

GGFFE DADY



AN EXCLUSIVE BRAND BY THE

AWARD WINNING CREATIVES

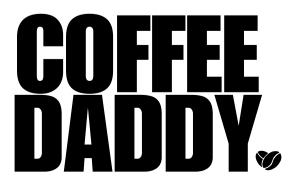
AT THE DISRUPTIVE COMPANY

WWW.THEDISRUPTIVETEAM.COM



NICE TO MEET YOU

COFFEE DADDY IS MORE THAN JUST A QUICK CUP OF JOE. YOU SEE, WE AREN'T HERE TO SELL COFFEE, WE ARE HERE TO SELL EXPERIENCE. THAT'S WHY OUR EXPERTLY-CRAFTED SIGNATURE DRINKS AND VIRAL HOUSE-MADE CINNAMON ROLLS ARE GOING TO MAKE A BIG SPLASH IN THE MARKET. OUR GOAL IS TO CREATE CAFFEINATED HAPPINESS FOR EVERY PERSON AROUND THE GLOBE.



COFFEE DADDY

CAFFEINE & FOOD



COCO COLD BREW

24hr cold brew, organic coconut cream, brown sugar (\$) \$4.50 (M) \$5.50 (L) \$7.00



HONEY HONEY

24hr cold brew, creamy oat milk, honeycomb (\$) \$4.50 (M) \$5.50 (L) \$7.00



GINGERSNAP

creamy oat milk iced coffee, cinnamon, clove, nutmeg

(S) \$4.50 (M) \$5.50 (L) \$7.00



DADDYS CINNAMON ROLL

rich, decadent, and made just for you \$9.00



CARAMEL CREME BRULEE

hot coffee, steamed creamy milk caramel, creme brulee (S) \$4.50 (M) \$5.50 (L) \$7.00



BISCOFF HOT COFFEE

hot coffee, steamed creamy milk, biscoff (S) \$4.50 (M) \$5.50 (L) \$7.00



DADDYS HOT CHOCOLATE

our signature rich hot chocolate

(S) \$4.50 (M) \$5.50 (L) \$7.00



BREAKFAST SANDO

brioche, bacon, egg, sausage, aioli \$7.50

ESPRESSO \$3.50 | DRIP COFFEE \$3.00 | ICED COFFEE \$4.00 | MATCHA \$5.00











LIMITED MENU = EASY TO OPERATE

NO KITCHEN EQUIPMENT | NO HOODS & EXHAUST | SIMPLE SET-UP

A LIMITED MENU MAKES BOTH SMALL AND LARGE LOCATIONS EASY TO OPERATE, WHICH MEANS LOW LABOR COSTS. A LIMITED MENU ALSO MEANS LIMITED INVENTORY, WHICH MEANS LOW COST OF GOODS. THIS APPROACH DOESN'T JUST MAXIMIZE PROFITABILITY, IT STAYS TRUE TO WHO COFFEE DADDY IS AND THAT IS BEING REALLY GOOD AT WHAT WE DO. OUR FOCUS IS NOT TO HAVE A SINGLE "BAD" THING ON THE MENU AND TO KEEP IT SIMPLE. THIS IS A MODEL PROVEN SUCCESSFUL FOR DECADES AT IN-N-OUT.

CINNAMON ROLLS & BREAKFAST SANDWICHES PREPARED OFF-SITE AT A COMMECARY KITCHEN AND DELIVERED FRESH DAILY. THIS ALLOWS COFFEE DADDY TO OPERATE IN AN ARRAY OF DIFFERENT SPACES WITHOUT A KITCHEN



BEING BUILT TO SCALE

THIS IS AN INVESTMENT IN TO A GLOBAL BRAND

COFFEE DADDY ISN'T HERE AS A "MOM-AND-POP" START-UP. WE AREN'T HERE TO JUST "SEE HOW THIS THING GOES". COFFEE DADDY IS BEING BUILT LIKE A BRAND FROM DAY 1. THAT MEANS OUR OPERATING SYSTEMS, RECIPES, EQUIPMENT SPECS, AND OF COURSE OUR ENTIRE BRAND IDENTITY AND MARKETING STRATEGY IS ALL BEING DESIGNED TO SCALE OUR BRAND AND FRANCHISE. INVESTING IN TO COFEE DADDY MEANS AN INVESTMENT IN TO WHAT WE ARE DESIGNING TO BE A PUBLICLY TRADED COMPANY.



WHY BRANDS ARE SUCCESSFUL

BRANDS ARE LIKE PEOPLE AND HAVE IDENTITY

SAY IT WITH US: "COFFEE DADDY" (SAY IT 3 TIMES). SOUNDS GOOD, RIGHT?

THE APPLE LOGO, THE NIKE SWOOSH, THE GOLDEN ARCHES. THESE ARE EXAMPLES OF BUYING IN TO A BRAND. BRANDS GO PUBLIC, BRANDS GO GLOBAL. DUTCH BROS AND STARBUCKS ARE GREAT EXAMPLES OF COFFEE THAT SELLS EXPERIENCES. COFFEE DADDY INTENDS TO BECOME THE NEXT GLOBALLY RECOGNIZED BRAND. OPERATING IN AIRPORTS, BUSY CITY MALLS, AND MORE.





A GREAT INVESTMENT

WHAT WE NEED

\$200,000 TO BUILD THE FIRST LOCATION

WHAT YOU GET

25% OWNERSHIP EQUITY AS A FULLY INVESTED PARTNER

HOW YOU GET IT BACK

YOU GET 50% OF PROFITS UNTIL INVESTMENT IS RETURNED

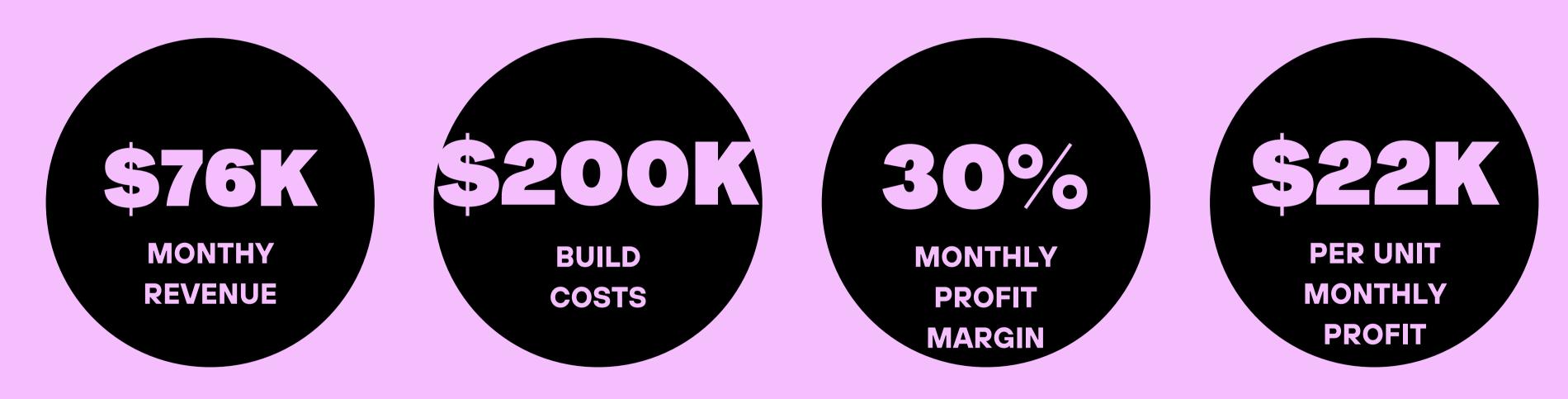
INVESTMENT SATISFIED

ONCE INVESTMENT IS RETURNED PROFIT SHARE RETURNS TO 25%

COFFEE DADDY

BYTHENUMBERS

FIRST LOCATION NUMBERS WITH NO DRIVE-THRU. WE DON'T INFLATE OUR PROJECTIONS TO MAKE IT MORE APPEALING. THESE ARE EXPECTED AVERAGES AS WE ONLY GROW FROM HERE



OUR GOAL IS TO BEGIN RETURNING PROFITS TO INVESTORS WITH CHECKS GOING OUT BY 90 DAYS OR LESS. WE PLAN TO ONLY BRING ON A LIMITED AMOUNT OF INVESTORS.

COFFEE DADDY BUSINESS PLAN

PHASE 1 PHASE 2 (4 WEEKS)

• BRAND VISION & IDEA

• BRAND LOGO

• BRAND TYPE

BRAND IDENTITY

• BRAND OFFERING

- (8-12 WEEKS)
- PITCH DECK
- BUSINESS OFFERING
- FURNITURE & FIXTURES
- FOOD & BEVERAGE VISION
- CAPITAL RAISE DETAILS
- REVENUE PROJECTIONS
- COST PROJECTIONS
- DEVELOP BUSINESS PLAN
- LAUNCH SOCIAL & WEB

PHASE 3 (30 WEEKS)

- RAISE CAPITAL (50%)
- SECURE LOCATION
- DESIGN SPACE
- ELEVATIONS
- FF&E SELECTIONS
- OS&E SELECTIONS
- PURCHASE EQUIPMENT

WE ARE CURRENTLY HERE

PHASE 4 (24 WEEKS)

- RAISE CAPITAL (50%)
- HIRE STAFF
- OPENING PLAN
- ORDER SUPPLIES
- ORDER UNIFORMS
- COMPLETE BUILD
- VIP NIGHTS
- GRAND OPENING





TARGETED CITIES FOR FIRST 4 LOCATIONS

SALT LAKE CITY LOS ANGELES ORANGE COUNTY PARIS

THESE ARE AREAS WE HAVE ALREADY ESTABLISHED BUSINESSES AND KNOW THE AREAS VERY WELL. WE HAVE SUCCESFULLY OPERATED FULL-SERVICE RESTAURANTS IN THESE AREAS FOR THE LAST 10+ YEARS

CONTACT

NICO@THEDISRUPTIVETEAM.COM

FOR INVESTMENT OPPORTUNITIES OR GENERAL QUESTIONS



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THANK YOU,
NICO, CEO & FOUNDER
THE DISRUTPIVE COMPANY