



INVESTOR PACKAGE INFORMATION

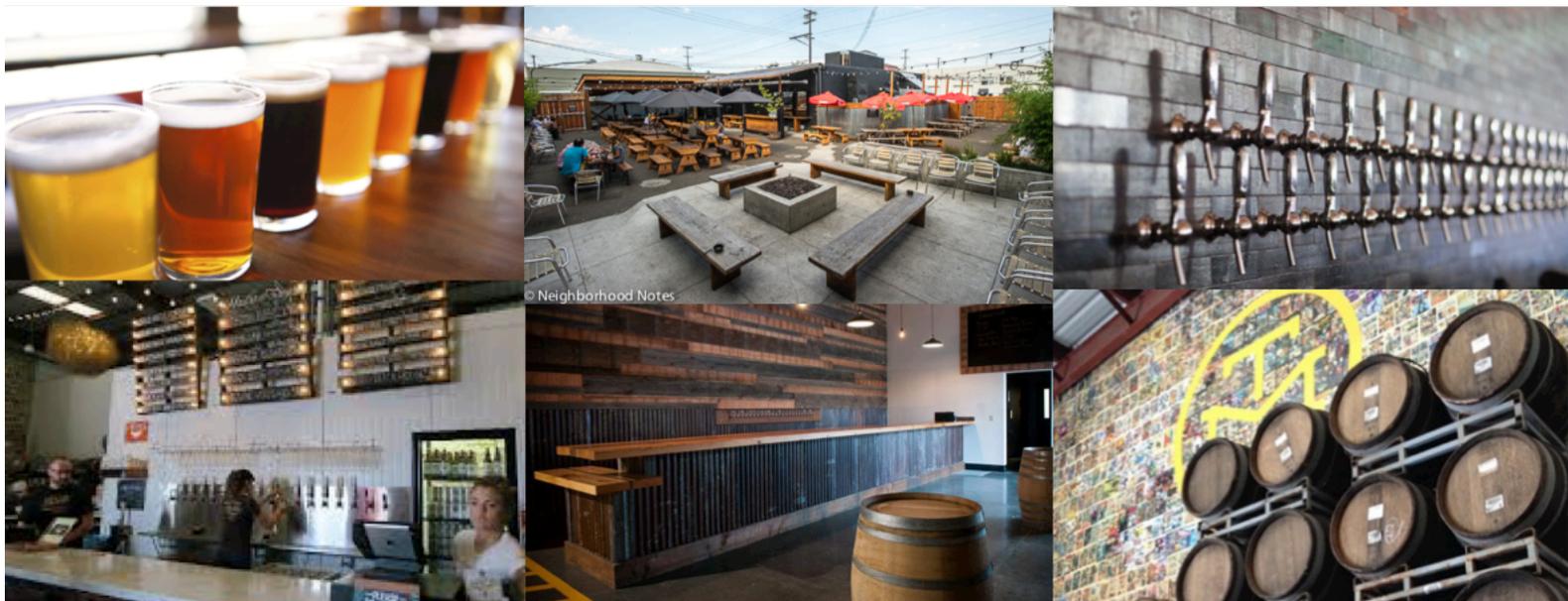
WHAT ARE YOU INVESTING IN?



Ounces. Simply put – Ounces is a specialty beer garden and family-friendly brew-pub serving the West Seattle community with a constantly rotating lineup of PNW micro-brews and ciders on 30+ taps, all in a comfortable, yet trendy indoor/outdoor space.

Located in the West Seattle's up-and-coming Alaska Junction neighborhood, Ounces will be a brew-pub like no other. It's key focus will be on the beer you drink and the environment in which you drink it – a concept unique to it's competitors.

It will offer customers a trendy social atmosphere where they can relax, watch or play a game with friends, or enjoy a brew in hand on our expansive year-round outdoor patio.



HOW IS OUNCES DIFFERENT AND WHY WILL IT BE SUCCESSFUL?

It's no secret. The competition is out there – but the demand is there as well. West Seattle's Alaska Junction is growing rapidly (expected to grow 9% in the next 3 years). It's getting younger, hipper and bringing a new mix of families and young professionals to the area. Along with this, the craft beer craze is booming more than ever.

We'll cater to this new generation of West Seattleites who have families, are young professionals, and love craft beer.

We'll do things better than the competition. Serve the best craft brews. Offer the most unique atmosphere. Open our doors to the widest variety of people (kids, canines, you name it). And ultimately – stand out amongst the pack.

Here's what makes Ounces truly unique:



Quality, always rotating local craft brews & cider



Ample, Year-Round Outdoor Space.. Rain or shine.



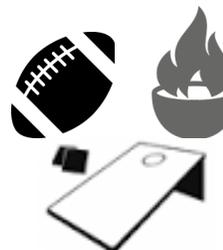
Trendy, comfortable, modern environment (minus stuffiness)



Open to all ages. Family/Pet-Friendly environment



Great Food Options. Order onsite. Bring it. Free Snacks.



Play & Watch Games—outside! Firepits. Cornhole. Enough said.

WHO ARE YOU INVESTING IN?

Me.



So maybe this photo was not the best choice to instill your confidence, but I swear, I'm legit.

In fact, I bring 10+ years of marketing and business operations experience to the table, most recently working in marketing & operations for Starbucks, Cutter & Buck and with companies like Microsoft, Amazon, Regence Blue Shield/Blue Cross, Pizza Hut, Taco Bell & KFC. Beyond this, I've spent an abundance of time in the craft brew & restaurant industry where I've gained first-hand, on-the-job insight into daily operations and business.



....enjoying my passion

This tactical experience along with my passion, enthusiasm and drive (not to mention fueled by my intense love for great craft beer), make me the perfect person to create and operate Ounces—soon-to-be the newest, hippest and most unique family-friendly micro-brew pub and beer garden in West Seattle.



WHAT ARE THE INVESTOR PACKAGE OPTIONS?

OPTIONS:

| INVESTMENT | 3-YEAR | 5-YEAR | PERKS |
|---------------------|--------|--------|--|
| \$5,000 - \$9,999 | 4% | 5% | ✓  |
| \$10,000 - \$14,999 | 5% | 6% | ✓  |
| \$15,000+ | 6% | 7% | ✓  |

PAYOUT TIMELINE:

INTEREST PAYOUT:



INVESTMENT REPAYMENT:

3-YEAR PAYOUT

5-YEAR PAYOUT

INVESTOR PERKS:

Free Beer, duh. As a valued investor with a stake in the success of the business – we want to make sure you are properly hydrated with all the free brews you can drink (ok, ok...so maybe within reason. After all, we still have to make a profit so we can pay you back. 😊



HOW DOES IT WORK?

- 1 Decide how much you want to invest.

\$5,000

\$10,000

\$15,000+

- 2 Choose your investment term.

3 Years

or

5 Years

- 3 Enjoy free beer and cider on the house as an exclusive investor!
(For the life of your investment.)



- 4 Make \$\$\$! Sit back (likely with a cold beer) ... and wait for returns and repayment of your initial investment.



Sample Scenario:

You choose to invest \$10,000 for the 5-Year term. You would then receive interest payments of \$600 at the 15-month, 24-month, 36-month, 48-month and 60-month mark during your 5-Year term. Additionally, at the 60-month mark (or 5 Years) you would receive full repayment of your initial \$10,000 investment. In total over 5-years, you would make \$3,000 in total interest on your investment of \$10,000. Oh, and don't forget—free beer & cider for the life of your 5-Year Investment!

HOW DO I PLAN TO REPAY YOUR INITIAL INVESTMENT (& INTEREST)?

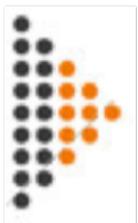


Sell. Sell. Sell.

Simply put – to make money, I need to sell beer & cider. To sell beer & cider, I need to drive customers in the door. To drive customers in the door I need a solid product and a sure-fire marketing plan. And to drive profit, I need to sell **lots** of beer and cider to **lots** of customers. How I'll do all of this? I'll build an always-on marketing strategy that will keep customers coming in the door and provide excellent customer service, quality product and an awesome atmosphere to keep em' coming back.

Smart Financial Planning.

Small Businesses often encounter surprise costs and expenses. Your \$ will not be one of them. To ensure you receive your money on-time, I've built all interest payouts and full repayment directly into monthly overhead costs, that way I'm saving to repay your investment dollars on a monthly, quarterly and annual basis to guarantee your money at all payout dates.



Solid Business. Solid Execution.

My top goal is to create a sound, organized and profitable business that will ultimately see profits in Year 1, with all liabilities paid off by Year 5. From a business perspective, organization, planning and cost cutting are key, while from a customer perspective, operations must be streamlined, product and customer service must be top-notch, and the atmosphere and brand of Ounces must always exceed expectations.

Set Realistic Goals—and Achieve them.

Goal-setting will be key to the success of the business. Our goals are to:
1) continually grow sales, by 10% each month, 2) always look to keep costs low and profits high, aiming to cut costs by 5% YOY, and 3) create solid partnerships within the community, driving word-of-mouth and leveraging business relationships.



HOW TO GET STARTED?

Sweet! Either I've convinced you...or you're ready to start reaping the benefits of free beer. Either way, you've made the decision to invest and that's awesome! I'm ready to get started too! Let's do this!

Just email, text, call (or carrier pigeon me), and I'll take care of the rest.

We'll make it legit – making sure both parties feel good about the investment, sign a promissory note, and get you a full timeline of your interest payout and repayment dates.

You, sit and wait. And, I'll gladly accept your check and get to work creating the coolest brew-pub and beer garden to hit West Seattle!



Let's do this!

NOT QUITE READY?

Ok...so you are still unsure, or maybe you have questions?

I'm happy to provide my full business plan and get into the nitty-gritty with you.

Just call or email and let's talk!



Let's talk more.



CHEERS!

