

Equitabowl: Executive Summary

Concept

Eating healthy. Saving time. Helping others.

Equitabowl is a premier fast-casual franchise restaurant concept providing a healthy Asian wrap and bowl menu through a simplified, streamlined, low-cost ordering process. At its core, Equitabowl will be a socially conscious enterprise that seeks to do good while doing well.

Market

Equitabowl's fast casual Asian-inspired concept harnesses several growth trends in the broader fast casual and quick-service restaurant segment: ethnic cuisines, organic and local ingredients, build-it-yourself ordering process, and healthy menu options.

Equitabowl serves an unmet need in food service at the intersection of cuisine, quality, price, and health. Fast casual restaurants such as Subway and Panera Bread provide comparable quality, price, and health options, but most Asian restaurants fall short of one or more of these elements, usually health. Examples include Panda Express, Pei Wei Asian Bistro, Rice 'n Roll, Wok 2 Walk and others. Few chains compete in more than two of the four elements of Equitabowl's model and no chain has achieved a national brand. Regional successes include: Pho Hoa, Pick Up Stix and Yoshinoya.

Menu

Flavor, quality, and health are most critical. With that in mind, the Company has partnered with Sara and Fred Lin of Panda Palace Restaurants to design initial prototype menu items and engaged the Friedman School of Nutrition at Tufts University to ensure stringent, healthy menu standards.

The simple menu will be limited to approximately 20 individual ingredients (3-4 starches, 3-4 proteins, 5-7 vegetables and 4-5 sauces). While the inputs are simplistic, the customer will be the chef – allowing for limitless meal and flavor variety. Each meal will be flash-heated and served conveniently as a wrap or a bowl.

People

One great employee is the equivalent of three good ones. Equitabowl intends to invest in its employees and offer training and growth opportunities to every team member, regardless of their position. Taking care of and investing in our people will have several advantages, including lower employee turnover and better customer service. While our brand and mission are important, our people are sacred.

Mission

Combining an outstanding dining experience with a high quality meal will be central to the success of Equitabowl, the Company is founded on higher order principles. Nourishing and satisfying our customers will be job #1, but building and supporting both local and global communities will be the differentiating component of the Equitabowl experience.

The first and most important program, which will be implemented from day one, is the concept of "Feed Yourself, Feed a Child." Simply put, every meal sold by the Company will carry with it a donation to feed an undernourished child in an underdeveloped nation. On a local level, individual restaurant locations will work with organizations such as Share Our Strength's Operation Frontline and others to promote nutrition and health initiatives in the local community.

Financials

Equitabowl is using the Chipotle model as a benchmark for financial performance: organic growth of 18x in first 5 years, ROI of 35% as a mature, fully franchised organization.

Team

Brian Casebolt – Visionary and evangelist

Self-made entrepreneur with six years experience as a small business owner

Jamie Alders – Technology and start-up

Consumer internet entrepreneur with experience in product development

Steve Hooper – Fundraising, finance and execution

Investment banker and early and mid-stage venture capitalist

Katie Malinick – Restaurant analytics

Four years of consulting experience for major restaurant chain franchises

Christina McCalla – Marketing and social responsibility

Brand manager and marketer with extensive experience in food service

Edgar Pastrana – Operations and supply chain

Six years experience in manufacturing, operations and supply-chain management

Advisors

Gregg Fairbrothers – Professor of Entrepreneurship