



OFFERING MEMORANDUM

facilitated by



J&J Pizza, llc

FORM C

OFFERING MEMORANDUM

Purpose of This Form

A company that wants to raise money using Regulation Crowdfunding must give certain information to prospective investors, so investors will have a basis for making an informed decision. The Securities and Exchange Commission, or SEC, has issued regulations at 17 CFR §227.201 listing the information companies must provide. This form – Form C – is the form used to provide that information.

Each heading below corresponds to a section of the SEC’s regulations under 17 CFR §227.201.

(A) The Company

Name of Company	J&J Pizza, llc
State of Organization	VA
Date of Formation	12/11/2023
Entity Type	Limited Liability Company
Street Address	22455 Davis Dr Ste 120, Sterling VA, 20164
Website Address	https://jandj pizzadm.com/

(B) Directors and Officers of the Company

Key Person	Leland Rogan
Position with the Company	
Title	Co-owner
First Year	2023
Other business experience (last three years)	<i>Co-owner, operations manager (Crooked Run Fermentation, 7/13-present)-- handling operations, events, HR, overseeing accounts, and construction.</i>

Key Person	Jacob Endres
Position with the Company	Co-owner
Title	2023
First Year	
Other business experience (last three years)	<i>Co-owner, production manager (Crooked Run Fermentation, 7/13-present)-- handling production of beer, branding, advertising, and distribution for a brewery with three locations.</i>

(C) Each Person Who Owns 20% or More of the Voting Power

Name of Holder	% of Voting Power (Prior to Offering)
Leland Rogan	50%
Jacob Endres	50%

(D) The Company's Business and Business Plan

Location

The Union Market neighborhood is already on everyone's radar, with international restaurant superstars like Keith McNally and Stephen Starr opening up new spots in Union Market within the year. What the neighborhood doesn't have is a great New York style pizza or join, or many inexpensive dining options. We aim to offer both with J&J.

- The neighborhood's existing pizzerias are either highly specialized and unavailable for delivery (Stellina with Neapolitan pizza) or offer pizza not as the main attraction (Bidwell).
- J&J has a guaranteed opening date of February 2024, and will be there early enough to catch the wave and achieve popularity and a loyal customer base before any new entries.

Intended Use of Funds

Our target is to raise \$200k-\$300k which will give us the financial support we need to streamline operations and build the brand

- Initial Equipment Purchase (Oven, Mixer, Flatware)
- Working Capital
- Equipment purchase for a second location
- Branding/ Advertising: Printed Materials, Product Giveaways, Digital Ads, Deliver App Promotions

The Team

Julian Addison,

Julian Addison has been working alongside his older brother Gerald, head chef and owner of Grazie Nonna, making some of the best pizzas in the city and cranking out over 1400 pies a week.

The student has, in Gerald's own words, surpassed the master, and Julian will be bringing his knowledge and personal flair to the menu as well as a dedication to consistent quality. Pizza cannot be great if it isn't 100% reliable, and Julian will be present to ensure the kitchen team is putting out the best representation of the menu.

Julian is also an avid craft beer fan and enjoys visiting breweries in his spare time. In addition to the regular menu, he is beyond excited to create some amazing specialty pies to pair with special beer releases, like an Oktoberfest-themed pizza or elote pizza for Cinco De Mayo to pair with Mexican lager.

Jake Endres & Lee Rogan, Co-Owners

Jake Endres and Lee Rogan: Co-owners of Crooked Run Fermentation, Daybreak Kitchen & Biscuit Co, Nectar Cocktail Bar. Jake and Lee have over a decade in craft beer and hospitality, and four years of restaurant management experience. The pair started Crooked Run with money raised via Kickstarter at age 26, and took crowdsourced funds of less than a used Camry and turned it into a business with a combined revenue of over \$3 million a year.

Jake has also experimented for years with home pizza making, and has already demonstrated ample ability to turn his passion for homebrewing into a booming business. He brings a natural talent for marketing and reading the pulse, and will handle both kitchen operations and growing the brand into a name to be reckoned with.

Lee Rogan, formerly one of the youngest project managers for Balfour Beatty Construction, left to found Crooked Run ten years ago. Since then, he's overseen four different start-ups, handling construction, logistics and operations in a company that has grown to 50 employees. Lee's attention to detail and meticulous planning will ensure the business is handled well, from opening to growing and building additional locations in the DMV.

Menu

J&J will offer a fun menu of whole pies, pizza by the slice, wings, and other shareables that is easy to grasp, but also creative and playful.

- The pizza is NY style, made with a 48 hour cold-fermented dough, with a thin crust that is both crispy and has a satisfying chew.
- The ingredients are sourced from all the best purveyors in the biz--you know what they say, "better ingredients, better pizza?" It's true.
- Order a whole specialty pie or keep it simple with a slice of pepperoni and sausage and pepper. Classic pizza toppings are available alongside more outside-the-box pizzas like creamed kale (to die for) and jalapeno Hawaiian.
- The menu also offers up wings in a variety of sauces and dry rubs, as well as other shareables. Nothing is more classic than pizza and beer except pizza and wings, and our hot wings go from traditional Buffalo to sweet and spicy offerings like mango habanero.

Our Story

J&J Pizza is the newest and best pizza in DC, coming soon to Union Market.

- An exciting collaborative project between some big names in the DMV restaurant scene, J&J offers a dynamic and delicious menu of New York style pizza, pizza by the slice, and wings that blow away anything you'll find at any chain restaurant.
- Located in a shiny, brand new space in DC's hottest neighborhood, J&J will offer expertly

crafted pizza within a 90 seat (+30 outdoor) restaurant and taproom shared with Crooked Run Fermentation, one of the DMV's star breweries.

For more information, please refer to the Page View included with this filing.

(E) Number of Employees

The Company currently has 2 employees. The Company may hire or discharge employees in the future to meet its objectives.

(F) Risks of Investing

A crowdfunding investment involves risk. **YOU SHOULD NOT INVEST ANY FUNDS IN THIS OFFERING UNLESS YOU CAN AFFORD TO LOSE YOUR ENTIRE INVESTMENT.** In making an investment decision, investors must rely on their own examination of the issuer and the terms of the offering, including the merits and risks involved. Please review the [Educational Materials](#) for risks that are common to many of the companies on the MainVest platform.

THESE SECURITIES ARE OFFERED UNDER AN EXEMPTION FROM REGISTRATION UNDER FEDERAL LAW. THE U.S. SECURITIES AND EXCHANGE COMMISSION (THE "SEC") HAS NOT MADE AN INDEPENDENT DETERMINATION THAT THESE SECURITIES ARE EXEMPT FROM REGISTRATION. THE SEC HAS NOT PASSED UPON THE MERITS OF THE SECURITIES OR THE TERMS OF THE OFFERING, AND HAS NOT PASSED UPON THE ACCURACY OR COMPLETENESS OF THE OFFERING DOCUMENTS OR LITERATURE.

THESE SECURITIES HAVE NOT BEEN RECOMMENDED OR APPROVED BY ANY FEDERAL OR STATE SECURITIES COMMISSION OR REGULATORY AUTHORITY. FURTHERMORE, THESE AUTHORITIES HAVE NOT PASSED UPON THE ACCURACY OR ADEQUACY OF THIS DOCUMENT.

Please refer to Appendix A for additional risks to consider when investing in this offering.

(G) Target Offering Amount and Offering Deadline

Target Offering Amount	\$200,000
Offering Deadline	February 16, 2024

If the sum of the investment commitments does not equal or exceed the Target Offering Amount as of the Offering Deadline, no securities will be sold in the offering, investment commitments will be canceled, and all committed funds will be returned. The Company may extend the Offering Deadline and shall treat such an extension as a material change to the original offer and provide Investors with notice and opportunity to reconfirm their investment in accordance with Section (K) of this Memorandum.

(H) Commitments that Exceed the Target Offering Amount

Will the Company accept commitments that exceed the Target Offering Amount?	Yes
What is the maximum you will accept in this Offering?	\$400,000
If Yes, how will the Company deal with the oversubscriptions?	We will accept subscriptions on a first-come, first-served basis.

(I) How the Company Intends to Use the Money Raised in the Offering

The Company is reasonably sure it will use the money raised in the offering as follows:

Use	Amount (Minimum)	Amount (Maximum)
Equipment Purchase	\$60,000	\$120,000
Advertising	\$46,000	\$92,000
Operating Capital	\$80,500	\$161,000
Mainvest Compensation	\$13,500	\$27,000
TOTAL	\$200,000	\$400,000

The amounts listed estimates and are not intended to be exact description of the Company's expenditures. Exact allocation and use of funds may vary based upon legitimate business expenditures and economic factors.

(J) The Investment Process

To Invest

- Review this Form C and the [Campaign Page](#)
- If you decide to invest, enter an amount and press the Invest button
- Follow the instructions

TO CANCEL YOUR INVESTMENT

Send an email to info@mainvest.com no later than 48 hours before the Offering Deadline or go to the dashboard for your user account to cancel manually. In your email, include your name and the name of the Company.

Other Information on the Investment Process

- Investors may cancel an investment commitment until 48 hours prior to the Offering Deadline.
- MainVest will notify investors when and if the Target Offering Amount has been raised.
- If the Company reaches the Target Offering Amount before the Offering Deadline, it may close the offering early if it provides notice about the new Offering Deadline at least five business days before such new Offering Deadline, absent a material change that would require an extension of the offering and reconfirmation of the investment commitment.

- If an investor does not cancel an investment commitment before the 48-hour period before the Offering Deadline, the funds will be released to the Company upon closing of the offering and the investor will receive securities in exchange for his or her investment.

For additional information about the investment and cancellation process, see the [Educational Materials](#).

(K) Material Changes

In the event the issuer undergoes a material change, the Investor will be notified of such change. The investor will have five (5) business days from the receipt of such notice to reconfirm their investment. IF AN INVESTOR DOES NOT RECONFIRM HIS OR HER INVESTMENT COMMITMENT WITHIN FIVE (5) DAYS OF THE NOTICE OF MATERIAL CHANGE BEING SENT, THE INVESTOR'S INVESTMENT COMMITMENT WILL BE CANCELLED, THE COMMITTED FUNDS WILL BE RETURNED, AND THE INVESTOR WILL NOT BE ISSUED ANY OF THE SECURITIES REFERENCED IN THIS OFFERING.

Explanation

A “material change” means a change that an average, careful investor would want to know about before making an investment decision. If a material change occurs after you make an investment commitment but before the Offering closes, then the Company will notify you and ask whether you want to invest anyway. If you do not affirmatively choose to invest, then your commitment will be cancelled, your funds will be returned to you, and you will not receive any securities.

(L) Price of the Securities

The Company is offering “securities” in the form of revenue sharing notes, which we refer to as “Notes.” The Notes are being offered at their face amount. For example, you will pay \$1,000 for a Note with a face amount of \$1,000.

(M) Terms of the Securities

Overview

The Company is offering “securities” in the form of revenue sharing notes, which we refer to as the “Notes.” The Terms of the Notes are set forth in the Revenue Share Agreement accompanying this Form C in Appendix A. Copies of the Note and Revenue Sharing Agreement are attached to this Form C.

Summary of Terms

Revenue Percentage ¹	3.0 - 6.0% ²
Payment Deadline	2032-12-31
Maximum Payment Multiple ³ - Early Investors - All Other Investors	1.9 x 1.6 x
Sharing Start Date	The first day after disbursement that the company has revenues greater than one (\$1) dollar
First Payment Date	The last day of the calendar quarter ending not less than 90 days after the Sharing Start Date
Seniority	Subordinated
Securitization	Unsecured
Accrual Rate	4.94%

¹ as defined in the note agreement included in Appendix A

² The rate of revenue sharing is calculated on a linear scale with a minimum rate of 3.0% and a maximum rate of 6.0% and is rounded to the nearest 1/10th percent. The final rate is based on the amount raised and is calculated after the offering has successfully closed. As the amount raised in the offering increases, the rate of revenue sharing increases. For example, a hypothetical offering could result in the following revenue sharing percentages, depending on the amount raised:

Amount Raised	Revenue Sharing Percentage
\$200,000	3.0%
\$250,000	3.8%
\$300,000	4.5%
\$350,000	5.2%
\$400,000	6.0%

³ To reward early participation, the investors who contribute the first \$200,000.0 raised in the offering will receive a 1.9x cap. Investors who contribute after \$200,000.0 has been raised in the offering will receive a 1.6x cap.

Your Right to Payments under the Note

Your right to payments under the Note is set forth in the Note, together with a separate document

called the Revenue Sharing Agreement. Copies of the Note and Revenue Sharing Agreement are attached to this Form C. Additionally, general terms are outlined below and in the Company's offering page.

Obligation to Contribute Capital

Once you pay for your Note, you will have no obligation to contribute more money to the Company, and you will not be personally obligated for any debts of the Company. However, under some circumstances you could be required by law to return some or all of a distribution you receive from the Company.

No Right to Transfer

You should plan to hold the Notes until maturity. The Notes will be illiquid (meaning you might not be able to sell them) for at least four reasons:

- The Revenue Sharing Agreement prohibits the sale or other transfer of Notes without the Company's consent.
- If you want to sell your Note the Company will have the first right of refusal to buy it, which could make it harder to find a buyer.
- Even if a sale were permitted, there is no ready market for Notes, as there would be for a publicly-traded stock.
- By law, for a period of one year you won't be allowed to transfer the Investor Shares except (i) to the Company itself, (ii) to an "accredited" investor, (iii) to a family or trust, or (iii) in a public offering of the Company's shares.

Security

The Notes are not secured by any assets of the Company or any assets of persons associated with the Company.

Modification of Terms of Notes

The terms of the Notes and the Revenue Sharing Agreement may be modified or amended with the consent of Investors holding 50% of the Notes, measured by the total amount outstanding under each Note.

Other Classes of Securities

Name of Security	Limited Liability Company Interests
Number of Shares Outstanding	N/A
Describe Voting Rights of These Securities, Including Any Limitations on Voting Rights	N/A
How these securities differ from the revenue sharing notes being offered to investors	Limited Liability Company Interests are an equity interest, whereas Revenue Sharing Notes are a debt obligation of the Company.

Dilution of Rights

The Company has the right to create additional classes of securities, both equity securities and debt securities (e.g., other classes of promissory notes). Some of these additional classes of securities could have rights that are superior to those of the Notes. For example, the Company could issue promissory notes that are secured by specific property of the Company.

The People Who Control the Company

Each of these people owns 20% or more of the total voting power of the Company:

Name of Holder	% of Voting Power (Prior to Offering)
Leland Rogan	50%
Jacob Endres	50%

How the Exercise of Voting Rights Could Affect You

You will receive payments with respect to your Note only if the Company makes enough money to pay you, or, if the Company does not make enough money to pay you, if there is enough value in the collateral the Company pledged as security for the Notes.

The people with voting rights control the Company and make all the decisions about running its business. If they make good business decisions, it is more likely you will be paid. If they make poor business decisions, it is less likely you will be paid. For example, if they hire too many people and/or try to expand too quickly, the business could be harmed. The people with voting rights could also decide to file for bankruptcy protection, making it more difficult for you to be paid.

How the Notes are Being Valued

The Notes are being valued at their face value. We don't anticipate that we'll ever need to place a value on the Notes in the future.

(N) The Funding Portal

The Company is offering its securities through MainVest, Inc., which is a "Funding Portal" licensed by the Securities and Exchange Commission and FINRA. MainVest Inc.'s Central Index Key (CIK) number is 0001746059, their SEC File number is 007-00162, and their Central Registration Depository (CRD) number is 298384.

(O) Compensation of the Funding Portal

Upon successful funding of the Offering, the Funding Portal will receive as the "Revenue Securement Fee"; 4.5% of the amount of the Offering raised by In-Network Users of the Platform plus 9.0% of the amount of the Offering raised by all other investors. "In-Network Users" means a user of Mainvest.com who who have utilized the Company's specified in-network link on the Site.

(P) Indebtedness of the Company

The Company has no indebtedness outside of the debt the Company is expecting to raise through

regulation crowdfunding on MainVest.

(Q) Other Offerings of Securities within the Last Three Years

The Company has not made any offerings with other third-party regulation crowdfunding companies in the past three years.

(R) Transactions Between the Company and “Insiders”

The Company has not entered into any business transactions, including stock Purchases, salaries, property rentals, consulting arrangements, guaranties, or other agreements with any individual identified in Section 227.201 (r)(1)-(4) of Regulation Crowdfunding during the 12 months preceding this Offering.

(S) The Company’s Financial Condition

No other outstanding debt or equity

The capital raised through Mainvest will make up the entirety of the J&J Pizza’s fundraising. However, J&J Pizza may require additional funds from alternate sources at a later date.

Financial liquidity

J&J Pizza has a strong liquidity position due to its high cash reserves as compared to debt and other liabilities. J&J Pizza expects its liquidity position to decline upon raising capital on Mainvest and deploying the capital to grow the business.

Forecasted milestones

J&J Pizza forecasts the following milestones:

- Secure lease in Washington, DC by Jan 1, 2024.
- Hire for the following positions by January 2024: location 1 kitchen team
- Achieve \$624,000 revenue per year by 2025.
- Achieve \$140,000 profit per year by 2026.

(T) The Company’s Financial Statements

Please see Appendix B for historical financial statements.

Pro Forma Income Statement

In order to illustrate its future earning potential, the Company has provided a summary of its - year financial forecast. The forecast has been developed by the Company using reasonable best efforts based on their understanding of the industry and market they wish to enter. Please refer to Section (F) of this Offering Memorandum for a list of the risks associated with an investment in the Company and utilizing any pro forma provided by the Company for making investment decisions.

	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Sales	\$624,000	\$1,400,000	\$1,500,000	\$1,800,000	\$2,000,000
Cost of Goods Sold					
Gross Profit	\$624,000	\$1,400,000	\$1,500,000	\$1,800,000	\$2,000,000
EXPENSES					
Cogs & Operating Expenses	\$595,000	\$1,260,000	\$1,340,000	\$1,584,000	\$1,760,000
Operating Profit	\$29,000	\$140,000	\$160,000	\$216,000	\$240,000

(U) Disqualification Events

Neither The Company nor any individual identified by Section 227.503(a) of Regulation Crowdfunding is the subject of a disqualifying event as defined by Section 227.503 of Regulation Crowdfunding.

Explanation

A company is not allowed to raise money using Regulation Crowdfunding if certain designated people associated with the Company (including its directors or executive officers) committed certain prohibited acts (mainly concerned with violations of the securities laws) on or after May 16, 2016. (You can read more about these rules in the Educational Materials.) This item requires a company to disclose whether any of those designated people committed any of those prohibited acts before May 16, 2016.

(V) Updates on the Progress of the Offering

To track the investment commitments we've received in this Offering, click to see the [Progress Bar](#).

(W) Annual Reports for the Company

The Company will file a report with the Securities and Exchange Commission annually and post the report on our website no later than 120 days after the end of each fiscal year. It's possible that at some point, the Company will not be required to file any more annual reports. We will notify you if that happens.

(X) Our Compliance with Reporting Obligations

The Company has never raised money using Regulation Crowdfunding before, and therefore has never been required to file any reports.

(Y) Other Information Prospective Investors Should Know About

The Issuer may offer "Perks" as a means of showing appreciation to investors for supporting small community businesses. The offering of "Perks" by issuers is done purely on a voluntary basis and have no influence upon the terms of the Offering. As such, Investor "Perks" are not contractual conditions governed by "the Note" and are not enforceable under "the Note".

Additional Information Included in the Form C

	Most recent fiscal year-end (tax returns)	Prior fiscal year-end (tax returns)
Total Assets	\$0	\$0
Cash & Cash Equivalents	\$0	\$0
Accounts Receivable	\$0	\$0
Short-term Debt	\$0	\$0
Long-term Debt	\$0	\$0
Revenues/Sales	\$0	\$0
Cost of Goods Sold	\$0	\$0
Taxes Paid	\$0	\$0
Net Income	\$0	\$0

Jurisdictions in which the Company intends to offer the securities:

AL, AK, AZ, AR, CA, CO, CT, DE, DC, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY, B5, GU, PR, VI, 1V