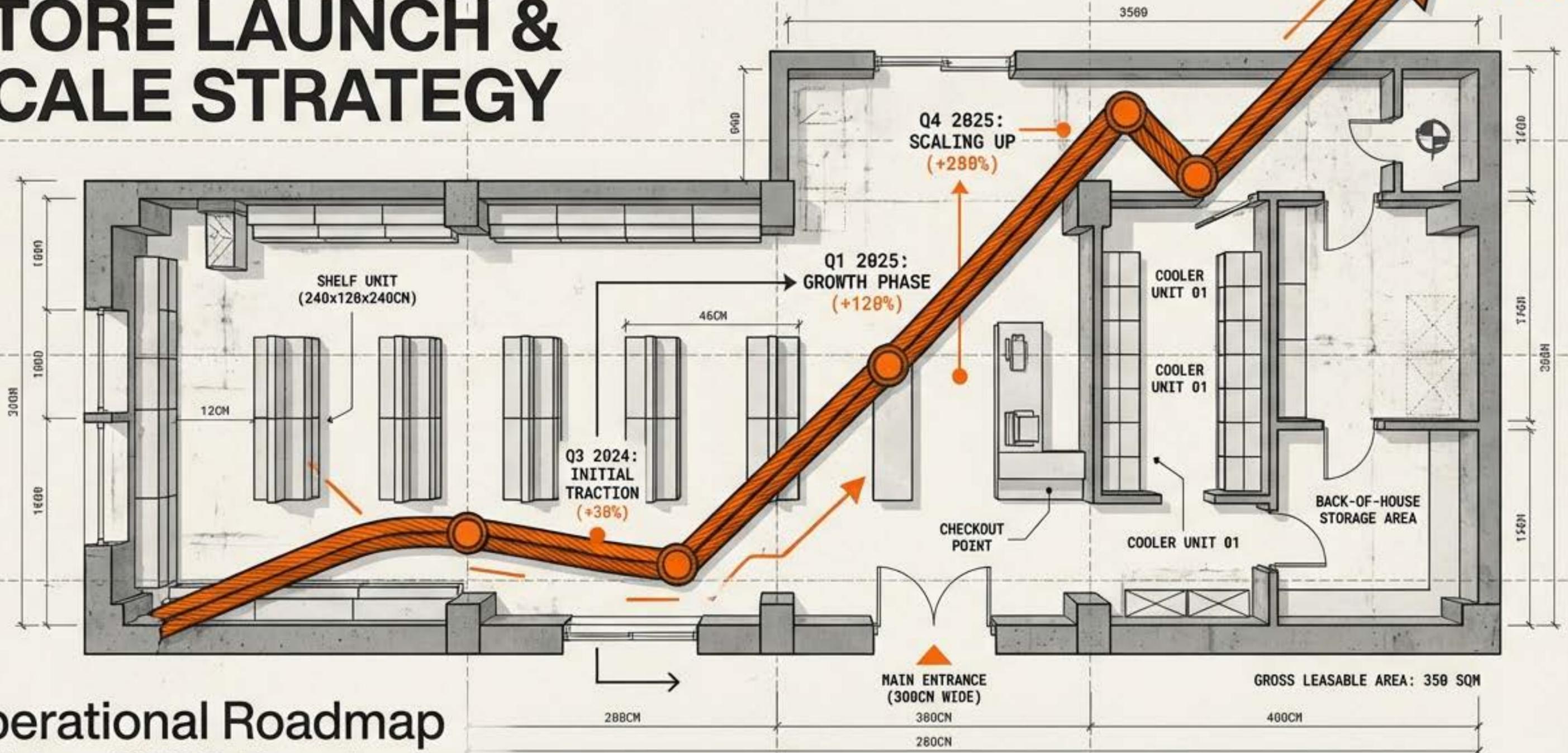


CONVENIENCE STORE LAUNCH & SCALE STRATEGY

PROJECTED REVENUE:
+450%



Operational Roadmap
to May 2026 Breakeven

CONFIDENTIAL STRATEGIC BLUEPRINT // V.2026

THE CRITICAL PATH: SOLVENCY TO 3823% ROE

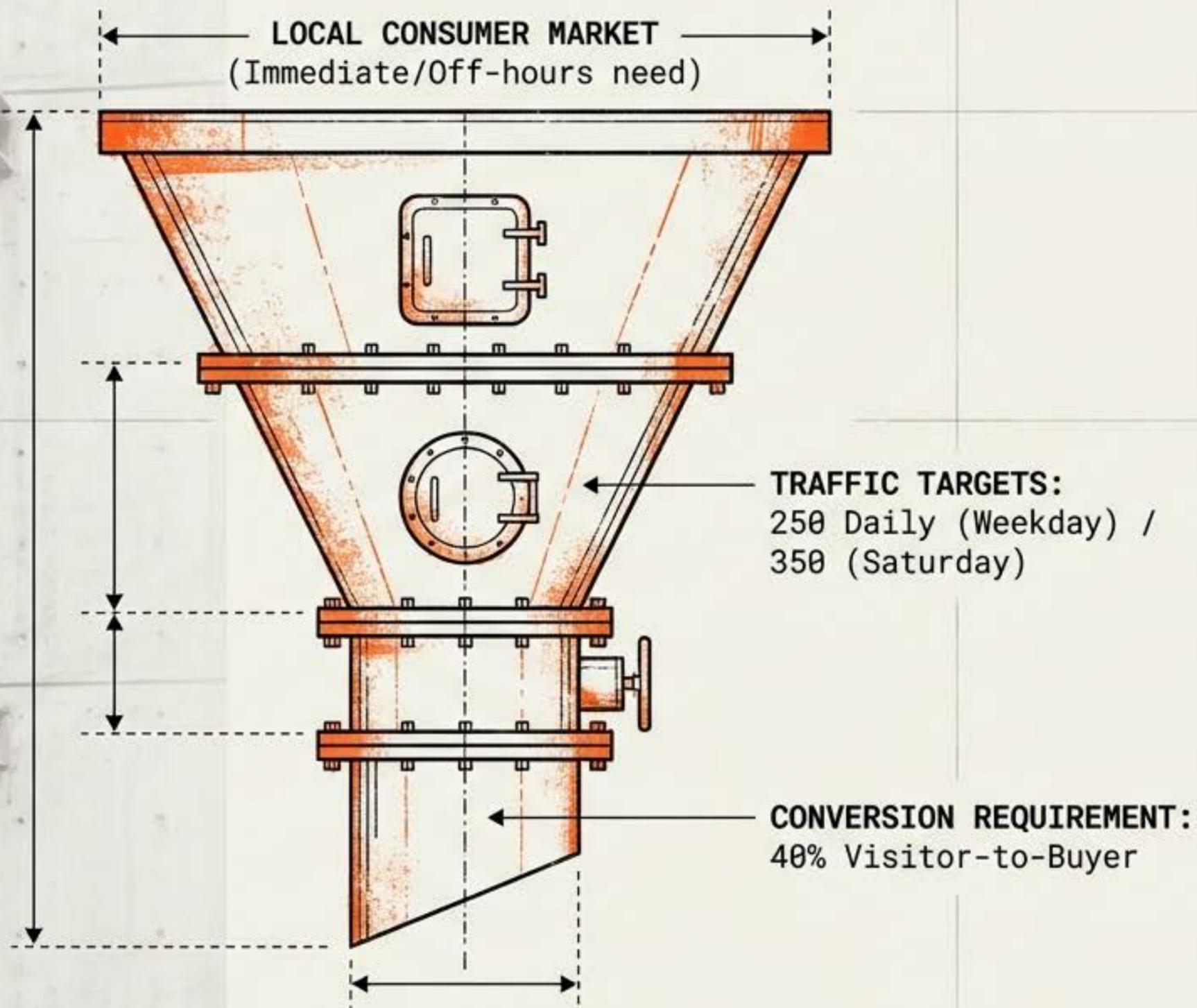
TECHNICAL BLUEPRINT FOR CONSTRUCTION
SLIDE REF: CRITICAL PATH V.2.1



WARNING

PRIMARY CONSTRAINT: The \$825k operational runway must cover the pre-revenue gap and initial burn. Any delay in the May '26 breakeven directly threatens liquidity.

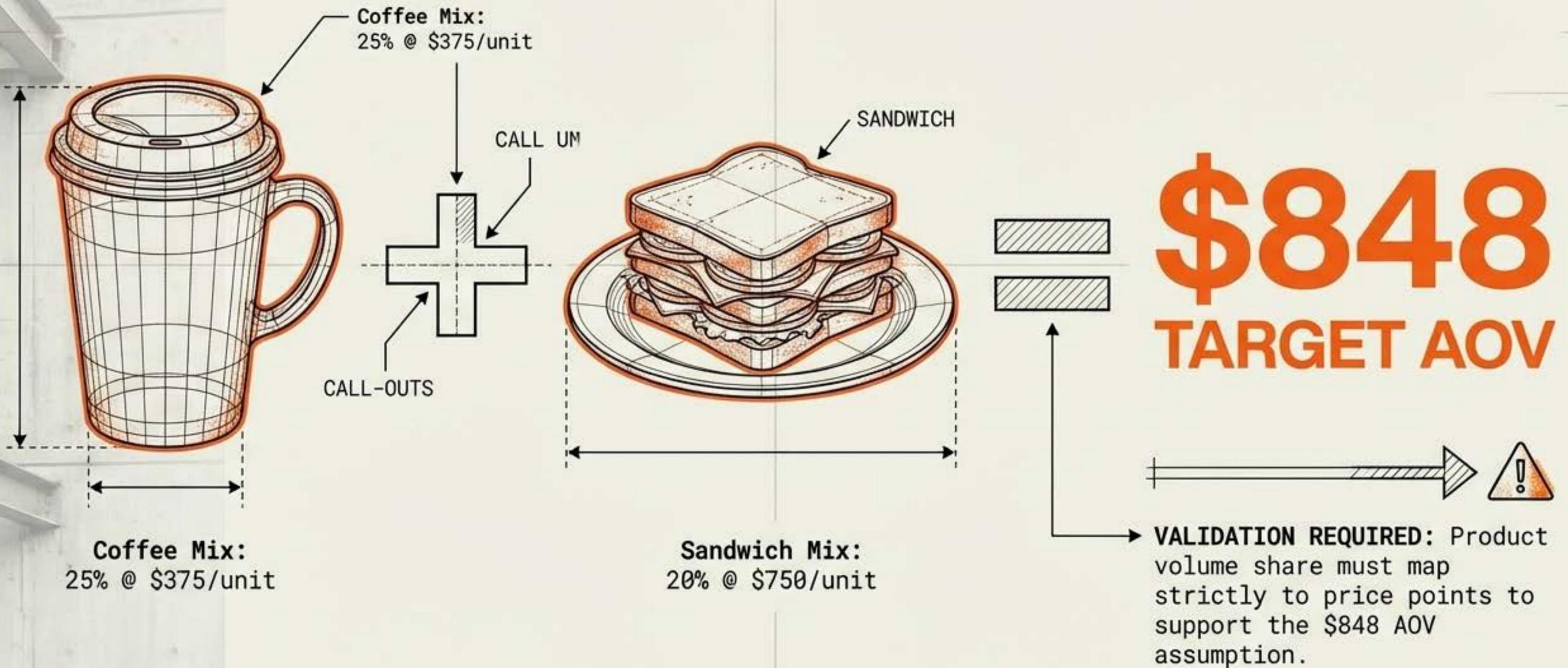
REVENUE FOUNDATION: VALIDATING TRAFFIC DENSITY



SENSITIVITY ANALYSIS

If conversion drops to 25% in initial tests, revenue collapses below operating costs. Success is binary.

UNIT ECONOMICS: HIGH-VALUE TRANSACTION ARCHITECTURE



THE PROFIT LEVER: COGS & WASTE MANAGEMENT



NEGOTIATE

Immediate supplier negotiation to reduce COGS from 140%.

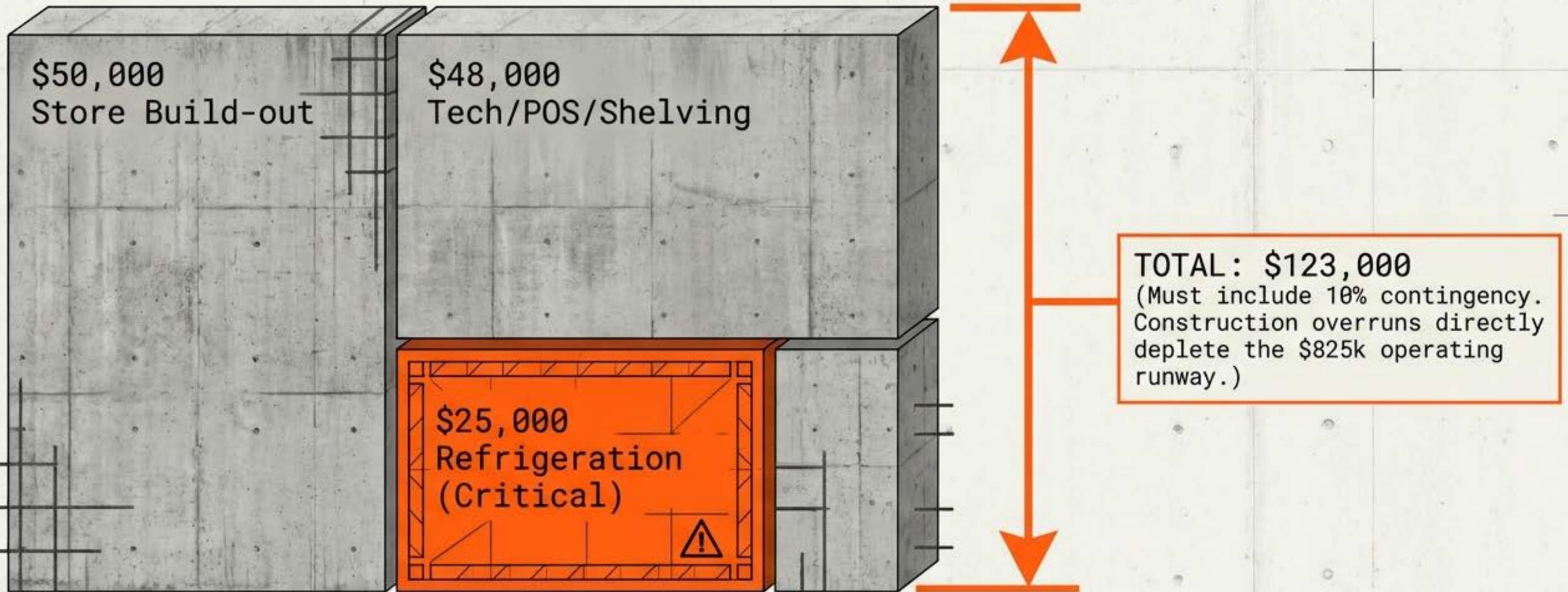
CONTROL

Daily inventory controls to cap spoilage at 20%.

ENGINEER

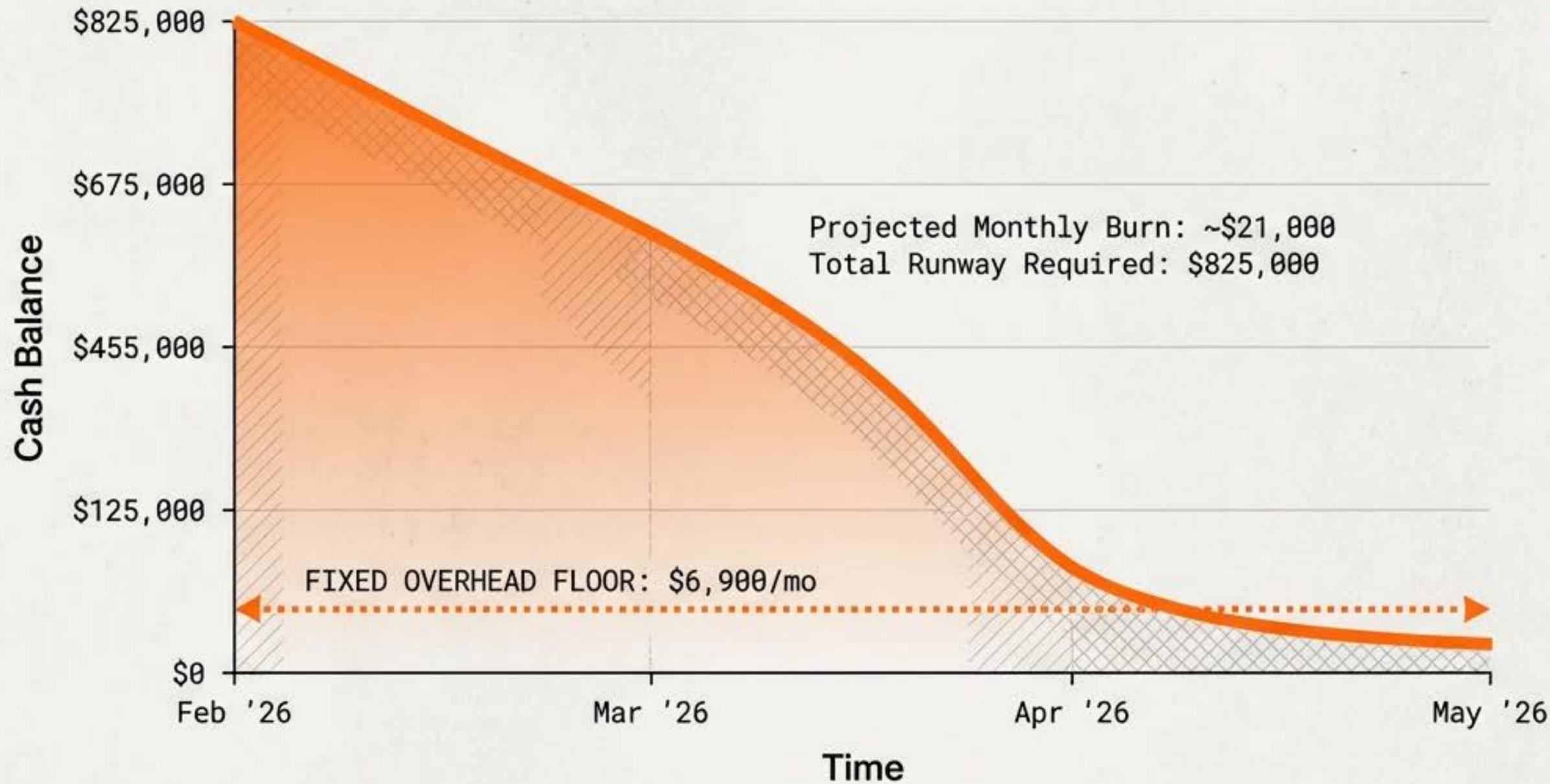
Menu engineering to push high-margin items.

INFRASTRUCTURE INVESTMENT: Q1 2026 CAPEX



THE CASH BUFFER: SURVIVING THE PRE-REVENUE GAP

Burn Down



Fixed Overhead excludes payroll. The \$6,900 floor is the bedrock of financial stability.

HUMAN CAPITAL: EFFICIENCY TARGETS & WAGE RISKS

2026 PLAN



45 FTEs // \$167,500 Budget

Structure: 10 Managers, 20 Associates, 15 Ops

2030 VISION



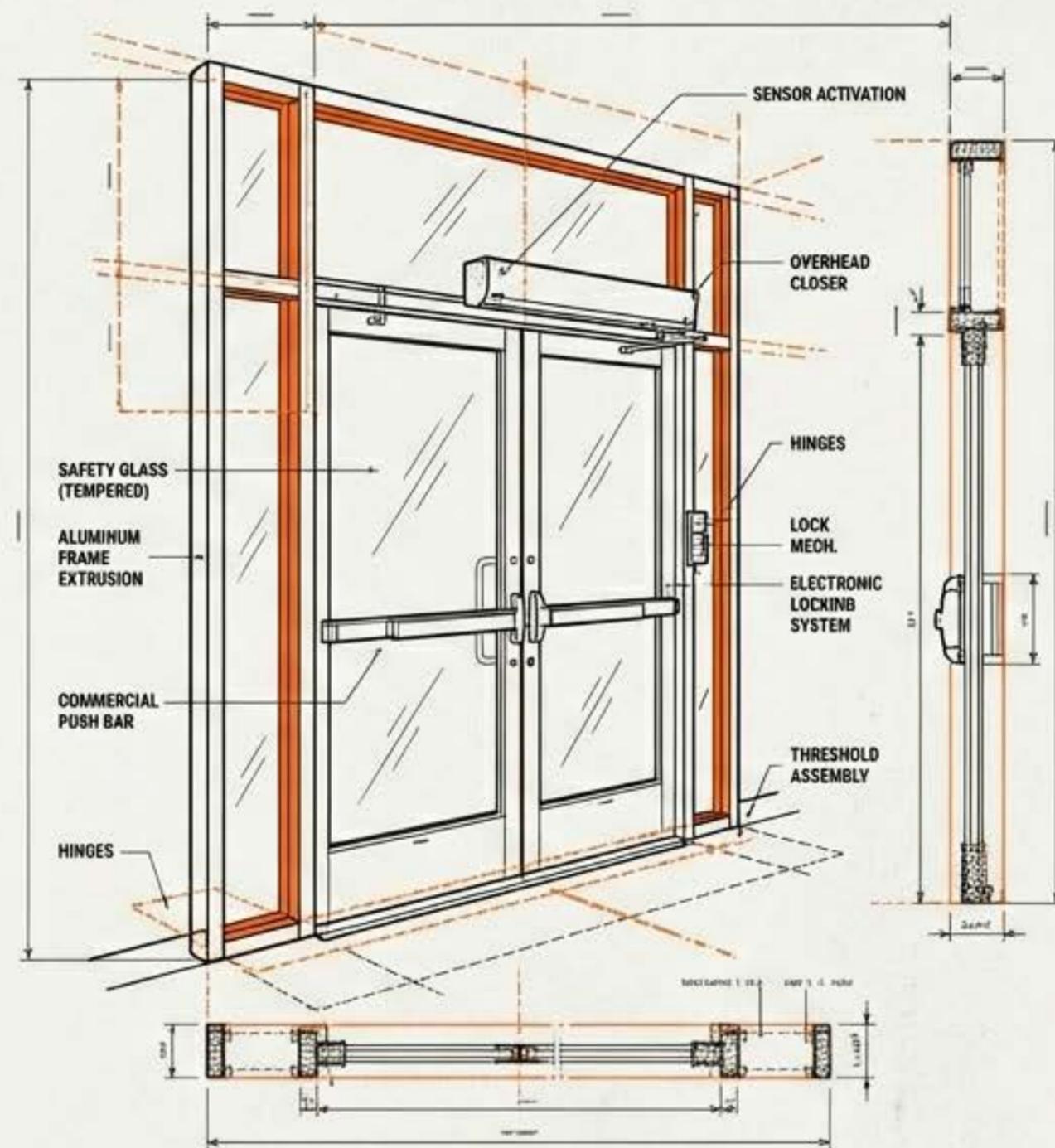
68 FTEs

Requirement: Wage growth < Sales growth

RISK: BUDGET ADEQUACY REVIEW.
Current budget implies \$3,722/yr per employee. Source material notes this is "definitely too low" to cover standard hours/benefits. Immediate review required.

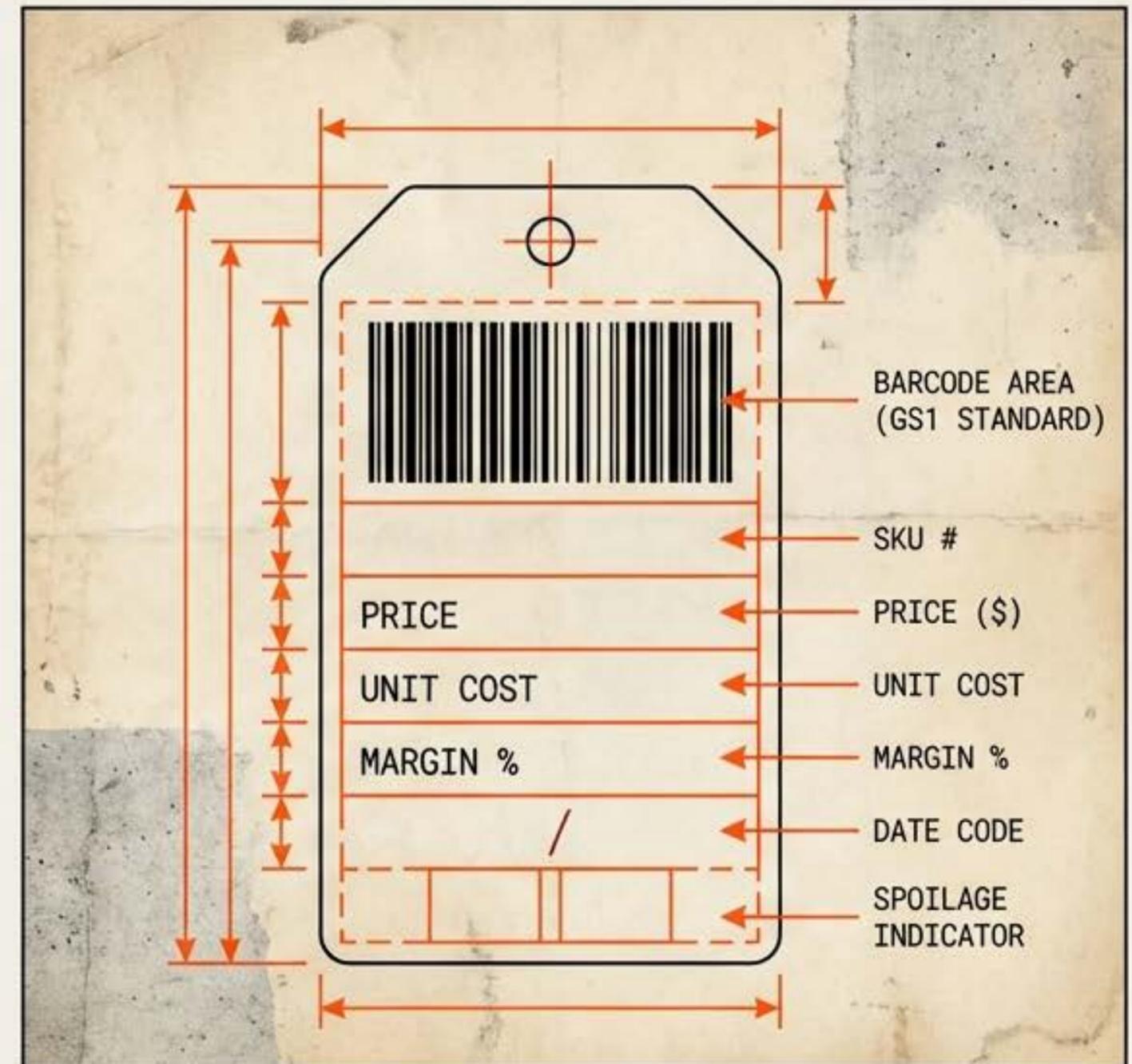
PHASE 1: MARKET VALIDATION & ASSET LOCK

- **STEP 1: TRAFFIC.** Confirm **250** weekday / **350** Saturday visitors. Validate **40%** conversion rate via on-ground tracking.
- **STEP 2: CAPEX.** Secure firm quotes for **\$50k** build-out and **\$25k** refrigeration. Vendor onboarding < 14 days.



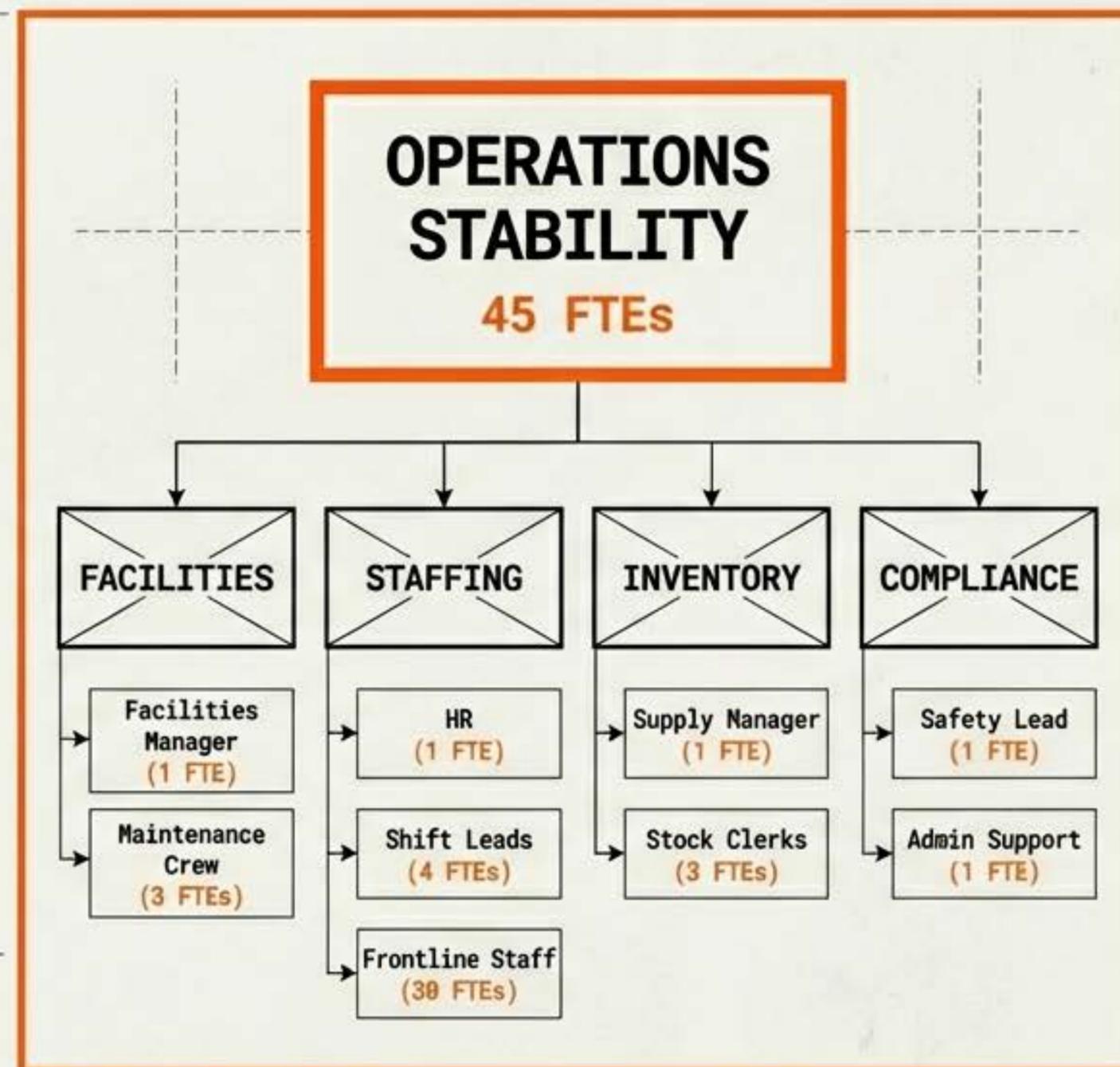
PHASE 2: MARGIN ARCHITECTURE & PRICING

- STEP 3: PRODUCT MIX.**
 Map volume share to price to validate the \$848 AOV.
 Ensure mix supports premium pricing.
- STEP 4: COGS CONTROL.**
 Lock supplier pricing to hit 120% purchase cost target.
 Implement daily inventory checks to enforce 20% spoilage cap.



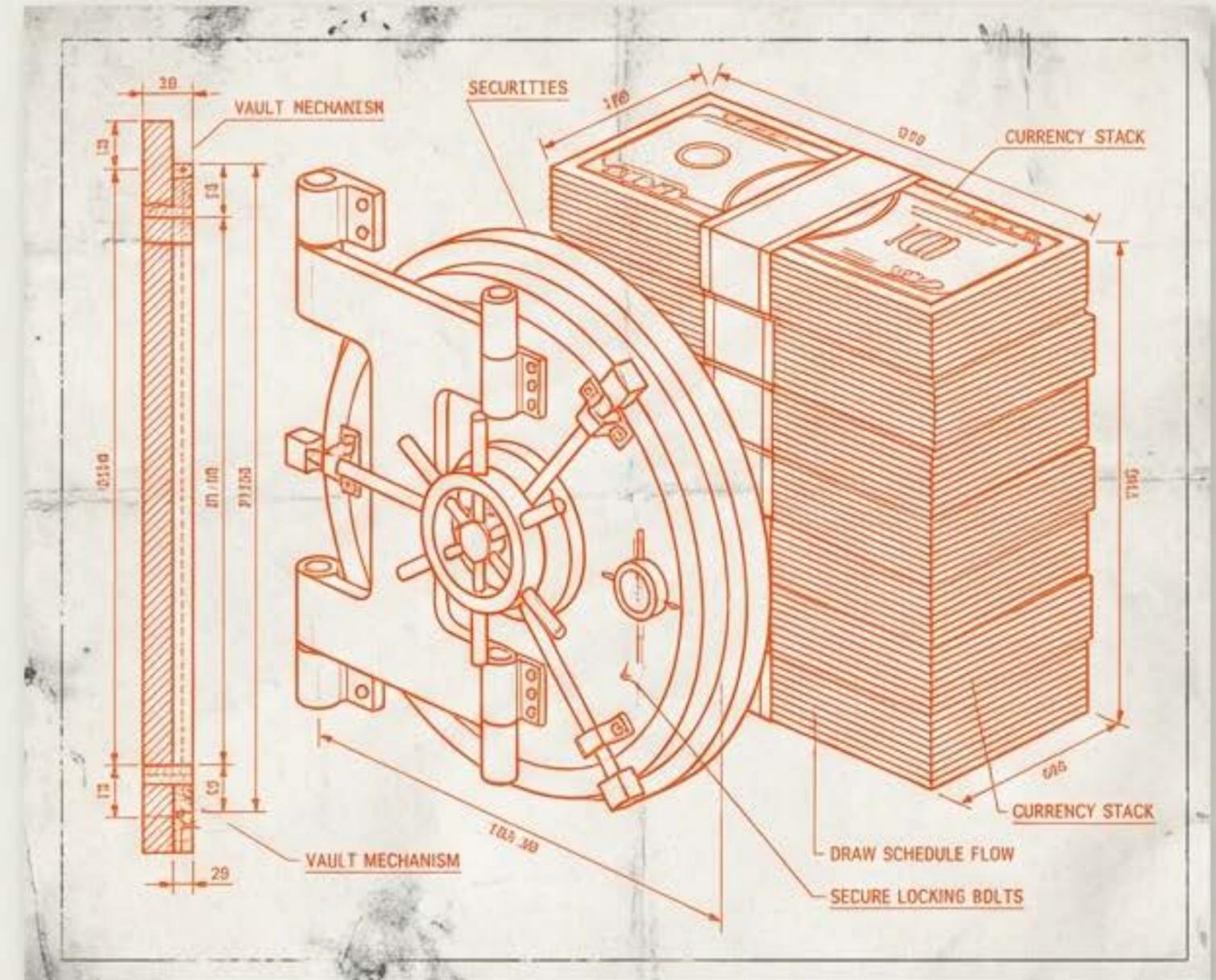
PHASE 3: OPERATIONAL STABILITY

- STEP 5: FIXED OPS.**
Finalize lease/utilities to strictly hit the **\$6,900/mo** target. Do not sign if costs exceed this floor.
- STEP 6: HEADCOUNT.**
Define roles for **45 FTEs**. Map labor hours against **500 daily visitor** projection.



PHASE 4: FINANCIAL CLOSE & DRAW SCHEDULE

- ACTION:** Secure **\$825,000** total funding by **February 2026**.
- MECHANISM:** Staged draw against committed line of credit.
- TRANCHE 1:** Cover **\$123k** CAPEX.
- TRANCHE 2:** Pre-revenue inventory.
- TRANCHE 3:** Bridge **\$21k/mo** deficit until May '26.



STRATEGIC WATCHLIST: RISKS & MITIGATIONS

<u>RISK</u>	<u>IMPACT</u>	<u>MITIGATION</u>
Missed Traffic Targets	Forecast Invalidation	Validate 250/350 visitor counts before lease signing.
High Spoilage (>20%)	Margin Erosion	Daily inventory controls on perishables.
Wage Budget Reality	Inability to staff 45 FTEs	Review \$167.5k budget against market rates immediately.

THE PATH FORWARD

With \$825k secured and strict adherence to the 40% conversion and 81% margin targets, the model projects exceptional returns.

3823% ROE
Projected by Year 3

IMMEDIATE PRIORITY: VALIDATE TRAFFIC DENSITY & SECURE SUPPLIER CONTRACTS.

APPENDIX: DATA DEFINITIONS & INPUTS

AOV (Average Order Value)

Calculated based on specific product mix (Coffee/Sandwich) weighting to achieve **\$848** target.

FTE (Full-Time Equivalent)

Calculations based on the **\$167,500** annual budget constraint.

COGS (Cost of Goods Sold)

Currently targeted at **120%** purchase cost relative to base.

BREAKEVEN

Defined as the point where monthly revenue exceeds the **\$6,900** fixed overhead + variable costs (**May 2026**).