

## We want to bring a new delivery-online model to the growing ghost kitchen market



[justchickenwings.com](http://justchickenwings.com) Lake Worth FL

[Software](#) [Food](#) [500 Startups](#) [Eating and Drinking](#) [Cooking](#)

LEAD INVESTOR

 **Arnold Cenille** Investisseur independant

Merci. Grand merci a Just Wings pour cette enorme possibilite. Cordialement.

Invested \$26,500 this round

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### Highlights

- 1 The food delivery market has seen 77% increase in delivery orders year over year since 2013
- 2 Just Wings targets the international market and has several restaurants partnering in France
- 3 120 restaurants partner the first year, JW planned \$1.7M net profit.\*This projection not guaranteed\*

### Our Team



**Mohamed Kaada** CEO & FOUNDER

Founded and managed 26 restaurants (France & USA). -Founded and managed a company specializing in consulting services for the restaurant industry CEO and Restaurant Manager  
Founded and managed my own franchised restaurant. Business Development

Because it's a simple process to help restaurants maximise their kitchen profit with lowering their primary costs. Being in the restaurants business for many years we see this industry struggle in this difficult time , the online delivery is in continual expansion and we believe is the futur of restaurants.



**Karima Kaada** CMO & Culinary Director

-Private Chef -20 years in restaurant industry with experience operating fine dining and casual restaurants. -CEO & Founder fine dining restaurant (France) -CO-founder of restaurants Franchise (France)



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**David Zaoui** COO & Commercial Director

Degree from L'Ecole Hotelliere Paris. 10 years in fine dining restaurant industry. 5 Years as General Manager fine dinning restaurant. Head of talent and partnership with restaurants.

# Pitch



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## 1. EXECUTIVE SUMMARY



### Company Overview

- Just Wings, Inc. ("Just Wings" or the "Company") was formed in October 2021, after the conversion to a corporation of its predecessor entity, Just Wings, LLC, which was formed in May, 2020. Our principal office is located at 127 North Federal Highway, in the center of downtown Lake Worth, Florida.
- Just Wings was created to add revenue to any restaurant that desire to work with the Company, without investment and without increasing labor.
- Just Wings will work with restaurants that serve America's favorite meal: chicken wings.
- These restaurants target tourists and local populations looking for lunch, diner, delivery at reasonable prices (average check of \$15 to \$25 per person).
- Each new restaurant generally has a very small menu from their existing kitchen, and Just Wings will assist these restaurants with reaching out to a whole new customer base.
- Even though the restaurants already benefit from an excellent online reputation, Just Wings aims to improve their profits.
- The restaurants that Just Wings assist generally have strong competitive advantages (prime location, great reputation, recurring clients) as well as huge development opportunities.
- By 2022, the Company expects to add 120 new restaurants and is expected to reach sales of approximately \$8M (excluding sales tax).

#### Location

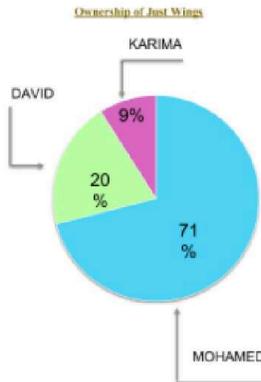


Forward-looking projections cannot be guaranteed.



## Investment Summary

- Just Wings, Inc. is presently owned by Mr. Mohamed Kaada (71%), Mrs. Karima Kaada (9%) and Mr. David Zaoui (20%).
- The Company has received total investments from its founders of approximately \$70,000.
- Initial Investments (acquisition of tablets, marketing, new building) have to date been financed with internal Company funds.
- Management:
  - Mr. Mohamed Kaada has 23 years of work experience in the restaurant industry including 16 years in the development and management of several successful restaurants.
  - Mrs. Karima Kaada has 23 years of work experience in the restaurant industry including 10 years in the development and management of several successful restaurants.
  - Mr. David Zaoui has 10 years of work experience in the restaurant industry including 5 years in the development and management.



## Strategy and Financials keys

Just wings Inc. at 31/12	2021	2022	2023	2024	2025	2026
Number of restaurant	40	120	144	170	204	234
Average sale per restaurant per month	8,000.0	8,000.0	7,200.0	8,400.0	10,000.0	12,411.0
Average sale per year	9,600,000	9,600,000	12,441,600	17,628,000	26,598,000	36,427,200
30% bank for Just Wings LLC	730,000	2,880,000	3,732,480	5,387,640	7,918,800	10,928,174
Sales tax payment	-80,400	-181,440	-201,274	-370,138	-532,741	-764,972
Net sales	689,600	2,418,560	3,471,256	4,917,542	7,077,816	10,163,228
Payroll expenses	130,800	338,400	379,138	497,140	447,854	490,644
Cost of marketing	80,900	180,000	216,000	237,400	273,240	327,388
Rent, general, administration & other	60,000	60,000	72,600	79,800	87,846	96,630
Bank & web expenses	30,088	73,317	104,136	147,526	212,316	304,896
EBIT	388,782	1,788,763	2,708,342	4,048,416	6,008,071	8,941,148
Income taxes	8,208	20,189	23,208	24,428	26,871	29,558
Net earnings	377,544	1,768,574	2,685,134	4,023,988	5,981,200	8,911,590

Just Wings' development strategy includes:

- Increasing volumes for delivery via:
  - Higher brand awareness due to the implementation of a relevant marketing plan, including print advertisement commercials and online advertising.
  - Advertisement with known personalities.
  - Just Wings, Inc. operates only with restaurants that are open at least 11 hours a day and 7 days a week.
  - Easy and intuitive online ordering.
- The development of the catering services segment:
  - Creation of a proper menu and offer.
  - Several long-term contracts currently under negotiation with local medical centers and companies.

In the long term, Just Wings aims at opening other restaurants out of Florida with the same "Just Wings" concept and menu (not taken into account in the financial forecasts).

Forward-looking projections are not guaranteed.



## 2. WHAT WE DO FOR RESTAURANTS





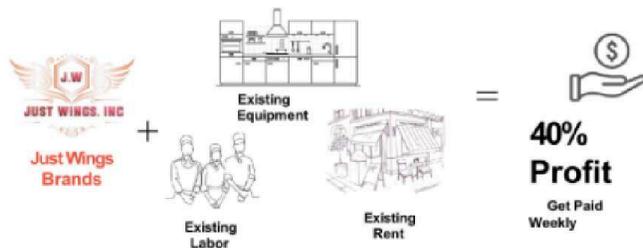
Most experts agree that most independent restaurants in the USA will incorporate virtual restaurant brands into their businesses within the next few years.

Consumers' habits have changed drastically in recent months, increasingly relying on food delivery services for their meals, and the trend shows no signs of slowing down.

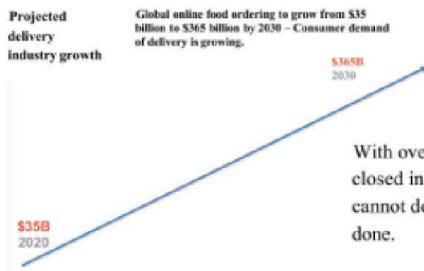


Just Wings is a turnkey solution for adding a virtual brand to existing restaurant.

A Virtual brand is an incredibly effective and efficient way for restaurateurs to increase their bottom line with minimal impact to current operations. Virtual brands offer restaurant owners a separate concept that runs out of their kitchens, and is available for delivery only via food delivery services.



Why add a virtual brand?  
The future of restaurants is virtual.



With over 100,000 restaurants closed in the last six months, we cannot do what we have always done.



Designed to fit a restaurant's existing kitchen

Just Wings' brand is a collection of the most highly sought-after food delivery categories in the current marketplace. With menus created by our chef, they can be reproduced in a wide range of kitchens with minimal training.

A restaurant's equipment:



Brand that can work with your equipment





## By restaurateurs for restaurateurs

Our goal is to help the restaurant community generate secondary sources of income through virtual brands. We give you the expertise and know how of seasoned restaurateurs, knowledge from national chain experience and the vision to put it all together in one complete easy to implement solution



**Mohamed Kaada**  
Just Wings, Inc. CEO & Founder  
• Founder & CEO, NYPD Pizza  
• Founder & CEO Master Management  
• Founder & CEO Madafishik  
• Founder & CEO, KS cafe, Dices factory  
• Co-Founded Speed Rabbit Pizza



**David Zaoui**  
Just Wings, Inc. Vice President  
• Degree from L'Ecole Hoteliere Paris.  
• 10 years in fine dining restaurant industry.  
• 5 Years as General Manager fine dining restaurant.  
• Head of talent and partnership with restaurants.



**Karima Kaada**  
Just Wings, Inc. Culinary Director  
• Private Chef  
• 20 years in restaurant industry with experience operating fine dining & casual restaurants.  
• CEO & Founder fine dining restaurant  
• Co-founder of restaurants Franchise

23+ years in the restaurant industry and we want to share it with you.



### CEO and Founder: Mr. Mohamed Kaada

➤ Just Wings is managed by Mr. Mohamed Kaada who has 23 years of work experience in the restaurant industry and who has extensive experience in the development and management of 26 owned restaurants

➤ As CEO and Founder, his responsibilities include:

Coordinating daily restaurants operations:

- Maximizing customer satisfaction including ensuring food and service quality control.
- Responding efficiently to restaurants customer's complaints.
- Maintaining high standards of hygiene, health, and safety, ensuring compliance with legislation.

Managing Just Wings staff:

- Recruiting, training and supervising staff, organizing shifts.
- Appraising staff performance and providing feedbacks.

Business development and strategy:

- Organizing marketing including communication and promotions.
- Making improvements to the running of the business and developing the restaurants.
- Setting budgets and targets, analyzing sales and financials.

General management of the company:

- Overseeing stock levels and ordering supplies.
- Handling administration and paperwork (including insurance, taxes, accounting, etc.).

#### Overview of Mr Mohamed Kaada's Experience

**2018 – 2020: Master Management**

- Founded and managed successful restaurant in Florida

**2014 – 2021: Master Management**

- Founded and managed a company specializing in consulting services for the restaurant industry
- CEO and Restaurants Manager
- Founded and managed his own franchised restaurant

**2011 – 2014: Speed Rabbit Pizza**

- Founded and managed three successful pizza restaurants (franchised) representing annual sales of around \$2 million

**2004 – 2011: SS Cafe Paris and Diner's Factory**

- CEO and Restaurants Manager

**2001 – 2004: Flo Group (Company that owns and operates approximately 500 restaurants)**

- Business Development Manager, Maître d'Hotel and Restaurant Manager

**1998 – 2001: SORELOUYRE**

- Deputy Restaurant Manager



### Team and Organization

- Just Wings currently employs a talented and well-appreciated staff of 2.
- We expect to hire additional employees as we move forward to support the business development.

#### CEO and Restaurant Manager: Mr. Mohamed Kaada

- Coordinate daily restaurants operations
- Manage Just Wings staff
- Sales and business development
- General management of the company

#### Karima Kaada

- Manages the restaurants' chicken wings order.
- Provide chickens wings for each restaurant.
- Provide a payment for each restaurant
- Elaboration of news recipes

#### New Employees

- Marketing Manager
- Growth Hacker
- Webmaster
- Community Manager
- Business Developer
- Technical Director
- Web Integrator
- Account Manager
- Designer UX
- Developer

#### David Zaoui

- Engaging new restaurants
- Managing a customer service
- Following delivery driving routes and time schedules
- Manages the Company's third-party partners.
- Responsible for compliance with regulations and safety standards.

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### We provide a restaurant with everything they need

The Just Wings turnkey solution provides a restaurant with an A-Z guide on how to launch our virtual brands. We spend hours researching and developing our brands to ensure additional orders in any

market. Build multiple concepts out of one kitchen and create a more profitable delivery business.

**WHAT THE RESTAURANT DOES**

**Focus on Executing Food Orders**



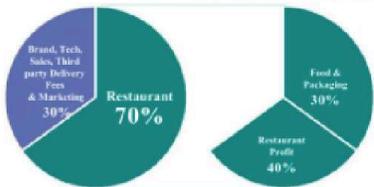
**WHAT Just Wings, Inc. DOES**

- Technology – No Investment from Restaurant For Use of Tablet & Middleware
- Concept Development, including Logos, Branding, Packaging and Menu Ideation
- 3rd Party Platform Implementation
- Culinary Testing & Menu Development
- Training Program
- Menu Updates
- Support Tickets
- Sales & Marketing Strategy including Digital
- Public Relations
- Create Brand Website and Social Channels



**We make it easy to get started**

**Restaurant Receives 70% of Sales**



- No Long-Term Commitment
- Restaurant Chooses Brands, Completes Training, Purchase Starting Inventory, and Start Generating Income Using Your Existing Labor and Kitchen Facility
- Just Wings, Inc.'s Restaurant Success Team will handle all setup to get a restaurant's location taking orders within the third-party platform and promoting sales
- Restaurant goes live - Starts receiving orders



**A Restaurant Can Be Up and Running Taking Orders in 1- 2 Weeks**

Our concepts range far and wide to fit within any kitchen. We partner with strong operators to bring these culinary visions to life.

Each concept will earn a restaurant, on average, between \$5,000 and \$15,000 dollars per month.



**1. Signature of the agreement between the restaurant owner and Just Wings, Inc.**





## 2. The restaurant receives:

Tablet to receive orders + Branded packaging + Chicken wings + sauces.  
( Providers will be Cheney Brother and Restaurant Depot)

\* The restaurant will only need 1 square feet to store the merchandise.\*



## 3. Three hours Just Chicken Wings training, including service standards.



Two Hours Kitchen Training

One Hour Tablet Training



## 4. Go live online and ready to take orders.

Reception of orders , acceptance of the orders from the restaurant , preparation , package and ready to go. ( Ready to pick up will need to be process by the tablet).



### Customer Places an Order

The third party will receive the status of the orders and will process the delivery.  
( Door Dash , Uber Eat, Postmates ...)



Process for the Restaurants

Third party will pick-up the order



## 5. Just Wings, Inc. will process all payments with a concrete account for each restaurant. And they will

separate account for each restaurant. And then will send them each week 70% of net sales. (in this 70% the restaurant will use 30 % to covered the food and packaging cost and will be left with 40% of net profit).

Just Wings, Inc. will keep 30% of net sales.



### 3. COMPANY DESCRIPTION

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#### Company Description

- Just Wings is located 127 North Federal Highway, in the center of downtown, Lake Worth, Florida.
- Just Wings targets restaurants serving both tourists and local population, looking for casual and family dining at reasonable prices.
- The restaurants don't have to worry about the delivery, we already signed with a third party Postmates, DoorDash and Uber eat to provide a driver for each delivery.

Our logo



Principal logo



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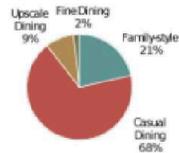
### 4. MARKET ANALYSIS



## Market Segmentation

- Due to its highly dynamic tourism economy, the state of Florida has 44,811 total restaurants – representing 6.5% of the total number of restaurants in the United States of America - and holds the third place, behind California and Texas.
- Florida is a family destination identified by its high percentage of family style restaurants (defined as full-service restaurants that do not serve alcohol) with an average check of \$6 to \$15.
- Florida also hosts a very high percentage of steak, seafood, Latin and Caribbean restaurants as compared to the rest of the country.

### Market Segmentation in Florida (full-service restaurants)



### American's Top 5 Favorite Type of Meals

- 1 Burgers
- 2 Hot Dogs
- 3 French Fries
- 4 Pizza
- 5 Chicken wings

Source: CHD Expert (foodservice database and analytics company), Paris

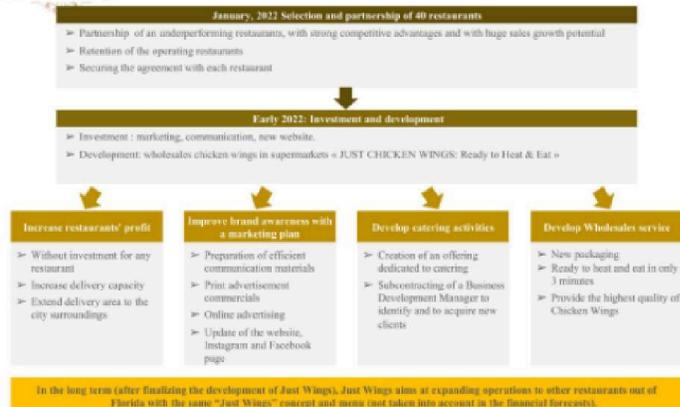
To enlarge their client base, the restaurants can trust Just Wings to help them to do it.



## 5. STRATEGY AND ROADMAP



## Development Strategy and Roadmap



## New Communication Materials

- The new communication and marketing materials include the following:

New logo

Paper bag for delivery

Wholesales packaging



New card



Packaging



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## Guiding Principles

- Just Wings aims to promote positive values including Customer Satisfaction, Respect for people, Teamwork, and Integrity.
- The following guiding principles will be displayed on the website as a commitment of the management towards customers and employees.
  - ◆ We treat everyone with dignity and respect.
  - ◆ We are dedicated to the learning, teaching, and ongoing development of each other.
  - ◆ We have fun while we work!
  - ◆ We provide a clean and safe environment for our guests and team.
  - ◆ We honor individual passions and creativity at work and at home.
  - ◆ We communicate openly, clearly and honestly.
  - ◆ We honor the relationships that connect our team, our guests and community.
  - ◆ We take pride in our commitment to provide quality service and a quality product.
  - ◆ We support balance between home and work.
  - ◆ Health: We are profitable and fiscally responsible company. We support the physical and emotional well-being of our guests and team members.
  - ◆ Our team works through support and cooperation.

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## 6. FINANCIAL INFORMATION

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## Just Wings: Sales Forecast

### Main assumptions:

- To be conservative, no increase in price is taken into account: the average check is expected to maintain between \$15 and \$25 per person.
- Sales growth will be driven by:
  - An increase in the number of customers served daily
  - The direct impacts of the increase in capacity is extension of delivery areas that we have to serve
  - Higher brand awareness and reputation (impacts of the marketing plan and quality improvement).
- The development of the catering segment:
  - Several long-term contracts are currently under negotiation with local medical centers and authorities.
  - The extension of the segments is led by a business development specialist (subcontracted).
- Sales forecasting: In 2022, with a minimum of 120 restaurants signed as partners, with each being expected to make \$6,000 a month, that would mean that they make \$200 a day, and only need 8 customers per day with an average of \$25 per order.

### Just Wings detailed sales forecast

Just wings llc. et 2572	2021	2022	2023	2024	2025	2026
Number of restaurant	40	100	144	170	200	240
Average sale per restaurant per month	6,000.0	6,000.0	7,000.0	8,000.0	10,000.0	12,000.0
Average sale per year	2,400,000	6,000,000	12,000,000	17,000,000	25,000,000	36,000,000
30% back for Just Wings LLC	720,000	1,800,000	3,600,000	5,100,000	7,500,000	10,800,000
Sales tax payment	-60,000	-180,000	-252,000	-370,000	-525,000	-756,000
Net sales	660,000	2,400,000	4,748,000	6,910,000	9,975,000	14,244,000
Payroll expenses	130,000	330,000	471,600	571,500	687,000	830,400
Cost of marketing	50,000	100,000	144,000	170,000	200,000	240,000
Rent, general, administration & other	60,000	60,000	72,000	70,000	87,000	90,000
Bank & web expenses	30,000	70,000	104,100	147,000	210,000	300,000
EBIT	380,000	1,760,000	3,758,500	4,932,500	6,998,000	9,943,600
Income taxes	8,200	20,100	22,200	24,000	26,871	29,550
Net earnings	371,800	1,739,900	3,736,300	4,908,500	6,971,129	9,914,050

Forward-looking projections are not guaranteed.



## Just Wings: Profit & Loss

Just wings llc, at 31/12	2021	2022	2023	2024	2025	2026
<i>Number of restaurant</i>	40	120	144	170	204	244
<i>Average sale per restaurant per month</i>	5,000.0	6,000.0	7,200.0	8,640.0	10,363.0	12,441.0
<i>Average sale per year</i>	2,400,000	6,640,000	12,441,600	17,625,600	25,368,624	36,427,248
30% back for Just Wings LLC	720,000	2,592,000	3,732,480	5,287,680	7,610,587	10,928,174
Sales tax payment	-50,400	-181,440	-261,274	-370,138	-532,741	-764,972
Net sales	669,600	2,410,560	3,471,206	4,917,542	7,077,846	10,163,202
Payroll expenses	136,800	336,480	370,128	407,140	447,854	492,640
Cost of marketing	66,960	180,000	216,000	237,600	273,240	327,888
Rent, general, administration & other	60,000	65,000	72,600	79,860	87,846	96,630
Bank & web expenses	20,088	72,317	104,136	147,528	212,335	304,696
EBIT	385,752	1,755,763	2,708,342	4,045,416	6,056,571	8,941,148
Income taxes	8,208	20,189	22,208	24,428	26,871	29,558
Net earnings	377,544	1,735,574	2,686,135	4,020,988	6,029,699	8,911,590

Forward-looking projections are not guaranteed.