

Alex's Awesome Sourdough is not accepting investment.

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Alex's Awesome Sourdough

San Anselmo, CA 94960

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Early Investor Bonus: The investment multiple is increased to 1.7x for the next \$150,000 invested.

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## THE PITCH

Alex's Awesome Sourdough is seeking investment to fund the expansion from 3,500 to 7,000 grocery loca that is made with naturally fermented sourdough and topped with the best organic ingredients.

Generating RevenueExpanding Location

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## OUR STORY

When Alex developed an autoimmune condition in 2016, he turned to nutrition in hopes to heal. After mon modern bread, high in gluten and industrial ingredients, aggravated his symptoms. When his doctor recon he gave it a shot.

Amazingly, Alex felt a difference in the way he digested the bread. Sourdough, which is fermented with wil that increases the bioavailable nutrients in the dough, lower its glycemic index and makes it easier to dige: When his autoimmune symptoms subsided in 2017, he felt compelled to create a natural foods brand high qualities of sourdough.

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## WHY SOURDOUGH?

Sourdough is naturally fermented, has more nutrients, and is easier to digest.

**Naturally Fermented:** Sourdough is a healthy traditional food similar to yogurt or kombucha. With origins d  
sourdough is a fermentation process using wild "gut-friendly" cultures instead of modern commercial yea

**More Nutrients:** As a result of sourdough's slight acidity due to fermentation (which makes it delicious!), v  
dough are more available for your health!

**Easier to Digest:** Sourdough fermentations have shown to decrease the glycemic index of dough and lowe  
Therefore, many individuals with minor gluten sensitivities feel awesome eating sourdough!

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\$3,000,000

YTD Revenue

\$-1,000,000

YTD Operating Profit

230%

Est. YoY Revenue Growth

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Data Room

Intended Use of Funds

Target Raise

Maximum Raise

Adding Retail customers \$211,500

Mainvest Compensation \$13,500

Total \$225,000

Financial Forecasts

Year 1 Year 2 Year 3 Year 4 Year 5

Gross Sales \$3,100,000 \$7,500,000 \$13,400,000 \$20,410,000 \$30,760,000

Cost of Goods Sold \$1,900,000 \$3,800,000 \$6,654,000 \$10,053,000 \$14,706,000

Gross Profit \$1,200,000 \$3,700,000 \$6,746,000 \$10,357,000 \$16,054,000

## EXPENSES

Salaries \$401,000 \$770,000 \$1,140,000 \$1,400,000 \$1,550,000

Insurance \$12,000 \$18,000 \$28,000 \$30,000 \$32,000

Legal & Professional Fees \$12,000 \$14,000 \$18,000 \$22,000 \$24,000

Marketing and Social \$490,000 \$625,000 \$800,000 \$850,000 \$900,000

Sales \$1,225,000 \$2,446,000 \$3,700,000 \$5,100,000 \$7,800,000

## Early Investor Bonus

Investment multiple for the first \$150,000 invested

1.7×

Investment Multiple 1.5×

Business's Revenue Share 1%–1.1%

Minimum Investment Amount \$100

Repayment Schedule Quarterly

Securitization None

Maturity Date January 1, 2027

Financial Condition

Historical milestones

Alex's Awesome Sourdough has been operating since May 2018 and has since achieved the following revenue milestones:

Secured its first location in September 2018 and generated 2018 revenue of \$15,000

Expanded distribution to 45 stores by the end of 2019 and generated revenue of \$109,000

At the end of 2019, the company signed an agreement with Presence Marketing, one of the leading natural marketing companies on a national basis

In 2020, the company expanded distribution to over 1,300 locations and generated revenue of \$1,040,000

The company has increased its distribution to 3,500 stores and is on a pace to generate revenue of \$3,000,000 by the end of 2022

Historical financial performance is not necessarily predictive of future performance.

## Other outstanding debt or equity

Alex's Awesome Sourdough has taken in equity investment to date of approximately \$2.8 million and has projected to need an additional \$1.2 million in order to reach cash flow breakeven.

The company also has a line of credit with Gourmet Growth based upon the value of the purchase orders it receives from its customers.

The proceeds from Mainvest will help the company develop new products and reduce the amount of equity needed to reach cash flow breakeven

## Profitability

Alex's Awesome Sourdough is not profitable. In order to reach cash flow breakeven, the company must increase its revenue from current 3,600 to approximately 6,400. The company hopes to achieve this milestone by the end of 2022 or early 2023.

## Limited Services

Alex's Awesome Sourdough offers a limited product line to its distributors and customers making it vulnerable to changing customer preferences.

## Lack of Accounting Controls

Larger companies typically have in place strict accounting controls. Smaller companies typically lack these controls, which creates an additional risk.

## Competition

The market in which we operate is highly competitive and could become increasingly competitive with new entrants. Alex's Awesome Sourdough competes with many other businesses, both large and small, on the basis of quality, price, and customer service. Changes in customer preference away from Alex's Awesome Sourdough's core business or the inability to differentiate from other competitors could negatively affect Alex's Awesome Sourdough's financial performance.

## Reliance on Management

As a securities holder, you will not be able to participate in Alex's Awesome Sourdough's management or decisions regarding Alex's Awesome Sourdough. Furthermore, if the founders or other key personnel of Alex's Awesome Sourdough leave Alex's Awesome Sourdough or become unable to work, Alex's Awesome Sourdough (and your investment) may be materially and adversely affected.

## Financial Forecasts Risks

The financial forecasts provided by us herein are reasonable forecasts by us based upon assumption of various assumptions regarding operations. The validity and accuracy of these assumptions will depend in part on the performance of Alex's Awesome Sourdough and the key persons will have no control. Changes in assumptions or their occurrence may cause the forecasts to be inaccurate. To the extent that the assumed events do not occur, the outcome may vary significantly from the forecasts. Consequently, there can be no assurance that the actual operating results will correspond to the forecasts. Alex's Awesome Sourdough is a newly established entity and therefore has no operating history from which forecasts can be derived.

## Inability to Sell Your Investment

The law prohibits you from selling your securities (except in certain very limited circumstances) for 12 months after the date of the offering. During that one-year period, a host of Federal and State securities laws may limit or restrict your ability to sell your securities. If you want to sell, you will likely have difficulty finding a buyer because there will be no established market. Given the restrictions, you may be forced to hold your investment for its full term.

## The Company Might Need More Capital

Title III does not require us to provide you with all the information that would be required in some other kind of public offering of shares (for example, publicly-traded firms must generally provide investors with quarterly financial information that has been audited by an independent accounting firm). Although Title III does require extensive information, it is a different decision if you had more information.

### Lack of Ongoing Information

Alex's Awesome Sourdough will be required to provide some information to investors for at least 12 months. This information is far more limited than the information that would be required of a publicly-reporting company. The company is allowed to stop providing annual information in certain circumstances.

### Uninsured Losses

Although Alex's Awesome Sourdough will carry some insurance, Alex's Awesome Sourdough may not carry all risks to the business. Additionally, there are some kinds of risks that are very difficult or impossible to insure against. Therefore, Alex's Awesome Sourdough could incur an uninsured loss that could damage its business.

### Changes in Laws

Changes in laws or regulations, including but not limited to zoning laws, environmental laws, tax laws, consumer protection laws, antitrust laws, and health care laws, could negatively affect Alex's Awesome Sourdough's financial performance. Specifically, any additional regulation on the industry could significantly negatively affect the business.

### Conflict of Interest With Companies and Their Management

In many ways, your interests and the interests of Alex's Awesome Sourdough's management will coincide: to make the Sourdough to be as successful as possible. However, your interests might be in conflict in other important ways. Alex's Awesome Sourdough might prefer to act conservatively to make sure they are best equipped to repay the Note obligation. Alex's Awesome Sourdough might prefer to spend aggressively to invest in the business. You would like to keep the company's managers from wanting to make as much as they can.

### Future Investors Might Have Superior Rights

If Alex's Awesome Sourdough needs more capital in the future and takes on additional debt or other securities, future investors might have rights superior to yours. For example, they might have the right to be paid before you are, to have a greater voice in management, or otherwise.

### The Company is Not Subject to the Corporate Governance Requirements of the National Securities Exchange Act

Any company whose securities are listed on a national stock exchange (for example, the New York Stock Exchange) is subject to rules about corporate governance that are intended to protect investors. For example, the major U.S. stock exchanges require a company to have an audit committee made up entirely of independent members of the board of directors (i.e., directors who are not

## Subordination

The Notes shall be subordinated to all indebtedness of Alex's Awesome Sourdough to banks, commercial financing institutions, and/or other institutions regularly engaged in the business of lending money.

## Lack of Guaranty

The Notes are not personally guaranteed by any of the founders or any other person.

## Limitation of Individual Rights in Event of Default

In the event of a default under the Notes, you will not be able to enforce your rights individually (for example, a representative will be appointed according to the procedures set forth in the Note Indenture. It's possible or that the representative will do things you believe are wrong or misguided. If an event of default has occurred, all of the representative's reasonable expenses must be paid before any further payments are made.

## COVID-19 Impact

The ongoing COVID-19 pandemic may impact the Company's ability to generate revenue and/or continue operations. Due to COVID-19 restrictions, the Company can not guarantee that it will resume operations in the future.

## Real Estate Risk

This information is provided by Alex's Awesome Sourdough. Mainvest never predicts or projects performance based on this information. For additional information, review the official Form C filing with the Securities and Exchange Commission. This is a preview. It will become public when you start accepting investment.

## Investor Discussion

Alex's Awesome Sourdough isn't accepting investments right now, but is trying to get a sense of how they might be able to help. We do not need to provide any money, and we won't be accepting money or selling securities, until all of its formal obligations are met. All investments must be done through Mainvest.com. Once the offering is complete, you will be able to choose.

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