEVERAGES

FRESCAS
FRESH BREWED TEAS
KOMBUCHA
FOUNTAIN SODAS
BEER AND WINE

PR

Real Estate

morrow HILL

- Morrow Hill, a Dallas based tenant rep company with national presence
- Currently represents a number of national franchise brands
- National leader in implementation of data and technology to drive results



IDENTIFY TRADE AREAS

- High level demographic analysis
- Determine best possible trade areas in market

Analyze Market

- Site specific demographics
- Site specific economics

Landlord Negotiations

- Letter of Intent
- Lease Terms
- Finalization

Site Criteria - Preferred

- 1800 2400 Square Feet 30' Width preferred
- Demographics
- Office Space
- · Exposure on high traffic road
- Co-tenancy

Construction Management

CONSULTING AND SUPPORT THROUGH CONSTRUCTION PROCESS

Pre-Lease

Design / Bid

Construction

Post Construction





Operations

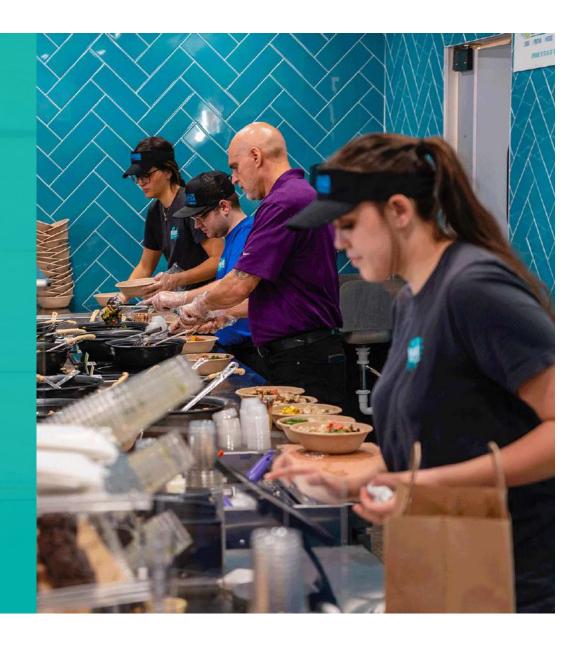
TRAINING PROCESS

overview training

franchisee training

opening training

ongoing support



Marketing

STRATEGY AND MARKETING PLAN DEVELOPMENT

Your customized initial marketing plan and will introduce the community to your new restaurant. It will help to attract new customers, generate buzz, gain media attention and create goodwill with neighboring businesses. The on going marketing plan will continue to generate new customers and increase frequency of current customers.

soft opening

grand opening

post opening





ON GOING SUPPORT

- National Marketing Calendar
- Materials Portal
- Bi Weekly Support Calls
- Direct Mail & Digital Display (Geo Fence)
- Social & Digital Media Support
 - Facebook Ads and Facebook Marketing certified team
- Integrate Database Loyalty Program













Investment

LICENSE FEES

- Single License \$49,500
- Three Licenses \$125,000
- Five Licenses \$200,000

INITIAL INVESTMENT SINGLE LOCATION

- \$213,200 \$657,500
- Traditional Development Locations
- 1,800 SQ FT 2,400 SQ FT

ON-GOING FEES

- 6% Royalty (3% First 6 Months)
- 1.5% National Advertising Fund

FEES & EXPENSES	
Initial franchise fee	\$49,500
Travel and living expenses while training	\$1,000-\$4,000
Real estate/rent and deposit	\$5,000-\$20,000
Leasehold improvements	\$20,000-\$240,000
Build-out management	\$0-\$15,000
Equipment and small wares	\$50,000-\$150,000
Mill works and furniture	\$8,000-\$42,000
Signage	\$5,000-\$20,000
Computer systems	\$7,000-\$9,500
Office	\$500-\$2,000
Licenses and permits	\$500-\$5,000
Legal and accounting	\$1,000-\$5,000
Dues and subscriptions	\$200-500
Utility deposits	\$0-\$5,000
Insurance	\$500-\$3,000
Initial inventory	\$5,000-\$7,000
Grand opening marketing	\$20,000
Onsite training	\$10,000
Additional funds- 3 months	\$30,000-\$50,000
TOTAL	\$213,200-\$657,500

Growing Across the Country

New Tampa FL - Open!

Charlottesville VA - Open!

Charlotte NC - Open!

Idaho Falls ID - Open!

Brandon FL - Open!

Toms River NJ - Open!

Boca Raton FL - Coming Soon

Fargo ND - Coming Soon

Georgetown TX - Coming Soon

Denver CO - Site Selection

Atlanta GA - Site Selection

Northville MI - Site Selection

Charlotte NC - Site Selection

Sarasota - Site Selection



