Boba franchise Startup: A Real-World Sample Business Plan

TITLE PAGE

Boba Bliss LLC (Delaware LLC, founded March 2024) operates a health-focused boba franchise in Austin targeting $620k Year 1 revenue at 65% gross margin. Founder Elena Tran scaled a regional beverage chain to $4.2M revenue in 3 years; COO Marcus Reed reduced franchisee churn 22% at Kung Fu Tea. We serve 18-34yo health-conscious consumers premium boba at $6.99 average price point.

SECTION 1: EXECUTIVE SUMMARY

US bubble tea market loses $210M annually due to unsustainable unit economics: 68% of new stores fail within 18 months from COGS exceeding 45% (Technomic 2023). Boba Bliss solves this with house-made syrups (35% COGS vs industry 45-50%) and mobile ordering driving 32% repeat purchase rate. We charge $6.99 per 16oz drink (10% premium vs local independents) with 65% gross margin through direct farm sourcing and 220 daily transactions by Month 6.

Revenue model: 75% drink sales ($6.99 avg), 15% DIY kits ($12.99), 10% subscriptions ($15/mo). Target customers: 18-34yo within 1-mile radius of UT Austin (28,500 students), spending $8.20 average ticket. Year 1 revenue: $620,000. Break-even at $47,500 monthly revenue (5,903 drinks) by Month 10. Net margin: 10.2% in Year 1 rising to 22% by Year 3.

Seeking $350,000: 57% for buildout ($185,000), 19% equipment ($65,000), 9% inventory ($25,000), 9% marketing ($30,000), 6% working capital ($15,000). Funds enable 10-month path to profitability, 220 transactions/day by Month 6, and franchise manual completion by Q2 2025. Projected 3.2x ROI by Year 3 with $308k net profit.

SECTION 2: COMPANY OVERVIEW

Delaware LLC chosen for investor liability protection and franchise scalability. Austin location (4200 S Lamar Blvd) secured at $4,500/month lease (triple net) due to 18,200 daily foot traffic and proximity to UT Austin (28,500 students). Ownership: Tran 40%, Reed 30%, Riverstone Ventures 30% ($200k commitment).

Elena Tran: Grew Texas beverage chain from 3 to 14 units (2019-2023), achieving $4.2M revenue with 18% net margin. Marcus Reed: Cut Kung Fu Tea franchisee churn from 31% to 9% (2020-2023) via standardized ops. Priya Mehta (CFO): Structured $1.7M SBA loan for JuiceLand Austin (2022), reducing interest 2.3% below market.

Date	Milestone	Status	Next Steps
Mar 2024	LLC formation & location lease	Complete	Finalize buildout permits
May 2024	Equipment installation	Pending	Staff hiring (start May 15)
Jun 15 2024	Grand opening	Planned	Hit 150 transactions/day by Day 30
Sep 2024	Break-even target	Planned	Optimize inventory turns to 8x/year
Q1 2025	Mobile app launch	Planned	Drive 40% digital orders by Q2
Q2 2025	Franchise manual completion	Planned	Secure first 3 franchisees

SECTION 3: MARKET ANALYSIS

TAM: $1.8B (US bubble tea market, IBISWorld 2024). SAM: $680M (urban markets with >50k population density). SOM: $28M (Texas/SE US, capturing 0.4% of SAM). Methodology: TAM = total US foodservice revenue x bubble tea penetration (0.8%); SAM = TAM x urban population density filter; SOM = SAM x Texas/SE growth rate (12.4%) x conservative market capture.

Primary segment: 18-34yo students/professionals spending $35-60/month on beverages. 42% demand dairy-free options (Mintel 2023). Secondary: 35-45yo parents spending $25-40/month, prioritizing low-sugar (<25g). 78% discover via Instagram/TikTok; 63% visit stores within 1 mile of home/work.

Key trends: Premiumization (+15% price growth since 2022), plant-based options (42% consumer preference), mobile ordering (30-50% retention lift), franchising dominance (68% of 2023 openings). Growth driver: Gen Z beverage spending up 18% YoY (NPD Group).

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
UT Austin students	4.2M	12.4%	3.5%	1-mile radius capture; 980 target customers
South Lamar professionals	7.1M	9.8%	2.1%	15,200 workers; 320 target customers
Local parents	5.3M	7.2%	1.8%	12,800 households; 230 target customers
Tourists/events	11.4M	14.1%	0.9%	Austin tourism bureau data; 103 events/yr

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
US Market	1.8B	680M	28M	TAM: IBISWorld; SAM: urban density filter; SOM: regional growth x 0.4% capture

SECTION 4: COMPETITIVE ANALYSIS

Market leaders: Sharetea ($650k avg unit volume, 80+ US units), Kung Fu Tea ($580k AUV, 70+ units). Weaknesses: Sharetea COGS 48% (centralized syrup production), Kung Fu Tea mobile app adoption <15%. Local independents (e.g., Boba Garden) lack standardized ops (45% COGS) and scale.

Competitive advantages: 1) 35% COGS via house-made syrups (industry 45-50%) saving $1.10/drink; 2) Mobile app driving 32% repeat rate (vs 22% industry) through gamified rewards; 3) Compostable packaging at $0.08/unit premium (vs $0.03 for standard); 4) Central kitchen enabling 8x inventory turns (vs 5x industry).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Sharetea	52M	6.50	Brand recognition	48% COGS	35% COGS via house-made syrups
Kung Fu Tea	40.6M	6.25	Texas presence	<15% app adoption	32% repeat rate via app rewards
Tiger Sugar	35M	7.00	Social media	Limited health options	60% dairy-free menu
Boba Garden (local)	0.85M	5.99	Location	45% COGS	Central kitchen efficiency
Starbucks	32B	6.75	App ecosystem	Low boba focus	Dedicated boba expertise

Strengths	Weaknesses
35% COGS (industry 45-50%)	New brand awareness
Mobile app driving 32% repeat rate	Limited initial capital ($350k)
Central kitchen enabling 8x inventory turns	Dependent on 2 key suppliers
Health-focused menu (60% dairy-free)	No franchise history
Opportunities	**Threats**
Texas bubble tea market growing 12.4% CAGR	Sharetea expanding in Austin (2 new units 2024)

Mobile ordering adoption up 30% YoY	Tapioca pearl price volatility (+22% in 2023)
Franchise model demand (68% of 2023 openings)	Minimum wage increase to $15/hr (2025)
Plant-based preference (42% of consumers)	Student population seasonality (summer drop 35%)

SECTION 5: PRODUCTS & SERVICES

Core product: 16oz artisanal boba tea with 50% less sugar (15g vs industry 30g) using house-made syrups. Customization: 5 sweetness levels, 5 toppings included, 4 add-ons ($0.50-$1.00). Production: Tea brewed fresh hourly; tapioca pearls cooked every 2 hours. Allergen-free prep stations prevent cross-contamination.

Pricing: $6.99 for 16oz (vs $6.50 Kung Fu Tea, $7.00 Tiger Sugar) justified by 35% COGS (vs 45-50% competitors) and $0.75 plant-based premium. Psychological pricing ($6.99 not $7.00) increases conversion 8% (Nielsen data). Student combo ($9.99) drives 22% of lunch sales.

Tier	Price	Features	Target Customer	Expected % Rev	Gross Margin
Signature Milk Tea	5.50-7.50	5 bases, 5 toppings	All segments	75%	68%
Fruit Slushes	6.00-7.00	Seasonal, no dairy	18-34yo	12%	72%
DIY Kits	12.99	Home brewing supplies	Parents	8%	55%
Boba Club	15/mo	2 free drinks, LTO access	Loyal customers	5%	85%

Metric	Value	Calculation/Notes
Price per unit	6.99	Average transaction value
COGS per unit	2.45	Tea $0.85, pearls $0.60, milk $0.45, cup $0.55
Gross Profit per unit	4.54	6.99 - 2.45
Gross Margin %	65%	4.54 / 6.99
CAC	8.50	Marketing spend $36k / 4,235 customers
LTV	44.42	6.99 AOV x 1.2 visits/mo x 65% GM / 12% monthly churn

LTV:CAC	5.2:1	44.42 / 8.50 (QSR industry benchmark 3-5:1)
Payback Period	2.3 months	CAC / (AOV x GM x visits/mo) = 8.50 / (6.99 x 0.65 x 1.2)

SECTION 6: MARKETING & SALES

Go-to-market: Digital channels targeting $8.50 CAC. Google Ads: $2,500/month targeting "vegan boba near me" (CPC $2.40, CTR 3.2%, conversion 4.1% = 145 leads/month). TikTok: 10 micro-influencers/quarter ($300 each) generating 320 customers/quarter at $9.38 CAC. Offline: UT Austin partnerships driving 22% of Month 1 customers.

Sales cycle: 3.2 days from awareness to purchase. Conversion rates: Social ad click (3.2%) -> store visit (4.1%) -> first purchase ($8.20 AOV) -> loyalty enrollment (92% auto-opt-in). Average sales cycle: 47 hours. 32% of customers return within 14 days via app push notifications.

Retention: Boba Rewards app drives 32% repeat rate (vs 22% industry). Churn target: 12% monthly (vs 15% QSR average). Tactics: 100-point reward ($8.20 value), birthday free drink (18% redemption), "Boba & Beats" events increasing visit frequency 1.7x. Expansion revenue: 22% of customers add DIY kits.

Channel	Monthly Budget	Expected CAC	Expected Leads/Mo	Conversion Rate	Expected Customers/Mo	ROI
Google Ads	2,500	58.60	145	4.1%	6	3.1x
TikTok/Instagram	1,000	28.57	70	14.3%	10	4.8x
Influencers	1,000	9.38	107	30.0%	32	7.2x
UT Austin Partnerships	500	3.85	130	38.5%	50	12.6x
Total	5,000	8.50	452	11.1%	98	6.4x

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	2,500	1,000	500	5,000	1,000	10,000	1,200	132
2	2,500	1,000	500	1,000	500	5,500	650	72
3	2,500	1,000	500	500	500	5,000	550	61
4-12	2,500	1,000	500	500	500	5,000	452	98

SECTION 7: OPERATIONS

Daily workflow: 5AM supplier deliveries -> 9AM staff prep (tea brewing, pearl cooking) -> 11AM opening. Peak capacity: 120 transactions/hour (3 baristas). Quality control: Digital temp logs, hourly taste tests, 100% customer feedback survey via app. Inventory: Just-in-time ordering via Upserve; 3-day max perishable stock.

Key vendors: Global Tea Sourcing ($1,200/month, 12-month contract, 2% discount for 60-day terms). Golden Boba Co. ($800/month, 90-day price lock). EcoPack Solutions ($600/month, 18-month contract). Backup: Texas Tea Co. (local, +8% cost). Technology: Toast POS ($129/month) integrated with inventory/payroll.

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Global Tea Sourcing	Tea leaves, flavor bases	1,200	12 months, 2% discount net 60	Texas Tea Co. (+8% cost)
Golden Boba Co.	Tapioca pearls	800	90-day price lock	Georgia Boba Supply (+12% cost)
EcoPack Solutions	Compostable packaging	600	18 months, 5% volume discount	GreenPack USA (+10% cost)
Toast POS	Point-of-sale system	129	Month-to-month	Square POS

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
Toast POS	Ordering, payments, inventory	129	10	Square (rejected: $99 + 2.6% fees)
Upserve	Inventory management	79	3	MarketMan (rejected: $149)
Klaviyo	Email/SMS marketing	45	2	Mailchimp (rejected: no SMS)
QuickBooks Online	Accounting	30	2	Xero (rejected: payroll integration)

SECTION 8: MANAGEMENT TEAM

Organizational structure: Flat hierarchy with CEO/COO overseeing store manager ($48k base + 5% bonus). Baristas: $15/hr + tips (industry avg $14.20). Compensation philosophy: Top 25% of Austin QSR wages to reduce 75% industry turnover.

Advisory board: David Chen (ex-COO Kung Fu Tea) advising on franchise ops (0.5% equity). Maria Lopez (food safety consultant) ensuring compliance (retainer $1,500/month).

Month	Role	Salary	Priority	Source	Onboarding Time
Apr 2024	Store Manager	48k	High	Indeed	2 weeks
May 2024	Shift Supervisors (2)	16/hr	High	Craigslist	1 week
May 2024	Baristas (6)	15/hr	High	UT job board	3 days
Q1 2025	Franchise Manager	65k	Medium	LinkedIn	4 weeks

SECTION 9: FINANCIAL PLAN

Key assumptions: Month 1: 140 transactions/day at $6.99 AOV. Growth: 5% monthly transaction increase. Churn: 12% monthly. COGS: 35% of revenue. Fixed OpEx: $18,583/month (rent, base payroll, software). Variable OpEx: 10% of revenue (commissions, supplies). Staffing: 1 manager, 2 supervisors, 6 baristas.

Revenue model: Drink sales (75% of revenue) at $6.99 avg. Growth drivers: App adoption (target 40% of orders by Q2 2025), subscription base (target 120 subscribers by Month 12), and seasonal LTOs (15% revenue lift in Q4). Revenue scales linearly with transactions (220/day by Month 6).

Cost structure: Fixed costs 75% of OpEx ($223k/year: rent $54k, payroll $105k, software $3k). Variable costs 25% ($77k/year: marketing 6%, supplies 10%, commissions 9%). COGS 35% of revenue (ingredients 25%, packaging 10%). Payroll scales at 0.5% revenue increase.

Funding needs: $350,000 for $335,000 startup costs + $15,000 working capital. Runway: 8.2 months to Month 10 profitability. Milestones funded: Store launch (Month 1), break-even (Month 10), franchise manual (Q2 2025).

Category	Ite	Cost	Notes
Legal/Formation	LLC filing, franchise docs	5,000	Delaware + Texas fees
Licenses/Permits	Food permit, business license	2,500	Texas DSHS + Austin fees
Equipment	Tea brewers (2)	18,000	Commer grade
Equipment	Refrigeration (3 units)	15,000	
Equipment	Nitrogen system	12,000	
Equipment	POS terminals (2)	4,000	

Equipment	Furniture/fixtures	16,000	
Technology	App development	15,000	React Native
Technology	POS setup	5,000	
Initial Inventory	3-month supply	25,000	Tea, pearls, packagin
Marketing Launch	Grand opening event	5,000	
Marketing Launch	Digital campaign	25,000	Months 1-3
Working Capital	6 months OpEx buffer	15,000	Covers Months 1-3 deficit
Insurance	Annual general liability	3,500	
Professional Fees	Accounting setup	4,500	
Contingency (10%)		35,000	
Total		350,000	

Category	Ty	Monthly Cost	Annual Cost	Notes
Rent	Fixed	4,500	54,000	

Salaries	Fixed	8,750	105,000	Manager $4k, supervisc $2.5k, baristas $2.25k
Benefits	Fixed	1,575	18,900	18% of payroll
Insurance	Fixed	292	3,500	
Software	Fixed	283	3,400	Toast, Upserve, Klaviyo
Utilities	Fixed	1,200	14,400	
Marketing	Variable	3,000	36,000	5% of revenue
Supplies	Variable	5,000	60,000	8% of revenue
Commissions	Variable	2,500	30,000	4% of revenue
Loan Payment	Fixed	1,250	15,000	SBA 7(a) loan
Professional Services	Fixed	500	6,000	CFO retainer
Other	Variable	1,000	12,000	1.6% of revenue
Fixed Total		17,600	211,200	
Variable Total		11,500	138,000	
Combined Total		29,100	349,200	

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1

Revenue	35,000	38,000	42,000	46,000	50,000	54,000	58,000	61,000	63,000	65,000	66,000	67,000	620,000
COGS	12,250	13,300	14,700	16,100	17,500	18,900	20,300	21,350	22,050	22,750	23,100	23,450	217,000
Gross Profit	22,750	24,700	27,300	29,900	32,500	35,100	37,700	39,650	40,950	42,250	42,900	43,550	403,000
Marketing	5,500	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000
Salaries	8,750	8,750	8,750	8,750	8,750	8,750	8,750	8,750	8,750	8,750	8,750	8,750	105,000
Rent	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	54,000
Software	283	283	283	283	283	283	283	283	283	283	283	283	3,400
Insurance	292	292	292	292	292	292	292	292	292	292	292	292	3,500
Other OpEx	11,285	11,575	12,175	12,775	13,375	13,975	14,575	15,025	15,325	15,625	15,775	15,925	173,300
Total OpEx	30,610	30,400	31,000	31,600	32,200	32,800	33,400	33,850	34,150	34,450	34,600	34,750	403,200
EBITDA	-7,860	-5,700	-3,700	-1,700	300	2,300	4,300	5,800	6,800	7,800	8,300	8,800	-200
Depreciation	3,083	3,083	3,083	3,083	3,083	3,083	3,083	3,083	3,083	3,083	3,083	3,083	37,000
EBIT	-10,943	-8,783	-6,783	-4,783	-2,783	-783	1,217	2,717	3,717	4,717	5,217	5,717	-37,200
Interest	625	625	625	625	625	625	625	625	625	625	625	625	7,500
Taxes (25%)	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	-11,568	-9,408	-7,408	-5,408	-3,408	-1,408	592	2,092	3,092	4,092	4,592	5,092	-63,000

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	350,000	338,432	329,024	321,616	316,208	312,800	311,392	311,984	314,076	317,168	321,260	325,852
Cash In	35,000	38,000	42,000	46,000	50,000	54,000	58,000	61,000	63,000	65,000	66,000	67,000
Funding	350,000	0	0	0	0	0	0	0	0	0	0	0
Total Cash In	385,000	38,000	42,000	46,000	50,000	54,000	58,000	61,000	63,000	65,000	66,000	67,000
Cash Out	396,568	47,408	49,408	51,408	53,408	55,408	57,408	58,908	60,000	61,000	61,500	62,000
Net Cash Flow	-11,568	-9,408	-7,408	-5,408	-3,408	-1,408	592	2,092	3,000	4,000	4,500	5,000
Ending Cash	338,432	329,024	321,616	316,208	312,800	311,392	311,984	314,076	317,076	321,076	325,576	330,576

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	620,000	270,000	295,000	320,000	355,000	400,000	430,000	460,000	480,000	1,770,000
COGS	217,000	94,500	103,250	112,000	124,250	140,000	150,500	161,000	168,000	620,000
Gross Profit	403,000	175,500	191,750	208,000	230,750	260,000	279,500	299,000	312,000	1,150,000
OpEx	403,200	172,000	178,000	184,000	190,000	196,000	200,000	204,000	208,000	808,000
EBITDA	-200	3,500	13,750	24,000	40,750	64,000	79,500	95,000	104,000	342,000
Net Income	-63,000	-15,000	10,800	22,000	38,800	62,000	77,500	93,000	102,000	308,000
Ending Cash	330,576	315,576	326,376	348,376	387,176	449,176	526,676	619,676	721,676	721,676

Metric	Value	Calculation
Monthly Fixed Costs	18,583	Rent $4,500 + payroll $10,500 + software $300 + loan $1,250 + other fixed $2,033
Variable Cost per Unit	2.45	COGS per drink
Price per Unit	6.99	Average transaction value
Contribution Margin per Unit	4.54	6.99 - 2.45
Contribution Margin %	65%	4.54 / 6.99
Break-Even Units per Month	4,093	18,583 / 4.54
Break-Even Revenue per Month	28,610	4,093 x 6.99
Expected Break-Even Month	Month 5	Revenue $50,000 > $28,610
Safety Margin	42.8%	(50,000 - 28,610) / 50,000

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	65.0%	64.5%	65.0%	55-60%
Operating Margin %	-0.03%	14.6%	17.4%	8-12%
Net Profit Margin %	-10.2%	17.5%	17.4%	5-10%
Current Ratio	1.8	2.1	2.5	1.5-2.0
Quick Ratio	1.2	1.5	1.8	1.0-1.2
CAC Payback Period	2.3 months	1.8 months	1.5 months	6-18 months
LTV:CAC Ratio	5.2:1	6.1:1	6.8:1	3-5:1
Monthly Burn Rate	12,000	-	-	-
Runway	8.2 months	-	-	-

SECTION 10: RISK ANALYSIS

Top risks: 1) Tapioca pearl price volatility (Probability 4/5, Impact 4/5) - 22% price increase in 2023 disrupted margins. 2) Student population seasonality (Probability 5/5, Impact 3/5) - summer revenue drop 35% at campus-adjacent stores. 3) Minimum wage increase to $15/hr (Probability 4/5, Impact 3/5) - adds $18,000/year payroll cost. 4) New Sharetea unit within 1 mile (Probability 3/5, Impact 4/5) - reduces traffic 15-20%.

Mitigation: 1) Dual sourcing with 6-week inventory buffer; 2) Summer marketing targeting tourists (103 annual events); 3) Automated scheduling cutting labor 8%; 4) Loyalty program locking in 32% repeat customers. Contingency: Pre-negotiated 3-month rent abatement with landlord.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Tapioca price volatility	4	4	16	Dual sourcing; 6-week inventory buffer	Pass 50% cost to customer via $0.25 price increase	Reed
Student seasonality	5	3	15	Target tourists via event partnerships	Reduce staff 30% in summer; focus on catering	Tran
Wage increase	4	3	12	Automated scheduling (8% labor reduction)	Optimize menu to $7.25 avg price (+3.7%)	Reed
New competitor	3	4	12	Loyalty program (32% repeat rate)	Launch LTOs every 6 weeks	Tran
Supply chain disruption	3	4	12	Pre-qualified backup suppliers	Switch to frozen pearls (+$0.15/unit)	Reed
Food safety violation	2	5	10	Monthly third-party audits	Free drinks for affected customers	Lopez
App adoption <20%	3	3	9	Staff incentives for sign-ups	Double social media budget	Tran
SBA loan denial	2	4	8	Pre-approved by 3 lenders	Reduce buildout scope by $20k	Mehta

SECTION 11: IMPLEMENTATION TIMELINE

Critical path: Store buildout (45 days) must complete before staff training (14 days). Dependencies: Health permit required before equipment installation. Key priority: Achieve 150 transactions/day by Day 30 to hit Month 6 target of 220/day. Failure point: App launch delay beyond Q1 2025 jeopardizes franchise model.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
Apr 2024	Buildout completion	Permits, equipment installed	$185k capital, contractor	Pass final inspection	Reed
May 2024	Staff hiring/training	8 trained employees	$15k payroll, training manual	100% certification pass rate	Lopez
Jun 2024	Grand opening	Launch event, first sales	$5k event budget	150 transactions/day by Day 30	Tran
Jul 2024	Process optimization	Revised ops manual	Time-motion studies	Reduce drink time to 90 seconds	Lopez
Aug 2024	Marketing campaign	App beta launch	$5k dev budget	20% digital order penetration	Tran
Sep 2024	Break-even achievement	Positive net income	Financial dashboard	$50k monthly revenue	Mehta
Oct 2024	Inventory optimization	8x annual turns	Upserve reports	Reduce waste to <3%	Reed
Nov 2024	Customer retention	Loyalty program rollout	Klaviyo integration	25% repeat rate	Tran
Dec 2024	Seasonal LTO	Winter menu launch	$2k ingredient budget	15% revenue lift	Lopez
Jan 2025	Franchise model design	Draft franchise disclosure	$10k legal fees	Complete FDD draft	Mehta
Feb 2025	Supplier contracts	12-month agreements	Negotiation time	Lock prices for 9 months	Reed
Mar 2025	Franchise manual	Operations playbook	Writer time	Complete 150-page manual	Tran

SECTION 12: APPENDIX

Supporting documents available: UT Austin foot traffic study (2024), SBA loan pre-approval letter, supplier quotes, and detailed unit economics model. All assumptions documented with sources: IBISWorld (market size), Technomic (failure rates), Mintel (consumer preferences). Full financial model available for due diligence.