

SOUL SLICE

Share

Biscuit-Crust Pizza Concept Delivers Equity to Employees and Community

PITCH VIDEO INVESTOR PANEL



soulslicepizza.com Oakland CA

Food Retail Technology Restaurant Community

OVERVIEW DETAILS UPDATES 25 WHAT PEOPLE SAY 34 ASK A QUESTION 8

Highlights

- 1 'Insanely delicious' soul food on a biscuit crust created by renowned restaurateur, Karter Louis
- 2 B Corp: Full-time salaried employees, sustainable sourcing and operations, community engagement
- 3 \$8.2 billion gourmet pizza market performs with continued high margins during the pandemic
- 4 Flagship Oakland location launched in June to strong reviews and neighborhood relationships
- 5 Plan for growth to 20 locations with hope of buyout for investor returns in Yr 3-5 (not guaranteed)

Our Team



Karter Louis Founder and CEO

Artist, Designer & Restaurant Creator, Founder of Hillbilly Tea & Co-founder of HHnL Design Group, Uno Lai Design & Samovar Tea Lounge.

Lead investor: Cyndi Masters
Investing \$30,000 in this round and invested \$5,000 previously.

Cyndi says, "In an era where we are yearning for comfort and our roots while celebrating diversity and leaning forward to a world that will be fairer, Karter once again knocks it out of the park with SoulSlice. Right on time. The comfort of Southern Soul food served up as a slice within a business model that ensures the brand's longevity.

Employee retention will define the rise and fall of most businesses moving forward. The Soul Slice model incentivizes both employee commitment and passion. Karter and Carla's model elevates opportunity in an industry that historically has both undervalued and denied access to growth and wealth, generally treating its workforce as transient and expendable.

As an investor, I believe that Soul Slice will disrupt the industry with a unique food concept created by the fusion of two tried and proven cuisines, deeply rooted in America's heritage soul food and pizza. We will demonstrate that treating both employees and customers as equally essential brand ambassadors will create a more profitable outcome for all as well as a better world."

While witnessing the pandemic's devastating effect on the restaurant industry, we saw an opportunity to do better. Our unique restaurant model builds community through food. The Soul Slice ethos is service – to be of service – to our team, to our patrons, and to our communities. Founder Karter Louis sees Soul Slice as a legacy project.



Carla Dearing Co-founder and CFO

Seasoned fintech exec, 3-time founder with successful exits and investor helping companies develop capital for smarter growth and drive social impact. Started career at Morgan Stanley, MBA-Chicago Booth, BA-Michigan.



Michael Moss Brand Director

Hillbilly tea partner, Food & beverage branding, UX @google

Join the Soul Slice movement...



THE CONCEPT

SOUL FOOD ON A BISCUIT CRUST

Soul food harkens **spirituality** and **warmth**. **Pizza** is **comfort**. Imagine them together.

'INSANELY DELICIOUS' FOOD

WEALTH-BUILDING FOR EMPLOYEES

NATIONAL EXPANSION PLAN

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THE PROBLEM

WHAT'S GOING ON?

Social Distancing has severely affected restaurants' ability to fully offer their brand experience to customers.



Gainful Employment is lacking for many restaurant workers resulting in economic stress with very little opportunity to break the “paycheck to paycheck” cycle.



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THE SOLUTION

SLICE IT RIGHT

- **To-go/Delivery** businesses like pizza are proving to be pandemic proof, have uninterrupted high growth and high margins, and are able to meet expectations with the full customer experience.
- **B Corp Elements** like full-time salaries, profit sharing and ownership give employees unprecedented opportunities for advancement and wealth creation.

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B CORP

CARING IS GIVING

Opportunity

Every employee is ladder-trained from dishwashing to management through a multifaceted empathy-based employee training & development program rooted in mentorship, efficiency and life skills.

Wealth Building

The year end profit-sharing pool includes all employees, half of which is deposited into retirement savings. For employees, this is projected to be \$1.6 million paid out over the first five years.

Ownership

Managers receive options vesting after 3 years. A liquidity mechanism allows them to harvest the wealth they've built if they choose to pursue other opportunities.

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THE MODEL

SLICENOMICS

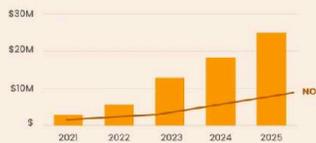
Aiming for a profitable & scalable model generating **\$25M in annual revenue** in Year 5, **24% margin** before profit sharing

- 18 To-go locations
- 4 Deluxe add-ons (seating and liquor license)
- Launch in Oakland, rapidly expand into key markets



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This slide contains forward-looking projections that cannot be guaranteed.



Favorable pandemic-priced leases and buildout are expected for the first 36 months of the model

	First year To-go	Mature To-go + Deluxe
Sales	1.2M	3.5M
COGS	18%	17%
NOI Margin	13%	50%
Net Income	\$160k	\$1.7M

New stores (To-go first year) and mature combined To-go/Deluxe locations each contribute to the model

THE MARKET

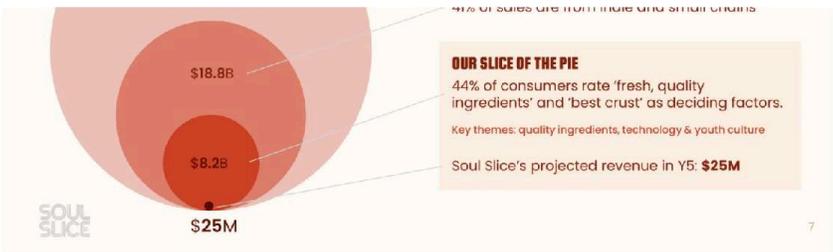
TOTAL ADDRESSABLE PIZZA MARKET



\$45.7B

U.S. pizza sales are \$45 billion

41% of sales are from indie and small chains



THE EDGE

COMPETITIVE ADVANTAGE

- Efficient to-go & delivery model
- First-to-market "Biscuit Crust"
- Employee ownership model
- Experienced founders
- Quick to scale and low cost buildouts

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GO TO MARKET

BRINGING THE SOUL

Digital Marketing, Social Media & PR Partnerships

Long-term relationships with key media outlets & community organizations amplified by social media & digital marketing create early awareness and build loyalty.

Organic Network & Platform Growth

Artist & influencer engagement connects their networks to our growing social impact platform organically bringing voice to our shared mission in the community.

Dynamic Infrastructure Management

The best available POS, online ordering & delivery services & technology is combined to support the high margin business model, and routinely evaluated for efficiencies.

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TEAM SOUL

BRINGING THE EXPERTISE

Our diverse, tenacious founders, each with multiple prior exits, have deep expertise in restaurant creation, branding & design, technology and community impact.

KARTER LOUIS
 ARTIST, RESTAURATEUR
 • Young International • Somovar tea
 • Hillbilly Tea founder • Palatte SF
 • Uno La! Design, China • Mine Group

CARLA DEARING
 FINANCE SPECIALIST
 • 3-time founder • Recent fintech exit, Summit101/FlexWage • Velo Group • Morgan Stanley • Chicago • Booth School of Business

MIKE MOSS
 DESIGNER
 • Hillbilly Tea partner • UX @google
 • Food & beverage branding

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ADVISORY BOARD

GUIDING THE SOUL

A panel of top-tier professionals lead our vision & purpose.

LIZ PUCCIANNI
 LEAD INVESTOR
 Founder @ Insite Fusion

NIKKI LANIER
 DIVERSITY & DEVELOPMENT
 Senior VP @ Federal Reserve Bank of St. Louis



LAWRENCE WEEKS
 CULINARY
 Executive Chef @ Honeywood



FAYAZ RAJANI
 LEGAL
 Attorney & Owner @ Rajani Immigration



ADRIEN LANUSSE
 BRANDING / MARKETING / PR
 VP of Consumer Insight @ Netflix



KYLE BROWN
 INFRASTRUCTURE
 Sr Onboarding Manager @ Toast POS



KEN CERNIGLIA
 ENGAGEMENT
 Broadway Dramaturg, Writer & Scholar



JOIN US

INVESTMENT OPPORTUNITY

Traction

Location #1 opened at 5849 San Pablo Ave in Oakland CA on June 19. 5 full-time employees hired. To date, raised \$182,000 at \$35/share for 5.21% of the equity.

Equity

Now completing our 10% Preferred Stock offering for 2.86% on Early Bird terms of \$35/share and the remaining 1.92% at \$40/share.

Use of Funds

Funds will support the buildout of the patio in location 1 and additional working capital (19.8%); start up costs for the second location, the first "to go" store (73.7%); and 6.5% crowdfunding fees. We are still projecting to self-fund growth after first two locations through Yr 5.

