



**MOB ★ CRAFT<sup>®</sup>**

# **MobCraft Beer Investor Deck**

Summer 2021



# TURNING IDEAS




# INTO BEER

# The Project

## At MobCraft We Turn Ideas Into Beer

- Ideas are submitted by the crowd
- An algorithm names the top 8 most popular Ideas
- Customers vote by placing a preorder
- Beer is brewed packaged and shipped!



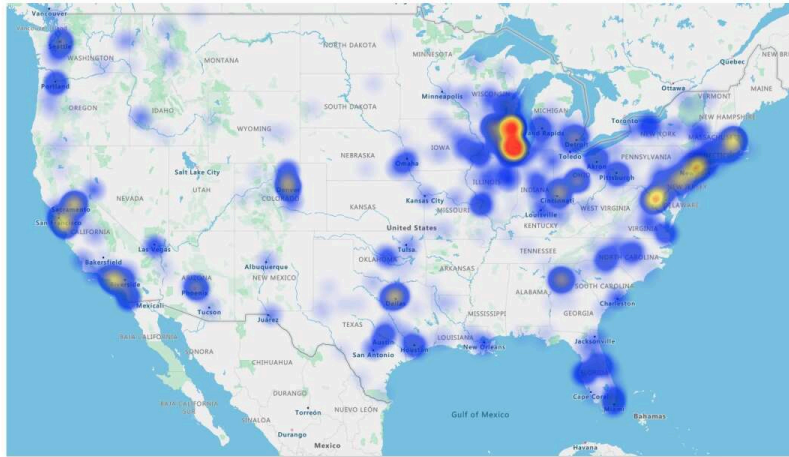
**MOB ★ CRAFT**

**CROWDSOURCED VOTE**  
*February 2021*

MANGO MALASADA IPA	VS	FUNKY FLING
LIMONATA LOVE	VS	SOUR SANGRIA
SUMMER IN PARADISE	VS	LAVE LEMON BLUES
TURTLE BOCK	VS	LOST IN THE BLACK FOREST

# The Market Opportunity

Recent law changes allow us to now ship to: AK, CA, CO, CT, DC, FL, HI, IA, IL, IN, KY, MA, MO, NE, NY, OR, PA, TX, WA, and WY



We're opening more retail taprooms throughout the greater Midwest and beyond!



# Running a profitable brewery is difficult

**Small breweries don't have economies of scale and in general they are very expensive to operate.**

- Labor per volume output is low
- Raw materials purchasing power is low
- Professional services and administrative labor are high
- Retail rent is paid for manufacturing space
- Systems and procedures are built for small teams
- Capital equipment is not used to capacity
- Cost per content production is high
- Software and subscriptions are expensive
- Every new process has to be learned



# We're executing a plan to change that

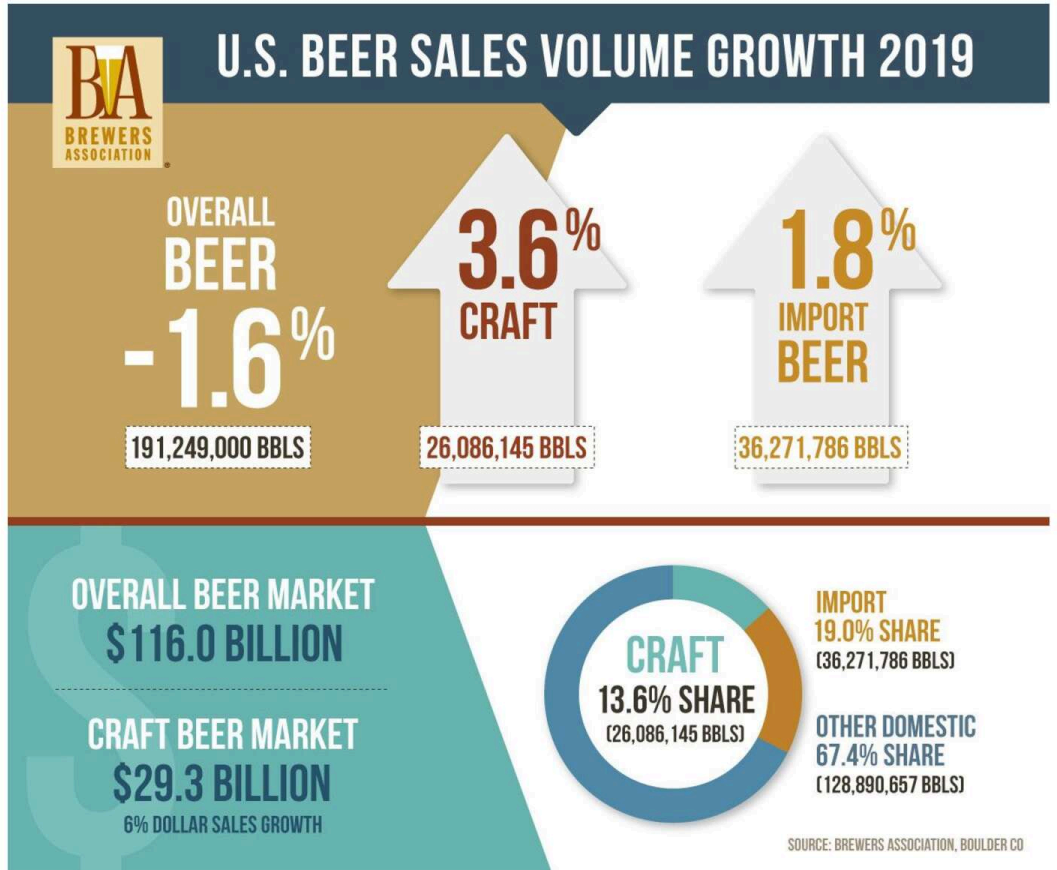
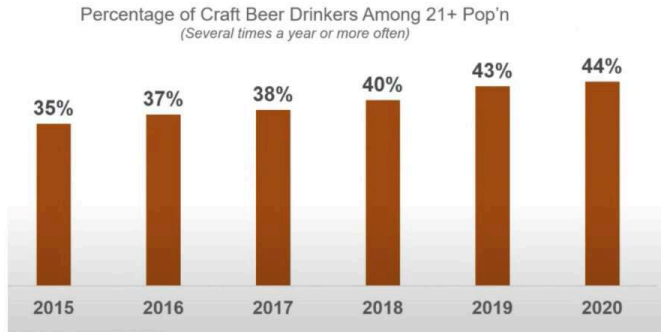
**We will expand retail locations, minimize inefficiencies, centralize expenses, grow DTC.**

- Purchase/lease failed unique locations
- Replicate our retail systems in new locations
- Centralize purchasing
- Centralize core beer production and transfer products between plants
- Centralize administrative labor costs
- Expand direct to consumer shipping states



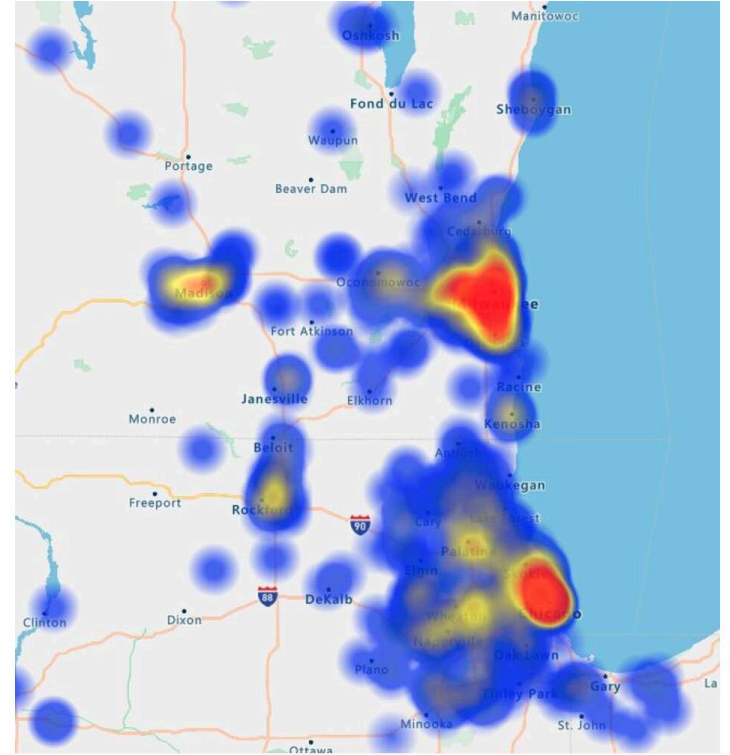
# Market

Craft continues to grow even though overall beer is down. The percentage of drinking population that drinks craft continues to grow.



# Traction

Our Milwaukee location serves over 90,000 people annually. Our following is centered in Milwaukee, Northern IL, and Madison which would be our next expansion points. Since inception we have brewed ideas from across the United States with our next highest purchase density in NY, DC, CA, MA & CO.



# Business Model

- Build Individual retail locations replicating what has worked at our Milwaukee location.
- Bring our style, look, and feel to areas with demand.
- Determine locations through ecommerce purchase data.



- **2018-19 Average MKE Taproom P&L**

- Taproom Revenue .....\$1.1M
- COGS .....\$220K
- Expenses .....\$460K

**Profit .....\$410K**



# Locations - Waterford

- 5000 sq ft former fire station
- On the Fox River
- Won RFP for a brewery restaurant
- Free Building
- Event and restaurant Focus



# Locations - Denver

- 12,000 sq ft brewery restaurant
- 6000 sq ft patio
- Joint Venture with Established Taco Restaurant
- In THE Denver brewery hotspot River North



# Locations - Woodstock IL

- 1880's Sheriff's House on a massive town square
- 4000 sq ft space
- City funds buildout/ historic renovation
- Rents priced to "Make Business Work"

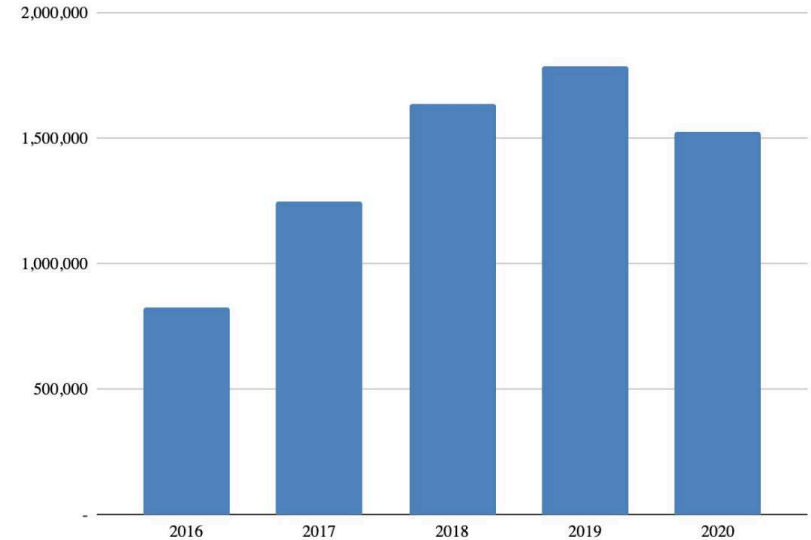


# Revenue

- Steady YOY growth (Minus 2020)
- 2020 taproom pint sales down \$500,000
- Strong pivots to e-commerce sales and virtual events made up \$240,000 in revenue
- Total 2020 sales down \$260,000 (14%) despite the pandemic
- Once retail traffic rebounds, we expect to return to pre-pandemic volumes as well as gain back whole keg business that fell 76% in 2020.
- 2021 Revenue shows a strong positive trend



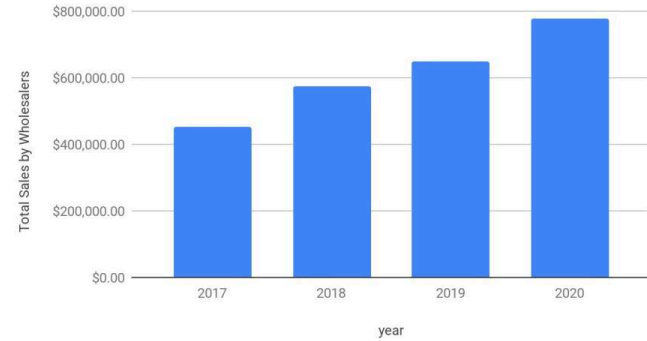
Total Sales



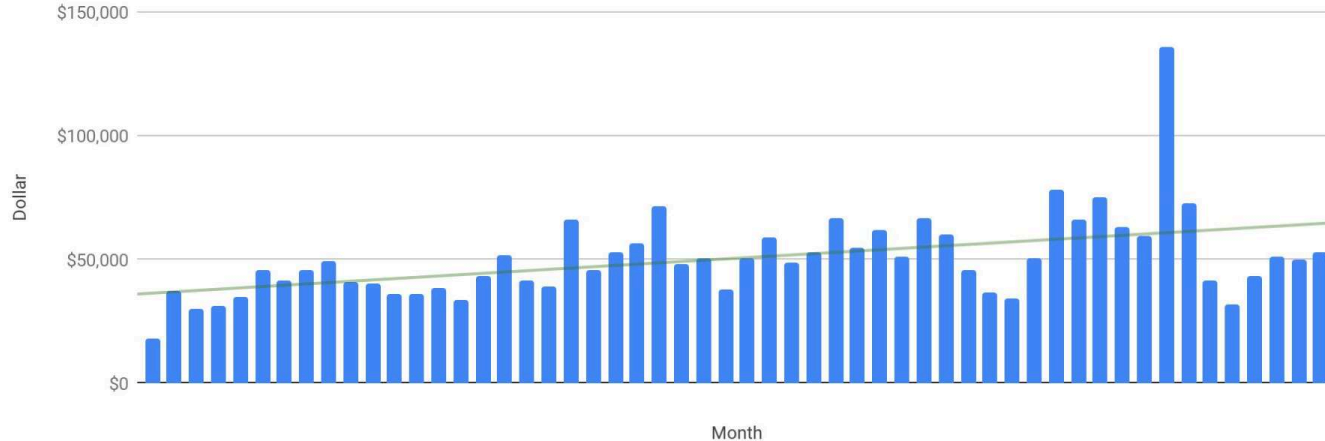
# Wholesale Sales Over Time

Our market presence has continued to grow year over year (even throughout the pandemic). We have continued to form partnerships with wholesale partners and large chains including Festival Foods, Walmart, and Total Wine, which have guaranteed annual features and large quantity programming.

Total Sales by Wholesalers



Total sales by Wholesalers '17-'21



# Why Us?

- Our innovative brews keep beer fans engaged with our brand.
- We brew what the people want through our crowdsourced business model creating direct emotional connections with consumers.
- Our production facility has excess capacity to brew more beer.
- We've built all needed systems to duplicate in different locations and earn more high margin revenue.
- We were agile and innovative quick to respond to market demands and create new revenue streams.



# Continuous Improvement

The beverage industry is ever evolving. As trends change we are ready to innovate and be on the forefront of new movements. Although beer was our start and is our continued focus innovation is always on our minds.



Effervescent Agave Wine  
Organic. Smooth. Enlightened.



As a brewery that has produced over 300 different beers, rapid ideation is at our core. Agave Fizz is our latest creation it will be launching in Spring 2021.

# Innovations During the Pandemic

Our team is innovative, and faced with the effects of the pandemic on our bottom line created some amazing new ideas in 2020.



We gave back! Brewed Black is Beautiful and Believe in Beer donating over \$17,000 to local organizations. We also turned the taproom into a blood bank!



\$82,380 worth of virtual experiences sold. We pivoted our events business and took them virtual in 2020 with a strong focus on partnering with local and black-owned businesses for pairings.

\$22,843 worth of Beer Buddies sold!

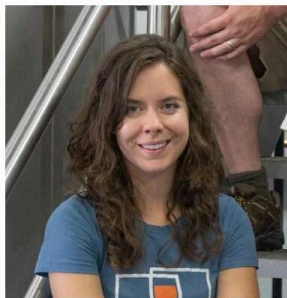


\$101,688 worth of Advent Calendars sold. With an active production schedule under way and excess inventory of draft beer we brewed, blended, and canned 24 different MobCraft beers for a holiday package (all during an aluminum shortage where we were cut off by our primary suppliers)

# Team



**Andrew Gierczak**  
Lab Nerd



**Kayla Thomas**  
Dir of Operations



**Henry Schwartz**  
CEO



**Sarah Halstead**  
Dir of Finance / HR



**Adam Thomas**  
Dir of Barrels

# Advisors



**Tera Johnson**



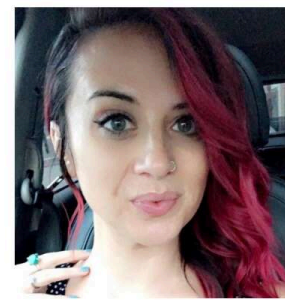
**Julia Herz**  
[www.herzmuses.com](http://www.herzmuses.com)



**Ryan Doolan**  
Dir of Marketing



**Samantha Mack**  
Graphic Designer



**Marissa Salerno**  
Taproom Manager



# Accolades

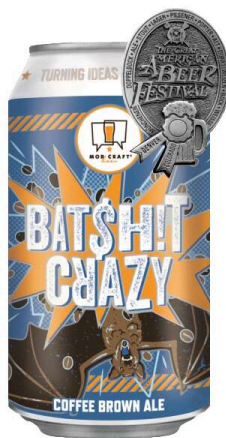
Great American Beer Festival Silver

Great American Beer Festival Gold

Festival Of Wood And barrel aged beers Gold

Top New Brewery of the Year

The 10 Coolest Places in America to Drink Craft Beer  
(#2)



# MEN'S JOURNAL



# Competition

- Competitors are many in terms of number of craft breweries.
- We will seek out areas with gaps in brewery presence and high craft beer interest.
- We will continue to win customers based on available options, atmosphere, and direct emotional connection through our crowdsourced model.

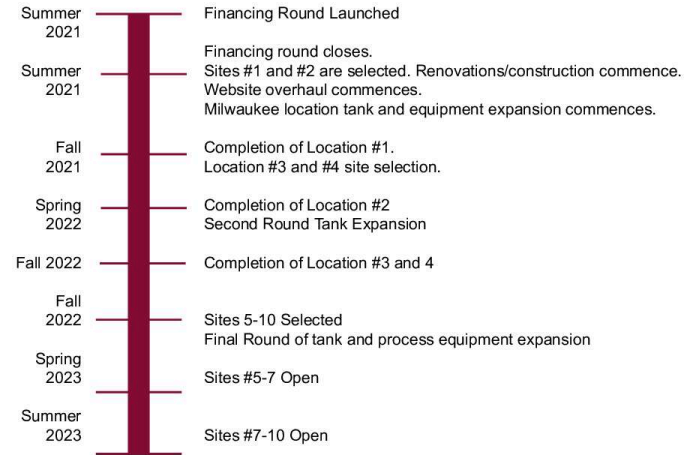


# The Ask

- Total Fundraise \$2.25M
- Equity Share 28%
- Pre Money Valuation \$6M

## Uses of Funds

- \$500,000 launch of our second location.
- \$250K Milwaukee Brewery Process Improvements to increase output, website overhaul, high interest debt restructure.
- \$500K Third location
- 500K Milwaukee Brewery Process Improvements Produce NA beer, Pasteurize, Centrifuge
- \$500K Fourth location



# Investor Perks

## **\$250 Investment Level**

Craft our next seasonal brand. + a shareholder enamel pin

## **\$500 Investment Level (+ previous levels)**

Custom MobCraft Shareholder Work Shirt or Sweatshirt

## **\$1000 Investment Level (+ previous levels)**

Mug Club Member for life.

## **\$2500 Investment Level (+ previous levels)**

Investor Gold Card. Enjoy 15% off your bill forever at all locations.

## **\$5,000 Investment Level (+ previous levels)**

Private party for 30 or beer dinner for 15 hosted at any location.

## **\$10,000 Investment Level (+ previous levels)**

All the clubs! All Locations. Permanent Mug Club member status at all locations, lifetime membership to our Sour Society, and future rare and barrel-aged clubs we come up with.

## **\$25,000 Investment Level (+ previous levels)**

One High Investment Level Ideas

## **\$50,000 Investment Level (+ previous levels)**

One Additional High Investment Level Ideas

## **\$100,000 Investment Level (+ previous levels)**

Three Additional High Investment Level Ideas

## **High Investment Level Ideas:**

Charity beer. Custom Beer. Host a Big Event





Own part of this brewery;  
our success is your success.

BUY IN STARTS AT: **\$250**



Learn about investing in our expansions at: **MOBCRAFTBEER.COM/INVEST**