

The Pittsburgh Juice Company



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Introduction
Using only the highest quality ingredients, The Pittsburgh Juice Company (PJCC) creates fresh, organic cold-pressed juices, small batch superfood smoothies and high performance snacks. Since their founding in 2013 PJCC has consistently grown its revenue, its production capacity, and its reach. Now the business is looking to purchase a delivery truck to make its fresh, organic products more widely available in the Pittsburgh area.

Executive Summary

- Pittsburgh-based, locally-owned organic juice store
- \$35,000 second loan to purchase a delivery vehicle
- Track to secure newly established relationships with new customers and territories

Item	The Pittsburgh Juice Company
Security Type	Secured Loan
Loan Purpose	Branded Delivery Vehicle
Offering Amount	\$35,000 - \$40,000
Interest Rate	8.25%
Term	36 months
Collateral	Loan on Vehicle to be Purchased



The Project
The Pittsburgh Juice Company's flagship store and commissary are located in the building neighborhood of Lawrenceville. In recent months, PJCC has built partnerships with local cafes where they sell their products. PJCC also sells juice directly to professional sports teams and local corporations.
As PJCC continues to build new partnerships and with a second location slated to open in 2018, the company looks to expand its delivery truck to reliably serve their partners and continue to forge new relationships. Just this year, PJCC established new relationships with coffee shops, farmers markets, and a local sports team. In addition to showing them to reach these new audiences in different neighborhoods, the delivery truck will also create PJCC:

- Increase its reach by expanding to additional locations
- Be present at more local festivals and events
- Provide a consistent local delivery service
- Advertise across the city with a truck that showcases the product

 In 2017 The Pittsburgh Juice Company plans to use an refrigerated vehicle to deliver to three remote locations, participate in two additional farmers markets, deliver to a local sports team, and service a new storefront. PJCC believes, the above could generate over \$15K in additional sales.

Delivery Truck Details
The Pittsburgh Juice Company is looking to purchase a refrigerated Ford Transit. The specific costs are as follows:
 Cost of new refrigerated Ford Transit \$ 22,900
 Cost for brand wrap \$ 1,500
 Total Expense \$ 24,400
 Any additional money raised from this campaign will go to working capital.
 Below are four potential design mock-ups for the branded wrap.



About The Pittsburgh Juice Company
Siblings Naomi and Zak Harrison were raised in a health-conscious vegetarian household in rural Pennsylvania and a time when vegetarianism was not a widely accepted, nor well-understood phenomenon. "As a kid I got my healthy lifestyle for granted, along with the whole, unprocessed, natural foods that were always on my plate," reflects Naomi.
 Through their parents the experience of an all-natural, fresh, organic diet was ingrained in them. Naomi and Zak each found their way to a primarily raw and plant-based diet for one simple reason. As Naomi puts it, "When you eat well, you feel good. Living in the shadow of it... After drinking a green juice for the first time in the world!"
 Finding themselves back in Pittsburgh, Naomi and Zak were happy to introduce a new cold-pressed juice culture to their hometown, which over the past decade had become more accepting of fresh foods and beverages that didn't include a drop of refined sugar. With their flagship store adjacent to Zaki's yoga studio, The Pittsburgh Juice Company acts as a catalyst and hub for health and wellness in Pittsburgh, being blessed with a community of health-focused yoga practitioners and fitness. PJCC helps education and community education as a principle objective, aiming to provide resources, seminars, and experiences to foster the development of healthy lifestyles.
 PJCC's products were developed for the enjoyment and benefit of individuals who don't have the knowledge, time, or space to make their own juice or smoothies at home. All PJCC customer can always trust that products are made conscientiously with whole, organic, vegan ingredients in small, concise batches.
 From a modest beginning of seven juice flavor offerings, PJCC has already grown to offer more than 70 fresh products, all made in-house daily with the same quality and consistency that came from the very kitchen where the company began. The flagship store is located in a central location with reliable hours, ensuring availability of products that customers can rely upon. With the added resource of a refrigerated truck, PJCC will be able to provide even more reliable outlets for its growing inventory of products.



Financials
PJCC has shown year-over-year revenue growth and margin expansion. PJCC believes that this new truck will drive future growth as it gives them access to new customers and territories.

Summary of Key Financials			
Amount	2015	2016	2017*
Revenue	\$16,442	\$24,674	\$41,252
Net Profit	\$1,441	\$2,776	\$2,475
Gross Margin	146.07%	177.84%	174.61%
Net Margin	8.7%	11.2%	5.9%

* Annualized number based on YTD Revenue of \$39,000 and a YTD Gross Margin of 121.62% as of 03/31/2017
 For additional Financial Statements, see page 15 of Form C
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Recently established relationships with new customers have already led to new revenue streams this year. The delivery truck will help service these relationships and allow PJCC to forge additional sales relationships.

Sales by New Customers			
Location	YTD Month	Annualized	Profit
Coffee Shop #1	1,500	\$3,000	\$1,500
Coffee Shop #2	2,000	\$4,000	\$2,000
Farmers Market #1	100	\$1,000	\$500
Local Sports Team	2,000	\$4,000	\$2,000
	\$ 7,600	\$ 14,400	\$ 7,000

* Annualized number based on one month of operation. Actual sales numbers may vary.

For additional information and further review of our company's financials, please see our Form C located in the "Investor Info" tab.

Lawrenceville (Location of Flagship Store)
Pittsburgh's Lawrenceville neighborhood has been undergoing a major transformation. New restaurants, gyms, and entertainment have opened in the area, making it one of Pittsburgh's most vibrant neighborhoods. The Pittsburgh Juice Company occupies the previously vacant space in the neighborhood (previously an abandoned and one as a convenience) and is proud to bring a new neighborhood destination by engaging local residents, fostering community, and offering fresh, healthy products to the diverse residents.


The Management

Naomi, CEO & Manager
 Naomi holds a B.S. and M.S. from Tufts University. While architecture is not directly related to juice, Naomi puts her her rigorous education in many ways. Architecture school instilled in her a strong attention to detail and quality of design, which she applies to PJCC's branding, product development, marketing, website development and physical spaces. Naomi's education also afforded her a greater understanding of how large systems are planned, developed and managed, which has been instrumental in her ability to create and implement the processes and procedures PJCC uses upon. After university, Naomi spent three years as a Project Control Assistant in her field, where she learned many things, but most notably those to engage community to successfully execute projects that she didn't necessarily feel prepared for. Back in college, Naomi spent one year prior to opening the juice company working for a local as a project manager with an focus on systems and process improvement. As a business owner, Naomi brings all of these experiences with her and continues to learn and grow on the job every day.

Zak, Co-Owner

 An experienced entrepreneur and promoter of wellness, Zak has been a part of many successful businesses and real estate ventures. His extensive background as a yoga instructor have allowed him to experience how other cultures manifest and feed the human body and mind. After completing his education, he was able to travel with his wife and children to many parts of the world, including Europe, Africa, Asia, and the Americas. Zak's dedication to his yoga practice allowed him to consistently place among the top 100 yoga instructors in the USA Yoga National Finals. In 2014 he was named the USA National Champion and, later that year, International Champion. Along with a deep knowledge of yoga techniques, Zak holds a B.S. in Health and Safety from the University of the Arts in Philadelphia. His premier yoga studio, Yoga Factory Pittsburgh, is closely associated with The Pittsburgh Juice Company's flagship store in Lawrenceville.

Sarah, Community Relations Manager

 Sarah's passion for nutrition as a mechanism to feed the body is what drew her to The Pittsburgh Juice Company as a customer, who quickly became PJCC's first social media marketing intern. These days, Sarah gives many roles at PJCC, acting as an ambassador of community events, executive chef of PJCC's raw-egg diet dinner parties, and as one of PJCC's certified food safety managers, who helps out around the store and commissary. Sarah often turns to one and another to help maintain her own health issues and she is often by a desire to share what she has experienced with others. Sarah is a 200-hour certified power yoga instructor who loves to practice and teach yoga. Having just completed her B.S. in Psychology from the University of Pittsburgh, Sarah will be spending more time around PJCC, expanding the impact of her role as Community Relations Manager.

What you could earn at varying levels of investment:
 If you invest, you will make a one-time investment that will be transferred to a secure escrow account. Once the campaign successfully reaches its target, the funds will be distributed to The Pittsburgh Juice Company. After the payment and escrow fees have been paid, the funds will be used to purchase the truck and get on the road. The Pittsburgh Juice Company will begin making monthly payments, which will be distributed back to investors each quarter.
 For more information on the mechanics of Honeycomb's crowd-investing platform, please review our Education Materials.

Investment Amount	Potential Return Amount*
\$100	\$122.37
\$1,000	\$1,223.70
\$10,000	\$12,237.00
\$100,000	\$1,223,700.00

*Returns depend on several factors, does NOT include fees and transaction costs. Returns are not guaranteed and returns could differ from what is shown here.

How Honeycomb is Compensated
 Honeycomb charges The Pittsburgh Juice Company a 2.0% loan origination fee if this campaign is successfully funded. Our origination fee is reduced and our closing fee is waived for The Pittsburgh Juice Company because they are a founding partner.
 Additionally, Honeycomb charges a 2.25% investment fee capped at \$10 per investor.