



**Weathervane
Coffee**

Coffee with Soul

who we are-

We are a specialty coffee roaster

what we are doing-

Currently operating at the Brambleton Farmers Market and online webstore

what's next-

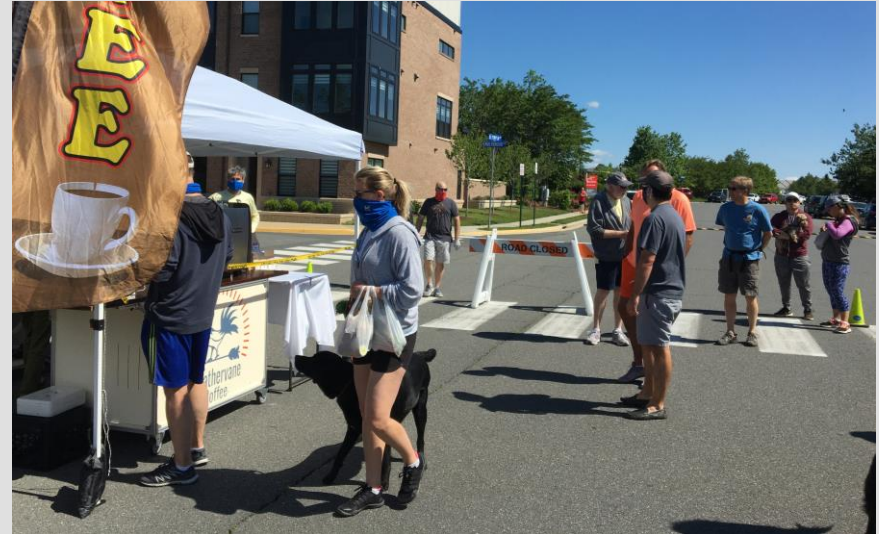
Establishing a retail location in Ashburn, VA; Goose Creek Village



Coffee with Soul

Brambleton Farmers Market

- Located a few miles south of the planned location
- Strong revenue growth as compared to last season
- Experiencing a strong demand





The Team



Paul

Founder,
Coffee Roaster, Barista,
Business Developer,
Manager



Specialty Coffee Importers

We have teamed up with
several Specialty Coffee
importers to bring in the
best coffee



George Siragusa

Business Advisor
Mason Small Business
Development Center
(SBDC)



Specialty Coffee in the US

- Specialty coffee house sector generated \$26.3B (2018);
 - expected to grow to \$85B (2025); 18% YoY growth rate
- Strong growth rate & profitability:
 - Drive towards higher quality good
 - Drive to individualize and curated shopping experience
 - Drive to more community based businesses
- For context, a typical medium volume Starbucks:
 - 75-150 transactions per hour
 - \$3,000-\$5,000 in daily deposits

Sources:

- Statista
- Alegra World Coffee Portal
- Daily Coffee News

- Marketing Week
- Specialty Coffee Association

- Personal conversations with employees & managers

Passion & Hard Work, Meet Opportunity



The Opportunity:

- Co-Located in the Ashburn Collective coworking space
 - Captive market with exclusive supply contract
 - Full service coffee shop
 - Beer, wine, & small plates
 - Extended hours to serve customer base
- Strong Community Support & Customer Base
 - Located on the ground floor of a luxury apartment building
 - Community space with outdoor seating
 - Adjacent to a dense townhouse community, office space, and retail space



Coffee with Soul





Demographics

- 80+ tenants at the Ashburn Collective Co-Working
- 230 Luxury apartment Units
- 650 Luxury townhouses
- Multiple businesses & offices in the immediate area (80)
- Greater Region (5 mi radius)

DEMOGRAPHICS	1 MILE	3 MILES	5 MILES
Total Population	9,686	72,158	170,457
2010 Population	7,582	58,955	124,808
2024 Population	10,972	81,385	194,341
Employees	2,340	13,958	49,755
Total Businesses	292	1,421	4,602
Average Household Income	\$189,016	\$176,128	\$165,316
Median Household Income	\$166,300	\$150,265	\$139,923
Total Consumer Spending	\$129.72M	\$969.4M	\$2.2B
Median Age	35.3	35.4	36
Households	2,921	23,520	57,370
Percent College Degree or Above	34%	35%	34%
Average Housing Unit Value	\$601,751	\$591,692	\$580,635

COLLECTION STREET	CROSS STREET	TRAFFIC VOL	YEAR
Belmont Ridge Rd	Ashburn Farm Pkwy, NE	18,245	2018
Ashburn Farm Pkwy	<u>Sycolin Rd</u> , NW	8,778	2018
Ashburn Farm Pkwy	Farmingdale Dr, SE	8,300	2016
Ashburn Farm Pkwy	<u>Gardengate Cir</u> , SE	11,154	2018

Location, Location, Location

- Coffee Dessert

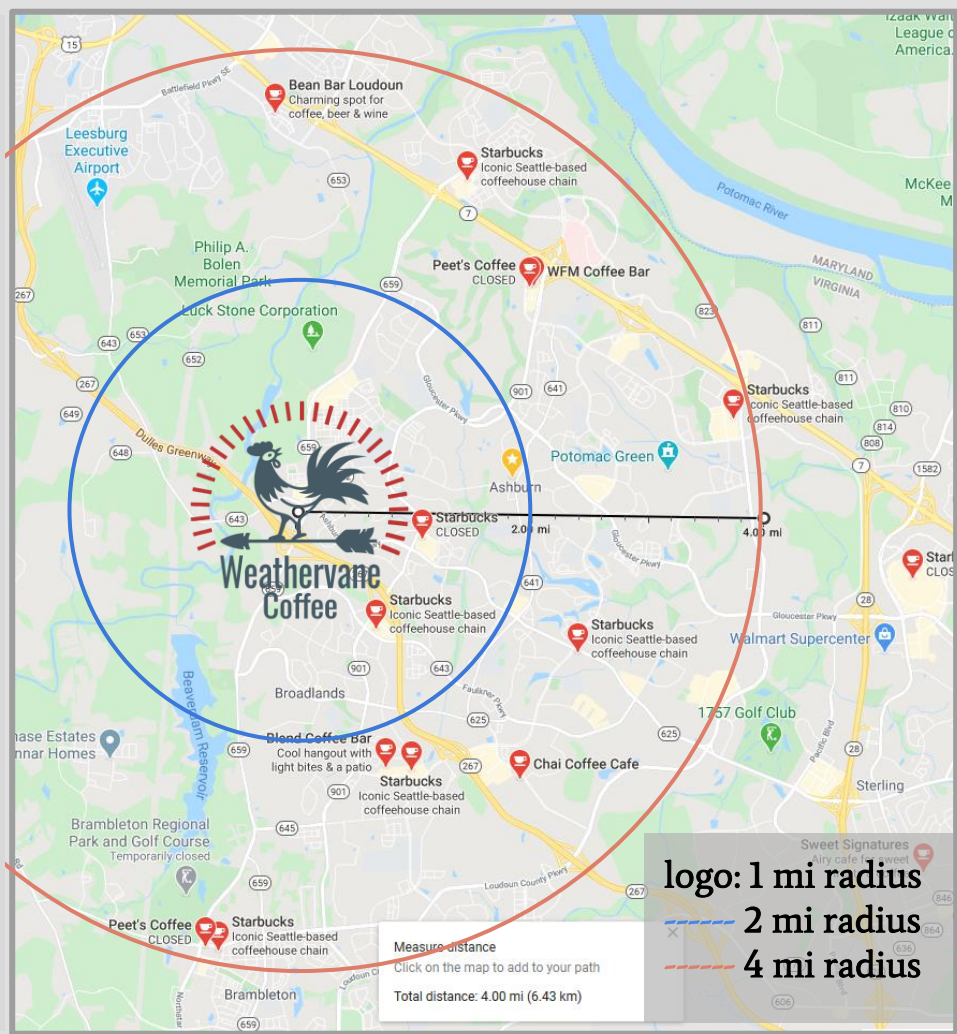
- 1 mi radius: ZERO coffee shops
- 3 mi radius: Five coffee shops (3 Starbucks*)

- **High Demand**

- 1 mi radius: 13K residents, Avg. Income \$190K
- 3 mi radius: 81K residents, Avg. Income \$176K

- High Growth

- Immediate Neighborhood development
- Extensive new residential & business construction





Captive & built in market base

- Co-Located in the coworking space
- Attached to The Heights luxury apartments
- Already have a strong local following

More than just coffee:

- Food: breakfast, lunch, small plates
- Beer and wine
- Outdoor seating

In-House coffee roasting:

- Lower COGS
- Curated, diverse, & seasonal coffee line-up
- Unique customer experience

Wholesale coffee markets

- Coffee supplier for other shops
- Local grocery stores

Strategic Competitive Advantage

Weathervane Coffee & Co-Working space

- 24 Seats inside
- 32 Seats outside

Outdoor Space
included in ABC license



Financial Cost and Revenue Projection Summary:





Baseline Business Model

Retail Coffee Shop \$325,775

53% of expected revenue

- Beverages
- Food items
- Merchandise

Retail Beer & Wine Bar \$151,785

26% of expected revenue

- Local Beer Selection
- Local Wine Selection
- Small Plates & Food

Coffee Bags & Wholesale \$83,540

13% of expected revenue

- Local Grocery Stores
- Other coffee shops & restaurant
- Online Retail Sales

Farmer Market Revenue: \$41,200 (8%)

TOTALS: \$602,300

3-Year Revenue Estimates

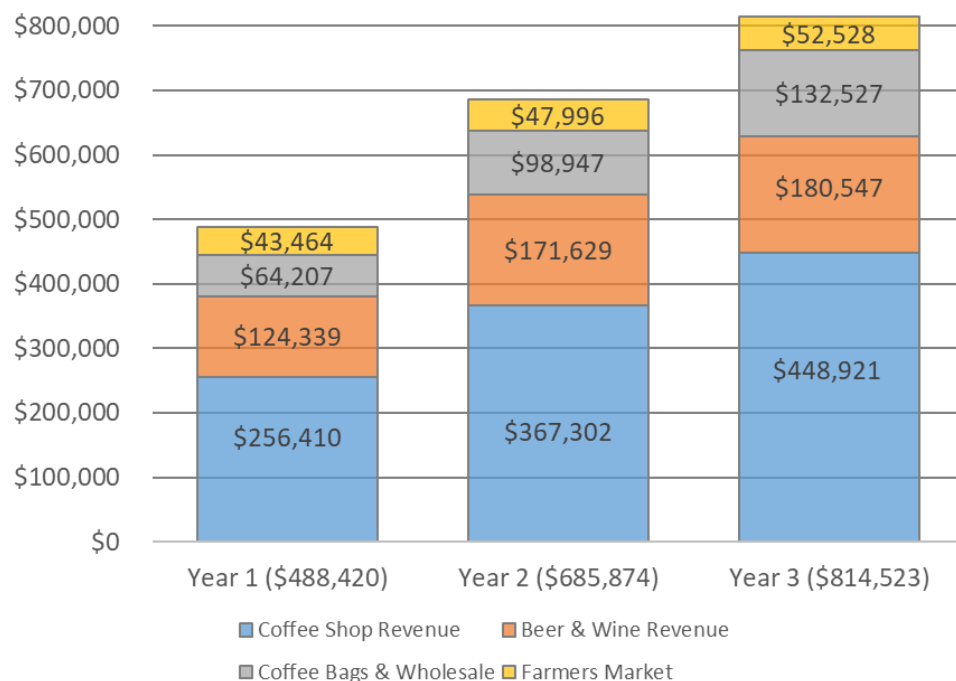
Key Notes & Assumptions:

- Year 1 will start at 50% capacity; operating in the red for 5 months
- 48% growth overall in YR2
- 24% growth overall in YR3
- Increase our Farmers Market presence

Baseline Revenue Model

Category, AVERAGES	Coffee Shop	Beer & Wine	Roasted Coffee	Totals
Transactions per Hour	16	8	--	
Customers per Day	200	32	18	
Food Conversion	25%	25%	--	
Daily Revenue	\$849	\$514	\$250	\$1,613
Monthly Revenue	\$25,465	\$15,422	\$7,507	\$48,394
Yearly Revenue	\$305,579	\$185,064	\$90,082	\$580,725

3-YEAR REVENUE ESTIMATES, BY INCOME STREAM



Profit and Loss Model

Category	Year 1	As Percent	Year 2	As Percent	Year 3	As Percent
Coffee Shop Revenue	\$256,410	52%	\$367,302	54%	\$448,921	55%
Beer & Wine Revenue	\$124,339	25%	\$171,629	25%	\$180,547	22%
Coffee Bags & Wholesale	\$64,207	13%	\$98,947	14%	\$132,527	16%
Farmers Market	\$43,464	8.9%	\$47,996	7.0%	\$52,528	6.4%
less returns	(\$15,647)	-3.2%	(\$22,148)	-3.2%	(\$25,869)	-3.2%
TOTAL Revenues	\$488,420		\$685,874		\$814,523	
<i>Costs Of Goods Sold</i>	<i>\$167,987</i>	<i>34%</i>	<i>\$234,189</i>	<i>34%</i>	<i>\$277,165</i>	<i>34%</i>
<i>Payroll Expenses</i>	<i>\$191,456</i>	<i>39%</i>	<i>\$223,034</i>	<i>33%</i>	<i>\$296,741</i>	<i>36%</i>
<i>General & Administrative</i>	<i>\$117,140</i>	<i>24%</i>	<i>\$122,446</i>	<i>18%</i>	<i>\$125,859</i>	<i>15%</i>
TOTAL Expenses	\$476,583	98%	\$579,669	85%	\$699,764	86%
GROSS PROFITS	\$11,838	2%	\$106,205	15%	\$114,758	14%



Major Operating Milestones

Launch

- Currently under construction
- Grand opening September 2020

Establish a Base

- Secure a loyal customer throughput
- Advertise, build collaboration, & a following

Achieve Steady Growth

- Create luxurious & premium experience
- Network & expand social footprint

Expand Business Offerings

- Actively pursue additional wholesale accounts
- Explore options for future locations

Marketing Strategy

Immediate Physical Area:

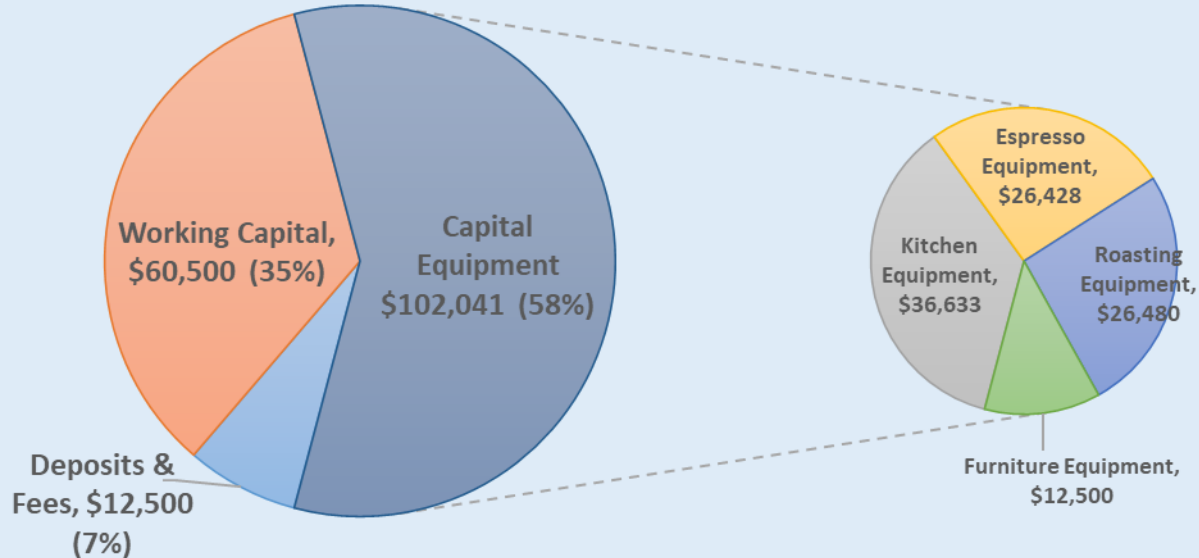
- "Coming Soon" banners on Apt. Building
- Flyers mailed to Apt & Townhouse residents
- Handouts & sign at current Farmers Market

Digital Outreach Area:

- Paid ads in "Ashburn Magazine" & partner sites
 - Update article in 'The Burn' Website
 - Paid ads in Instagram & Facebook
 - Email marketing to customer base via Square
-

Our Funding Ask

Funding Needs and Allocation Details \$175,000



Traction / Proof of Concept

Proven Product in a Proven Market, second season (April - November)

Data Assumptions have been ground-truthed using extensive research and validated using my own sales data

Customers at the Farmers Market are constantly asking about a physical location

Proven resourcefulness and determination



Weathervane Coffee & Wine Bar

Coming September 2020

Currently available online:
www.weathervanecoffee.com

See me in action, Sundays:
Brambleton Farmers Market

Paul Large
Billy@XYZcoffee.com



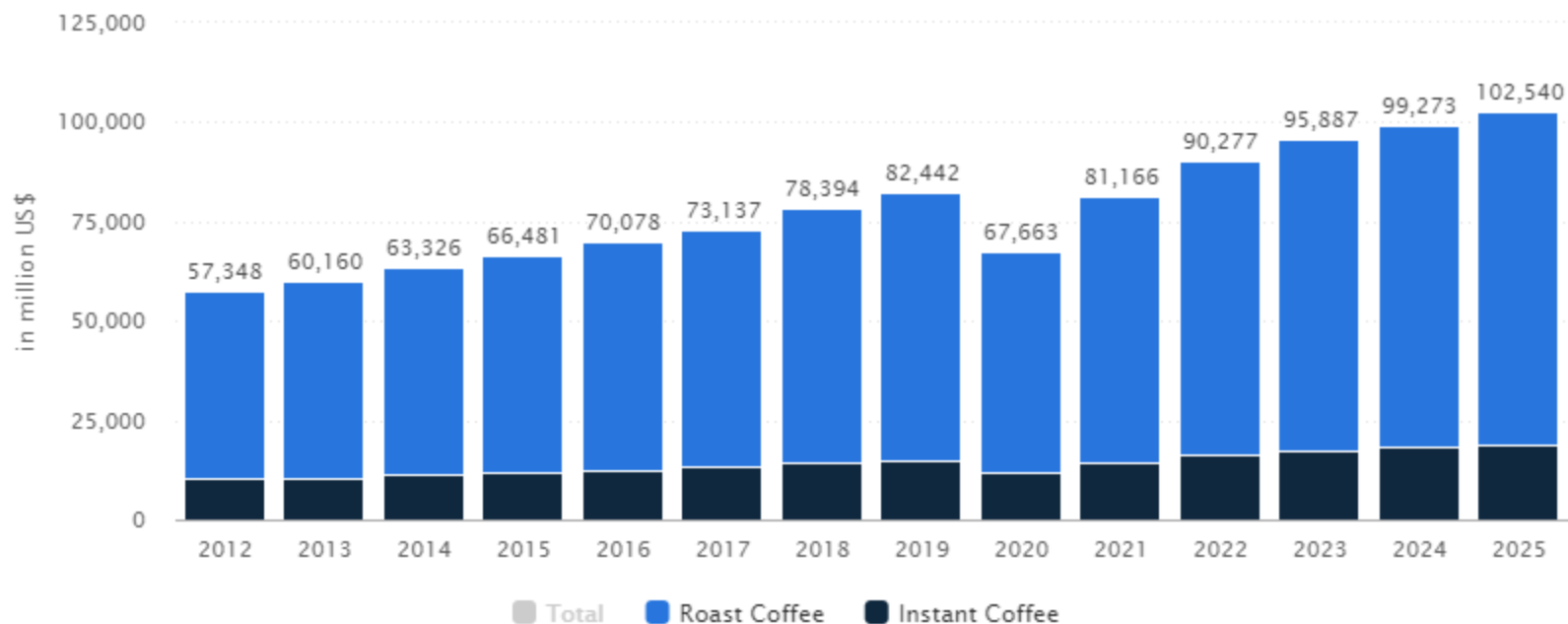
Additional Supporting Slides

Risk Mitigation



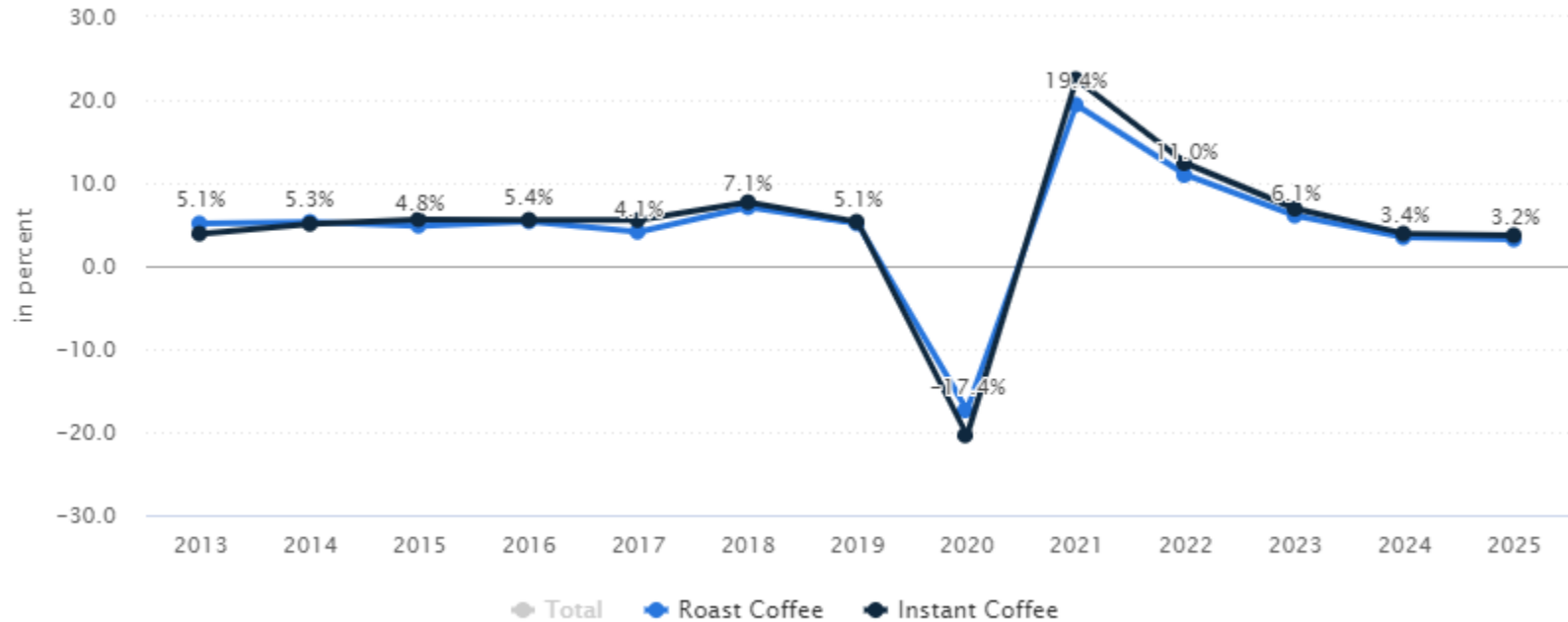
- Business risk, get tired
 - Fully committed, signed the lease providing a personal guarantee
- Financial risk, not make my numbers
 - Conservative revenue models. Currently strong and growing demand.
- Legal Risk, someone gets hurt, lawsuit
 - Insurance
 - Incorporated as an LLC
- Cyber Risk, mitigation
 - Using Square as my POS and they assume the risk
- Other, COVID: how to mitigate
 - Flexible business model which can be quickly adapted

Statista: Revenues



Source: Statista (COVID-19 impact will be implemented Q2 2020), May 2020

Statista: Growth



Source: Statista (COVID-19 impact will be implemented Q2 2020), May 2020

Year 1 Profit & Loss Model

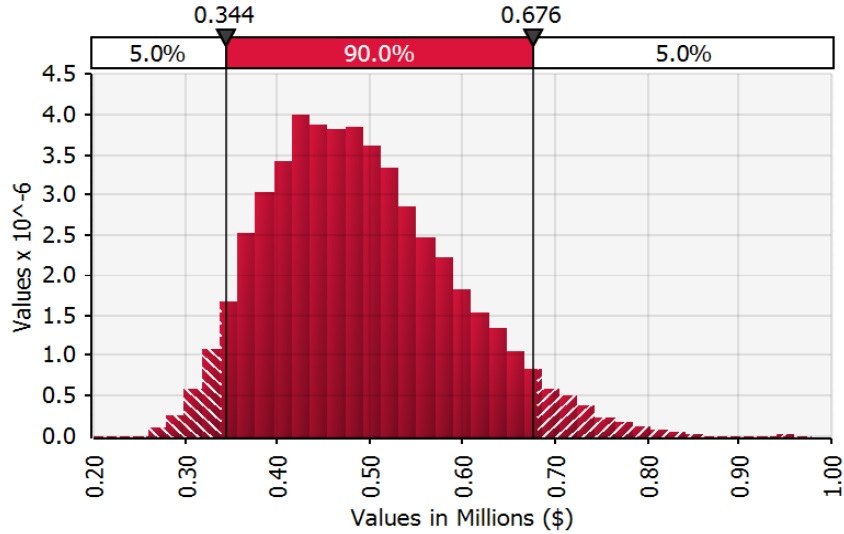
Projected Profit & Loss Model														
REVENUE	January	February	March	April	May	June	July	August	September	October	November	December	Avg. Montly	Annual
Coffee Shop Revenue	\$15,006	\$15,389	\$17,957	\$18,904	\$19,463	\$21,502	\$23,221	\$24,132	\$24,427	\$27,224	\$26,404	\$27,997	\$21,802	\$261,625
<i>Coffee Beverages</i>	\$11,240	\$11,637	\$13,739	\$14,613	\$15,103	\$16,861	\$18,347	\$19,079	\$19,450	\$21,753	\$21,158	\$22,481	\$17,122	\$205,461
<i>Coffee Shop Food</i>	\$3,136	\$3,103	\$3,450	\$3,472	\$3,520	\$3,696	\$3,842	\$3,990	\$3,888	\$4,255	\$4,066	\$4,256	\$3,723	\$44,674
<i>Retail Merchandise</i>	\$630	\$649	\$768	\$819	\$840	\$945	\$1,032	\$1,063	\$1,089	\$1,216	\$1,180	\$1,260	\$958	\$11,491
Beer & Wine Revenue	\$8,160	\$7,961	\$9,265	\$9,763	\$9,476	\$10,832	\$11,818	\$11,480	\$11,890	\$13,027	\$12,380	\$13,504	\$10,796	\$129,555
<i>Beer & Wine Sales</i>	\$4,224	\$4,224	\$5,069	\$5,491	\$5,376	\$6,336	\$7,066	\$6,854	\$7,258	\$8,026	\$7,680	\$8,448	\$6,338	\$76,051
<i>Food & Small Plates</i>	\$3,936	\$3,737	\$4,196	\$4,272	\$4,100	\$4,496	\$4,752	\$4,626	\$4,632	\$5,001	\$4,700	\$5,056	\$4,459	\$53,504
Roasted Coffee Revenue	\$3,796	\$3,935	\$4,643	\$4,935	\$5,110	\$5,694	\$6,190	\$6,453	\$6,570	\$7,351	\$7,154	\$7,592	\$5,785	\$69,423
<i>Retail Coffee Bags</i>	\$1,820	\$1,887	\$2,226	\$2,366	\$2,450	\$2,730	\$2,968	\$3,094	\$3,150	\$3,525	\$3,430	\$3,640	\$2,774	\$33,285
<i>Wholesale Coffee</i>	\$1,976	\$2,048	\$2,417	\$2,569	\$2,660	\$2,964	\$3,222	\$3,359	\$3,420	\$3,827	\$3,724	\$3,952	\$3,012	\$36,138
Less Sales Returns & Discounts	(\$927)	(\$934)	(\$1,089)	(\$1,147)	(\$1,158)	(\$1,293)	(\$1,402)	(\$1,424)	(\$1,453)	(\$1,610)	(\$1,551)	(\$1,660)	(\$1,304)	(\$15,647)
Net Sales	\$26,036	\$26,351	\$30,776	\$32,455	\$32,892	\$36,734	\$39,827	\$40,641	\$41,434	\$45,992	\$44,387	\$47,433	\$37,080	\$444,956
Other Revenue (Farmers Markets)	\$3,200	\$3,636	\$3,672	\$3,296	\$4,160	\$3,360	\$2,968	\$4,280	\$3,456	\$3,924	\$3,960	\$3,552	\$3,622	\$43,464
TOTAL REVENUES	\$29,236	\$29,987	\$34,448	\$35,751	\$37,052	\$40,094	\$42,795	\$44,921	\$44,890	\$49,916	\$48,347	\$50,985	\$40,702	\$488,420

Year 1 Profit & Loss Model

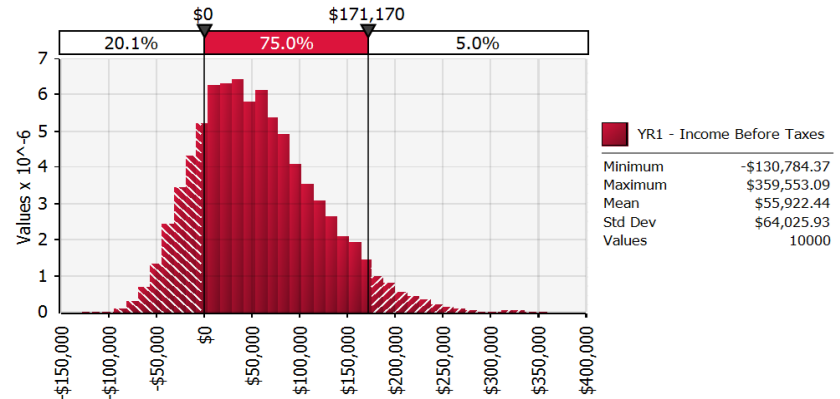
EXPENSES	January	February	March	April	May	June	July	August	September	October	November	December	Avg. Monthly	Annual
Costs Of Goods Sold	\$10,203	\$10,450	\$11,953	\$12,356	\$12,811	\$13,791	\$14,671	\$15,425	\$15,360	\$17,063	\$16,514	\$17,391	\$13,999	\$167,987
Coffee Beverages	\$2,810	\$2,909	\$3,435	\$3,653	\$3,776	\$4,215	\$4,587	\$4,770	\$4,862	\$5,438	\$5,290	\$5,620	\$4,280	\$51,365
Coffee Shop Food	\$1,254	\$1,241	\$1,380	\$1,389	\$1,408	\$1,478	\$1,537	\$1,596	\$1,555	\$1,702	\$1,626	\$1,702	\$1,489	\$17,870
Retail Merchandise	\$315	\$325	\$384	\$410	\$420	\$473	\$516	\$531	\$545	\$608	\$590	\$630	\$479	\$5,745
Beer & Wine Sales	\$1,605	\$1,605	\$1,926	\$2,087	\$2,043	\$2,408	\$2,685	\$2,605	\$2,758	\$3,050	\$2,918	\$3,210	\$2,408	\$28,899
Food & Small Plates	\$1,496	\$1,420	\$1,594	\$1,623	\$1,558	\$1,708	\$1,806	\$1,758	\$1,760	\$1,900	\$1,786	\$1,921	\$1,694	\$20,332
Retail Coffee Bags	\$455	\$472	\$557	\$592	\$613	\$683	\$742	\$774	\$788	\$881	\$858	\$910	\$693	\$8,321
Wholesale Coffee	\$988	\$1,024	\$1,208	\$1,284	\$1,330	\$1,482	\$1,611	\$1,680	\$1,710	\$1,913	\$1,862	\$1,976	\$1,506	\$18,069
Other Rev. (Farmers Market)	\$1,280	\$1,454	\$1,469	\$1,318	\$1,664	\$1,344	\$1,187	\$1,712	\$1,382	\$1,570	\$1,584	\$1,421	\$1,449	\$17,386
Payroll Expenses	\$15,988	\$15,516	\$16,346	\$15,988	\$15,873	\$15,988	\$16,046	\$16,288	\$15,573	\$16,346	\$15,516	\$15,988	\$15,955	\$191,456
Salaries & Waged	\$13,867	\$13,457	\$14,177	\$13,867	\$13,767	\$13,867	\$13,917	\$14,127	\$13,507	\$14,177	\$13,457	\$13,867	\$13,838	\$166,050
FICA Taxes	\$2,122	\$2,059	\$2,169	\$2,122	\$2,106	\$2,122	\$2,129	\$2,161	\$2,067	\$2,169	\$2,059	\$2,122	\$2,117	\$25,406
General & Administrative	\$9,458	\$9,467	\$9,588	\$9,635	\$9,647	\$9,752	\$9,837	\$9,860	\$9,881	\$10,007	\$9,963	\$10,046	\$9,762	\$117,140
Accounting & Legal	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
Marketing/Advertising	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000
Rent	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$51,000
Utilities	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$7,200
Debt Servicing	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$26,400
Website Expenses	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$504
Internet/Phone	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$1,500
Insurance	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$3,600
Merchant Fees (2.75% net sales)	\$716	\$725	\$846	\$893	\$905	\$1,010	\$1,095	\$1,118	\$1,139	\$1,265	\$1,221	\$1,304	\$1,020	\$12,236
Office Supplies	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$300
Vehicle/Travel	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Miscellaneous	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000
Total Expenses	\$35,650	\$35,432	\$37,887	\$37,979	\$38,331	\$39,531	\$40,554	\$41,572	\$40,815	\$43,415	\$41,992	\$43,426	\$39,715	\$476,583
Income Before Taxes	(\$6,414)	(\$5,446)	(\$3,439)	(\$2,228)	(\$1,279)	\$563	\$2,241	\$3,348	\$4,075	\$6,501	\$6,355	\$7,559	\$986	\$11,838
Income Tax Expense	(\$981)	(\$833)	(\$526)	(\$341)	(\$196)	\$86	\$343	\$512	\$623	\$995	\$972	\$1,157	\$151	\$1,811
NET INCOME	(\$5,432)	(\$4,612)	(\$2,913)	(\$1,887)	(\$1,083)	\$477	\$1,898	\$2,836	\$3,452	\$5,506	\$5,383	\$6,403	\$836	\$10,026

Year 1 MC Range Estimates

YR1 - Net Sales



YR1 - Income Before Taxes



Year 2 Profit & Loss Model

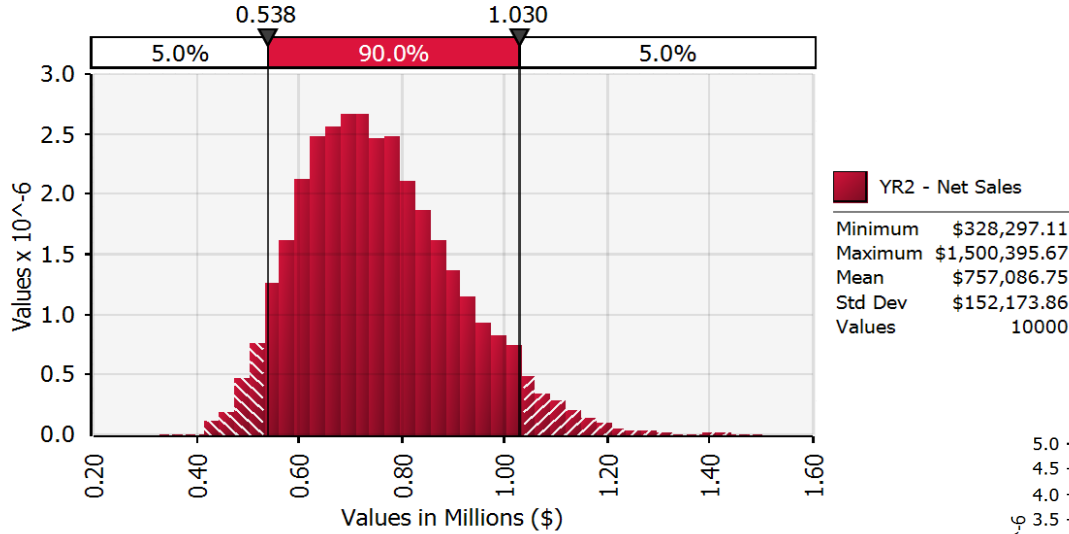
Projected Profit & Loss Model														
REVENUE	January	February	March	April	May	June	July	August	September	October	November	December	Avg. Montly	Annual
Coffee Shop Revenue	\$27,997	\$27,016	\$29,872	\$29,945	\$29,454	\$31,244	\$32,490	\$32,574	\$31,921	\$34,506	\$32,524	\$35,142	\$31,224	\$374,685
Coffee Beverages	\$22,481	\$21,687	\$24,043	\$24,167	\$23,734	\$25,291	\$26,373	\$26,374	\$25,933	\$28,051	\$26,448	\$28,663	\$25,270	\$303,245
Coffee Shop Food	\$4,256	\$4,120	\$4,485	\$4,424	\$4,400	\$4,536	\$4,633	\$4,731	\$4,536	\$4,888	\$4,601	\$4,872	\$4,540	\$54,481
Retail Merchandise	\$1,260	\$1,210	\$1,344	\$1,355	\$1,320	\$1,418	\$1,484	\$1,469	\$1,452	\$1,568	\$1,475	\$1,607	\$1,413	\$16,959
Beer & Wine Revenue	\$13,504	\$12,675	\$14,209	\$14,466	\$13,626	\$15,107	\$16,033	\$15,204	\$15,366	\$16,466	\$15,326	\$17,031	\$14,918	\$179,012
Beer & Wine Sales	\$8,448	\$7,910	\$8,955	\$9,208	\$8,602	\$9,715	\$10,422	\$9,757	\$9,999	\$10,729	\$9,984	\$11,236	\$9,580	\$114,966
Food & Small Plates	\$5,056	\$4,764	\$5,254	\$5,258	\$5,024	\$5,392	\$5,611	\$5,447	\$5,366	\$5,737	\$5,342	\$5,795	\$5,337	\$64,046
Roasted Coffee Revenue	\$7,592	\$7,389	\$8,246	\$8,339	\$8,258	\$8,837	\$9,261	\$9,336	\$9,216	\$10,023	\$9,501	\$10,332	\$8,861	\$106,330
Retail Coffee Bags	\$3,640	\$3,516	\$3,896	\$3,913	\$3,850	\$4,095	\$4,267	\$4,277	\$4,200	\$4,545	\$4,288	\$4,641	\$4,094	\$49,126
Wholesale Coffee	\$3,952	\$3,873	\$4,350	\$4,426	\$4,408	\$4,742	\$4,995	\$5,059	\$5,016	\$5,478	\$5,214	\$5,691	\$4,767	\$57,204
Less Sales Returns & Discounts	(\$1,660)	(\$1,588)	(\$1,763)	(\$1,776)	(\$1,723)	(\$1,854)	(\$1,941)	(\$1,911)	(\$1,891)	(\$2,039)	(\$1,914)	(\$2,087)	(\$1,846)	(\$22,148)
Net Sales	\$47,433	\$45,492	\$50,564	\$50,974	\$49,614	\$53,335	\$55,843	\$55,202	\$54,611	\$58,956	\$55,437	\$60,418	\$53,157	\$637,878
Other Revenue (Farmers Markets)	\$3,552	\$4,032	\$4,068	\$3,648	\$4,600	\$3,712	\$3,276	\$4,720	\$3,808	\$4,320	\$4,356	\$3,904	\$4,000	\$47,996
TOTAL REVENUES	\$50,985	\$49,524	\$54,632	\$54,622	\$54,214	\$57,047	\$59,119	\$59,922	\$58,419	\$63,276	\$59,793	\$64,322	\$57,156	\$685,874

Year 2 Profit & Loss Model

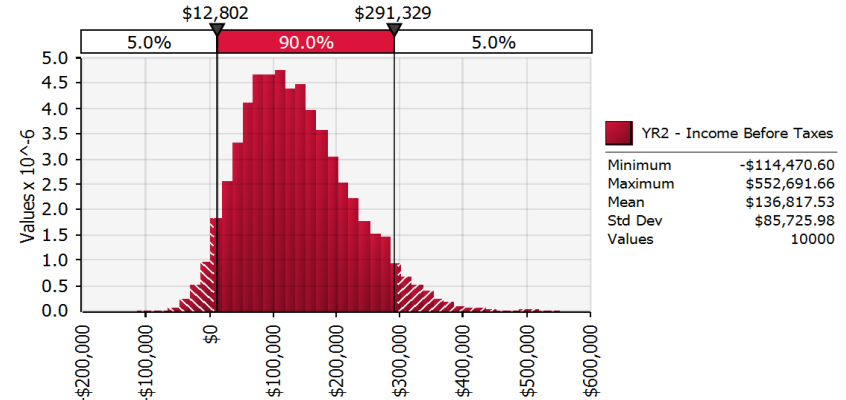
EXPENSES	January	February	March	April	May	June	July	August	September	October	November	December	Avg. Monthly	Annual
Costs Of Goods Sold	\$17,391	\$16,919	\$18,652	\$18,636	\$18,538	\$19,466	\$20,155	\$20,484	\$19,944	\$21,612	\$20,435	\$21,957	\$19,516	\$234,189
Coffee Beverages	\$5,620	\$5,422	\$6,011	\$6,042	\$5,933	\$6,323	\$6,593	\$6,594	\$6,483	\$7,013	\$6,612	\$7,166	\$6,318	\$75,811
Coffee Shop Food	\$1,702	\$1,648	\$1,794	\$1,770	\$1,760	\$1,814	\$1,853	\$1,892	\$1,814	\$1,955	\$1,840	\$1,949	\$1,816	\$21,792
Retail Merchandise	\$630	\$605	\$672	\$677	\$660	\$709	\$742	\$734	\$726	\$784	\$738	\$803	\$707	\$8,480
Beer & Wine Sales	\$3,210	\$3,006	\$3,403	\$3,499	\$3,269	\$3,692	\$3,960	\$3,708	\$3,800	\$4,077	\$3,794	\$4,270	\$3,641	\$43,687
Food & Small Plates	\$1,921	\$1,810	\$1,997	\$1,998	\$1,909	\$2,049	\$2,132	\$2,070	\$2,039	\$2,180	\$2,030	\$2,202	\$2,028	\$24,337
Retail Coffee Bags	\$910	\$879	\$974	\$978	\$963	\$1,024	\$1,067	\$1,069	\$1,050	\$1,136	\$1,072	\$1,160	\$1,023	\$12,282
Wholesale Coffee	\$1,976	\$1,936	\$2,175	\$2,213	\$2,204	\$2,371	\$2,497	\$2,529	\$2,508	\$2,739	\$2,607	\$2,845	\$2,383	\$28,602
Other Rev. (Farmers Market)	\$1,421	\$1,613	\$1,627	\$1,459	\$1,840	\$1,485	\$1,310	\$1,888	\$1,523	\$1,728	\$1,742	\$1,562	\$1,600	\$19,198
Payroll Expenses	\$15,988	\$15,981	\$17,326	\$17,427	\$17,778	\$18,387	\$18,934	\$19,709	\$19,311	\$20,759	\$20,170	\$21,264	\$18,586	\$223,034
Salaries & Waged	\$13,867	\$13,860	\$15,027	\$15,115	\$15,419	\$15,947	\$16,422	\$17,093	\$16,748	\$18,004	\$17,494	\$18,443	\$16,120	\$193,438
FICA Taxes	\$2,122	\$2,121	\$2,299	\$2,313	\$2,359	\$2,440	\$2,513	\$2,615	\$2,562	\$2,755	\$2,677	\$2,822	\$2,466	\$29,596
General & Administrative	\$10,046	\$9,993	\$10,133	\$10,144	\$10,106	\$10,209	\$10,278	\$10,260	\$10,244	\$10,363	\$10,267	\$10,403	\$10,204	\$122,446
Accounting & Legal	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
Marketing/Advertising	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000
Rent	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$51,000
Utilities	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$7,200
Debt Servicing	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$26,400
Website Expenses	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$504
Internet/Phone	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$1,500
Insurance	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$3,600
Merchant Fees (2.75% net sales)	\$1,304	\$1,251	\$1,391	\$1,402	\$1,364	\$1,467	\$1,536	\$1,518	\$1,502	\$1,621	\$1,525	\$1,661	\$1,462	\$17,542
Office Supplies	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$300
Vehicle/Travel	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Miscellaneous	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000
Total Expenses	\$43,426	\$42,893	\$46,111	\$46,207	\$46,422	\$48,062	\$49,367	\$50,453	\$49,498	\$52,734	\$50,872	\$53,625	\$48,306	\$579,669
Income Before Taxes	\$7,559	\$6,631	\$8,520	\$8,415	\$7,792	\$8,985	\$9,752	\$9,469	\$8,921	\$10,542	\$8,922	\$10,697	\$8,850	\$106,205
Income Tax Expense	\$1,157	\$1,015	\$1,304	\$1,287	\$1,192	\$1,375	\$1,492	\$1,449	\$1,365	\$1,613	\$1,365	\$1,637	\$1,354	\$16,249
NET INCOME	\$6,403	\$5,616	\$7,217	\$7,127	\$6,600	\$7,611	\$8,260	\$8,021	\$7,556	\$8,929	\$7,557	\$9,060	\$7,496	\$89,956

Year 2 MC Range Estimates

YR2 - Net Sales



YR2 - Income Before Taxes



Year 3 Profit & Loss Model

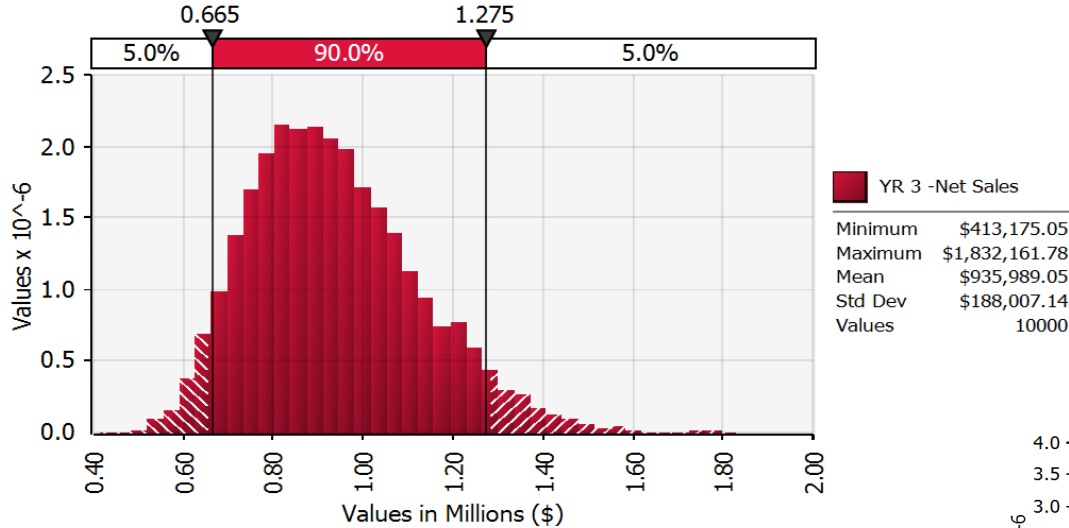
Projected Profit & Loss Model														
REVENUE	January	February	March	April	May	June	July	August	September	October	November	December	Avg. Montly	Annual
Coffee Shop Revenue	\$35,142	\$33,748	\$37,154	\$37,090	\$36,322	\$38,389	\$39,773	\$39,717	\$38,791	\$41,788	\$38,644	\$40,987	\$38,129	\$457,543
<i>Coffee Beverages</i>	\$28,663	\$27,506	\$30,340	\$30,349	\$29,667	\$31,473	\$32,680	\$32,547	\$31,876	\$34,348	\$31,738	\$33,721	\$31,242	\$374,907
<i>Coffee Shop Food</i>	\$4,872	\$4,708	\$5,118	\$5,040	\$5,005	\$5,152	\$5,255	\$5,358	\$5,130	\$5,520	\$5,136	\$5,376	\$5,139	\$61,669
<i>Retail Merchandise</i>	\$1,607	\$1,534	\$1,696	\$1,701	\$1,650	\$1,764	\$1,838	\$1,813	\$1,785	\$1,920	\$1,770	\$1,890	\$1,747	\$20,967
Beer & Wine Revenue	\$14,290	\$13,316	\$14,987	\$15,325	\$14,265	\$16,016	\$17,094	\$15,965	\$16,279	\$17,404	\$16,143	\$18,086	\$15,764	\$189,170
<i>Beer & Wine Sales</i>	\$11,236	\$10,522	\$11,912	\$12,250	\$11,443	\$12,925	\$13,866	\$12,983	\$13,306	\$14,277	\$13,286	\$14,953	\$12,747	\$152,959
<i>Food & Small Plates</i>	\$3,054	\$2,795	\$3,075	\$3,076	\$2,822	\$3,090	\$3,228	\$2,982	\$2,973	\$3,127	\$2,856	\$3,133	\$3,018	\$36,212
Roasted Coffee Revenue	\$10,332	\$10,008	\$11,119	\$11,198	\$11,045	\$11,775	\$12,295	\$12,352	\$12,155	\$13,178	\$12,370	\$13,324	\$11,762	\$141,150
<i>Retail Coffee Bags</i>	\$4,641	\$4,459	\$4,916	\$4,914	\$4,813	\$5,096	\$5,287	\$5,278	\$5,163	\$5,565	\$5,145	\$5,460	\$5,061	\$60,736
<i>Wholesale Coffee</i>	\$5,691	\$5,549	\$6,203	\$6,284	\$6,232	\$6,679	\$7,009	\$7,074	\$6,992	\$7,613	\$7,225	\$7,864	\$6,701	\$80,414
Less Sales Returns & Discounts	(\$1,977)	(\$1,883)	(\$2,086)	(\$2,097)	(\$2,023)	(\$2,176)	(\$2,275)	(\$2,227)	(\$2,203)	(\$2,368)	(\$2,191)	(\$2,363)	(\$2,156)	(\$25,869)
Net Sales	\$57,786	\$55,189	\$61,174	\$61,517	\$59,608	\$64,003	\$66,887	\$65,807	\$65,021	\$70,002	\$64,964	\$70,035	\$63,500	\$761,995
Other Revenue (Farmers Markets)	\$3,904	\$4,428	\$4,464	\$4,000	\$5,040	\$4,064	\$3,584	\$5,160	\$4,160	\$4,716	\$4,752	\$4,256	\$4,377	\$52,528
TOTAL REVENUES	\$61,690	\$59,617	\$65,638	\$65,517	\$64,648	\$68,067	\$70,471	\$70,967	\$69,181	\$74,718	\$69,716	\$74,291	\$67,877	\$814,523

Year 3 Profit & Loss Model

EXPENSES	January	February	March	April	May	June	July	August	September	October	November	December	Avg. Monthly	Annual
Costs Of Goods Sold	\$20,915	\$20,247	\$22,291	\$22,248	\$22,000	\$23,136	\$23,946	\$24,173	\$23,550	\$25,453	\$23,807	\$25,398	\$23,097	\$277,165
Coffee Beverages	\$7,166	\$6,876	\$7,585	\$7,587	\$7,417	\$7,868	\$8,170	\$8,137	\$7,969	\$8,587	\$7,934	\$8,430	\$7,811	\$93,727
Coffee Shop Food	\$1,949	\$1,883	\$2,047	\$2,016	\$2,002	\$2,061	\$2,102	\$2,143	\$2,052	\$2,208	\$2,054	\$2,150	\$2,056	\$24,668
Retail Merchandise	\$803	\$767	\$848	\$851	\$825	\$882	\$919	\$906	\$892	\$960	\$885	\$945	\$874	\$10,484
Beer & Wine Sales	\$4,270	\$3,998	\$4,526	\$4,655	\$4,348	\$4,912	\$5,269	\$4,934	\$5,056	\$5,425	\$5,049	\$5,682	\$4,844	\$58,124
Food & Small Plates	\$1,161	\$1,062	\$1,169	\$1,169	\$1,072	\$1,174	\$1,227	\$1,133	\$1,130	\$1,188	\$1,085	\$1,191	\$1,147	\$13,760
Retail Coffee Bags	\$1,160	\$1,115	\$1,229	\$1,229	\$1,203	\$1,274	\$1,322	\$1,320	\$1,291	\$1,391	\$1,286	\$1,365	\$1,265	\$15,184
Wholesale Coffee	\$2,845	\$2,774	\$3,102	\$3,142	\$3,116	\$3,339	\$3,504	\$3,537	\$3,496	\$3,806	\$3,612	\$3,932	\$3,351	\$40,207
Other Rev. (Farmers Market)	\$1,562	\$1,771	\$1,786	\$1,600	\$2,016	\$1,626	\$1,434	\$2,064	\$1,664	\$1,886	\$1,901	\$1,702	\$1,751	\$21,011
Payroll Expenses	\$21,264	\$21,256	\$23,047	\$23,183	\$23,651	\$24,462	\$25,192	\$26,224	\$25,696	\$27,624	\$26,842	\$28,299	\$24,728	\$296,741
Salaries & Waged	\$18,443	\$18,436	\$19,989	\$20,107	\$20,512	\$21,216	\$21,849	\$22,744	\$22,286	\$23,959	\$23,280	\$24,544	\$21,447	\$257,364
FICA Taxes	\$2,822	\$2,821	\$3,058	\$3,076	\$3,138	\$3,246	\$3,343	\$3,480	\$3,410	\$3,666	\$3,562	\$3,755	\$3,281	\$39,377
General & Administrative	\$10,331	\$10,260	\$10,424	\$10,434	\$10,381	\$10,502	\$10,581	\$10,552	\$10,530	\$10,667	\$10,529	\$10,668	\$10,488	\$125,859
Accounting & Legal	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
Marketing/Advertising	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000
Rent	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$51,000
Utilities	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$7,200
Debt Servicing	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$26,400
Website Expenses	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$504
Internet/Phone	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$1,500
Insurance	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$3,600
Merchant Fees (2.75% net sales)	\$1,589	\$1,518	\$1,682	\$1,692	\$1,639	\$1,760	\$1,839	\$1,810	\$1,788	\$1,925	\$1,787	\$1,926	\$1,746	\$20,955
Office Supplies	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$300
Vehicle/Travel	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Miscellaneous	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000
Total Expenses	\$52,511	\$51,763	\$55,763	\$55,864	\$56,032	\$58,100	\$59,720	\$60,949	\$59,776	\$63,744	\$61,178	\$64,365	\$58,314	\$699,764
Income Before Taxes	\$9,179	\$7,854	\$9,875	\$9,652	\$8,617	\$9,967	\$10,752	\$10,018	\$9,405	\$10,974	\$8,539	\$9,926	\$9,563	\$114,758
Income Tax Expense	\$1,404	\$1,202	\$1,511	\$1,477	\$1,318	\$1,525	\$1,645	\$1,533	\$1,439	\$1,679	\$1,306	\$1,519	\$1,463	\$17,558
NET INCOME	\$7,775	\$6,652	\$8,364	\$8,175	\$7,298	\$8,442	\$9,107	\$8,485	\$7,966	\$9,295	\$7,232	\$8,407	\$8,100	\$97,200

Year 3 MC Range Estimates

YR 3 -Net Sales



YR3 - Income Before Taxes

