

## Company and Financing

### Company Overview

# Acme Ice Cream

*High quality handmade goodness*

Acme Ice Cream LLC is a single member limited liability company incorporated in the state of Delaware. It was incorporated Jan 1, 2013 and is currently located at 312 Blue Valley Street, Wilmington, DE. The planned store location is situated at 10 Main Street, Wilmington, Delaware. The company was originally conceived in March 2012 when founder and CEO, John Doe, came up with the idea that a locally sourced, artisanal ice cream shop was sorely lacking in downtown Wilmington, DE.

### Management Team

**John Doe, Founder and CEO**

Prior to founding Acme Ice Cream LLC, John Doe was Regional Manager of Ben & Jerry's Northeast Region, where he was responsible for managing all aspects of operations for over 50 retail locations. Prior to Ben & Jerry's, John Doe held multiple positions at Proctor and Gamble, spanning supply chain management and sourcing/fulfillment. John Doe holds a B.S. in Marketing from George Washington University.

**Jane Doe, COO**

Jane Doe has held managerial positions at several multinational hospitality firms, including Marriott International and Starwood's Group Ltd. Jane Doe also has significant experience in marketing, sales, operations and customer service. She holds a B.S. in Accounting from George Washington University.

**Peter Smith, CFO**

Peter has over 30 years of experience in the fast food industry. He was the CEO of Restaurant EZ Solutions, a holding company with over 100 McDonalds franchise locations under management. He is the Chairman of the Delaware Chamber of

