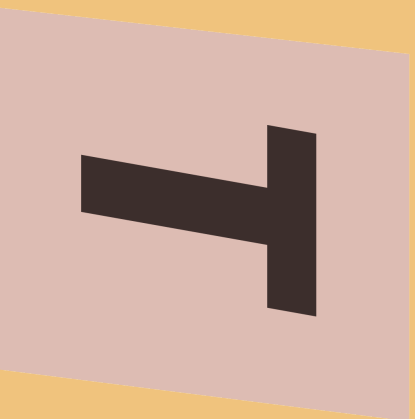


TOMORROW

BOOKSTORE



THE PITCH DECK

JANUARY 2023

THE VISION

OUR FUTURE IS ONLY AS STRONG AS OUR COMMUNITIES.

OUR COMMUNITIES ARE BUILT ON THE STORIES WE SHARE.

TOMORROW BOOKSTORE CURATES STORIES – ABOUT
OURSELVES AND THE WORLD AROUND US – TO CREATE A
STRONGER COMMUNITY AND A **BETTER TOMORROW**.



THE PROBLEM

THE LACK OF INDEPENDENT BOOKSTORES LEAVES INDIANAPOLIS
WITH MAJOR **social**, **cultural**, AND **market** GAPS.

THESE GAPS IMPACT OUR ABILITY TO CONVEY AND CONNECT. THEY
IMPACT OUR CITY'S IDENTITY – DEPRIVING US OF AN IMPORTANT
CULTURAL PULSE.

THE SOLUTION

THE BENEFITS

1. LOCAL SPACE FOR DOWNTOWN
COMMUNITY TO BUY NEW BOOKS

2. REPUTATION FOR WELL-CURATED BOOKS
3. PERSONALIZED EXPERIENCES AND
ENGAGED BOOKSELLERS

1. CULTURAL PILLAR - SPACE TO CONVEY
AND SHARE IDEAS

2. QUALITY OF PLACE AND CITY PRIDE

3. LOCAL ALTERNATIVE TO CORPORATIZED
RETAIL



THE TEAM

JULIA BREAKY
CHIEF BOOK OFFICER

VIDEO EDITOR WITH
UNENDING CURIOSITY AND A
PASSION FOR STORIES.
BA FILM & MEDIA FROM THE
UNIVERSITY OF CAPE TOWN.
CURRENTLY READING THE
BOOK OF FORM AND
EMPTINESS BY RUTH OZEKI.

JAKE BUDDLER
CHIEF OPERATIONS OFFICER

STARTUP CONNECTOR AND
PROFESSIONAL
RELATIONSHIP BUILDER.
BA ECONOMICS FROM
WABASH COLLEGE.
CURRENTLY READING ALL IN
BY BILLIE JEAN KING



01

THE MARKET

THE RIGHT PLACE AT THE RIGHT TIME

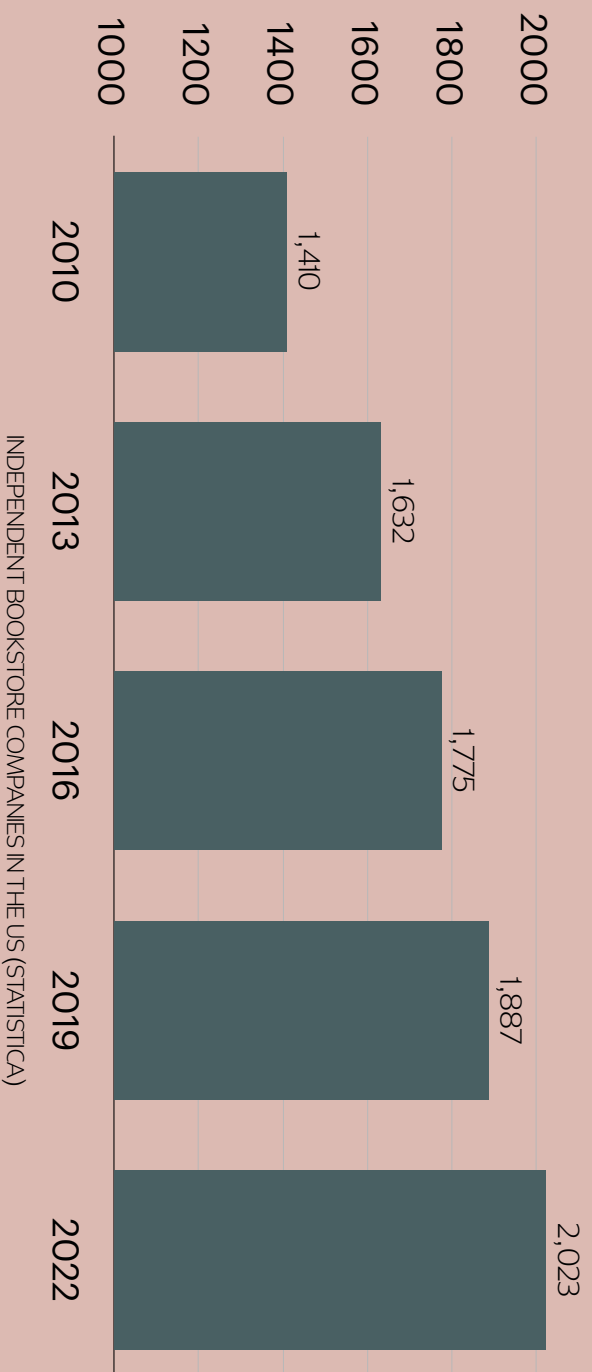


THE RENAISSANCE OF READING THAT OCCURRED DURING THE PANDEMIC [HAS] SEEMED TO CONTINUE

AMERICAN BOOKSELLERS ASSOCIATION



THE BOOKSTORE REVIVAL



A CITY THAT'S READY

	INDIANAPOLIS	TARGET AREA
POPULATION	882,039	68,712
MEDIAN AGE	34	32 (46204)
MEDIAN HOUSEHOLD INCOME	\$51,000	\$73,000 (46204)

A TALE OF TWO CITIES

CINCINNATI, A SIMILAR MARKET TO
INDIANAPOLIS, BOASTS **FIVE** COMPARABLE
BOOKSTORES IN A 2.5MI RADIUS.

DOWNTOWN INDIANAPOLIS HAS **NONE**.



CINCINNATI



INDIANAPOLIS

THE TESTIMONIALS

DOWNTOWN RESIDENTS WANT A BOOKSTORE.
WE KNOW BECAUSE WE ASKED THEM.

1. "INDEPENDENT BOOKSTORES CREATE SAFE SPACES FOR **LEARNING, GROWING, AND REST**. I CAN'T BELIEVE WE'VE GONE SO LONG WITHOUT HAVING ONE IN INDY!"

2. "IT'S BEEN ONE OF THE **BIGGEST DISAPPOINTMENTS** TO LIVE SOMEWHERE WITHOUT AN INDEPENDENT BOOKSTORE."

3. "A LOCAL BOOKSTORE IS WHAT GIVES A NEIGHBORHOOD ITS **CHARACTER** AND **CULTURE**... AND BECOMES A BELOVED VENUE WHERE IDEAS THRIVE."

LOCALISM IN INDY

INDIANAPOLIS HAS PROVEN IT CARES ABOUT **CULTURE** AND **SUPPORTING LOCAL BUSINESSES**. THESE BRANDS ARE THRIVING IN A MARKET THAT IS WILLING TO PAY A **PREMIUM** FOR LOCALLY CRAFTED AND CURATED GOODS.

CULTURE

1. **KAN-KAN + LIVING ROOM**: NEW DOWNTOWN CINEMAS
2. **SQUARE CAT VINYL**: MUSIC AND VINYL IN FOUNTAIN SQUARE
3. **BUTTER ART FAIR**: ANNUAL ART SHOW BY GANGGANG

NICHE RETAIL

1. **HOWL & HIDE**: HIGH-END LEATHER GOODS IN FOUNTAIN SQUARE
2. **GROUNDED**: PLANT GOODS STORE ON THE EAST SIDE
3. **HOMESPUN**: LOCAL CRAFT GOODS ON MASS AVE

UPSCALE FOOD

1. **SIDEDOOR BAGEL**: HIGH-END BAGEL SHOP WITH LINES OUT THE DOOR
2. **AMELIA'S**: LOCAL BAKERY WITH CONTINUED GROWTH
3. **SHOYU RAMEN @ STRANGE BIRD**: A POP-UP TURNED PERMANENT RAMEN JOINT



THE CURRENT LANDSCAPE

STORE	TYPE	LOCATION
TOMORROW BOOKSTORE	NEW, GENERAL INTEREST	DOWNTOWN
INDY READS	USED, NON-PROFIT, GENERAL INTEREST	FOUNTAIN SQUARE
BEYOND BARCODES	NEW, SPECIAL INTEREST	EAST SIDE
WHISPERING SHELF	NEW, GENERAL INTEREST	POP-UP
UJAMAA COMMUNITY BOOKSTORE	NEW, SPECIAL INTEREST	RIVERSIDE
FIRST EDITION RARE BOOKS	USED, RARE	DOWNTOWN

02

THE STRATEGY

APPEALING TO LOCALISM AND COMMUNITY

THE MODEL

THE MODEL

THE MODEL

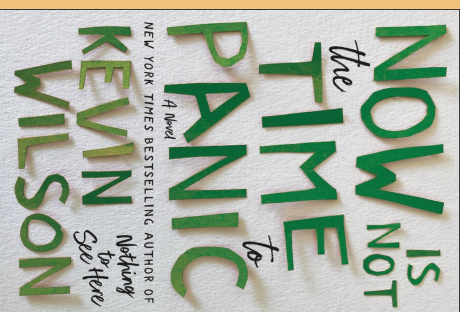
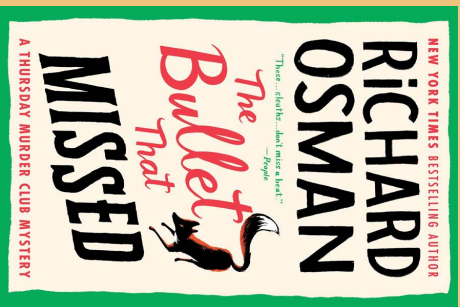
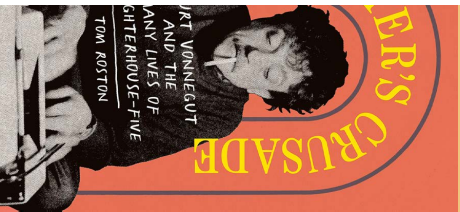
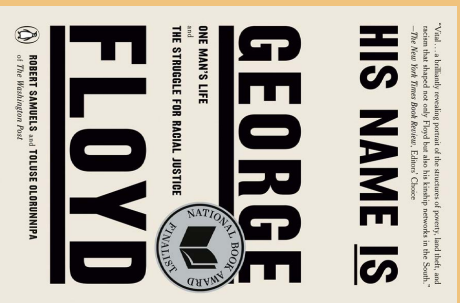
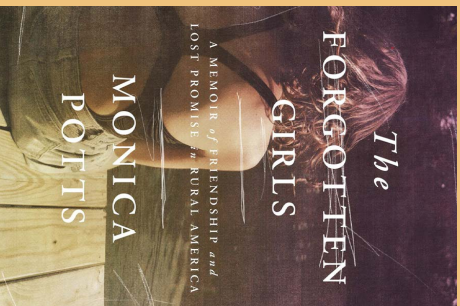
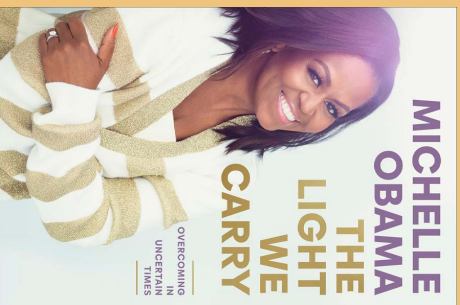
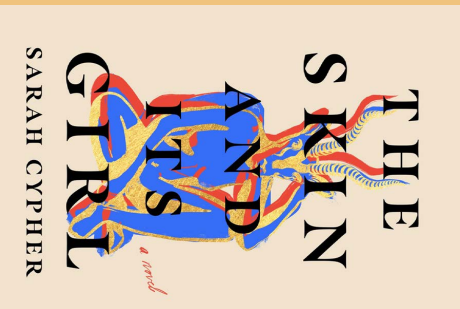
1. **CURATED AND RELEVANT NEW BOOKS**
2. **PREMIER SPACE FOR LITERARY EVENTS**
3. **HOSTING AND FACILITATING BOOK CLUBS**
4. **LOCAL BRAND PARTNERSHIPS**
5. **LOCAL CRAFT COFFEE AND TEA**
6. **E-COMMERCE ENABLED**

THE CATALOG

TOMORROW BOOKSTORE WILL PRIMARILY SELL **NEW BOOKS**, SUPPLEMENTED WITH LIGHTLY USED INVENTORY, CRAFT COFFEE AND TEA, LOCAL ART AND OTHER MERCHANDISE.

OUR FOCUS IS ON CURATING A SELECTION OF RELEVANT AND IN-DEMAND BOOKS ACROSS A **VARIETY OF GENRES**.

WE ARE CULTIVATING RELATIONSHIPS WITH BOTH THE “BIG FIVE” AND INDEPENDENT PUBLISHERS TO STAY ON THE PULSE OF **INDUSTRY TRENDS**.



A GLIMPSE INTO THE OPENING CATALOG

T

THE LOCATION

THE LOCATION

THE LOCATION

1. DOWNTOWN INDIANAPOLIS, MASS AVE
2. 900SF RETAIL SPACE
3. NEAR EXISTING RETAIL CLUSTERS AND BOTTLEWORKS DEVELOPMENT
4. VISIBLE AND ACCESSIBLE

THE STORE

882 MASSACHUSETTS AVE
900SF, DOWNTOWN INDY'S
PREMIER RETAIL CORRIDOR



THE TIMELINE

AUG

LAUNCHED
BUSINESS
PLANNING

OCT

REGISTERED
BUSINESS,
JOINED ABA

NOV

INITIATED
LOCATION
SEARCH

DEC

FUNDRAISE +
BRAND
LAUNCH

FEB

BUILD OUT
SPACE,
INVENTORY

APR

TOMORROW
BOOKSTORE
LAUNCH

2022

2023

T

THE NUMBERS

OUR FINANCIALS ARE MODELED WITH **ONE FULL-TIME EMPLOYEE** (JULIA), **ONE PART-TIME EMPLOYEE** AND A **SIX-MONTH RAMP-UP PERIOD**.

WE WILL STRIVE FOR EFFICIENCY WHILE MAKING DATA-INFORMED DECISIONS, AND FOLLOW INDUSTRY BEST PRACTICES TO OFFSET A LOW-MARGIN RETAIL BUSINESS.

TOMORROW BOOKSTORE WILL ALSO OFFER **HIGH-MARGIN ITEMS**, HOST **CURATED EVENTS**, AND CREATE A **WELCOMING SPACE** TO DRIVE REPEAT CUSTOMERS.

FINANCIALS

	2023	2024	2025
REVENUE	\$63,000	\$222,200	\$248,000
GROSS MARGIN	48% (no labor costs)	32%	28%
NET PROFIT	\$1,900	\$13,500	\$11,800



3 YEAR PROJECTIONS



STARTUP COSTS (TAB #2)



MONTHLY BREAK-EVEN BUDGET (TAB #1)



FULL BUSINESS PLAN

CLICK LOGOS FOR MORE

INVEST IN TOMORROW

WE ARE RAISING \$30,000 TO LAUNCH TOMORROW BOOKSTORE IN 2023.

TOMORROW BOOKSTORE WILL NOT ONLY SELL BOOKS; WE WILL SELL THE PROMISE OF A FUTURE FILLED WITH ADVENTURE, CURIOSITY AND UNDERSTANDING.

A FUTURE FOR OURSELVES AND OUR CITY SHAPED BY OUR STORIES.

WE ARE ASKING YOU TO HELP MAKE THAT FUTURE A REALITY BY INVESTING IN THE POWER OF STORYTELLING – THE POWER OF TOMORROW.



THE DETAILS

THE DETAILS

THE DETAILS

1. **\$30K FUNDRAISE (INVESTMENT)**
2. **\$25K OWNERS INVESTMENT**
3. **RAISED FUNDS GO PRIMARILY TO INVENTORY***
4. **COMPETITIVE INTEREST RATE RETURN FOR DEBT INVESTORS**

[JAKE@TOMORROWBOOKSTORE.COM](mailto:jake@tomorrowbookstore.com) FOR MORE

*NEW BOOK INVENTORY IS A FULLY RETURNABLE ASSET



TOMORROW AND TOMORROW AND TOMORROW CREEP IN THIS PETTY PACE FROM DAY TO DAY.

MACBETH, ACT V SCENE V

03

APPENDIX

RAFFAELLI (HARVARD BUSINESS SCHOOL)

- “REINVENTING RETAIL: THE NOVEL RESURGENCE OF INDEPENDENT BOOKSTORES” BY DR. RYAN RAFFAELLI EXAMINES HOW COMMUNITY-BASED BRICK-AND-MORTAR RETAILERS CAN ACHIEVE **SUSTAINED MARKET GROWTH** IN THE FACE OF ONLINE AND BIG BOX RETAIL COMPETITION.
- **COMMUNITY, CONVENING, AND CURATION** ARE THE THREE “C”S THAT HAVE LED TO THE INDEPENDENT BOOKSTORE RESURGENCE.

HARVARD | BUSINESS | SCHOOL

Reinventing Retail: The Novel Resurgence of Independent Bookstores

Ryan L. Raffaelli

Working Paper 20-068



ABA ABACUS REPORT 2021

- THE AMERICAN BOOKSELLERS ASSOCIATION'S ABACUS 2021 REPORT HAS INFORMED AND DRIVEN TOMORROW BOOKSTORE'S FINANCIAL STRATEGY AND BUSINESS PLAN
- "A FREE ANNUAL REPORT [...] HIGHLIGHTING HOW YOUR STORE COMPARES TO OTHER STORES IN A RANGE OF AREAS, INCLUDING PROFITABILITY, PRODUCTIVITY, AND FINANCIAL MANAGEMENT."
- "USING THE ABACUS REPORT IS LIKE ADDING A FINANCIAL OFFICER TO YOUR STAFF. IT CLEARLY HIGHLIGHTS AREAS THAT NEED IMPROVING AND AREAS IN WHICH YOUR STORE IS SUCCEEDING."

ABACUS
A Financial Benchmarking Report

ABACUS is an opportunity for stores to shift from fire fighting mode to fire prevention mode. Using ABACUS as a guide, stores can stop and look at their business through this lens to find savings and leverage data.

A customized report will tell you:

- 1 How is your cost of sales? Are you getting the best discounts?
- 2 Are you claiming all the co-op you are entitled to?
- 3 How are your expenses as compared to your peers?
- 4 Are you paying your employees properly? Is your payroll too high or too low?

A customized report can be used as:

An Advocacy Tool

- Schools** Educators choose on local issues and how they affect their business. Why they matter to them. Why they matter to you.
- Government** Used to lobby for legislation and to get the attention of elected officials. Small business, specifically independent bookstores.
- Publishers** Educators publishers about the importance of independent bookstores and the support they need to survive.

A Financial Tool

- Profitability** Independent bookstores can use this report to improve their profitability.
- Employee Support** 88% of independent bookstores can reduce the cost of employee support.
- Occupancy** Educators landlords and developers about a bookstore's impact on the community during lease negotiations or against cost prohibitive rents.

Filling out the ABACUS survey will pay off exponentially for your business.

Tips for submitting your ABACUS:

- 1 Have your tax return and year-to-date Z report from your POS handy.
- 2 Allow about 45 minutes to complete. Or, if you spend to minutes a day, you will finish in 5 days (tips save substantially).
- 3 Ask for help! Call PK at 914.406.7315 or Sophie at 914.406.7315 if you are stuck.

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