

00:00

hello I'm Brian Konopka and this is my

00:02

partner Brian Kelly now previous careers

00:05

I was a classically trained chef work at

00:08

four-star New York Times rate of

00:09

restaurants as well as three Michelin

00:12

star restaurants both in Paris as well

00:14

as in Spain and I'm Brian Kelly a former

00:17

New York City firefighter and a serial

00:19

entrepreneur was created operated

00:21

numerous businesses throughout my career

00:22

and believe it or not between Brian and

00:24

I we have over 50 years experience in

00:26

the hospitality industry I've spent the

00:29

last 10 years of my life eating Japanese

00:31

food more than five times a week

00:33

now that's an earnest approximation I

00:35

guess you could say I'm sort of a

00:37

Japanese food enthusiast there's no

00:41

other type of cuisine that provides so

00:43

much enjoyment for calories Japanese

00:45

food does was with this devotion that we

00:48

founded Kobe Aki restaurants in 2011

00:52

right here in 7th Avenue 27th Street

00:55

Manhattan Kobayashi is a fast casual

00:58

Japanese restaurant concept founded with

01:01

the idea that we could modernize the

01:03

traditional Japanese food experience in

01:05

a fast casual environment while also

01:07

making it healthier more convenient and

01:10

more affordable so a lot more people

01:12

could enjoy Japanese food as often as we

01:14

do our goal has always been to create

01:16

food that makes people happy served in a

01:18

welcoming environment after the first

01:21

Kobe Aki restaurant opened in Chelsea

01:23

locations at Bryant Park and the Upper

01:25

East Side soon followed you most

01:28

recently opened a Kobe Aki location

01:30

inside Madison Square Garden the world's

01:33

greatest arena it's been a dream come

01:35

true for us to serve our delicious food

01:38

there's so many people throughout New

01:40

York City

01:40

and be part of the MSG

01:42

family over the years you've proven that

01:45

Kobe hockey is in high demand

01:47

whether it's located in a mixed-use

01:49

thoroughfare a midtown office district a

01:52

residential neighborhood or a world

01:55

famous arena our fifth and newest

01:59

location is currently under construction

02:01

in Newport Jersey City which happens to

02:04

be one of the most successful mixed-use

02:07

communities in the world in this

02:09

environment

02:10

Kobe hockey's customers will range from

02:12

weekday office workers to residential

02:15

diners as well as weekend shoppers these

02:19

strong seven-day-a-week demographics

02:22

project what could be the most

02:25

successful

02:25

Kobe hockey yet for our newest location

02:28

we wanted to share our growth with a

02:30

community of our supporters while

02:32

enriching as many lives in the process

02:34

as possible the JOBS Act which was

02:37

signed into law in 2012 with bipartisan

02:40

support enables us to share the revenue

02:42

from the newest Kobe Aki restaurant with

02:45

a community of our supporters the

02:48

recently finalized title 3 of this Act

02:50

allows us to carve out half of the

02:52

funding of the new location and offer it

02:54

to the people who believe in our vision

02:56

of a fresh approach to Japanese food it

03:00

also allows us to return back twice the

03:02

amount of money you contribute you may

03:04

be thinking why is Kobe Aki raising

03:06

money this way when there's so many

03:08

other options for successful companies

03:10

the truth is we would rather give our

03:13

supporters twice their money back and

03:15

give our profits to a faceless Bank in

03:17

the process we can build a community of

03:20

individuals who care about the growth of

03:23

a brand that they want to see succeed

03:26

brands only evolved with the

03:28

collaboration of a community of

03:30

supporters who believed in them we value

03:32

the opinion and commitment of our

03:34

patrons far more than that of any

03:36

financial institution our fans have

03:38

fueled our success just check out some

03:41

of this amazing food photography on

03:43

Instagram by the fans who love the kobe

03:45

aki brand part of our mission for Kobe

03:49

AG has always been the Japanese concept

03:51

of Kaizen simply stated this means

03:54

constantly evolving with creativity and

03:58

entrepreneurialism at our core we

04:01

believe that there's a more innovative

04:02

way to grow along with a community of

04:04

our supporters you could be part of Kobe

04:07

Aki's growth for as little as \$100

04:10

investment if you would like to share

04:12

kobe oggi success and profits we would

04:16

love for you to become part the next

04:18

chapter of our story how did you like

04:21

your Kobe Aki sandwich game how he likes

04:29

to watch hockey I'm talk about this

04:32

bahai tuna salad that they have with

04:34

avocado and we come back sports before

04:42

banky because somebody's eating