



parlay café

WORK | MEET | RELAX

A Haven for Remote Workers and Digital Nomads

Remote Workers Need a Better Place to Work, Meet & Relax

Parlay Café Fills an Un-Recognized Niche

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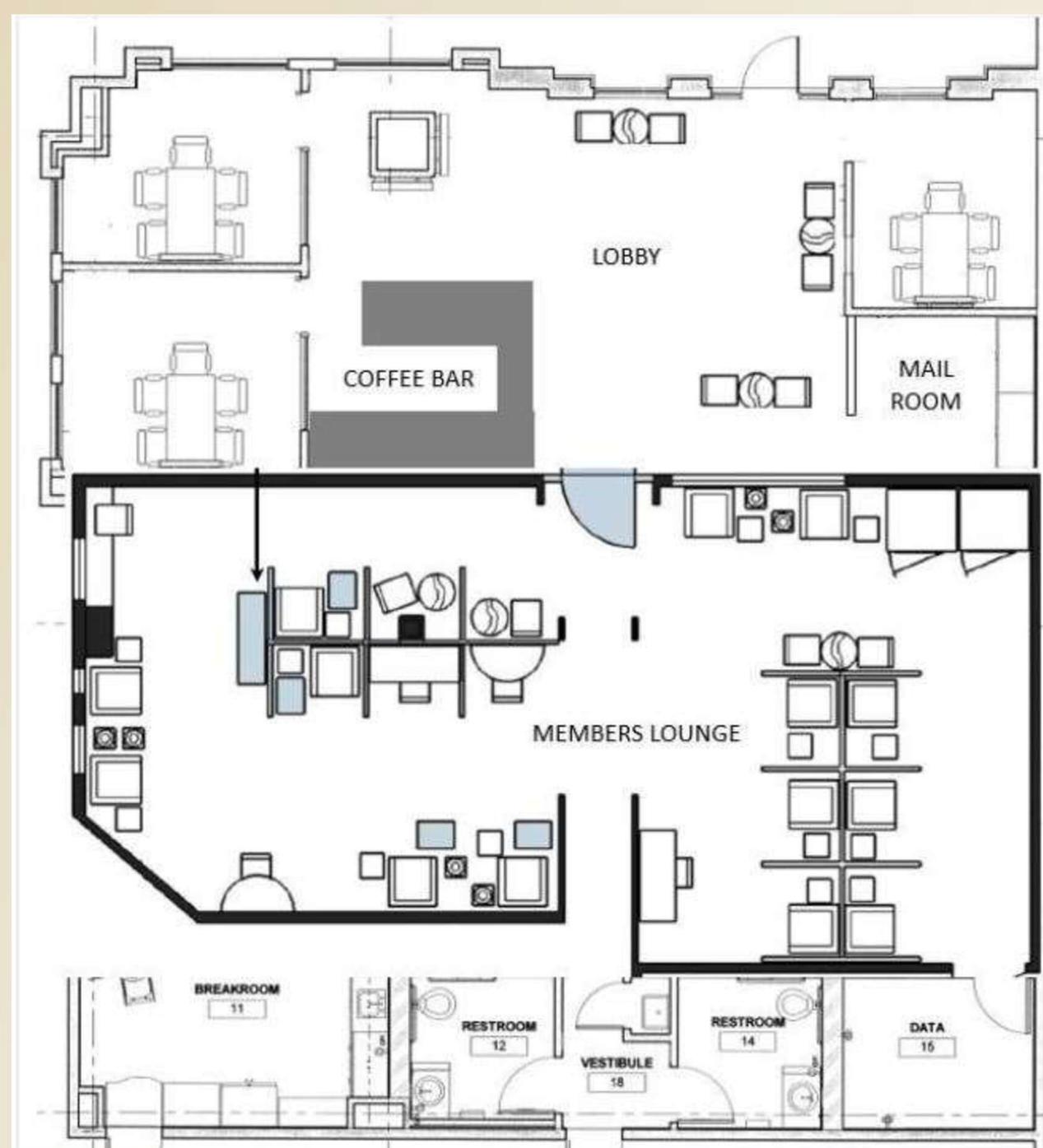


- Coffee Shops are great except they aren't
- WeWork is too big, too few & too much
- For every Co-Worker there are hundreds of potential Parlayers
- Parlay thrives in retail (free parking!)
- Membership & Bookings are App Driven!



Members Lounge

- Parlay Café offers a retail setting with a coffee bar open to the public, and a private lounge accessible only to Members
- The Members Lounge offers Work Spaces, Lounge Seating, Day-Use Lockers, Private Phone Booths, and Ultra-Secure High Bandwidth Internet Access.



Proof Of Concept

Our first store opened in Temecula, CA in April 2019 and broke even in month five, proving the viability of our concept.

Franchise Business Model

We have just completed the franchising process and are ready to expand. Franchise inquiries are flooding in!

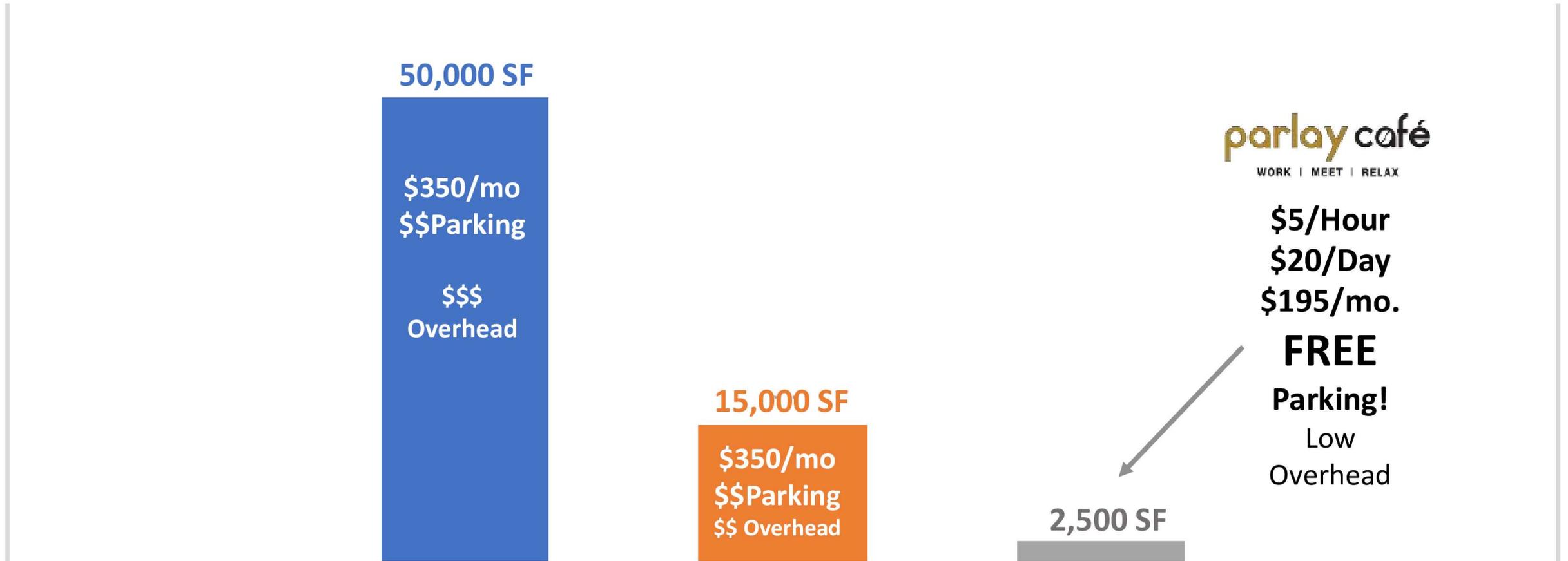


Three Balanced Revenue Streams

- Day Pass & Membership Fees (33%)
- Conference Rooms (33%)
- Food & Beverage Revenue (34%)

How is Parlay Cafe Different than WeWork or Regus?

■ WeWork ■ Regus ■ Parlay Café



Note: The average footprint of an independent co-working space in the US is 7,500 square feet.

(1) WeWork, (2) Regus, (12) Parlay:

- Same Overall Size & Overhead
- Which Would You Join?



There is No Direct Competitor for Our Concept.



How is Parlay Café Different?

- Better Atmosphere than a Coffee Shop
- **Members = Monthly Recurring Revenue!**
- More Accessible than Co-Working
- More Affordable than Co-Working
- Retail Vibe vs. Office Environment
- Membership = Access to Any Location!
- Food & Beverage = 34% of Revenue
- **Food & Beverage = 15% Food Cost!**



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FEATURING



BEVERAGES

	12 OZ	16 OZ
Brewed Coffee	2.25	2.95
Cold Brew		4.95
Hot Tea	2.25	2.95
Iced Tea (Black/Green)	2.25	2.95
Hot Chocolate	2.95	3.45
Chai Tea Latte	3.95	4.95
	SINGLE	DOUBLE
Espresso	1.95	2.95

	12 OZ	16 OZ
Americano	3.95	4.95
Macchiato	3.95	4.95
Cappuccino	3.95	4.95
Latte	3.95	4.95

ICED or BLENDED BEVERAGES

Mocha, White Chocolate Mocha, Vanilla Latte, Caramel Macchiato, Matcha Green Tea, Thai Tea, White Chocolate (no coffee), Vanilla Bean (no coffee)

16 oz

4.95

SMOOTHIES

Strawberry Banana	4.95
Pina Colada	4.95
Mango	4.95

EXTRAS

Extra Espresso Shot	.95
Extra Flavor Shot	.75
Milk Alternative	.75
Soy, Almond, Coconut, Oat	

SMALL BITES

Breakfast Burrito	3.95	Muffin	2.95
Egg Bites (two)	3.95	Danish	2.95
Sausage & Egg Sandwich	3.95	Bagel	2.95
Sandwich & Chips	5.95	Croissant	2.45
Salads	4.95	Cookies (three)	2.45

GRAB & GO

illy Cappuccino or Mochaccino	2.95
Pellegrino	2.45
Soda or Juice	1.95
Bottled Water	.95
Chips	.95

RELAX IN OUR MEMBERS LOUNGE!

\$5 HOUR | \$20 DAY | \$195 MONTHLY

Enjoy your beverage while you relax or work. Our Members Lounge offers luxury leather seating with ample work space and private phone booths!

Ask for a Free Tour!

Founded in 2019, the Parlay Café executives have extensive backgrounds in successfully launching startup companies over the past 20 years.

Headquartered in Temecula, California, the company plans to open 1,000 units over the next ten years.



The Parlay Café Team

- Don Mastrangelo, Founder & CEO
- Annette Rogers – Store Design
- Kristal Nanci – Branding & Marketing
- Liz Cahue – Human Resources
- Greg Preite – Marketing & Advertising
- Mahlon Tobias – Site Selection & Leasing



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Don Mastrangelo, Founder & CEO

- Seasoned CEO
- Successful Previous Exits
- Serial Entrepreneur
- Best-Selling Author (Sales)
- Developed Parlay Café to Fulfill His Personal Desire for a Better WorkSpace

The New Normal?

- We don't know what the new normal will be - but we do know Remote Work is here to stay.
- Access to the Members Lounge is via a combined Facial Recognition/Thermo Scanner.
- Members Lounge seating is separated by six feet and with upscale acoustic dividers for Social Distancing.
- Parlay Café Leads the Way!
- Remote Workers need Parlay Café!



INDIVIDUAL FRANCHISE METRICS *	
Franchise Fee	\$35,000
Initial Investment	\$243,575
Working Capital	\$37,500
Total Investment	\$316,075



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*These are forward-looking projections and cannot be guaranteed

REVENUE	Year 1	Year 2	Year 3	Year 4	Year 5
GROSS SALES	\$300,000	\$330,000	\$363,000	\$399,300	\$439,230
Food Cost w/ Paper	\$40,000	\$44,000	\$48,400	\$53,240	\$58,564
GROSS PROFIT	\$260,000	\$286,000	\$314,600	\$346,060	\$380,666
VARIABLE EXPENSE	\$86,850	\$95,535	\$105,089	\$115,597	\$127,157
OPERATING MARGIN	\$173,150	\$190,465	\$209,511	\$230,463	\$253,509
OPERATING EXPENSES	\$86,850	\$88,586	\$90,313	\$92,122	\$93,986
TOTAL EXPENSES	\$173,700	\$184,121	\$195,402	\$207,719	\$221,143
EBITDA*	\$86,300	\$101,879	\$119,198	\$138,341	\$159,523
ANNUAL RETURN ON INVESTMENT	27.3%	32.2%	37.7%	43.8%	50.5%
TOTAL RETURN ON INVESTMENT	27.3%	59.5%	97.2%	141.0%	191.5%

Franchisor (Parlay, Inc.) Five Year Projections*

YEARS	1st Year	2nd Year	3rd Year	4th Year	5th Year
MONTHS	1-12	1-12	1-12	1-12	1-12
CUMULATIVE MONTHS	1-12	13-24	25-36	37-48	49-60
REVENUES (000)					
FRANCHISE FEES	\$315.0	\$910.0	\$1,260.0	\$1,820.0	\$1,820.0
ROYALTIES	\$9.0	\$190.5	\$694.0	\$1,446.1	\$2,527.0
SYSTEM ADVERTISING	\$3.0	\$63.5	\$231.3	\$482.0	\$842.3
TOTAL REVENUE (000)	\$327.0	\$1,163.9	\$2,185.4	\$3,748.1	\$5,189.3
*These are forward-looking projections and cannot be guaranteed					
TOTAL REVENUE (000)	\$246.4	\$663.6	\$1,243.0	\$1,987.9	\$2,924.1
NET CASH FLOW (000)	\$80.7	\$500.4	\$942.3	\$1,760.2	\$2,265.2
CUM CASHFLOW (000)	\$80.7	\$581.1	\$1,523.4	\$3,283.6	\$5,548.8

Next Steps

1. We are currently seeking **\$4,900,000** to open new Parlay Café company owned locations in strategic US markets to build brand awareness and stimulate franchise sales.



2. Expansion Nationwide Through Franchising.

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Pre-Money Valuation:

\$3,500,000

(Berkus Method)

Deal Structure:

Safe Note

Exit Strategy:

Acquisition, Merger or IPO within 3-5 years* during our aggressive growth toward our target of 1,000 locations. Possible targets include:

- IWG (Regus) or another co-working company
- Starbucks, Illy or another coffee company
- Staples or another big box experimenting with shared workspace
- Capital One or another financial services company (Capital One Café)
- Private Equity firm specializing in franchises
- Substantial Second Round
- Initial Public Offering

*These are forward-looking projections and cannot be guaranteed

