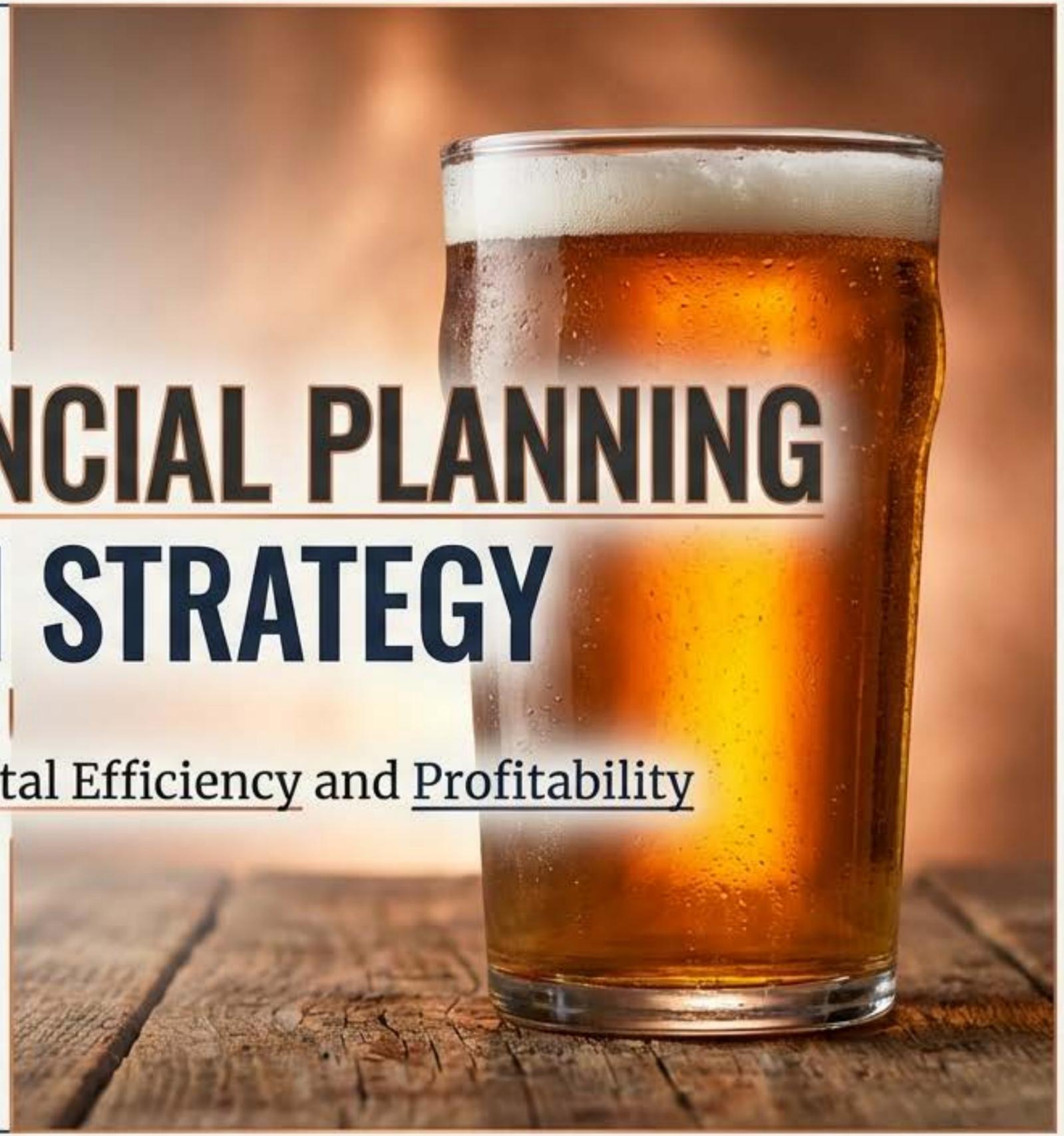
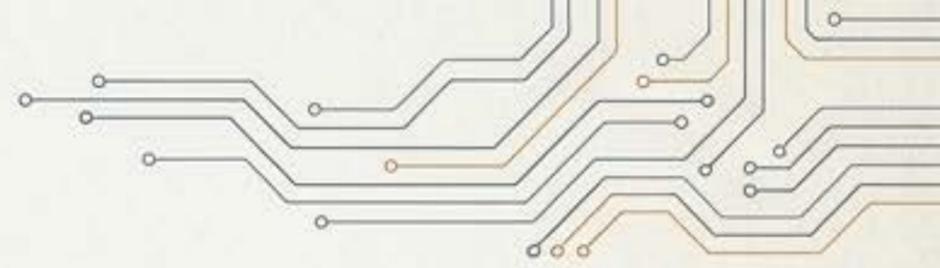


BREWERY FINANCIAL PLANNING & LAUNCH STRATEGY

A 7-Step Framework for Capital Efficiency and Profitability



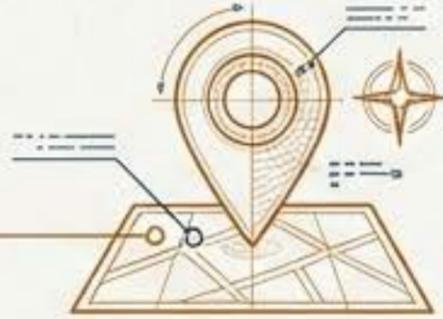
THE STRATEGIC SNAPSHOT: VIABILITY AT A GLANCE



Industrial Editorial

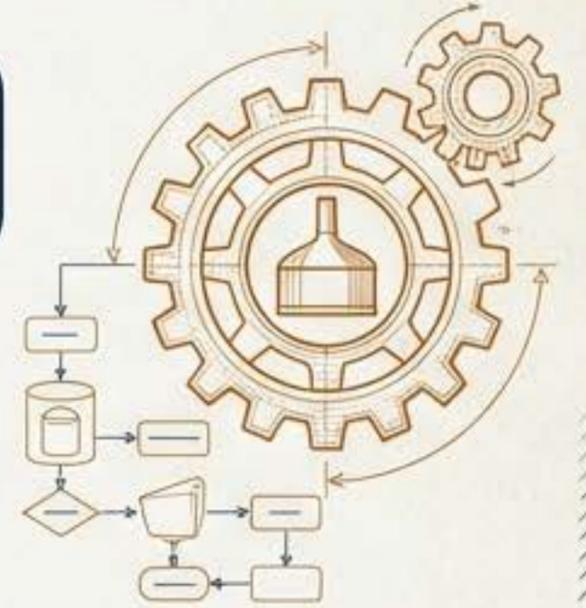
LOCAL TAPROOM

Target: Metro residents aged 25-55
Priority: High-margin direct sales over mass distribution.



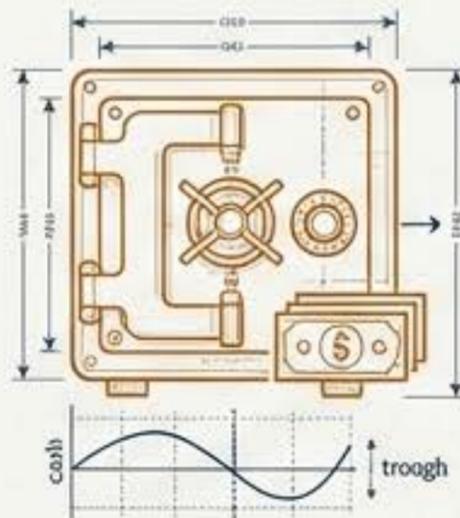
\$620,000

Total CAPEX Investment
Includes 10 BBL Brewhouse & Canning Line to own production capacity.



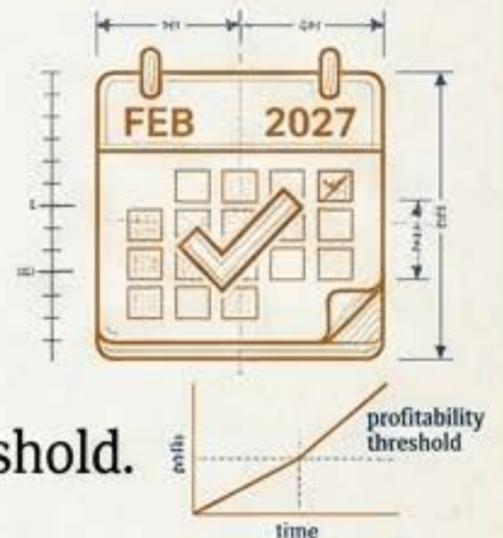
\$715,000

Peak Cash Requirement
The Minimum Viable Capital needed to survive the trough in Jan 2027.



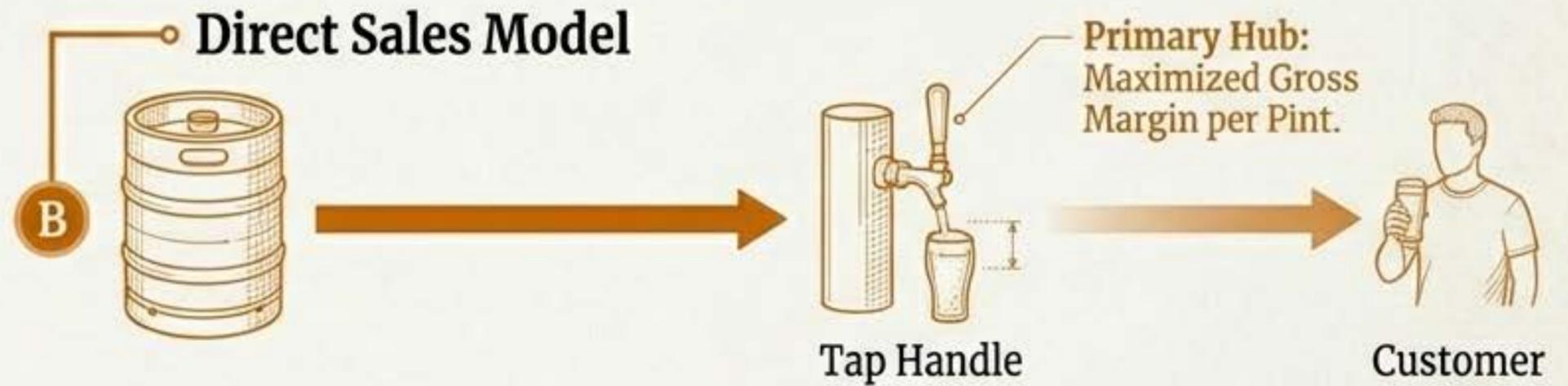
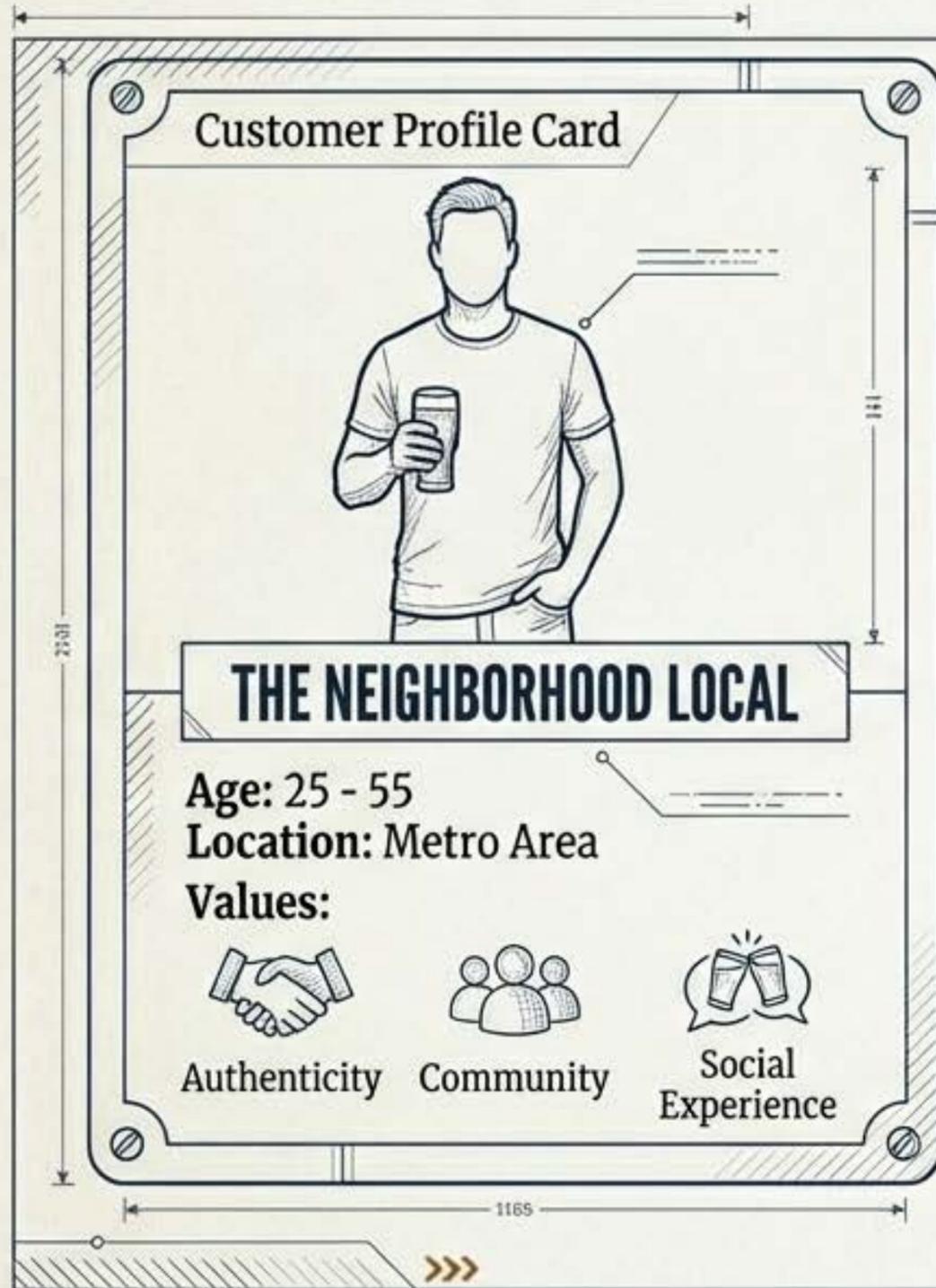
FEB 2027

Breakeven Date
A 14-month operational runway is required to cross the profitability threshold.



MARKET STRATEGY: DOMINATE THE LOCAL TAPROOM SEGMENT

Industrial Editorial



The taproom serves as the primary neighborhood hub. Revenue relies on direct sales channels, cutting out middlemen to maximize gross margin per pint.

STEP 1: CONSTRUCTING THE REVENUE BASELINE

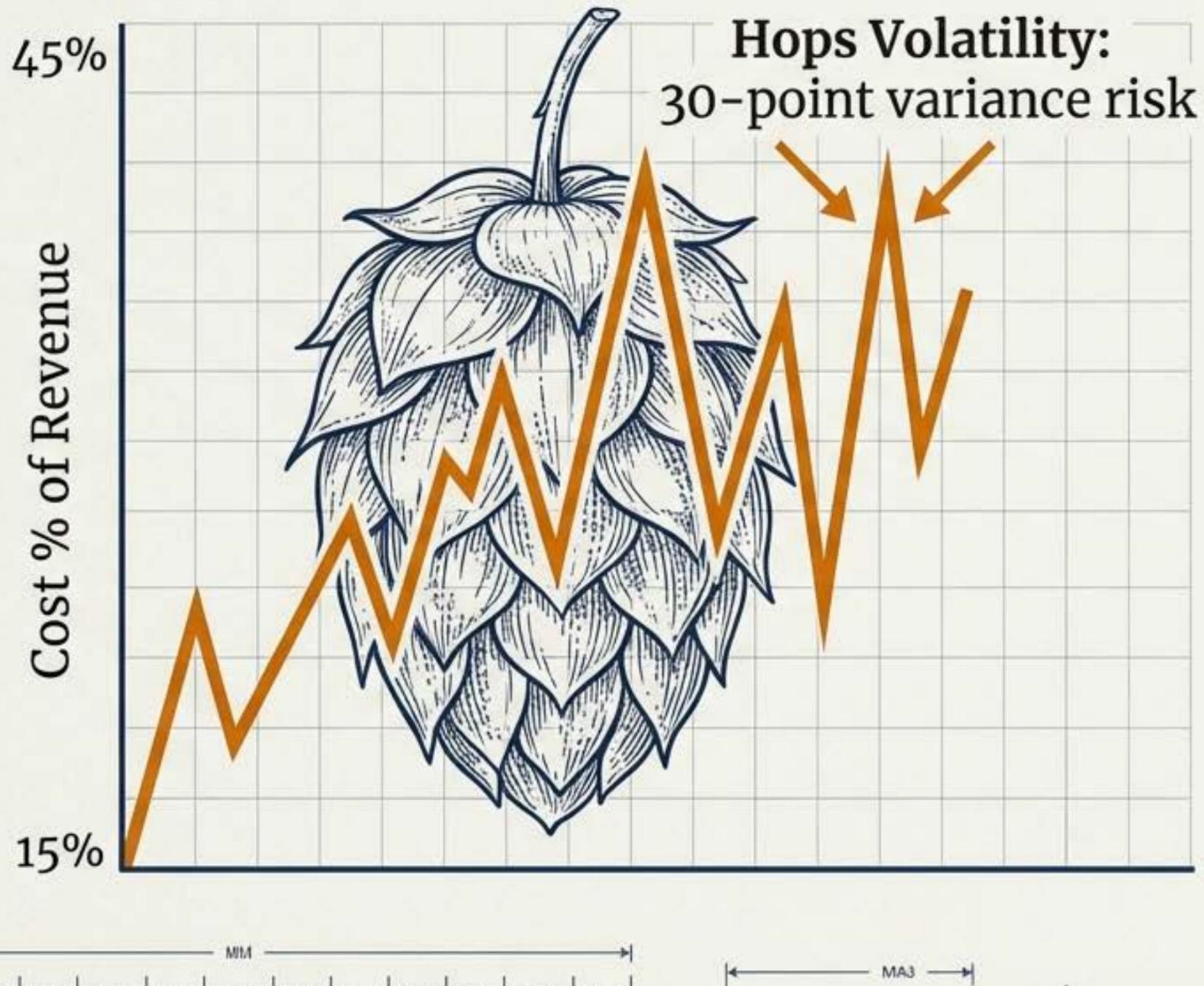


Strategic Insight:

Do not price based solely on cost-plus.

Check local metropolitan comps. If volume slows, price or production must be adjusted immediately.

STEP 2: PROTECTING GROSS MARGIN FROM VOLATILITY



Action Plan

- Negotiate contracts early to lock pricing for 14 months.
- Optimize packaging sizes (40% - 45% of total spend).
- Reaction Protocol: If ingredient costs rise by 10%, adjust batch sizes or raise unit price immediately.

STEP 3: ESTABLISHING THE OVERHEAD FLOOR

Annual Rent: \$90,000 

 Core Wages: \$165,000



MONTHLY BURN: ~\$28,550

This is the “Cost of Existence” required to keep the lights on before a single pint is sold.

STEP 4: THE CAPEX FOUNDATION

\$620,000 TOTAL INVESTMENT

43%

50%

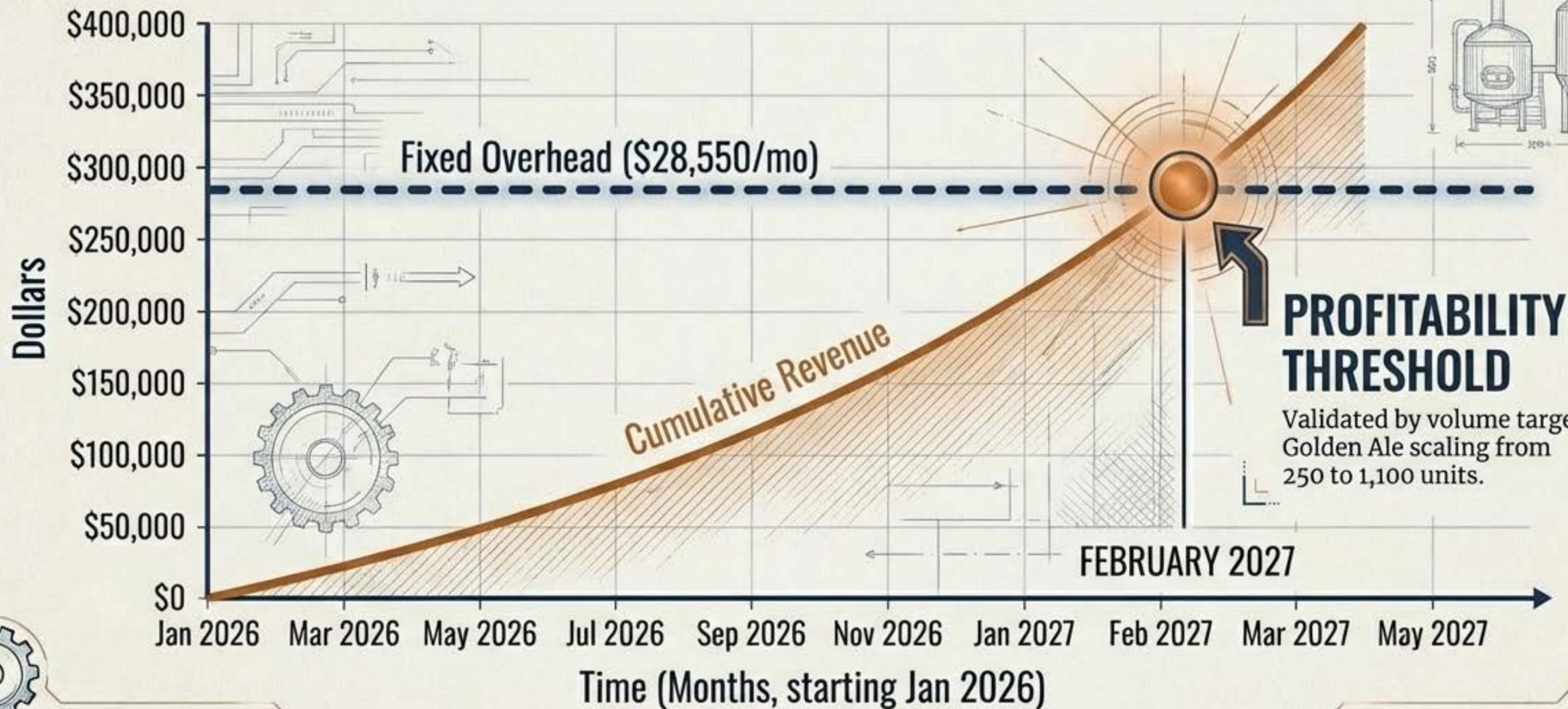
10 BBL Brewhouse (\$150,000)

Canning Line (\$120,000)

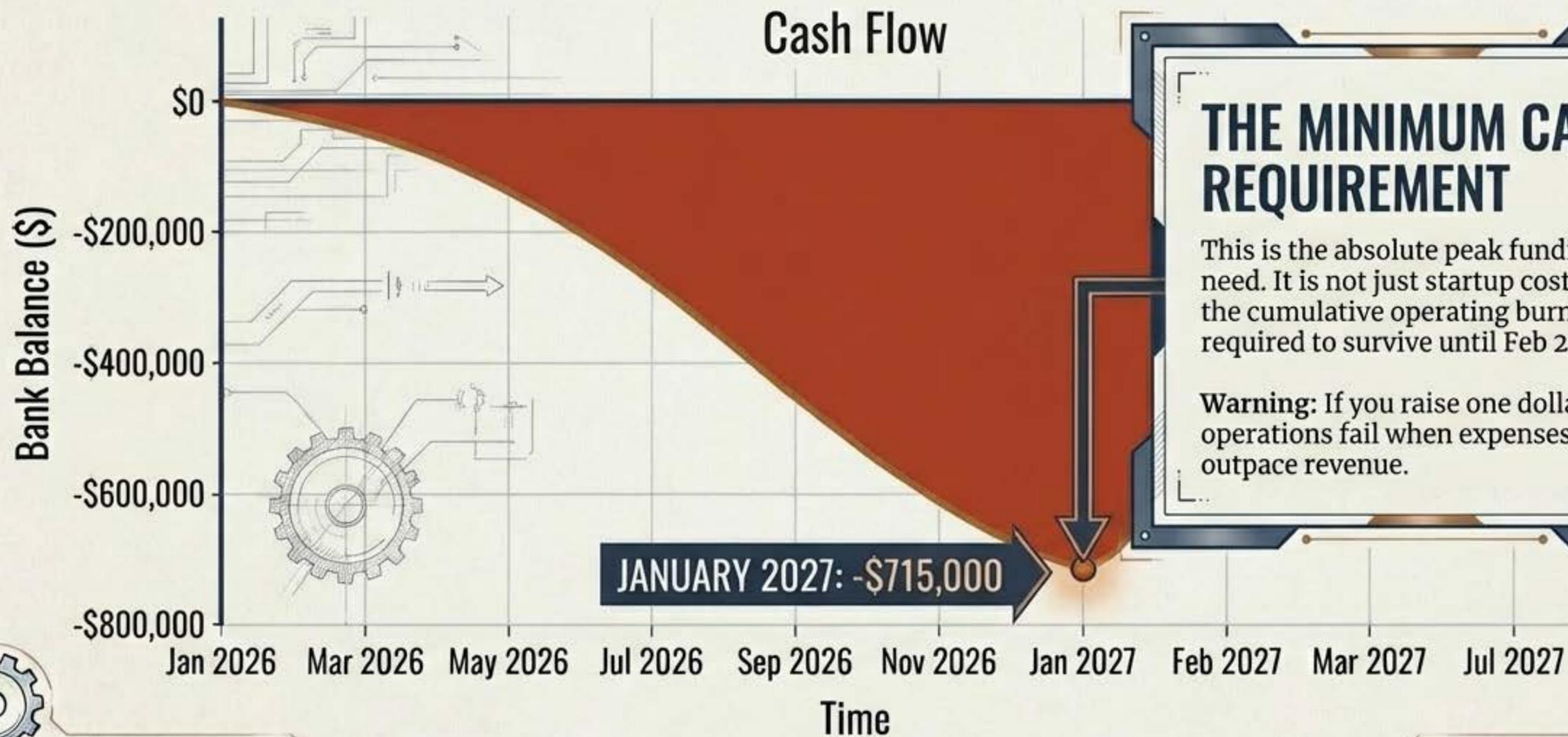
Delivery & Install

Critical Timing: Equipment delivery dictates the revenue start date. Delaying the Canning Line past Q1 2026 breaks the revenue model.

STEP 5: THE 14-MONTH MARCH TO BREAKEVEN



STEP 6: THE PEAK CASH REQUIREMENT

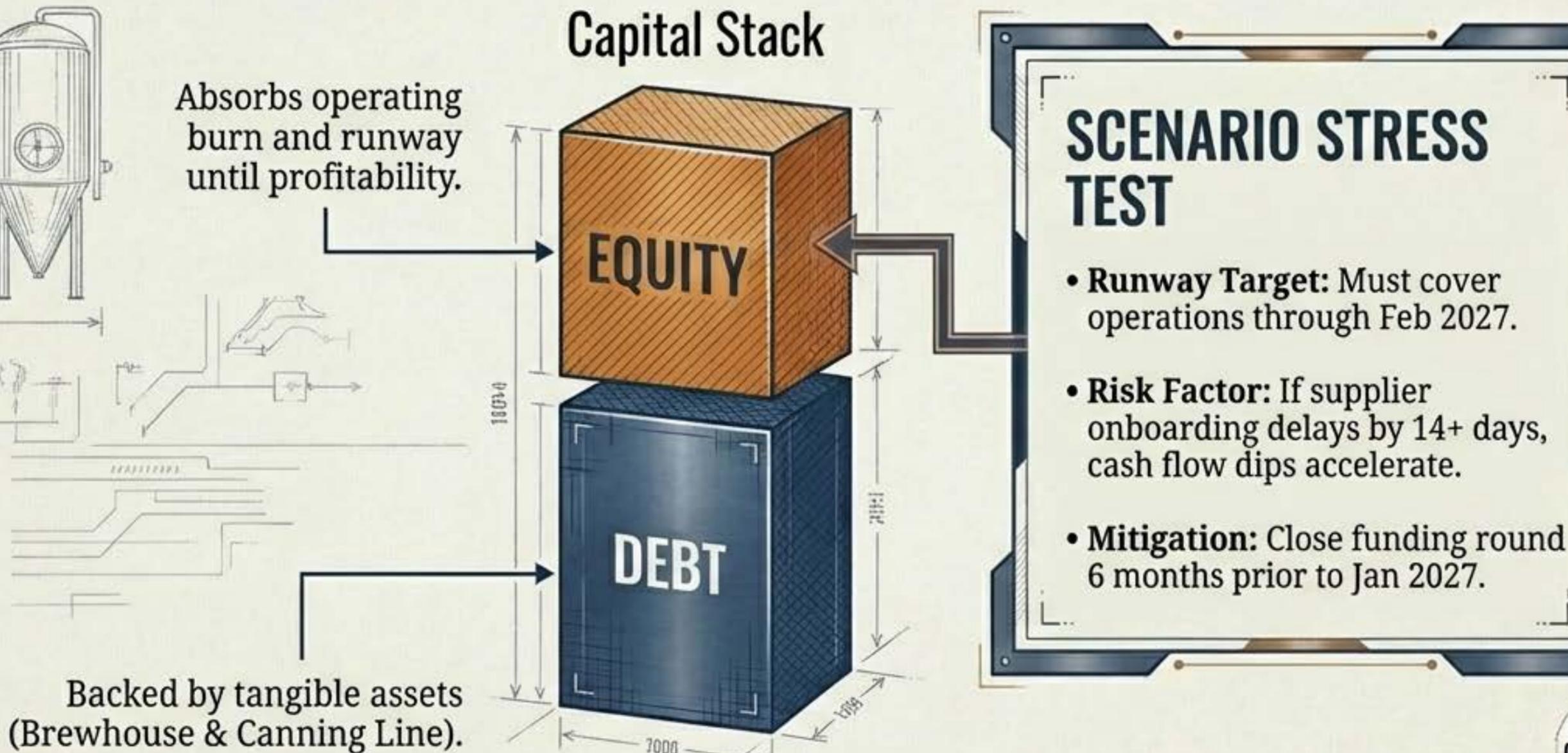


THE MINIMUM CASH REQUIREMENT

This is the absolute peak funding need. It is not just startup costs; it is the cumulative operating burn required to survive until Feb 2027.

Warning: If you raise one dollar less, operations fail when expenses outpace revenue.

FUNDING STRUCTURE & RUNWAY MANAGEMENT



STEP 7: STAFFING FOR SCALE



ASSISTANT BREWER

- Triggered by Capacity Needs.
- Financial Rule: Labor cost < 15% of Gross Margin.



SALES REPRESENTATIVE

- Triggered by Revenue Expansion.
- Financial Rule: Cost covered by 4x projected incremental revenue.



Philosophy: Hire based on operational stress and ROI, not calendar dates.

RISK MANAGEMENT PROFILE

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INGREDIENT VOLATILITY

Impact: Hops prices swinging 15-45% of revenue.

Mitigation: Local sourcing agreements & backup suppliers.



CONSTRUCTION DELAYS

Impact: Delayed revenue start; cash burn continues.

Mitigation: Buffer funding raised 6 months early.



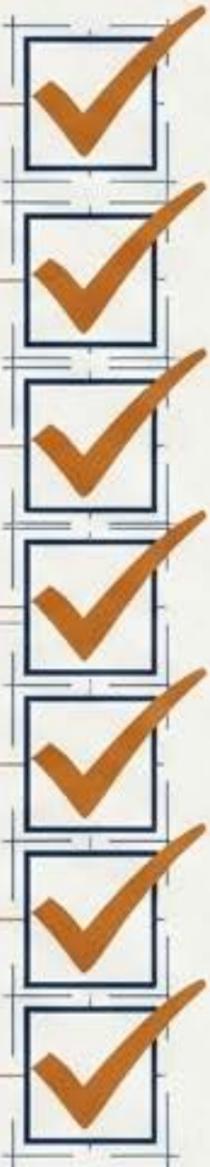
SLOW TAPROOM UPTAKE

Impact: Missed volume targets.

Mitigation: Price flexibility & rapid batch-size adjustment.

THE 7 ESSENTIALS FOR SUCCESS

Industrial Editorial



REVENUE: Define product mix (5 products) & pricing (\$565k Target).

COGS: Lock hop contracts & optimize packaging (40-45% spend).

OPEX: Establish the floor (\$342k/yr fixed costs).

CAPEX: Fund the \$620k asset base (43% in Brewhouse/Canning).

BREAKEVEN: Map volume to hit profitability by Feb 2027.

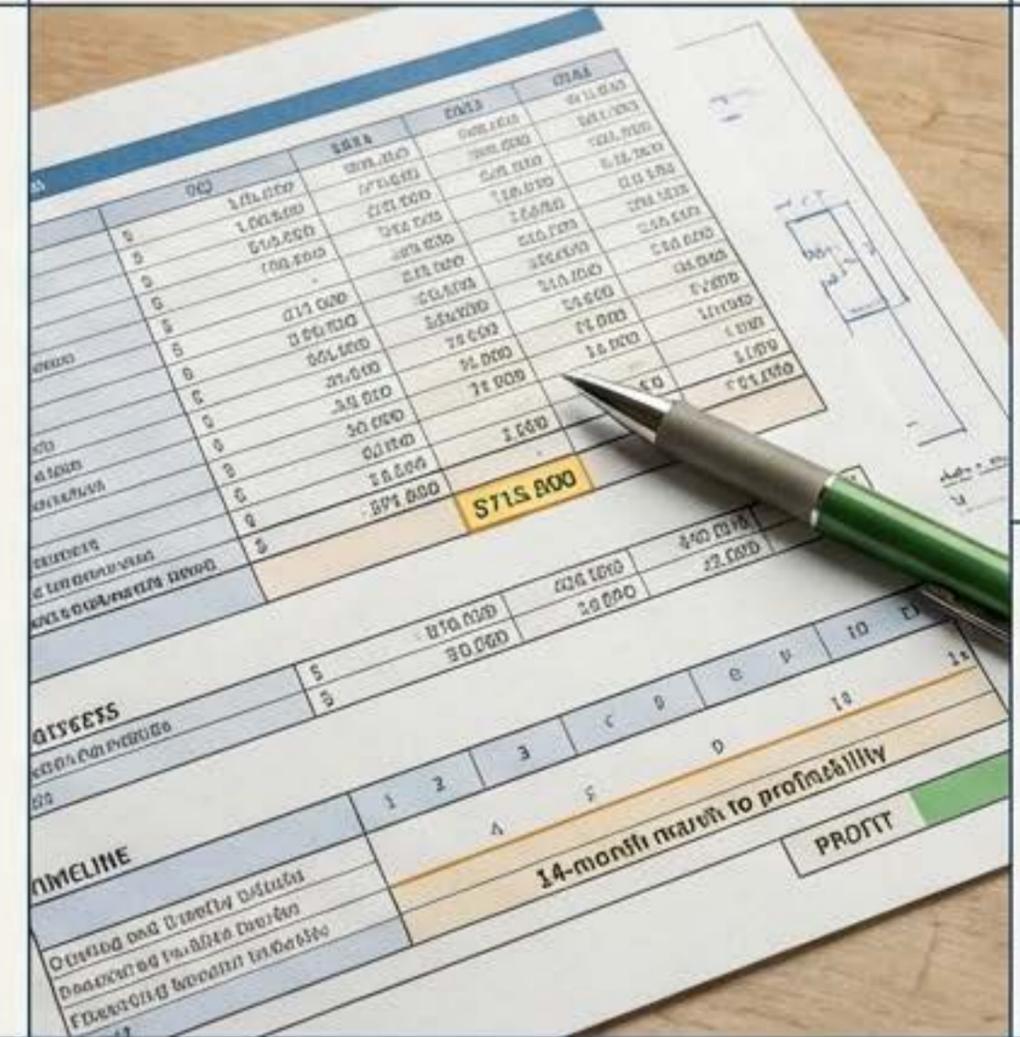
CASH: Secure \$715k minimum requirement for the Jan 2027 trough.

SCALE: Hire Assistant Brewer (2027) and Sales Rep (2028) based on ROI.

FROM PASSION PROJECT TO PROFITABLE BUSINESS



Securing brewery success hinges on accurately modeling the \$715,000 cash requirement and executing the 14-month march to profitability.



The difference between failure and success is not the quality of the beer, but the discipline of the financial model.