

SOUL SLICE

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# Biscuit-Crust Pizza Concept Delivers Equity to Employees and Community

PITCH VIDEO INVESTOR PANEL



soulslicepizza.com Oakland CA



Food Retail Technology Restaurant Community

OVERVIEW DETAILS UPDATES 25 WHAT PEOPLE SAY 34 ASK A QUESTION 8

## Highlights

- 1 'Insanely delicious' soul food on a biscuit crust created by renowned restaurateur, Karter Louis
- 2 B Corp: Full-time salaried employees, sustainable sourcing and operations, community engagement
- 3 \$8.2 billion gourmet pizza market performs with continued high margins during the pandemic
- 4 Flagship Oakland location launched in June to strong reviews and neighborhood relationships
- 5 Plan for growth to 20 locations with hope of buyout for investor returns in Yr 3-5 (not guaranteed)

## Our Team



**Karter Louis** Founder and CEO

Artist, Designer & Restaurant Creator, Founder of Hillbilly Tea & Co-founder of HHnL Design Group, Uno Lai Design & Samovar Tea Lounge.

Lead investor: Cyndi Masters  
Investing \$30,000 in this round and invested \$5,000 previously.

Cyndi says, "In an era where we are yearning for comfort and our roots while celebrating diversity and leaning forward to a world that will be fairer, Karter once again knocks it out of the park with SoulSlice. Right on time. The comfort of Southern Soul food served up as a slice within a business model that ensures the brand's longevity.

Employee retention will define the rise and fall of most businesses moving forward. The Soul Slice model incentivizes both employee commitment and passion. Karter and Carla's model elevates opportunity in an industry that historically has both undervalued and denied access to growth and wealth, generally treating its workforce as transient and expendable.

As an investor, I believe that Soul Slice will disrupt the industry with a unique food concept created by the fusion of two tried and proven cuisines, deeply rooted in America's heritage soul food and pizza. We will demonstrate that treating both employees and customers as equally essential brand ambassadors will create a more profitable outcome for all as well as a better world."

While witnessing the pandemic's devastating effect on the restaurant industry, we saw an opportunity to do better. Our unique restaurant model builds community through food. The Soul Slice ethos is service – to be of service – to our team, to our patrons, and to our communities. Founder Karter Louis sees Soul Slice as a legacy project.



**Carla Dearing** Co-founder and CFO

Seasoned fintech exec, 3-time founder with successful exits and investor helping companies develop capital for smarter growth and drive social impact. Started career at Morgan Stanley, MBA-Chicago Booth, BA-Michigan.



**Michael Moss** Brand Director

Hillbilly tea partner, Food & beverage branding, UX @google

## Join the Soul Slice movement...



### THE CONCEPT

## SOUL FOOD ON A BISCUIT CRUST

**Soul food** hearkens **spirituality** and **warmth**. **Pizza** is **comfort**. Imagine them together.

**'INSANELY DELICIOUS' FOOD**

**WEALTH-BUILDING FOR EMPLOYEES**

**NATIONAL EXPANSION PLAN**

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### THE PROBLEM

## WHAT'S GOING ON?

**Social Distancing** has severely affected restaurants' ability to fully offer their brand experience to customers.



**Gainful Employment** is lacking for many restaurant workers resulting in economic stress with very little opportunity to break the “paycheck to paycheck” cycle.

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#### THE SOLUTION

## SLICE IT RIGHT

- **To-go/Delivery** businesses like pizza are proving to be pandemic proof, have uninterrupted high growth and high margins, and are able to meet expectations with the full customer experience.
- **B Corp Elements** like full-time salaries, profit sharing and ownership give employees unprecedented opportunities for advancement and wealth creation.

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#### B CORP

## CARING IS GIVING

### Opportunity

Every employee is ladder-trained from dishwashing to management through a multifaceted empathy-based employee training & development program rooted in mentorship, efficiency and life skills.

### Wealth Building

The year end profit-sharing pool includes all employees, half of which is deposited into retirement savings. For employees, this is projected to be \$1.6 million paid out over the first five years.

### Ownership

Managers receive options vesting after 3 years. A liquidity mechanism allows them to harvest the wealth they've built if they choose to pursue other opportunities.

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#### THE MODEL

## SLICENOMICS

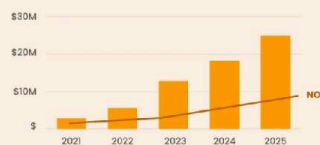
Aiming for a profitable & scalable model generating **\$25M in annual revenue** in Year 5, **24% margin** before profit sharing

- 18 To-go locations
- 4 Deluxe add-ons (seating and liquor license)
- Launch in Oakland, rapidly expand into key markets



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This slide contains forward-looking projections that cannot be guaranteed.



Favorable pandemic-priced leases and buildout are expected for the first 36 months of the model

	First year To-go	Mature To-go + Deluxe
Sales	1.2M	3.5M
COGS	18%	17%
NOI Margin	13%	50%
Net Income	\$160k	\$1.7M

New stores (To-go first year) and mature combined To-go/Deluxe locations each contribute to the model

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#### THE MARKET

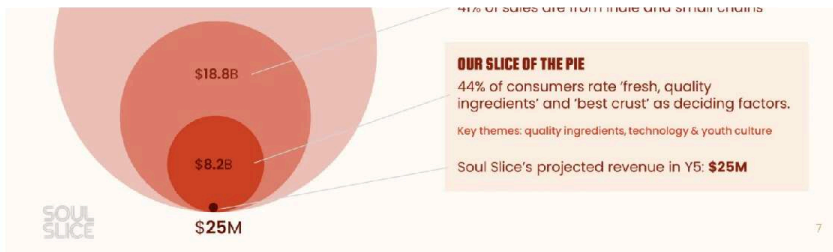
## TOTAL ADDRESSABLE PIZZA MARKET

\$45.7B

U.S. pizza sales are \$45 billion

41% of sales are from indie and small chains





THE EDGE

## COMPETITIVE ADVANTAGE

Efficient to-go & delivery model
 First-to-market "Biscuit Crust"
 Employee ownership model

Experienced founders
 Quick to scale and low cost buildouts

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GO TO MARKET

## BRINGING THE SOUL

**Digital Marketing, Social Media & PR Partnerships**

Long-term relationships with key media outlets & community organizations amplified by social media & digital marketing create early awareness and build loyalty.

**Organic Network & Platform Growth**

Artist & influencer engagement connects their networks to our growing social impact platform organically bringing voice to our shared mission in the community.

**Dynamic Infrastructure Management**

The best available POS, online ordering & delivery services & technology is combined to support the high margin business model, and routinely evaluated for efficiencies.

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TEAM SOUL

## BRINGING THE EXPERTISE

Our diverse, tenacious founders, each with multiple prior exits, have deep expertise in restaurant creation, branding & design, technology and community impact.

**KARTER LOUIS**  
 ARTIST, RESTAURATEUR  
 • Young International • Samovar tea  
 • Hillbilly tea founder • Palette 57  
 • Uno La Design, China • Mike Group

**CARLA DEARING**  
 FINANCE SPECIALIST  
 • 3-time founder • Recent fintech exit, Sum130/FlexWage • Velo Group • Morgan Stanley • Chicago • Booth School of Business

**MIKE MOSS**  
 DESIGNER  
 • Hillbilly tea partner • UX @google  
 • Food & beverage branding

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ADVISORY BOARD

## GUIDING THE SOUL

A panel of top-tier professionals lead our vision & purpose.

**LIZ PUCCIANTI**  
 LEAD INVESTOR  
 Founder @ Incha Fusion

**NIKKI LANIER**  
 DIVERSITY & DEVELOPMENT  
 Senior VP @ Federal Reserve Bank of St. Louis



**LAWRENCE WEEKS**  
CULINARY  
Executive Chef @ Honeywood



**ADRIEN LANUSSE**  
BRANDING / MARKETING / PR  
VP of Consumer Insight @ Netflix



**FAYAZ RAJANI**  
LEGAL  
Attorney & Owner @ Rajani Immigration



**KYLE BROWN**  
INFRASTRUCTURE  
Sr Onboarding Manager @ Toast POS



**KEN CERNIGLIA**  
ENGAGEMENT  
Broadway Dramaturg, Writer & Scholar

JOIN US

## INVESTMENT OPPORTUNITY

### Traction

Location #1 opened at 5849 San Pablo Ave in Oakland CA on June 19. 5 full-time employees hired. To date, raised \$182,000 at \$35/share for 5.21% of the equity.

### Equity

Now completing our 10% Preferred Stock offering for 2.86% on Early Bird terms of \$35/share and the remaining 1.92% at \$40/share.

### Use of Funds

Funds will support the buildout of the patio in location 1 and additional working capital (19.8%); start up costs for the second location, the first "to go" store (73.7%); and 6.5% crowdfunding fees. We are still projecting to self-fund growth after first two locations through Yr 5.

