



## EXECUTIVE SUMMARY

**CONE CIBO** (pronounced Chee-Bo) will change the way people view and consume take-out and quick eat-in food options. **CONE CIBO** will offer a quick natural and healthy meal of excellent quality, eclectic flavors, and delicious taste that fast food, pizza, sandwiches, sushi, wraps, Asian, and other foods in this category do not offer. **CONE CIBO** will differentiate by providing a quick and affordable gourmet food experience in an artisanal bread cone. Our innovative product will combine gourmet rustic Italian bread in the shape of an artisanal bread cone with creative, fresh gourmet cone fillings including meat, fish, chicken, and vegetarian offerings.

Our passionate and dedicated management team brings a combined 25 years of restaurant, bakery, food product, promotional marketing, sales, legal, and website/graphic design experience to the **CONE CIBO** venture. Initially, we will operate in New York City, a market that generally sets the tone in the United States for culinary ventures. This unique concept will meet the need of diners seeking gourmet healthy and fresh prepared foods at affordable prices. **CONE CIBO** will meet this need and also break the mold of the same old boring food options. **CONE CIBO** will launch a brick and mortar location in a “foodie” area (i.e. Greenwich Village, Park Slope, Carroll Gardens) and mesmerize taste buds with our highest quality gourmet food filled artisanal bread cones. We will create word-of-mouth marketing strategies, and generate buzz through outlets like Timeout NY, Zagat, [www.chowhound.com](http://www.chowhound.com), to create brand awareness, loyalty, and profits.

We see our primary competitors as Cosi, Panera Bread, and ‘Wichcraft. We will also compete with local pizzerias, delis and burger shops. Although New York is a crowded food market, our product presents a unique concept that will carve out its own niche. Our midterm plan is to expand to additional New York locations and our longer-term plan puts us in upscale malls, airports, and stadiums. At the start of Year 6 we see the opportunity for franchising or licensing. We also see an opportunity to expand to Miami, Florida based on our management team’s familiarity with that marketplace.

Based on our projected market, forecasted demand, and cost of operations and production, we project net sales to be \$840,000 Yr 1, \$1.1 Million Yr 2, \$1.2 Million Yr 3, and with the addition of a 2nd location we project net sales of \$2 Million in Yr 4, and \$2.3 million in Yr 5. We seek between \$250,000-\$300,000 to finance our launch and 1<sup>st</sup> year operations. The initial start up funds will primarily go towards launching our 1st location, purchasing equipment, location build-out, R&D, and production costs.