Brewery Startup Capital & Operational Launch Strategy

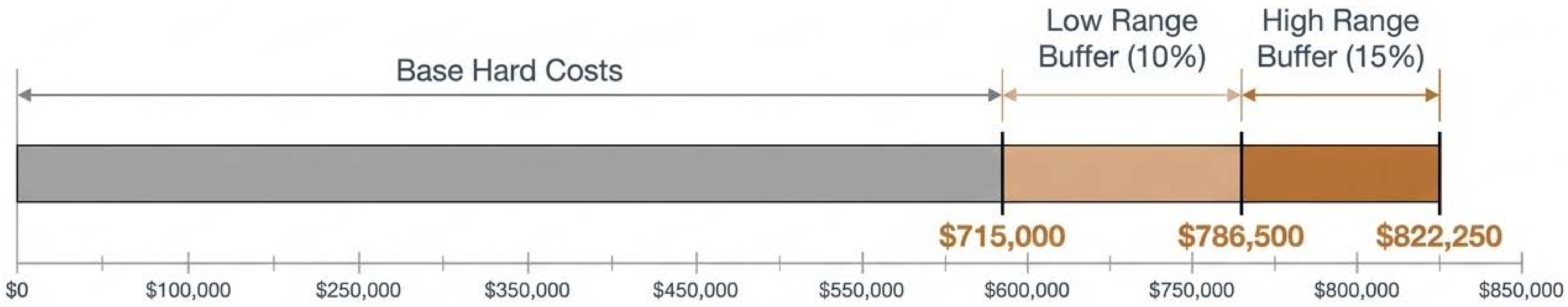
Financial Requirements, Asset Allocation, and Path to Break-Even (Feb 2027)

Confidential Investor Briefing

FINANCIAL MODELS LAB

Total Capital Requirement: $786,500 – $822,250

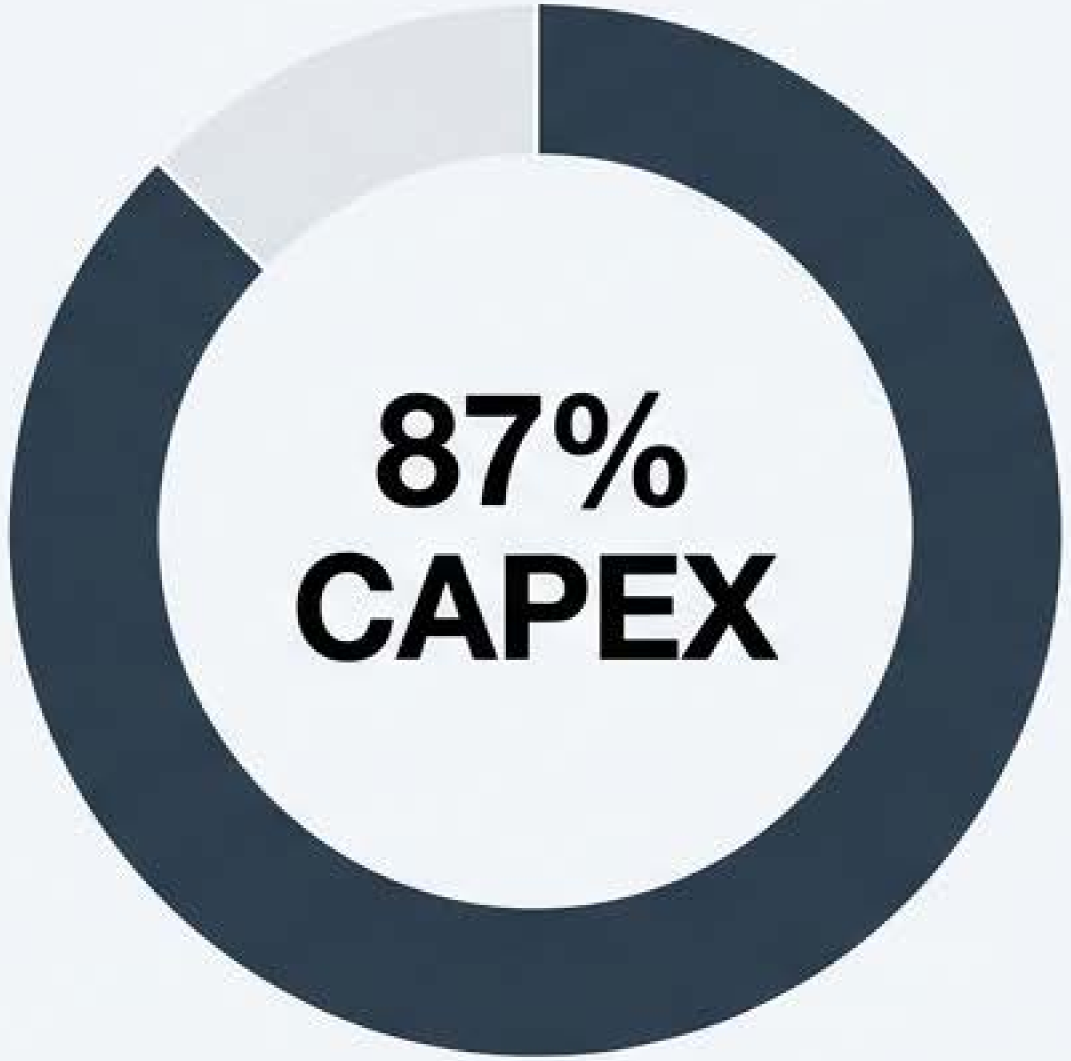
Capital structure prioritizes liquidity through a 14-month pre-profitability runway



Insight: Launching requires a minimum base of $715,000 in hard costs (equipment + installation). However, to mitigate startup risk and cost overruns, we have structured a funding model that includes a 10–15% contingency buffer. The $822k upper limit provides maximum safety against timeline delays.

Weighted Investment in Production Assets

87% of the budget is allocated to CAPEX, ensuring capital is tied to production capacity, not administrative overhead.



CAPEX (Assets):
$620,000

OPEX (Pre-opening):
~$95,000

Brewing Hardware: $305,000
The production engine

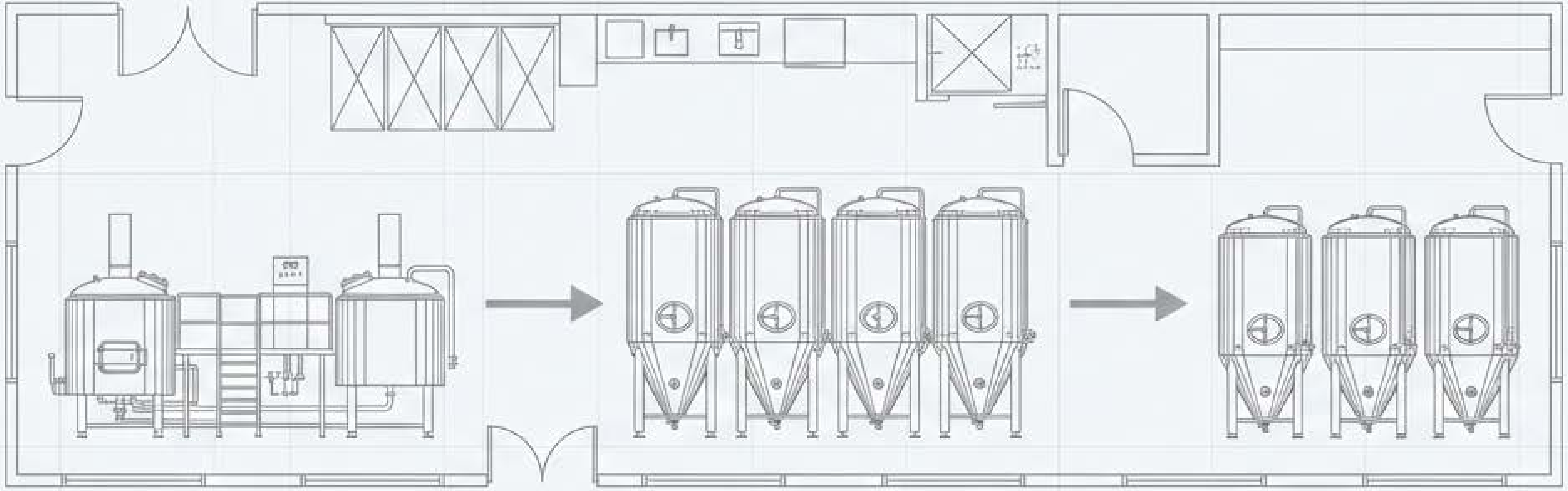
Logistics: $190,000
Scaling beyond the taproom

Taproom Build: $110,000
Direct-to-consumer infrastructure

Utility/Quality: $50,000
Risk management

Core Brewing Assets Determine Scalability

A **$270,000** investment in the 10 BBL Brewhouse dictates the maximum volume ceiling.



10 BBL Brewhouse

$150,000 - Defines speed & batch size.

Fermentation Tanks

$80,000 - Volume bottleneck prevention.

Brite Tanks

$40,000 - Packaging readiness.

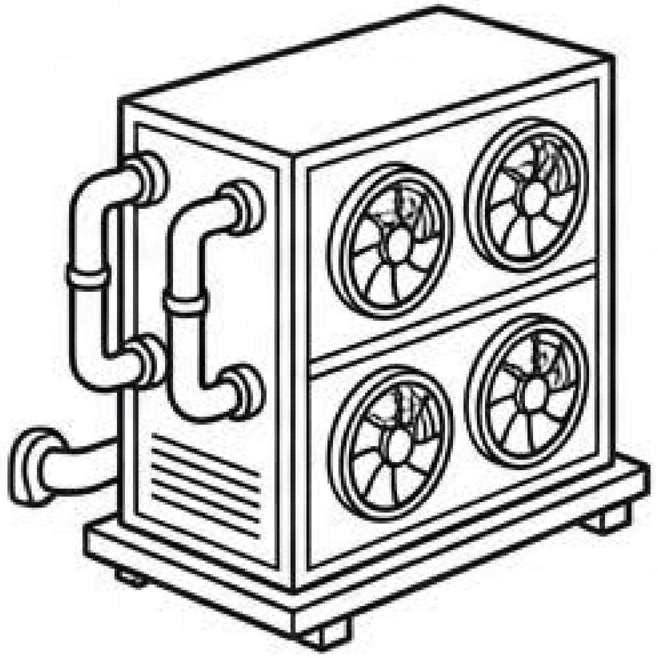
Optimization Strategy:

We are exploring refurbished tanks (80% capacity) to optimize spend without sacrificing output.

Installation costs are calculated separately from purchase price.

Protecting Product Integrity & Reducing Batch Risk

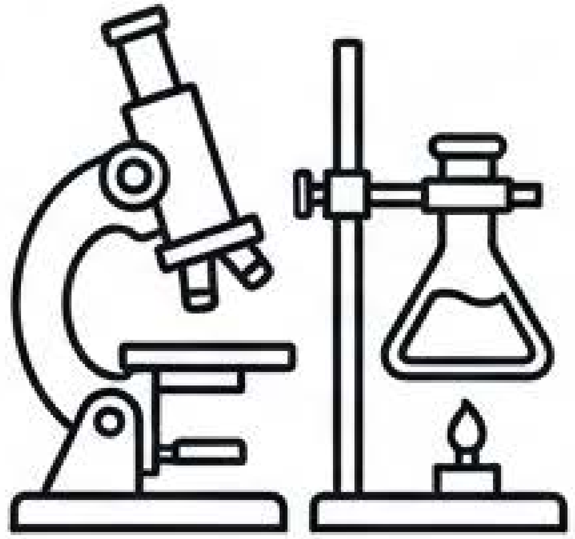
Undersized utilities lead to batch loss. This $50,000 allocation is non-negotiable for process integrity.



Glycol Chiller System: $35,000

Role: Temperature control during fermentation.

Risk: Undersizing leads to higher energy use and spoiled batches.



Lab Equipment: $15,000

Role: Contaminant checks and consistency.

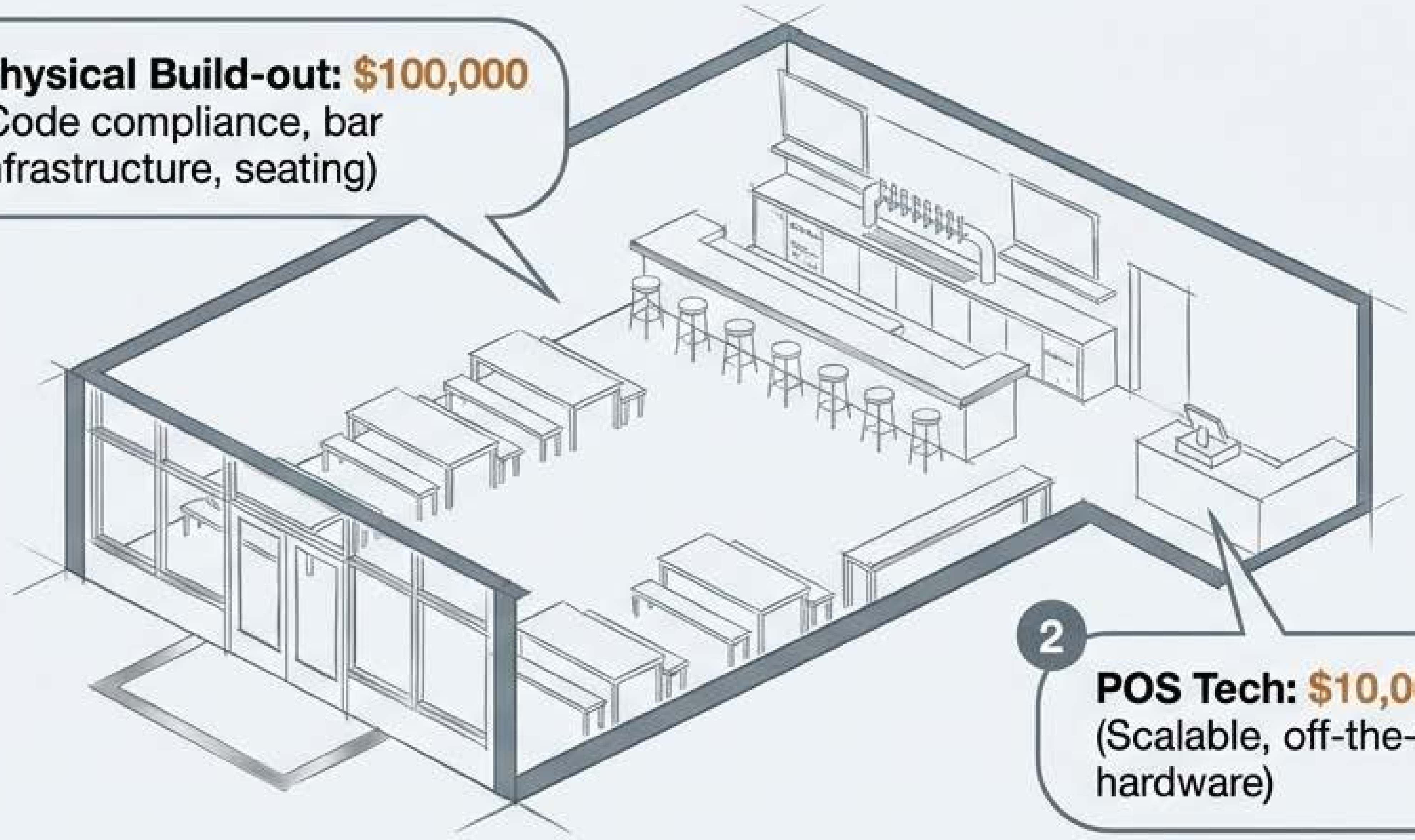
Strategy: Focus on essential testing kits first; scale to analytical instruments after 6 months.

Insight: Small spend, high impact. Preventing a single spoiled batch protects the $270k production investment.

Direct-to-Consumer Sales Infrastructure

Prioritizing functional flow and immediate transaction capability over custom aesthetics

1 **Physical Build-out: $100,000** (Code compliance, bar infrastructure, seating)



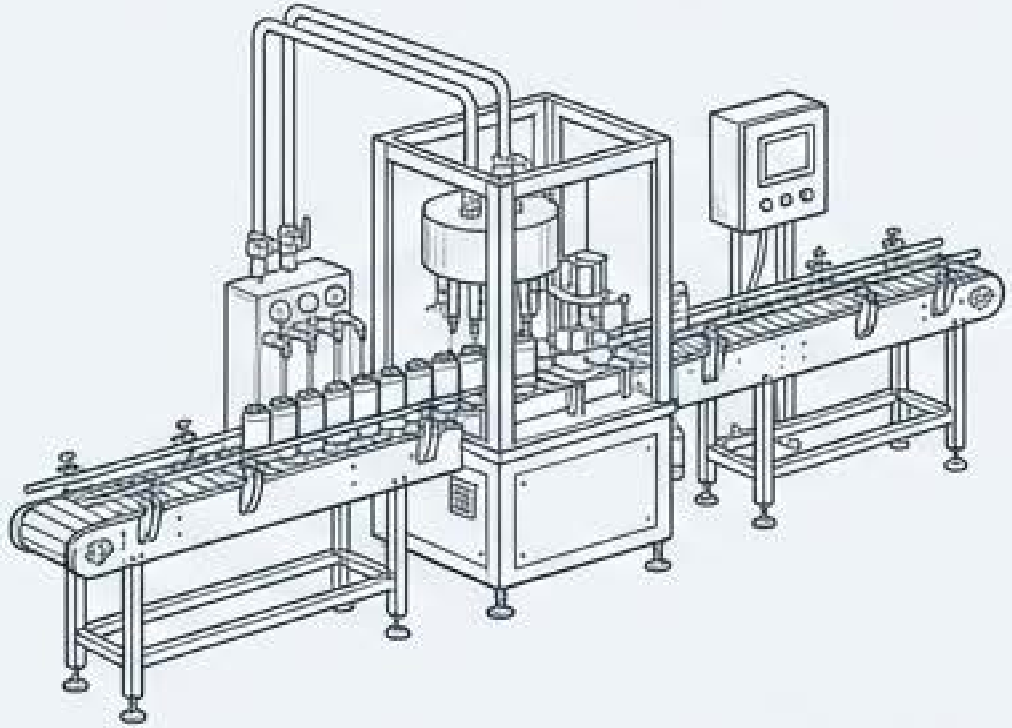
2 **POS Tech: $10,000** (Scalable, off-the-shelf hardware)

Strategy Box

- Total Budget: **$110,000**
- Get three fixed-price quotes for construction to avoid surprises.
- Use standard, off-the-shelf furniture first; phase non-essential decor items later.
- This asset supports high-margin sales while wholesale distribution ramps up.

Scaling Beyond the Taproom Walls

$190,000 in logistics assets unlocks wholesale revenue streams and retail placement.



Canning Line

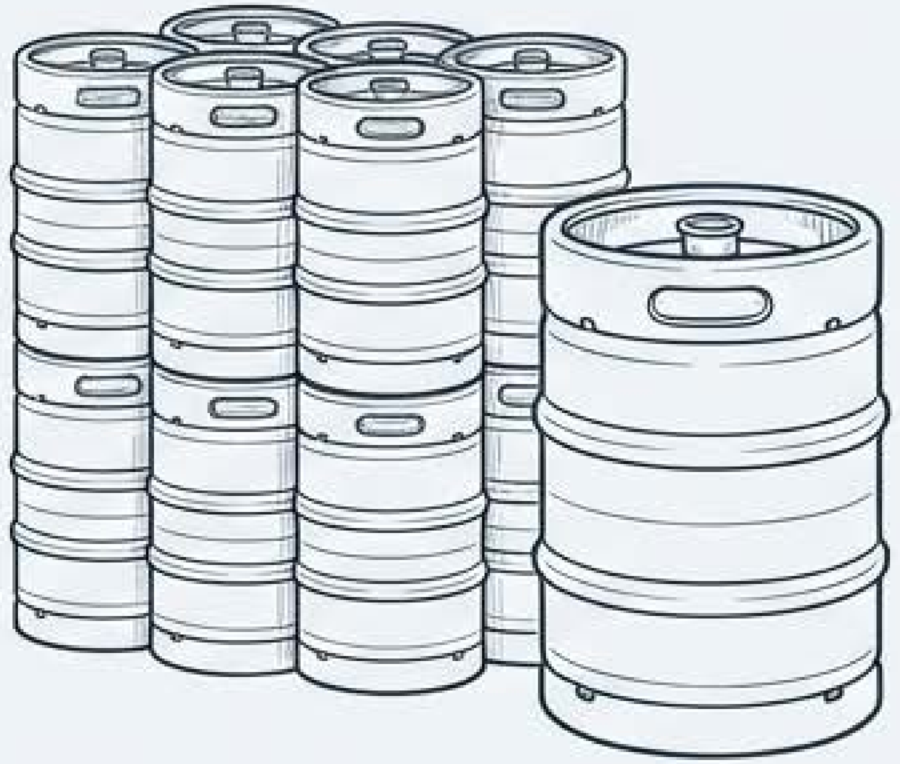
$120,000

Essential for retail placement. Scrutinizing used equipment bids to manage cost.

Delivery Vehicle

$45,000

Cash Flow Strategy: We will lease the vehicle initially to reduce immediate cash outflow.



Keg Fleet

$25,000

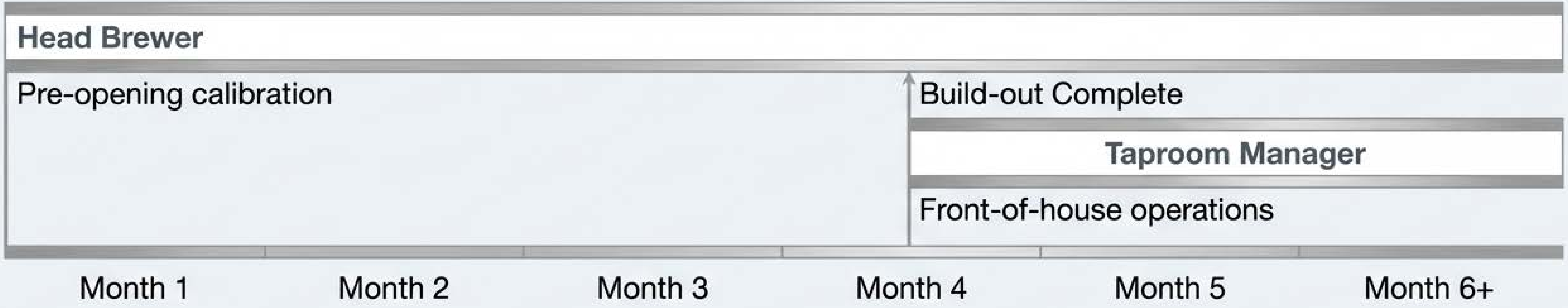
Strategy: Start small and use third-party logistics until volume justifies full ownership.

Key Takeaway: Readiness for wholesale distribution must align perfectly with the product launch calendar to ensure assets do not sit idle.

Critical Staffing for Launch & Ramp-Up

Key hires are staggered to match equipment commissioning, reducing idle-time burn.

Head Brewer	$75k/yr (**$6,250/mo**)	Status: Critical for pre-opening calibration
Taproom Manager	$55k/yr (**$4,583/mo**)	Status: Critical for front-of-house operations
Total Monthly Base Burn	**~$10,833**	



Mitigation Strategy: Avoid hiring both on Day 1. Stagger the Manager hire to minimize pre-revenue payroll. Costs exclude 20-30% burden (taxes/benefits)—total liquidity model accounts for this.

Pre-Revenue Fixed Facility Costs

A $33,600 buffer is required to cover a 3-month period of fixed overhead before the first sale.

$11,200 / month

Rent

$7,500/mo

Primary production and storage facility.

Utilities

$2,500/mo

Power/Water for pre-opening calibration.

Insurance

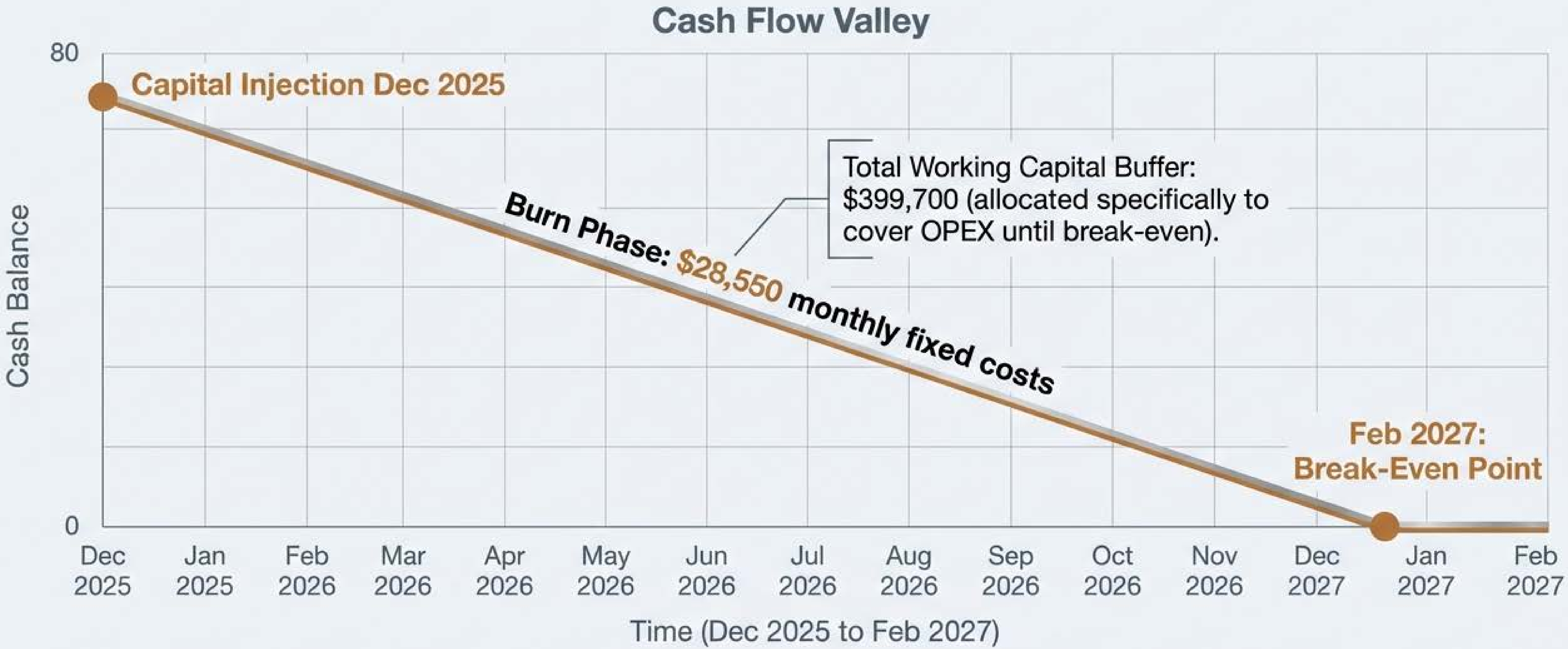
$1,200/mo

Liability/Property coverage.

Tactical Note Targeting rent abatement (60 days free) to save $15,000 against the runway target. We will bundle insurance policies for further savings.

14-Month Runway to Profitability

The Working Capital Buffer is calculated to absorb fixed costs and salaries until Break-Even in Feb 2027.



Risk Factor: Timeline depends on hitting planned production volumes. If direct sales velocity slows, the break-even date shifts.

Funding Mix & Deployment Schedule

A sequenced approach ensuring funds are ready for equipment acquisition in Q1/Q2 2026.

Capital Stack

- Seed Equity: $215,000
- Debt (Term Loans): $350,000
- Founder Capital: **$150,000**

All commitments legally binding by December 2025.

- **March 2026** - Facility readiness milestones conclude.
- **Q2 2026** - Major equipment purchases (Brewhouse/Tanks).
- **Post-Deployment** - Maintain a $50,000 contingency buffer.

Executive Summary & Key Takeaways

The Ask

~$800k total cash requirement (includes 10-15% safety buffer).

The Asset

High CAPEX barrier to entry (**$620k**), but infrastructure is built for long-term scalability via the 10 BBL system.

The Critical Path

14-month runway to **Feb 2027** break-even.

The Risk

Monthly fixed costs of **$28,550** must be sustained; churn or delays directly increase cash needs.

Liquidity is non-negotiable. The $715,000 base is the absolute minimum required to launch safely.