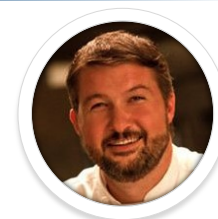


A Unique Community Venture ...

We're Partnering With Local Residents

To Reopen the 29 Sudbury Restaurant.

Family Oriented ♦ Locally Grown & Organic



Chef Jordan Mackey

I'm pleased to have the opportunity to present this information for your review. I served as the corporate executive chef/VP of culinary for four facilities owned by Whole House Group, including 29 Sudbury at the Town Square, for 28 months during 2015-2017. This gave me ample opportunity to study this location's market potential and develop solid relationships with former employees and local clientele.

The entire facility is already built out, and can be assumed for just the cost of monthly rent, making this an attractive opportunity that can deliver a solid and consistent ROI in a relatively short span of time. I have already negotiated favorable lease terms with the landlord.

This brief summary provides a high-level view of the funding and planned future operation of this facility. Specific details regarding overall management, daily operations, marketing, financial controls, proforma, reporting and policies/procedures can be shared as well.



The New Concept ...

Mediterranean Theme Retained ▪ Wood Fired Grill ▪ Large & Small Plates Element
Soft Seating ▪ Private Events ▪ Dinner Only (Weekend Brunch) ▪ Local Farm Sourcing
Simple Flawless Execution ▪ Lounge Style Atmosphere ▪ Open Exhibition Kitchen
Retail Fish Market ▪ Offsite Catering ▪ Under \$40 Wine List ▪ Simple & Composed Dishes

**The entire visual presentation can be viewed and
downloaded as a PDF in large format at my website.**

Click here: jordancmackey.com/29

The restaurant first opened early in 2014. Due to local demand for a facility of this caliber first-year revenue came close to \$4 million, and over the years annual revenue eventually leveled off at \$2.2 million by the end of 2017.

Revenue Growth Potential:

The former owners could have captured and maintained a consistent \$3.5M with better controls, marketing, PR and a focus on private event sales. The facility has a perfect setup on the 2nd floor [2 large rooms and a full bar] for private parties and business meetings at any time, and the main floor during mid-day. It's also 100% handicapped compliant with an elevator covering all three floors. We're planning to build out the 3,500 sq. ft. basement for offsite catering services and daily takeout of 'heat & serve' prepared meals. With smart marketing, community outreach and proper execution this location can consistently generate \$3.5M with double digit net profits.

(See investment summary on the next page, and call for more information.)

Investment Summary & Structure

AMOUNTS:

Minimum Funding Required: \$400,000 (pre-opening.)
Target Funding Goal: \$675,000
Amount Committed To Date: \$255,000 (as of 12/26/18)
(from 12 individuals)
Offering: 45 Units @ \$15,000 per single Unit.

ESCROW ACCOUNT: All investor contribution checks should be made payable to The Law Office of Daniel Murray. Said funds will be placed in an escrow account. When funding from investor contributions reaches the required minimum of \$400,000, Daniel Murray Esq. will be required to release these funds from escrow and transfer these funds to the operating account of 29 Culinary, LLC.

TERMS:

- ⇒ Return of principal plus Interest within 36 months.
- ⇒ Profit-sharing @ 1% of net profit per Unit in perpetuity;
Includes net profit from a future sale of the business.
(Max: 45% of Net Profit - Annual Distribution)

REPAYMENT SCHEDULE (Based on 45 Units):

Payment Date	Amount	Principal / Interest
October 1, 2019	\$ 85,000	Principal
January 1, 2020	\$100,000	Principal
April 1, 2020	\$ 75,000	Principal
July 1, 2020	\$ 75,000	Principal
October 1, 2020	\$ 85,000	Principal
January 1, 2021	\$105,000	Principal
April 1, 2021	\$ 75,000	Principal
July 1, 2021	\$ 75,000	Principal
October 1, 2021	\$ 50,625	Interest
January 1, 2022	<u>\$ 50,625</u>	Interest
36 month ROI	\$776,250	Principal plus 15% Interest

Use Of Proceeds - Start Up Costs	
Repairs & Upgrades	\$ 228,000
Jordan Mackey - Jan, Feb & Mar	\$ 37,500
Pre-Opening Labor	\$ 40,000
Lease 1st and Last + NNN	\$ 40,000
Triple Net & Utilities Jan, Feb & Mar	\$ 18,000
Training	\$ 20,000
Marketing & Website	\$ 12,000
Beverage Inventory	\$ 35,000
Food Inventory	\$ 35,000
Permits, Acct., Insurance & Fees	\$ 5,000
Fuel Inventory	\$ 3,500
Unallocated	\$ 35,000
Legal	\$ 3,500
Investor Party	\$ 7,500
Operating Capital (Cash Reserves)	\$ 150,000
Liquor License	\$ 5,000
Start Up Costs	\$ 675,000

5 YEAR FORECASTED ROI (Per \$15,000 Unit):

After 36 months: \$17,250 (based on 15% Interest over 36 months - approximately 5% APR)
Profit Share - Years 4 & 5: \$ 9,000 (based on annual revenue of \$3M @ 15% net profit X 2 years) *
Sale of the Business: \$19,440 (based on annual revenue of \$3.6M X 18% net profit - Sale Price = 3x EBIT) *
\$45,690 (Profit = \$30,690 above the original \$15,000 = 25% APR compounded annually over 5 years)

* Net Profit at 29 Sudbury typically exceeded 16%. Proforma forecasted cash flow statements for years 4 and 5 are above 18%. Higher profit alcohol revenues have averaged about 40% of gross.

REVENUE GROWTH STRATEGIES:

- ⇒ Maximize use of all indoor and outdoor dining spaces
- ⇒ Tight and well-planned inventory control
- ⇒ Market healthy local organic choices to families / childrens menu, etc.
- ⇒ Aggressive marketing of private events (anytime on Level 2 and mid-day on Level 1), to include business meetings, school functions, birthday/anniversary and other private gatherings, cooking & nutrition classes
- ⇒ Creative offsite catering to businesses and homes
- ⇒ Adjacent space is available - a perfect location for a small fish market & takeout of prepared 'heat & serve' meals

INVESTMENT ASSURANCE:

- ⇒ The business will most likely qualify for an SBA loan in October 2019. There are no plans to accept the loan unless the agreed repayment schedule needs some support. Full subscription (45 Units) results in ample cash reserves.
- ⇒ Owner will take no profit above basic salary until all principal plus 15% is paid.