



# Sunset Lake Bistro

fine foods and spirits

For many of us, one of the most enjoyable experiences in our week is when we venture out with our loved ones to a great restaurant. The food, atmosphere and time spent with friends and family is truly a memorable experience. This activity occurs every day all over the Triangle as thousands of patrons seek out and enjoy the culinary choices this area offers. We live in an area where people have come to expect great food and they have the resources and discretionary spending to afford and enjoy it.

Like many other business categories in the area, the restaurant category continues to explode due to the impressive growth around the Triangle. There is room for new, distinctive, well positioned restaurants run by experienced restaurateurs. The Holly Springs area is one of those markets that is currently exploding yet doesn't offer the residents enough great restaurant choices.

***I am going to bring a fabulous Bistro restaurant to the area and I wanted to invite you to participate in the venture.***

You can be part of this enterprise with a minimal investment that is comparable to funding some other investment instrument like a mutual fund, bond, REIT or any other traditional product. However, in this case you will be part of a vibrant restaurant to visit with family and friends and truly enjoy the experience as a partner. That certainly won't happen with your mutual fund or bond investment.

My name is Nick Guggio. I am an entrepreneur with 30 years of experience in the restaurant industry. I have owned and managed several successful restaurants in the Northeast prior to moving here with my family 9 years ago. I currently own Apex Wings on highway 55 and now plan to open a new restaurant in the high growth Holly Springs area. I live in the Holly Springs area with my family including my wife and four children go to Grace Christian School.

## The Plan

- Create a distinctive bistro with an impressive menu
- Reimage the restaurant space located at 5217 Sunset Lake Road
- Offer a \$10,000 investment block to 10 investors
- Hold an investors meeting on Saturday, June 10<sup>th</sup> at 1pm
- Lock in the 10 investors and secure the \$100,000 capital to reimage the restaurant space at 5217 Sunset Lake Road
- Start construction which should take 4-6 weeks
- Open the bistro on August 1, 2017

## Core Areas

In order to create the atmosphere that patrons would come to expect of an upscale bistro, there are some essential elements that need to be part of the restaurant when it opens. This is where a large portion of the \$100,000 in capital will be allocated. The funding will go toward design, construction, furniture, kitchen equipment and marketing.

1. A Beautiful Bar
  - a. Build an elegant bar where patrons want to hang out and socialize
2. Design and Decor

- a. Currently working with an interior designer and architect on a plan for color scheme, artwork, lighting, layout, furniture and all other key aspects of interior
3. Menu Development
    - a. This is obviously a central piece to the business. Attached is a draft of our initial menu exploration. We have already conducted online research and in-restaurant sampling to gauge interest levels among Holly Springs patrons.

## Next Steps

### 1. Hold Investors Meeting

- Ownership Background
  - Review of my background, history and track record in the restaurant business
- Restaurant Development Plans
  - Construction and Timeline
  - Design and Décor
  - Menu
  - People and Processes
- Review Financials
  - Bistro Sales Projections (5 year plan)
  - Restaurant Development Costs

### 2. Review Investment Model

- Investment Options
- Schedule of Investment Returns
- Buyout/Exit Clause

Contact us at [nick@fathomrealty.com](mailto:nick@fathomrealty.com) if you would like to be invited to the investors meeting. Serious inquiries only.

