

TOMORROW

BOOKSTORE

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THE PITCH DECK

JANUARY 2023

THE VISION

OUR FUTURE IS ONLY AS STRONG AS OUR COMMUNITIES.

OUR COMMUNITIES ARE BUILT ON THE STORIES WE SHARE.

TOMORROW BOOKSTORE CURATES STORIES – ABOUT
OURSELVES AND THE WORLD AROUND US – TO CREATE A
STRONGER COMMUNITY AND A **BETTER TOMORROW**.



THE PROBLEM

THE LACK OF INDEPENDENT BOOKSTORES LEAVES INDIANAPOLIS WITH MAJOR **social**, **cultural**, AND **market** GAPS.

THESE GAPS IMPACT OUR ABILITY TO CONVEENE AND CONNECT. THEY IMPACT OUR CITY'S IDENTITY – DEPRIVING US OF AN IMPORTANT CULTURAL PULSE.

THE SOLUTION

THE BENEFITS

1. LOCAL SPACE FOR DOWNTOWN COMMUNITY TO BUY NEW BOOKS

2. REPUTATION FOR WELL-CURATED BOOKS

3. PERSONALIZED EXPERIENCES AND ENGAGED BOOKSELLERS

1. CULTURAL PILLAR - SPACE TO CONVINCE AND SHARE IDEAS

2. QUALITY OF PLACE AND CITY PRIDE

3. LOCAL ALTERNATIVE TO CORPORATIZED RETAIL



THE TEAM

JULIA BRAKEY
CHIEF BOOK OFFICER

VIDEO EDITOR WITH
UNENDING CURIOSITY AND A
PASSION FOR STORIES.
BA FILM & MEDIA FROM THE
UNIVERSITY OF CAPE TOWN.
CURRENTLY READING THE
BOOK OF FORM AND
EMPTINESS BY RUTH OZEKI.

JAKE BUDDLER
CHIEF OPERATIONS OFFICER

STARTUP CONNECTOR AND
PROFESSIONAL
RELATIONSHIP BUILDER.
BA ECONOMICS FROM
WABASH COLLEGE.
CURRENTLY READING ALL IN
BY BILLIE JEAN KING



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THE MARKET

THE RIGHT PLACE AT THE RIGHT TIME

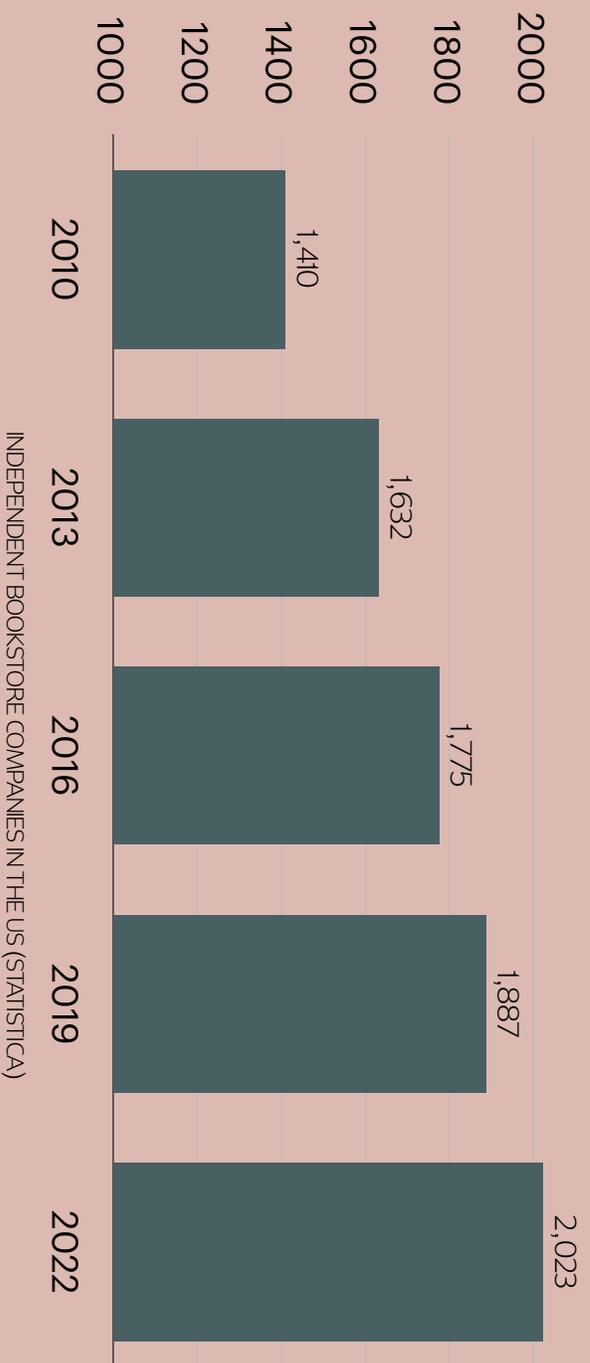


**THE RENAISSANCE OF READING THAT
OCCURRED DURING THE PANDEMIC
[HAS] SEEMED TO CONTINUE**

AMERICAN BOOKSELLERS ASSOCIATION



THE BOOKSTORE REVIVAL



A CITY THAT'S READY

	INDIANAPOLIS	TARGET AREA
POPULATION	882,039	68,712
MEDIAN AGE	34	32 (46204)
MEDIAN HOUSEHOLD INCOME	\$51,000	\$73,000 (46204)

A TALE OF TWO CITIES

CINCINNATI, A SIMILAR MARKET TO INDIANAPOLIS, BOASTS FIVE COMPARABLE BOOKSTORES IN A 2.5MI RADIUS. DOWNTOWN INDIANAPOLIS HAS NONE.



CINCINNATI



INDIANAPOLIS

THE TESTIMONIALS

DOWNTOWN RESIDENTS WANT A BOOKSTORE.
WE KNOW BECAUSE WE ASKED THEM.

1. "INDEPENDENT BOOKSTORES CREATE SAFE SPACES FOR **LEARNING, GROWING, AND REST**. I CAN'T BELIEVE WE'VE GONE SO LONG WITHOUT HAVING ONE IN INDY!"
2. "IT'S BEEN ONE OF THE **BIGGEST DISAPPOINTMENTS** TO LIVE SOMEWHERE WITHOUT AN INDEPENDENT BOOKSTORE."
3. "A LOCAL BOOKSTORE IS WHAT GIVES A NEIGHBORHOOD ITS **CHARACTER AND CULTURE**... AND BECOMES A BELOVED VENUE WHERE IDEAS THRIVE."

LOCALISM IN INDY

INDIANAPOLIS HAS PROVEN IT CARES ABOUT **CULTURE** AND **SUPPORTING LOCAL BUSINESSES**. THESE BRANDS ARE THRIVING IN A MARKET THAT IS WILLING TO PAY A **PREMIUM** FOR LOCALLY CRAFTED AND CURATED GOODS.

CULTURE

1. **KAN-KAN + LIVING ROOM:** NEW DOWNTOWN CINEMAS
2. **SQUARE CAT VINYL:** MUSIC AND VINYL IN FOUNTAIN SQUARE
3. **BUTTER ART FAIR:** ANNUAL ART SHOW BY GANGGANG

NICHE RETAIL

1. **HOWL & HIDE:** HIGH-END LEATHER GOODS IN FOUNTAIN SQUARE
2. **GROUNDED:** PLANT GOODS STORE ON THE EAST SIDE
3. **HOMESPUN:** LOCAL CRAFT GOODS ON MASS AVE

UPSCALE FOOD

1. **SIDEDOOR BAGEL:** HIGH-END BAGEL SHOP WITH LINES OUT THE DOOR
2. **AMELIA'S:** LOCAL BAKERY WITH CONTINUED GROWTH
3. **SHOYU RAMEN @ STRANGE BIRD:** A POP-UP TURNED PERMANENT RAMEN JOINT

THE CURRENT LANDSCAPE

STORE	TYPE	LOCATION
TOMORROW BOOKSTORE	NEW, GENERAL INTEREST	DOWNTOWN
INDY READS	USED, NON-PROFIT, GENERAL INTEREST	FOUNTAIN SQUARE
BEYOND BARCODES	NEW, SPECIAL INTEREST	EAST SIDE
WHISPERING SHELF	NEW, GENERAL INTEREST	POP-UP
UJAMAA COMMUNITY BOOKSTORE	NEW, SPECIAL INTEREST	RIVERSIDE
FIRST EDITION RARE BOOKS	USED, RARE	DOWNTOWN



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THE STRATEGY

APPEALING TO LOCALISM AND COMMUNITY

THE MODEL

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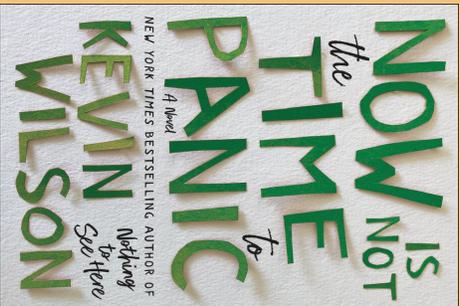
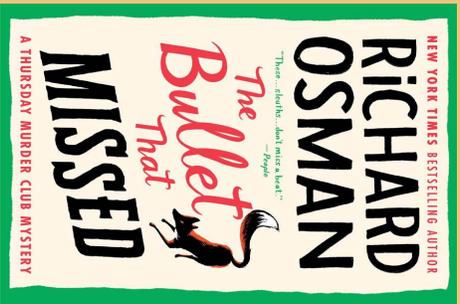
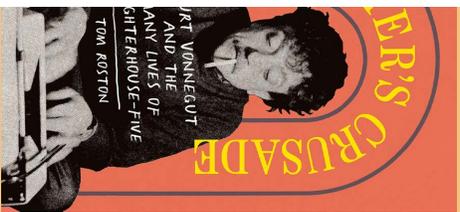
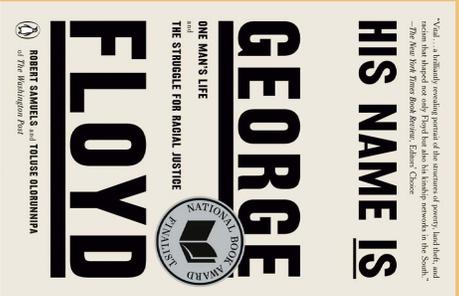
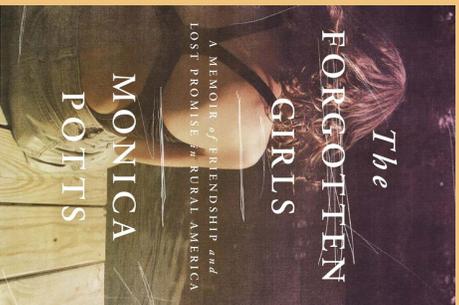
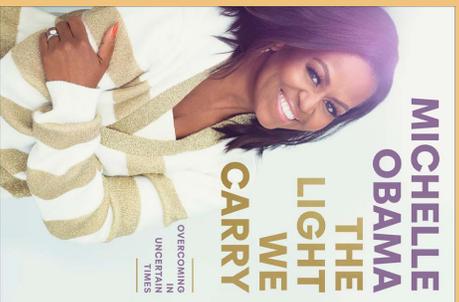
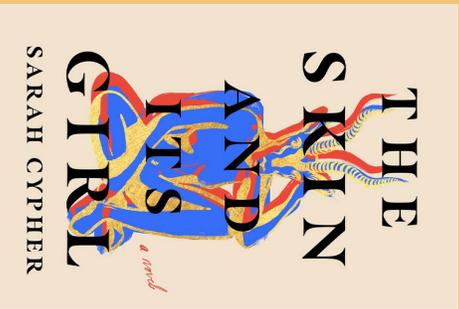
1. **CURATED AND RELEVANT NEW BOOKS**
2. **PREMIER SPACE FOR LITERARY EVENTS**
3. **HOSTING AND FACILITATING BOOK CLUBS**
4. **LOCAL BRAND PARTNERSHIPS**
5. **LOCAL CRAFT COFFEE AND TEA**
6. **E-COMMERCE ENABLED**

THE CATALOG

TOMORROW BOOKSTORE WILL PRIMARILY SELL **NEW BOOKS**, SUPPLEMENTED WITH LIGHTLY USED INVENTORY, CRAFT COFFEE AND TEA, LOCAL ART AND OTHER MERCHANDISE.

OUR FOCUS IS ON CURATING A SELECTION OF RELEVANT AND IN-DEMAND BOOKS ACROSS A **VARIETY OF GENRES**.

WE ARE CULTIVATING RELATIONSHIPS WITH BOTH THE “BIG FIVE” AND INDEPENDENT PUBLISHERS TO STAY ON THE PULSE OF **INDUSTRY TRENDS**.



A GLIMPSE INTO THE OPENING CATALOG

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THE LOCATION

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THE LOCATION

1. DOWNTOWN INDIANAPOLIS, MASS AVE
2. 900SF RETAIL SPACE
3. NEAR EXISTING RETAIL CLUSTERS AND BOTTLEWORKS DEVELOPMENT
4. VISIBLE AND ACCESSIBLE



THE STORE

882 MASSACHUSETTS AVE
900SF, DOWNTOWN INDY'S
PREMIER RETAIL CORRIDOR



THE TIMELINE

AUG
LAUNCHED
BUSINESS
PLANNING

OCT
REGISTERED
BUSINESS,
JOINED ABA

NOV
INITIATED
LOCATION
SEARCH

DEC
FUNDRAISE +
BRAND
LAUNCH

FEB
BUILD OUT
SPACE,
INVENTORY

APR
TOMORROW
BOOKSTORE
LAUNCH

2022

2023

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THE NUMBERS

OUR FINANCIALS ARE MODELED WITH **ONE FULL-TIME EMPLOYEE (JULIA), ONE PART-TIME EMPLOYEE AND A SIX-MONTH RAMP-UP PERIOD.**

WE WILL STRIVE FOR EFFICIENCY WHILE MAKING DATA-INFORMED DECISIONS, AND FOLLOW INDUSTRY BEST PRACTICES TO OFFSET A LOW-MARGIN RETAIL BUSINESS.

TOMORROW BOOKSTORE WILL ALSO OFFER **HIGH-MARGIN ITEMS, HOST CURATED EVENTS, AND CREATE A WELCOMING SPACE** TO DRIVE REPEAT CUSTOMERS.

FINANCIALS

	2023	2024	2025
REVENUE	\$63,000	\$222,200	\$248,000
GROSS MARGIN	48% (no labor costs)	32%	28%
NET PROFIT	\$1,900	\$13,500	\$11,800

T 3 YEAR PROJECTIONS

T STARTUP COSTS (TAB #2)

T MONTHLY BREAK-EVEN BUDGET (TAB #1)

T FULL BUSINESS PLAN

[CLICK LOGOS FOR MORE](#)

INVEST IN TOMORROW

WE ARE RAISING \$30,000 TO LAUNCH TOMORROW BOOKSTORE IN 2023.

TOMORROW BOOKSTORE WILL NOT ONLY SELL BOOKS, WE WILL SELL THE PROMISE OF A FUTURE FILLED WITH ADVENTURE, CURIOSITY AND UNDERSTANDING.

A FUTURE FOR OURSELVES AND OUR CITY SHAPED BY OUR STORIES.

WE ARE ASKING YOU TO HELP MAKE THAT FUTURE A REALITY BY INVESTING IN THE POWER OF STORYTELLING – THE POWER OF TOMORROW.



THE DETAILS

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THE DETAILS

1. **\$30K FUNDRAISE (INVESTMENT)**
2. **\$25K OWNERS INVESTMENT**
3. **RAISED FUNDS GO PRIMARILY TO INVENTORY***
4. **COMPETITIVE INTEREST RATE RETURN FOR DEBT INVESTORS**

JAKE@TOMORROWBOOKSTORE.COM FOR MORE

*NEW BOOK INVENTORY IS A FULLY RETURNABLE ASSET

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TOMORROW AND TOMORROW AND TOMORROW CREEP IN THIS PETTY PACE FROM DAY TO DAY.

MACBETH, ACT V SCENE V

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APPENDIX

RAFFAELLI (HARVARD BUSINESS SCHOOL)

- “REINVENTING RETAIL: THE NOVEL RESURGENCE OF INDEPENDENT BOOKSTORES” BY DR. RYAN RAFFAELLI EXAMINES HOW COMMUNITY-BASED BRICK-AND-MORTAR RETAILERS CAN ACHIEVE **SUSTAINED MARKET GROWTH** IN THE FACE OF ONLINE AND BIG BOX RETAIL COMPETITION.
- **COMMUNITY, CONVENING, AND CURATION** ARE THE THREE “C”S THAT HAVE LED TO THE INDEPENDENT BOOKSTORE RESURGENCE.



ABA ABACUS REPORT 2021

- THE AMERICAN BOOKSELLERS ASSOCIATION'S ABACUS 2021 REPORT HAS INFORMED AND DRIVEN TOMORROW BOOKSTORE'S FINANCIAL STRATEGY AND BUSINESS PLAN

- "A FREE ANNUAL REPORT [...] HIGHLIGHTING HOW YOUR STORE COMPARES TO OTHER STORES IN A RANGE OF AREAS, INCLUDING PROFITABILITY, PRODUCTIVITY, AND FINANCIAL MANAGEMENT."

- "USING THE ABACUS REPORT IS LIKE ADDING A FINANCIAL OFFICER TO YOUR STAFF. IT CLEARLY HIGHLIGHTS AREAS THAT NEED IMPROVING AND AREAS IN WHICH YOUR STORE IS SUCCEEDING."

ABACUS
A Financial Benchmarking Report

ABACUS is an opportunity for stores to shift from the fighting mode to the prevention mode. Using ABACUS as a guide, stores can stop and look at their business through this lens to find savings and leverage data.

A customized report will tell you:

- 1 How is your cost of labor? Are you getting the best discounts?
- 2 Are you claiming all the co-op you are entitled to?
- 3 How are your expenses as compared to your peers?
- 4 Are you paying your employees properly? Is your payroll too high or too low?

A customized report can be used as:

An Advocacy Tool	A Financial Tool
Schools Educators choose on local issues and report on how they differ from Abacus.	Profitability Identify areas and opportunities to improve their profitability.
Government Go to lobby for legislation that will benefit small business, specifically independent booksellers.	88B Support Identify areas where an owner can return to the employee support.
Publishers Educators publishers about independent bookstores' financial terms and meaningful support for bookstores.	Occupancy Educators landlords and developers about a bookstore's during lease negotiations or against cost prohibitive rents.

Filling out the ABACUS survey will pay off exponentially for your business.

Tips for submitting your ABACUS:

- 1 Have your tax return and year-to-date Z report from your POS handy.
- 2 Allow about 45 minutes to complete. Or, if you spend to minutes a day, you will finish in 5 days. *Cheaps save substantially.*
- 3 Ask for help! Call PK at 914.406.7315 or Sophie at Industry Insights at 280.215.1155 if you are stuck.

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