



The Den Family Social Lounge and Club is not accepting investment.

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The Den Family Social Lounge and Club

Indoor Play Area

Shelbyville, KY 40065

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Early Investor Bonus: The investment multiple is increased to 1.6x for the next \$40,000 invested.

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THE PITCH

The Den Family Social Lounge and Club is seeking investment to open the first and only family lounge in Shelbyville, where kids can play and parents can relax and connect.

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The Den is a social lounge and play cafe where members can bring their children to explore and play while they supervise and enjoy a cup of coffee and snack in our lounge. We offer included classes like parent support group, kids yoga, and music class, and we host community events like back to school bashes, holiday parties, summer movie nights, and more. No kids? No problem! Our cafe lounge area is out of view of children and open for members to use for co-working, tutoring, group meetings, or anything else you can imagine. Our goal is to improve the lives of families and children in our city, while fostering community, comfort, and connection.

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\$334,000

Projected Annual Revenue

\$9,000

Cash on Hand

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8,200 sq. ft.

Floor Space

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2024

Founded

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THE TEAM

Danielle

Owner, Founder

I am Danielle, owner of The Den Family Social Lounge and Club. I graduated from the University of Louisville College of Education and Human Development and from the University of the Cumberlands Masters program in Leadership. I've worked for many years with children and in the education setting, most recently as a high school English teacher, but I am now a small business owner, running a children's boutique from my home.

Jarod

IT Consultant

My name is Jarod, and I am the IT consultant for The Den. I graduated in 2020 from the College of Business at the University of Louisville, and I am currently an IT Operations Manager at a North American Steel Company, where I have been for the past 4 years.

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Data Room

Intended Use of Funds

Target Raise

Maximum Raise

Rental deposit \$18,000

Play equipment "littles" \$7,915

Play equipment "not-so-littles" \$8,800

Parent lounge furniture \$5,640

Insurance premium \$1,700

Retail equipment \$235

Permits and licenses \$800

POS system and membership cards \$725

Commercial kitchen equipment \$2,810

Mainvest Compensation \$3,375

Total \$50,000

Financial Forecasts

Year 1 Year 2 Year 3 Year 4 Year 5

Gross Sales \$333,624 \$350,305 \$367,820 \$386,211 \$397,797

## EXPENSES

Operating Expenses \$105,960 \$111,257 \$116,819 \$122,659 \$126,338

Operating Profit \$227,664 \$239,048 \$251,001 \$263,552 \$271,459

This information is provided by The Den Family Social Lounge and Club. Mainvest never predicts or projects performance, and has not reviewed or audited this financial forecast. Please see below for additional risk disclosures.

Documents

Investor Agreement

2024 Balance Sheet

Updated Pitch Deck.pdf

Investment Round Status

Target Raise \$50,000

Maximum Raise \$124,000

Amount Invested \$0

Investors 0

Investment Round Ends May 31st, 2024

Summary of Terms

Legal Business Name The Den Family Social Lounge and Club

Investment Structure Revenue Sharing Note

Early Investor Bonus

Investment multiple for the first \$40,000 invested

1.6x

Investment Multiple 1.48x

Business's Revenue Share 2.7%-6.7%

Minimum Investment Amount \$100

Repayment Schedule Quarterly

Securitization None

Maturity Date December 31st, 2031

Financial Condition

Historical milestones

The Den Family Social Lounge and Club has been operating since March, 2024 and has since achieved the following milestones:

Historical financial performance is not necessarily predictive of future performance.

No operating history

The Den Family Social Lounge and Club was established in March, 2024. Accordingly, there are limited financial statements and information for investors to review. When evaluating this investment opportunity, investors should consider factors outlined in the risk section as well.

No other outstanding debt or equity

The capital raised through Mainvest will make up the entirety of the The Den Family Social Lounge and Club's fundraising. However, The Den Family Social Lounge and Club may require additional funds from alternate sources at a later date.

#### Forecasted milestones

The Den Family Social Lounge and Club forecasts the following milestones:

Secure lease in Shelbyville, KY by August, 2024.

Hire for the following positions by October, 2024: Reception and Operations 1, Reception and Operations 2, Barista, Yoga Instructor, Music Class Leader, Facility Manager

Achieve \$340,000 revenue per year by 2026.

#### Risk Factors

##### You Might Lose Your Money

When you buy a certificate of deposit from a bank, the Federal government (through the FDIC) guarantees you will get your money back. Buying a Note is not like that at all. The ability of The Den Family Social Lounge and Club to make the payments you expect, and ultimately to give you your money back, depends on a number of factors, including many beyond our control.

##### Limited Services

The Den Family Social Lounge and Club operates with a very limited scope, offering only particular services to potential clients, making them vulnerable to changes in customer preferences.

##### Lack of Accounting Controls

Larger companies typically have in place strict accounting controls. Smaller companies typically lack these controls, exposing themselves to additional risk.

##### Competition

The market in which we operate is highly competitive and could become increasingly competitive with new entrants in the market. The Den Family Social Lounge and Club competes with many other businesses, both large and small, on the basis of quality, price, location, and customer experience. Changes in customer preference away from The Den Family Social Lounge and Club's core business or the inability to compete successfully against the with other competitors could negatively affect The Den Family Social Lounge and Club's financial performance.

##### Reliance on Management

As a securities holder, you will not be able to participate in The Den Family Social Lounge and Club's management or vote on and/or influence any managerial decisions regarding The Den Family Social Lounge and Club. Furthermore, if the founders or other key personnel of The Den Family Social Lounge and Club were to leave The Den Family Social Lounge and Club or become unable to work, The Den Family Social Lounge and Club (and your investment) could suffer substantially.

##### Financial Forecasts Risks

The financial forecasts provided by us herein are reasonable forecasts by us based upon assumption of stable economic conditions and other various assumptions regarding operations. The validity and accuracy of these assumptions will depend in large part on future events over which The Den Family Social Lounge and Club and the key persons will have no control. Changes in assumptions or their underlying facts could significantly affect the forecasts. To the extent that the assumed events do not occur, the outcome may vary significantly from the projected outcomes. Consequently, there can be no assurance that the actual operating results will correspond to the forecasts provided herein. Additionally, The Den Family Social Lounge and Club is a newly established entity and therefore has no operating history from which forecasts could be projected with.

##### Inability to Sell Your Investment

The law prohibits you from selling your securities (except in certain very limited circumstances) for 12 months after you acquire them. Even after that one-year period, a host of Federal and State securities laws may limit or restrict your ability to sell your securities. Even if you are permitted to sell, you will likely have difficulty finding a buyer because there will be no established market. Given these factors, you should be prepared to hold your investment for its full term.

##### The Company Might Need More Capital

The Den Family Social Lounge and Club might need to raise more capital in the future to fund/expand operations, buy property and equipment, hire new team members, market its services, pay overhead and general administrative expenses, or a variety of other reasons. There is no assurance that additional capital will be available when needed, or that it will be available on terms that are not adverse to your interests as an investor. If The Den Family Social Lounge and Club is unable to obtain additional funding when needed, it could be forced to delay its business plan or even cease operations altogether.

#### Changes in Economic Conditions Could Hurt The Den Family Social Lounge and Club

Factors like global or national economic recessions, changes in interest rates, changes in credit markets, changes in capital market conditions, declining employment, changes in real estate values, changes in tax policy, changes in political conditions, and wars and other crises, among other factors are unpredictable and could negatively affect The Den Family Social Lounge and Club's financial performance or ability to continue to operate. In the event The Den Family Social Lounge and Club ceases operations due to the foregoing factors, it can not guarantee that it will be able to resume operations or generate revenue in the future.

#### No Registration Under Securities Laws

The Notes will not be registered with the SEC or the securities regulator of any State. Hence, neither The Den Family Social Lounge and Club nor the Notes will be subject to the same degree of regulation and scrutiny as if they were registered.

#### Incomplete Offering Information

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

#### Lack of Ongoing Information

The Den Family Social Lounge and Club will be required to provide some information to investors for at least 12 months following the offering. However, this information is far more limited than the information that would be required of a publicly-reporting company; and The Den Family Social Lounge and Club is allowed to stop providing annual information in certain circumstances.

#### Uninsured Losses

Although The Den Family Social Lounge and Club will carry some insurance, The Den Family Social Lounge and Club may not carry enough insurance to protect against all risks to the business. Additionally, there are some kinds of risks that are very difficult or impossible to insure against, at least at a reasonable cost. Therefore, The Den Family Social Lounge and Club 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, securities laws, antitrust laws, and health care laws, could negatively affect The Den Family Social Lounge and Club's financial performance or ability to continue to operate. 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 The Den Family Social Lounge and Club's management will coincide: you both want The Den Family Social Lounge and Club to be as successful as possible. However, your interests might be in conflict in other important areas, including these: You might want The Den Family Social Lounge and Club to act conservative to make sure they are best equipped to repay the Note obligations, while The Den Family Social Lounge and Club might prefer to spend aggressively to invest in the business. You would like to keep the compensation of managers low, while managers want to make as much as they can.

#### Future Investors Might Have Superior Rights

If The Den Family Social Lounge and Club needs more capital in the future and takes on additional debt or other sources of financing, the new investors might have rights superior to yours. For example, they might have the right to be paid before you are, to receive larger distributions, to have a greater voice in management, or otherwise.

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

Any company whose securities are listed on a national stock exchange (for example, the New York Stock Exchange) is subject to a number of rules about corporate governance that are intended to protect investors. For example, the major U.S. stock exchanges require listed companies to have an

audit committee made up entirely of independent members of the board of directors (i.e., directors with no material outside relationships with The Den Family Social Lounge and Club or management), which is responsible for monitoring The Den Family Social Lounge and Club's compliance with the law. The Den Family Social Lounge and Club will not be required to implement these and other investor protections.

#### You Have a Limited Upside

Notes include a maximum amount you can receive. You cannot receive more than that even if The Den Family Social Lounge and Club is significantly more successful than your initial expectations.

#### You Do Have a Downside

Conversely, if The Den Family Social Lounge and Club fails to generate enough revenue, you could lose some or all of your money.

#### Payments and Return Are Unpredictable

Because your payments are based on the revenue of The Den Family Social Lounge and Club, and the revenue of The Den Family Social Lounge and Club can go up or down (or even disappear altogether) unpredictably, it is impossible to predict how much you will receive and when. And because the payments are unpredictable, so is your ultimate return.

#### The Notes Are Unsecured and Uninsured

The Notes are not secured by any collateral, nor are they guaranteed or insured by the FDIC or any other entity.

#### Subordination

The Notes shall be subordinated to all indebtedness of The Den Family Social Lounge and Club to banks, commercial finance lenders, leasing and equipment 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, by bringing a lawsuit). Instead, a representative will be appointed according to the procedures set forth in the Note Indenture. It's possible that you will not like the representative, or that the representative will do things you believe are wrong or misguided. If an event of default has occurred and a representative has been appointed, all of the representative's reasonable expenses must be paid before any further payments are made with respect to the Notes.

#### COVID-19 Impact

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

#### Real Estate Risk

The Den Family Social Lounge and Club is still in the process of securing a location to lease, which will be necessary to conduct operations. To the extent The Den Family Social Lounge and Club is unable to find and secure a location that is adequate, investors may lose some or all of their investment.

#### Limited Operating History

The Den Family Social Lounge and Club is a newly established entity and has no history for prospective investors to consider.

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