



10Below Ice Cream

The Original Rolled Ice Cream Shop

Established July 2015

F3-8
YEAR





COSMOPOLITAN.COM

**THE MESMERIZING
NEW ICE CREAM
TREND YOU WILL WANT TO
WAIT IN LINE FOR**







What is 10Below Ice Cream?

10Below Ice Cream has revolutionized the way people think about dessert. In our digitally-savvy world, consumers now expect more beyond exceptional taste and thrive on the art of presentation. 10Below Ice Cream is a feast for the eyes and taste buds, crafting each made-to-order dessert creation with innovative presentation and unexpected flavors. As the first rolled ice cream parlor, our unique ice cream making process created an uncharted path of exploration in the quick service dessert industry of how people

experience desserts. Our commitment to customers is to produce each customized order with the highest quality of ingredients with an eye for

presentation waiting to be captured on camera.

Since 2015, 10Below Ice Cream has been 100% family owned and has rapidly grown as a national brand with locations in New York, Philadelphia and Los Angeles (coming soon). Our optimized growth strategy and operationally efficient business model allows us to quickly expand without compromise to product quality. This approach has led to six homegrown 10Below operations with success attributed by our feverish followers through social media engagement.



"Made from the freshest ingredients with love."

Leadership Team

Wilson



Strategy and Planning

Strategic Advisor for business development, experience in real estate startups. Pharmacist by trade. Married to Jennifer

"I'll Set it Up"

David



Dev and Expansion

Project lead for expansion, licensed real estate agent, Involved in family-owned business for 15 years. Richard's college best friend

"I'll Build it"

Richard



CEO and Creative

Dessert innovator, oversees new product development and finance. Accountant by trade and ice cream connoisseur. Wilson's brother.

"I'll Make it"



Jennifer

Brand and Marketing

Brand, marketing, and communications advisor, develops media content and strategic partnerships. Senior consultant at Text100.



Joseph

CFO and Strategic

Manages financials and risk management. Spearheads the Franchise strategy. Fraternity brother.

"I'll Pay for it"



Our Brand

10Below Ice Cream is more than just ice cream. We envisioned a brand that invites today's digital natives to engage with us for an on- and offline dessert experience which starts before our patrons ever step foot inside our doors thanks to the power of digital media. We're the dessert brand that wants to be more than just an afterthought to your dinner plans. Dessert for dinner? We get you. Your significant other is mad because the first thing you see in the morning is us as you scroll through your Instagram feed? We understand.

Our combined expertise in digital marketing and integrated communications has organically led to 60,000+ Instagram followers, 15,000+ Facebook likes and strategic partnerships with leading lifestyle brands like Samsung, Marie Callendar's and Bravo's Andy Cohen, Martha Stewart Living, Chips Ahoy, Harper's Bazaar x Fendi and more. We're an entity trying to rethink the dessert industry and invite the world to get a taste of our vision through our social channels and in-store experiences.



4.5 Star Rating



2,400+ Reviews



60,000+ Followers



15,000+ Likes

EATER

Summer's Craziest Ice Cream



Partnerships and Catering

We provide full service catering with full customization and flexibility with our clients. Custom setups and flavors ranging from *Infiniti* Black Velvet ice cream to fully built concession stands At *Maybelline* product launch parties.



Gross Margin per Event: ~70%
Average Event Price: \$1,900
Total Events: 53
Total 2017 Revenue: \$104,074

Events that we have done:

NY Mag Wedding Show, *Gucci* Employee Appreciation Day,
Fisher Brothers 50 story Tenant Appreciation Day,
Infiniti New York Auto Show, *The Quail*, A Motorsports Gathering,
Spotify Holiday Party, *GAP* Employee Appreciation Day,
Wedding at the *Metropolitan Club*, Bat Mitzvah at *Capitale*



Time Out The Best Ice Cream in NYC



Notable Clients

We have proudly served 100's of events ranging from birthday parties to autoshows and at venues ranging from backyards to the Javitz Center. We fully customize our setup and offering to your needs.

Martha Stewart Living Magazine

Magnitude Capital LLC

Geneva Home Fashion

Reebok x Les Mills Launch Party

Infiniti - NY Auto Show & Motorsports

Gathering, CA

Allen & Overy LLP

Taboola Advertising

Greenberg Traurig LLP

Gucci Corporate Office

Duval & Stachenfeld LLP

Fisher Brothers Realty – 4 High Rise Buildings

EMM Group LLC

AdColony Corporate Office

Gap Inc. Corporate Office

McGuffin Films

Daily Motion News

Nicopanda at *Urban Outfitters*

Harpers Baazar with Fendi

BLDG Management

Gilder, Gagnon, Howe & Co.

Maybelline – Gigi Hadid Makeup Launch

Bar Mitzvah at *City Winery*

Wedding at *Mandarin Oriental*

Bat Mitzvah at *Capitale*

Wedding at *Pierre Hotel*

Retirement Party at *Metropolitan Club*

Google NY Corporate Office



Opportunities for Growth



Q4 2018 – 10Below Dessert Bar – Innovative Concept for Ice Cream Parlor

Liquor license in process for an alcohol Infused ice cream and beverage pairing

Spring 2019 – Licensing and Franchising

Full operating and licensing agreement in development

Q1 2019 – JV with HaiDiLao Hotpot

HDL is a well known brand in mainland China. They have aggressive growth plans in the US. They are looking for young hip brands to partner with to increase foot traffic to their stores.

Further Expansion – Food Courts, International Licensing





Growth Strategy

Focus on "Sunshine" states which are business friendly with low fixed and variable costs. Net Margins should increase significantly in lower cost states.

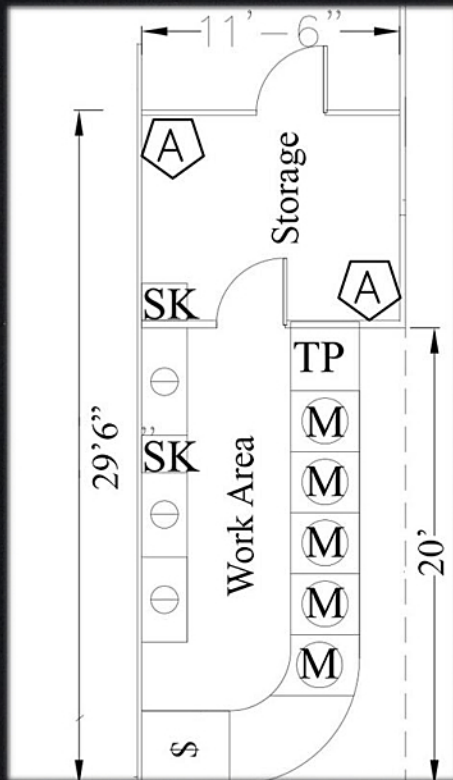
| City | State | Minimum Wage | Restaurant Price Index |
|-------------|-------|--------------|------------------------|
| New York ** | NY | \$15.00 | 100 |
| Los Angeles | CA | \$12.00 | 82.39 |
| San Antonio | TX | \$7.25 | 59.96 |
| Albuquerque | NM | \$7.50 | 67.87 |
| Tampa | FL | \$8.25 | 70.37 |
| Raleigh | NC | \$7.25 | 70.46 |
| Dallas | TX | \$7.25 | 70.5 |
| Austin | TX | \$7.25 | 71.27 |
| Charlotte | NC | \$7.25 | 72.48 |
| Atlanta | GA | \$5.15 | 74.11 |
| Las Vegas | NV | \$8.25 | 74.31 |
| Denver | CO | \$10.20 | 74.62 |
| Houston | TX | \$7.25 | 77.51 |
| New Orleans | LA | \$7.25 | 81.36 |
| Richmond | VA | \$7.25 | 87.73 |
| Miami | FL | \$8.25 | 89.37 |
| Washington | DC | \$12.50 | 89.65 |

** Current
Corporate Stores



Prototype Kiosk Store

Because of 10Below's streamline design. We can efficiently utilize small spaces and still maintain a high product standard. We have created a completely paperless operation and inventory management system which helps use further reduce the space needed.



388 Sqft Kiosk in Queens Crossing Mall
Full Store Production capable
\$1,834/sqft since opening
Capable of serving 700+ unique orders per day



YAHOO! We Tried the Ice Cream People Are Waiting Hours for

