

Pixels

Business Summary: Pixels is an American take on the successful Asian drink called “Boba” or more commonly “Bubble Tea”. tea drink, or, “boba”. This is traditionally a sweet tea with large tapioca pearls that sink to the bottom and are served with over sized straws in a sealed cup. This specialty drink shop will be located in the immediate vicinity of movie theaters throughout the U.S.

Management: In this section, you should talk about how great your management team is at a whole and not on the individual level. Speak to how many combined years you have in the retail, food, beverage and management worlds.

Industry Problem: Sugar. Sugar is the biggest industry problem serving millions of Americans literally tons of sugar on a daily basis. This sugar is highly refined and processed. This aids to our growing number of childhood diabetes, obesity and hyperactivity. In adulthood these problems continue and create more issues.

Product/Service: Pixels will offer the traditional bubble tea drinks with American flavors like “Root Beer Floats” and “Orange Cream Sickles” with healthy alternatives to processed sugar like Agave Nectar and Stevia. Our drinks are only half the experience. Everything in our locations will be designed with classic video games and film in mind, thus “Pixels”. Our tables will be the retro cocktail tables that feature Pac-Man and Donkey Kong but will be equipped with “Mame” emulators. Our drinks will be served for \$3-\$4 per unit average.

Target Market: Our two target markets are the youth ages 12-22 and the working professional from 28+. We will reach out to the youth as they enter and exit the theaters and like to loiter. We will reach out to the professionals and offer delivery for their office as a healthy alternative to coffee and sugary smoothies.

Strategic Partnerships: Pixels will be vicariously partnering with the theaters that we share a parking lot with. This symbiotic relationship will be encouraged by running on screen ads before the shows. We will also offer free samples to the theaters patrons as they enter and exit the theater parking lot.

Sales/Marketing Strategy: Every year the movie industry spends billions on production and hundreds of millions on marketing their films to movie goers across the U.S. Our ads will be completely focuses on in-theater on screen advertising. Ads will run us on average \$1,600 per month per theater.

Business Model: Our model is based on proving a model that is symbiotic with movie theaters across America. We will develop our flagship location and over the course of the next 3 years, open 5 locations. Once we have our process solidified, we will franchise the model to qualified applicants until such a time that we sell the company. The sale of the company will be our exit strategy.

Competitors: The range of competitors is vast. From Starbucks, Bigby Coffee and Dunkin Donuts there are a plethora of options for warm drinks. Cold competitors range from Jamba Juice, Smoothie King and Beyond Juice. As for Bubble Tea shops there is Bubble Island and almost every Asian restaurant.

Competitive Advantage: Our competitive advantage is our understanding of our market and our exceptional management and marketing skills. We also have a very knowledgeable and experienced advisory board.

Pixels 123 Your St. Urtown, ST 12345	Financials	Fiscal Year 1	Fiscal Year 2	Fiscal Year 3
	Revenues	\$613,200	\$1,686,300	\$2,682,750
	Expenditures	\$295,200	\$829,500	\$1,326,750
	Net	\$318000	\$856,800	\$1,356,000

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Company Profile:
URL: www.osbizdev.wordpress.com
Industry: Food Services
Employees: *
Founded: *

Contact:
Founders Name
Youremail@address.com
M: 123.555.1213
F: 123.555.1212

Development:
Build-out time: 90 Days
Estimated Start date: *

Financial Information:
Total Capital Seeking: \$80,000
Yr 1 Monthly Ave. Burn Rate: \$24,600

Management:
Founders Name, CEO
Co-Founders Name, President