

1. Executive Summary

Overview: Hashi will be a fast casual dining concept that is designed to appeal first and foremost to the millennial generation (15-35) and the generations that follow it. Hashi will appeal to Millennials because the food is fresh, healthy, affordable and mobile. They will be able to connect with the Restaurant using the same technology platforms that they have learned to use in virtually every other aspect of their lives. Of course, Hashi will appeal to older generations as well but make no mistake; this concept is about competing and leading in a marketplace that is changing very fast.

Market Opportunity: Though still a smaller part of the overall market than both the fast food and casual dining segments, fast casual concepts are exploding onto the scene and gaining popularity each year. According to Technomic, the market research firm, the fast casual segment grew sales by 11 percent in 2013, and unit count by nearly 8 percent.

Management: Thomas Chen, the founder and visionary behind the Hashi concept has spent his entire career serving great food to hungry customers. He owned 5 restaurants in Seoul Korea before moving to the Phoenix area and creating the Hashi concept.

Financing & Financial Projections: Hashi intends to open 3 company owned stores. The first store is estimated to cost \$600,000. Of this amount, \$300,000 will be provided in the form of equity with the balance, \$300,000 coming from a term loan provided by a commercial bank.

Hashi intends to raise \$1,000,000 in equity capital. The Restaurant will split this capital evenly between the four company stores. It is contemplated that the second, third and fourth stores will utilize term facilities from a commercial bank to complete the funding of those stores as well. Please note that the financial details in this document pertain only to the first store.

Once proof of concept has been achieved with these stores, Hashi will move to a master franchise strategy with expansion plans for other Arizona locations and then moving to cities in other Sunbelt states.

Forecast operating results for the first store are as follows:

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	843,458	1,001,283	1,031,322	1,062,261	1,094,129
Cost of Goods Sold	206,697	245,374	252,735	260,317	268,127
Employee Expenses	397,535	414,361	426,792	439,595	452,783
Operating Expenses	122,487	128,839	132,704	136,685	140,786
EBITDA	116,739	212,710	219,091	225,664	232,434