

INVEST IN BOARDS CHARCUTERIE +

An Organic, Farm to Table Charcuterie Experience Featuring Boards For All Occasions and Diets



boardscharcuterieplus.com Water Mill, NY

Highlights

- 1 First in her class graduate from The Culinary Institute of America. (Hyde Park)
- 2 Recognized as one of Edible East Ends Local Chef Heros.
- 3 Over 20 years working with food and farmers from NYC to the East End of NY.
- 4 Worked at several prestigious NYC venues.

- 5 Has retail locations in place to carry products.
- 6 Been Executive Private Chef to some of America's most prominent billionaires.

Featured Investor



Kendall Chism
Syndicate Lead

Follow

Invested \$6,000

"Investing in Dana is a great honor. Ever since I met Dana 7 years ago she has spoken about opening a place on the East End of Long Island. It's been an incredible privilege to watch this dream become a reality. Dana loves serving people. The way she does that is through food. I have no doubt in my mind that Chef Dana's BOARDS Charcuterie Plus will leave an indelible mark on not only the East End but anywhere she plans to open one of her new concept. Now is the time to watch a true stars rise to the top. Join all of us in supporting Dana whose main goal is teaching and feeding people with health and longevity at the forefront of her business. "

Our Founder



Dana Minuta Executive Chef & Proprietor

BOARDS: Charcuterie +



Chef-Crafted, Nature-Inspired

About Us



Chef Dana's boards, including meat, cheese, crudité's, and seafood, have been popular among prominent UHNW individuals for over 20 years. BOARDS, a new charcuterie booked and catering kitchen in Water Mill, will open in May 2024, offering her edible creations to the public.



The facility will be known for its quick kitchen non-ansul system cooking using ventless convection ovens and induction burners, making it a cutting-edge sustainable commercial kitchen. The restaurant is known for its "Quick Kitchen" concept, attracting landlords with its innovative approach.

2

Chef Dana Minuta's Experience in Hamptons Food Scene



01

Graduated from CIA, alumnus of NYC's Gramercy Tavern, and 2008 Edible East End's Local Chef Hero award winner.

02

Former owner of a farm-to-table yacht provisioning company in Sag Harbor.

03

Expert in ingredients and hospitality, collaborating with farmers, fishmongers, and food producers on Long Island's east end.

04

Executive chef for world's most prominent billionaires, specializing in cooking, menu development, and managing culinary teams.

3

BOARDS' Revenue Sources



Major revenue from pickup, delivery, and special events.



Open Monday–Saturday from 11 a.m.–8 p.m.

Offers handcrafted boards, uncured pasture-raised nitrate free charcuterie, artisanal cheeses, local produce, and hand made condiments and dips.



Offers onsite and offsite catering of our boards, but also other Chef Dana creations.

Can accommodate private events and small group cooking classes with Chef Dana.



4

Our Goal



- ✓ Our goal is to be The place where visitors and hamptonites alike order all their boards and catering for all events, rather formal or informal, rather business or personal. We are they place they swing by and do a pick up or we can deliver to the requested home or hotel.
- ✓ We will be partnering with several local establishments to carry our boards for retail purchase. Our purveyors may include, but are not limited to:

- The Green Thumb
- The Seafood Shop
- Southampton Market
- Cavaniola's Gourmet
- Open – Minded Organics
- Brooklyn Cured Meats
- Prince Abou's Butchery
- Baldor
- WB Cheese

5

Business Concept



- BOARDS Inc. is an innovative farm-to-table experience, specializing in sustainable grazing boards.
- Led by Chef Dana Minuta, it offers a range of artisanal charcuterie, crudité's, and baked goods, all crafted from locally-sourced ingredients.
- BOARDS combines culinary artistry with a commitment to environmental stewardship and community engagement.

Business Concept

- Farm-to-table and organic food delivery.
- Specializes in high-quality, sustainable grazing boards.
- Targets health-conscious consumers.

Founder's Profile

- Chef Dana Minuta, 20+ years of culinary experience.
- CIA graduate, experience with prestigious NYC venues.
- Recognized as 2008 Edible East End's Local Chef Hero.

6

Market Trends



GLOBAL FARMING AS A SERVICE MARKET: \$3.623 BILLION IN 2022.



CAGR OF 14.8% FROM 2023 TO 2030.



EMPHASIS ON QUALITY, LOCAL PRODUCE, AND COMMUNITY-BASED DINING.

TAM
54 Billion \$

SAM
11.4 Million \$

SOM
3.42 Million \$

Problems



Time Constraint in Accessing Quality Meals



Scarcity of Convenient, Healthy Food Options



Demand for Diverse Culinary Experiences



Lack of Sustainable and Ethical Food Choices



Limited Offerings for Varied Social and Business Contexts



Seasonal Fluctuations in Customer Base

Solution

Farm-to-Table Grazing Boards

- Diverse range: Charcuterie, Crudité, Fruit, and Baked Goods.
- Focus on sustainable, high-quality ingredients.

Convenient and Time-Efficient

- Pickup and Delivery.
- Quick service tailored for busy professionals.

Expert Culinary Leadership

- Chef Dana Minuta's 20+ years of experience.
- Gourmet offerings with exceptional quality.

Local Sourcing and Partnerships

- Collaborations with local farmers and artisanal producers.
- Fresh, hormone-free, pesticide-free ingredients.

Educational and Community Engagement

- Cooking classes and special events.
- Promoting awareness of sustainable eating.

Board Types

Charcuterie Boards

- Artisanal and hormone-free cured meats.
- Variety of cheeses, including dairy-free options.
- Accompaniments: Mustards, pickles, olives, honey.

Crudité Boards

- Fresh, locally-sourced seasonal vegetables.
- Homemade dips: Hummus, ranch, etc.

Fruit Boards

- Assortment of seasonal fruits.
- Nuts and dried fruits for added texture.

Baked Goods Boards

- Selection of artisanal breads (gluten-free available).
- Pastries and sweets with natural ingredients.

Specialty Boards

- Fresh local seafood options.
- Vegan and vegetarian-friendly choices.
- Themed boards for special occasions.

Demographic

- **Median Age:** Mature demographic with a median age of 50.9 years.
- **Economic Profile:** Median household income at \$162,396, with key industries in Professional Services, Finance, and Health Care. Slight decline in income, yet indicates affluent community.
- **Real Estate:** High property values (median \$1.64M) and homeownership rate (91.5%).
- **Lifestyle:** Majority work from home; average commute time is 16 minutes.
- **Diversity:** 15.6% foreign-born population, military veterans mainly from the Gulf War era.
- **Health and Welfare:** Low poverty rate (5.16%) and high health coverage (94.9%).

East End of Long Island demographics present a mature, affluent community with disposable income and a lifestyle conducive to quality dining experiences, aligning well with BOARDS' offerings. The work-from-home trend suggests potential for frequent dine-out or delivery orders, capitalizing on the community's economic stability and preference for premium services.

Digital Presence

Mobile App

- Intuitive UI/UX for easy navigation.
- Personalized board selection & customization.
- Streamlined ordering and secure payment gateway.
- Exclusive offers and loyalty program integration.
- Real-time order tracking and push notifications.
- Review system and customer feedback mechanism.
- Features for reservations and social sharing.
- User profiles for managing preferences and order history.

Website

- Engaging homepage with easy navigation.
- Detailed menu with customizable orders.
- Online ordering and reservation system.
- Special offers and loyalty signup.
- Customer reviews, ratings, and live chat support.
- Blogs, articles, and newsletter subscription for engagement.
- Accessible design, privacy, and security focused.
- Responsive and SEO-optimized for better reach.

Customer Journey



Roadmap



Forward-looking statements are not guaranteed.

Partners



These partnerships provide BOARDS with additional sales channels outside of their primary location, extending their market reach.

They align BOARDS' products with other high-quality, trusted brands, enhancing credibility and broadening customer exposure.

Green Thumb	The Seafood Shop	Southampton Market
Cavaniola's Gourmet	Open-Minded Organics	Brooklyn Cured Meats
Prince Abou's Butchery	Baldor	WB Cheese

- **Relationship Building:** Developing strong, long-term relationships with suppliers to ensure reliability and consistency in supply.
- **Quality Checks:** Regular quality assessments of incoming supplies to maintain high standards.
- **Inventory Management:** Efficient inventory management practices to balance supply with demand, reducing waste and ensuring freshness.

15

Revenue Streams



Pickup and Delivery Boards

- Variety of grazing boards.
- Premium pricing, average \$125/order.

Catering Services

- Catering for external events.
- Pricing based on event size and menu.

Board Subscription Boxes (Year 2 Onwards)

- Regular delivery of selected boards.
- Subscription pricing for convenience and value. 15% discount in subscriptions.

16

SWOT



Strengths:

- Unique farm-to-table concept focusing on sustainable grazing boards.
- Chef Dana Minuta's renowned culinary expertise.
- Prime location in affluent Water Mill, NY.
- Strong ties with local farmers and suppliers.

Weaknesses:

- New in the market, lacking brand recognition.
- Revenue dips due to seasonal fluctuations.
- Limited capacity of 150 boards daily.

Opportunities:

- Rising demand for sustainable, local food.
- Scope to integrate technology for efficiency.
- Expansion into event catering.
- Potential for franchising.

Threats:

- Competition from established and new restaurants.
- Vulnerability to economic downturns.
- Risks in supply chain dependency.
- **Action:** Regularly analyze competition, adapt as necessary, and diversify suppliers.

17

Customer Groups



Health-Conscious Professionals

Characteristics: This group consists of working professionals who are keen on maintaining a healthy diet amidst their busy schedules. They value quick, nutritious meals and are often interested in wellness and fitness.

Needs: They look for convenient dining options that don't compromise on

Affluent Residents and Visitors

Characteristics: This segment includes wealthy individuals residing in or visiting the Water Mill area. They have a taste for luxury and unique dining experiences and often entertain guests or clients.

Needs: High-quality, exclusive dining experiences with premium ingredients, an upscale ambiance, and exceptional

Event Planners and Corporate Clients

Characteristics: These are professionals organizing events like corporate gatherings, weddings, and parties. They require reliable and high-quality catering services.

Needs: Diverse and customizable catering options that can be tailored to various event types and sizes. They value

nutritional value. This includes healthy grazing boards, options for dietary restrictions, and efficient service for takeaway or delivery.

customer service are essential for this group.

presentation, quality, and punctuality.

The total number of potential customers for our business in East End of Long Island, NY and the surrounding areas is estimated to be between 30,000 and 50,000 people.

18

Unique Selling Point



Farm-to-Table Concept
With a Focus on
Grazing Boards



Culinary Expertise of
Chef Dana Minuta



Sustainable and
Ethical Sourcing



Strategic Location in
Water Mill, NY



Customizable Dining
Experiences



Innovative Use of
Technology



Dedication to
Community and
Education

19

Market Penetration



Local
Community
Engagement

Collaborative
Marketing
Campaigns

Innovative
Online Presence

Targeted Loyalty
Programs

Seasonal and
Themed
Promotions

Customer
Referral
Programs

Corporate
Partnerships

Interactive and
Educational
Initiatives

Public Relations
and Media
Outreach

20

Chef



Chef Dana Minuta's experience and contributions are integral to the identity, operations, and success of BOARDS Inc., positioning it as a distinguished establishment in the competitive culinary



First-Class Graduate from the Culinary Institute of America (CIA)

Experience at NYC's Gramercy Tavern

One of the Edible East End's Local Chef Heroes

Owner of a Farm-to-Table Yacht Provisioning Company in Sag Harbor



Unit Analysis



ARPC (Annual Revenue Per Customer) = \$500 (Average 4 orders per year)

CLV (Customer Lifetime Value) = \$250 (as profit)

CAC(Customer Acquisition Cost) Threshold = \$62.5 per customer

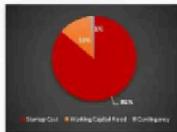
Average Price Per Board = \$125

Customer Lifetime = 2 years (Average)

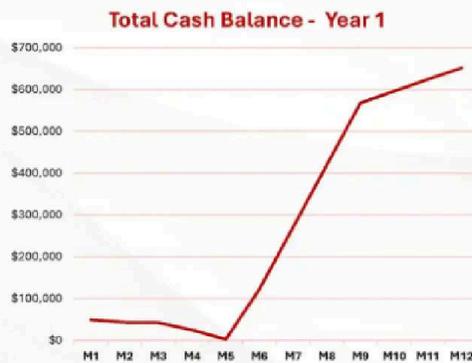
Investment Need



Startup Cost	\$146,500
Working Capital Need	\$23,223
Contingency	\$277
Total Investment Need	\$170,000



Activities	Cost
Legal, Licensing, Permits, Insurance	\$5,000
Build-Out	\$40,000
Kitchen Equipment	\$30,000
Rent Deposit	\$34,500
Initial Inventory	\$10,000
Web Design	\$3,000
Refrigerated Delivery Van	\$12,000
Menu/packaging/shipping development	\$10,000
Preopening Marketing and P&R	\$5,000
Total	\$149,500
The activities Completed	\$3,000
Remaining Investment Need	\$146,500

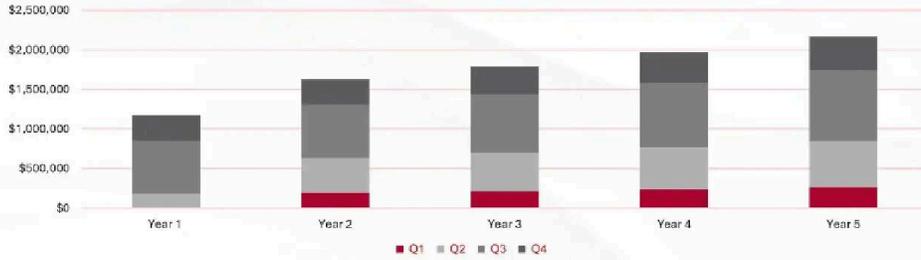


Forward-looking projections are not guaranteed.

Revenue Growth



Revenue Distribution



	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Board Revenue	\$1,170,000	\$1,627,500	\$1,790,250	\$1,969,275	\$2,166,203
Number of Board Sold	7,800 boards	10,850 boards	11,935 boards	13,129 boards	14,441 boards
Daily Board Sold	46 boards	35 boards	38 boards	42 boards	46 boards

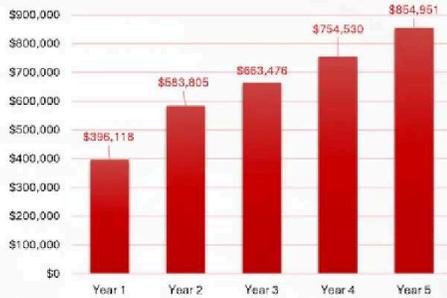
24

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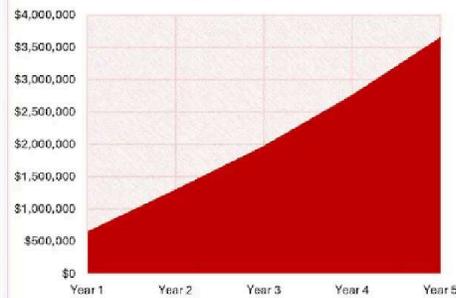
Profitability / Cash Position



Net Profit



Cash on hand



25

Forward-looking projections are not guaranteed.

Sensitivity Analysis



	Year 1	Year 2	Year 3	Year 4	Year 5
Best Case	739,904	1,070,715	1,210,306	1,364,202	1,533,849
Status Quo	560,664	821,341	935,995	1,062,459	1,201,932
Worst Case	381,424	571,967	661,683	760,716	870,015

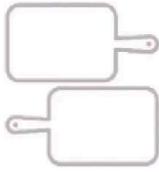
- ✓ According to our financial plan, our initial investment will be enough for the worst case scenario. This shows our resilience.
- ✓ We can expand business with any additional investment in the worst case scenario.

Sensitivity Analysis - Earnings Before Taxes



Forward-looking projections are not guaranteed.

THANK YOU



BOARDS
CHARCUTERIE +

