

(RADAR) KITCHEN™

Design, technology and culinary expertise collaborating to reinvent the “Quick Service Restaurant”

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EXECUTIVE SUMMARY

INTRODUCTION

RADAR Kitchen makes ordering and receiving wholesome meals almost as easy as buying a song on the Internet. Having limited time no longer means sacrificing quality, wellness or value. The passion, time and concern one takes cooking at home is now available with the convenience of your favorite online store.

(R)

The collision of three trends sparked the inspiration for a new type of quick service restaurant: Consumer interest in eating well is skyrocketing, many of us are too busy to always cook at home, and technology is revolutionizing how retail businesses operate.

A veteran team of engineers, designers and culinary experts was assembled to collaborate on reinventing how we think about fast food. After several months of R&D, a prototype was extensively tested using focus groups and Web-based market surveys.

The result is **RADAR Kitchen**, a new industry category we call **QSK** (Quick Service Kitchen) that integrates bricks-and-mortar locations with state of the art Cloud-based operations.

And truly delicious food.

SOLUTIONS

THE RADAR SOFTWARE PLATFORM automates online transactions, accounting and financial reporting. Data analytics, custom social marketing and automated loyalty programs are integrated with the database that manages information about the enterprise.

THE RADAR KITCHEN retail experience has been meticulously designed to delight customers with every detail, including simple mobile ordering, inventive food-to-go packaging, GPS-enabled delivery vans, and convenient carports with valets who hand-carry orders to customers.

WOOD FIRED COOKING in the RADAR Kitchen visibly and aromatically differentiates RADAR from traditional fast food, while the open kitchen acts as a stage for culinary skill and high quality ingredients the customers can observe first hand.

INVESTMENT OPPORTUNITY

RADAR Kitchen is currently self funded. We are raising a \$3M round of financing that will fuel the company to the opening of the first store.

Financial projections estimate a 5.2 x ROI by 2019.



BACKGROUND

WHY RADAR KITCHEN?

My wife and I like to eat wholesome and delicious food. We want to expose our daughter to a diet beyond chicken fingers and buttered noodles. We also believe it's important whenever possible to enjoy eating together at home, relaxed at the family table. Unfortunately, there isn't always enough time in our busy lives to prepare a homemade meal, and alternatives are difficult to find.

Where do you go for a quick, wholesome meal?

Fast food drive-thru is very convenient, but the food is unhealthy and low quality. Fast casual restaurants like Chipotle have better food, but their business model limits the menu to a few ingredients and flavors.

Restaurants with takeout offer more variety. But because the facility is optimized for table service, the food-to-go customer experience is not as good as it should be. Ordering can be a hassle. You often have to wait a long time to pick up your items. And the food is cold when you get home.

Grocery stores with takeout, such as Whole Foods, have many healthy options, but they're very inconvenient. You have to park, shop around at the different sections of the store, and wait in line to pay at the cashier.

Personal chef services that deliver prepared meals are expensive. Planning a menu a week in advance is impractical. And reheated frozen meals are not the optimal dining experience.



BACKGROUND

RADAR KITCHEN REINVENTS FAST FOOD

RADAR Kitchen is the most convenient way to eat well. We've integrated design, technology and culinary expertise to redefine "fast food" for a demographic of busy people who are willing to pay a little more for convenient, thoughtfully prepared meals.

DESIGN

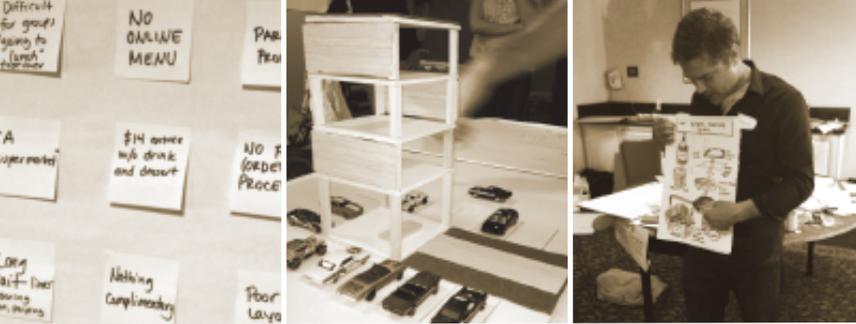
Every detail about the architecture, customer experience, back office operations, kitchen work flow, branding and food packaging has been carefully considered by our team of designers and retail experience experts.

TECHNOLOGY

RADAR Kitchen is engineered from the ground up to be a Cloud-based enterprise that leverages the efficiencies of the Internet to lower operating costs, engage customers, and enable the kitchen to make great food, *fast*.

CULINARY EXPERTISE

Healthy seasonal ingredients are thoughtfully prepared to provide a variety of delicious foods our customers crave and feel good about serving to their families and co-workers. The menu is diverse to match a broad spectrum of appetites, yet familiar and satisfying enough to be part of a weekly routine.



BACKGROUND

WHAT PROBLEMS HAVE WE SOLVED?

PROBLEM: Fast food isn't good food.

SOLUTION: Fresh, seasonal ingredients prepared in a wood fired kitchen, showcasing familiar dishes elevated beyond the ordinary.

PROBLEM: Food-to-go is surprisingly inconvenient.

SOLUTION: We've developed technology that optimizes the ease of ordering and picking up a well-prepared meal. Even with two kids in car seats.

PROBLEM: Ordering food for a group is exponentially inconvenient.

SOLUTION: RADAR's proprietary software makes ordering for a whole family or a team at the office very easy.

PROBLEM: Food-to-go orders are often incorrect.

SOLUTION: Our online ordering system eliminates human error and verifies an order before it goes out.

PROBLEM: Drive-thru windows are only as fast as the slowest car in line.

SOLUTION: We've designed carports that service many cars in parallel instead of one at a time.

PROBLEM: Everything about today's to-go packaging needs improving.

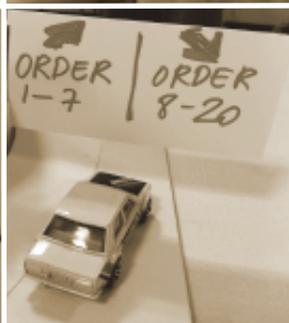
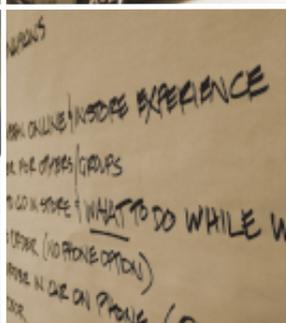
SOLUTION: After observing customers and order preparers for hundreds of hours, we've designed a totally new, modular packaging system.

PROBLEM: Restaurants are challenged by low margins.

SOLUTION: Because RADAR Kitchen is 100% Web-based, operating costs are minimized, including transactions, accounting, staff and marketing.

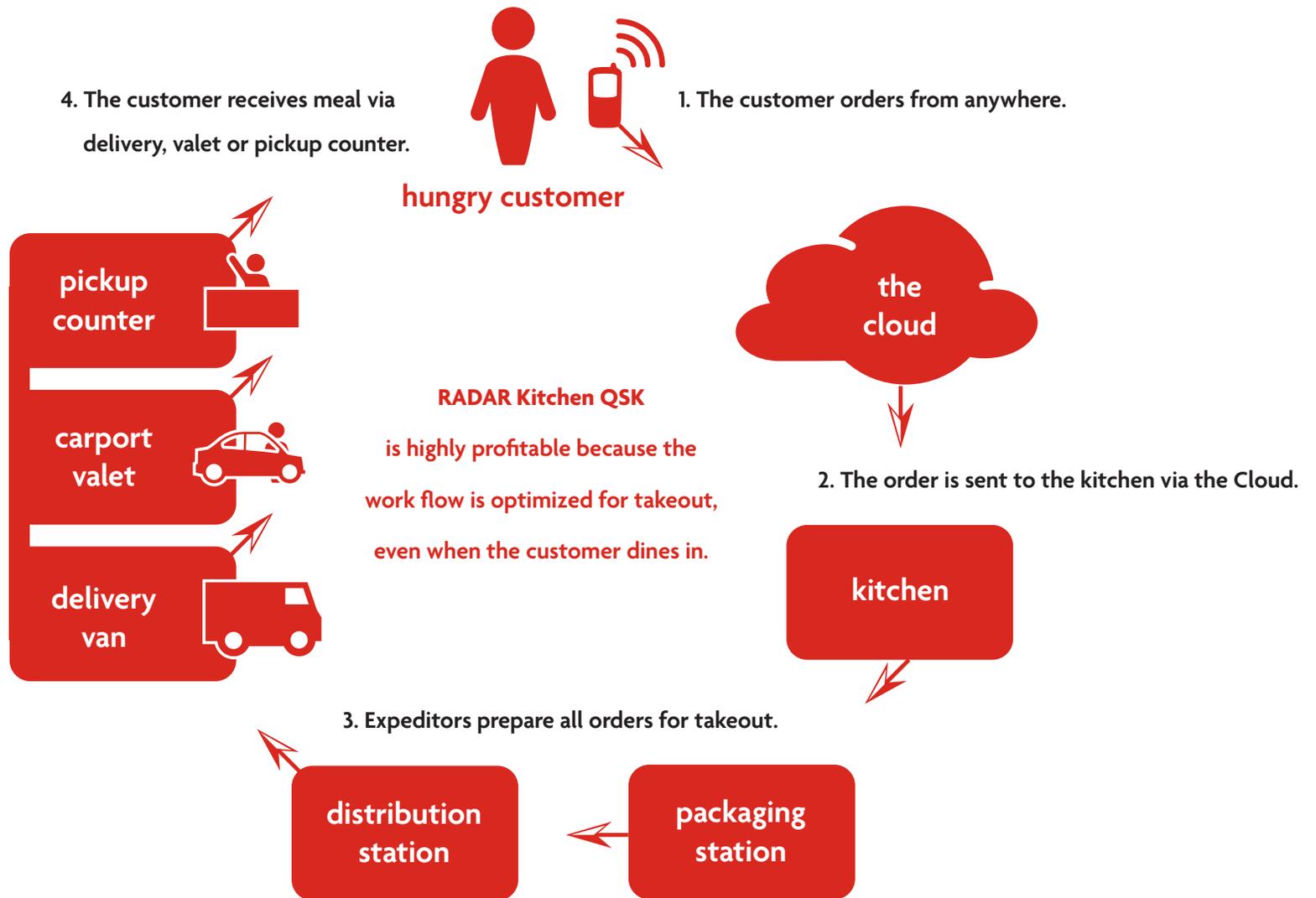
"Hal put together a talented team of designers, engineers, architects and restaurant professionals who looked at fast food with a fresh set of eyes. Every industry convention was challenged, studied and reinvented. The end result is inspired."

Stephen Goldmann
Principle, The Culinary Edge



BACKGROUND

THE QUICK SERVICE KITCHEN WORK FLOW





CUSTOMER EXPERIENCE

OVERVIEW

We have defined a new industry category we call **Quick Service Kitchen**.

ORDERING

Customers place orders using their computer, mobile device or a touch screen kiosk inside the restaurant.

PAYING

Just like buying an item at Amazon.com, registered customers pay instantly using their credit card, debit card or PayPal account.

TAKE OUT OR DINE IN

Customers can pick up their orders at the counter or have them hand-carried to their car by a RADAR valet.

Dine in or take food to go. Tables are open seating.

SMART DELIVERY VANS

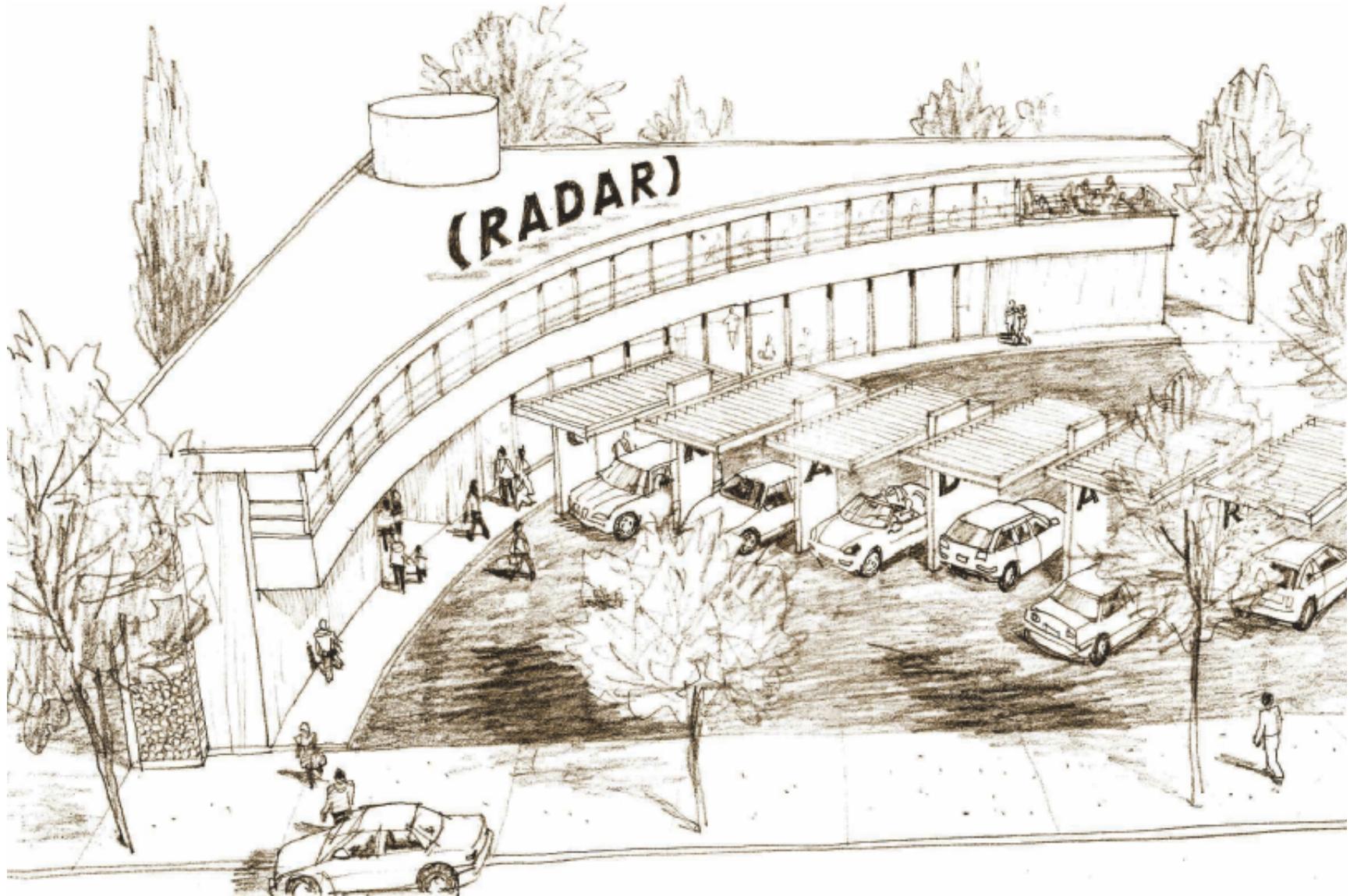
The RADAR mobile app allows customers to include their location with their order, so our vans know where to go – even if the customer is in the park with her family.

GREAT CUSTOMER SERVICE

The RADAR Concierge acts as the host to welcome and assist customers, adding a warm human touch to a technologically rich experience.

CUSTOMER EXPERIENCE

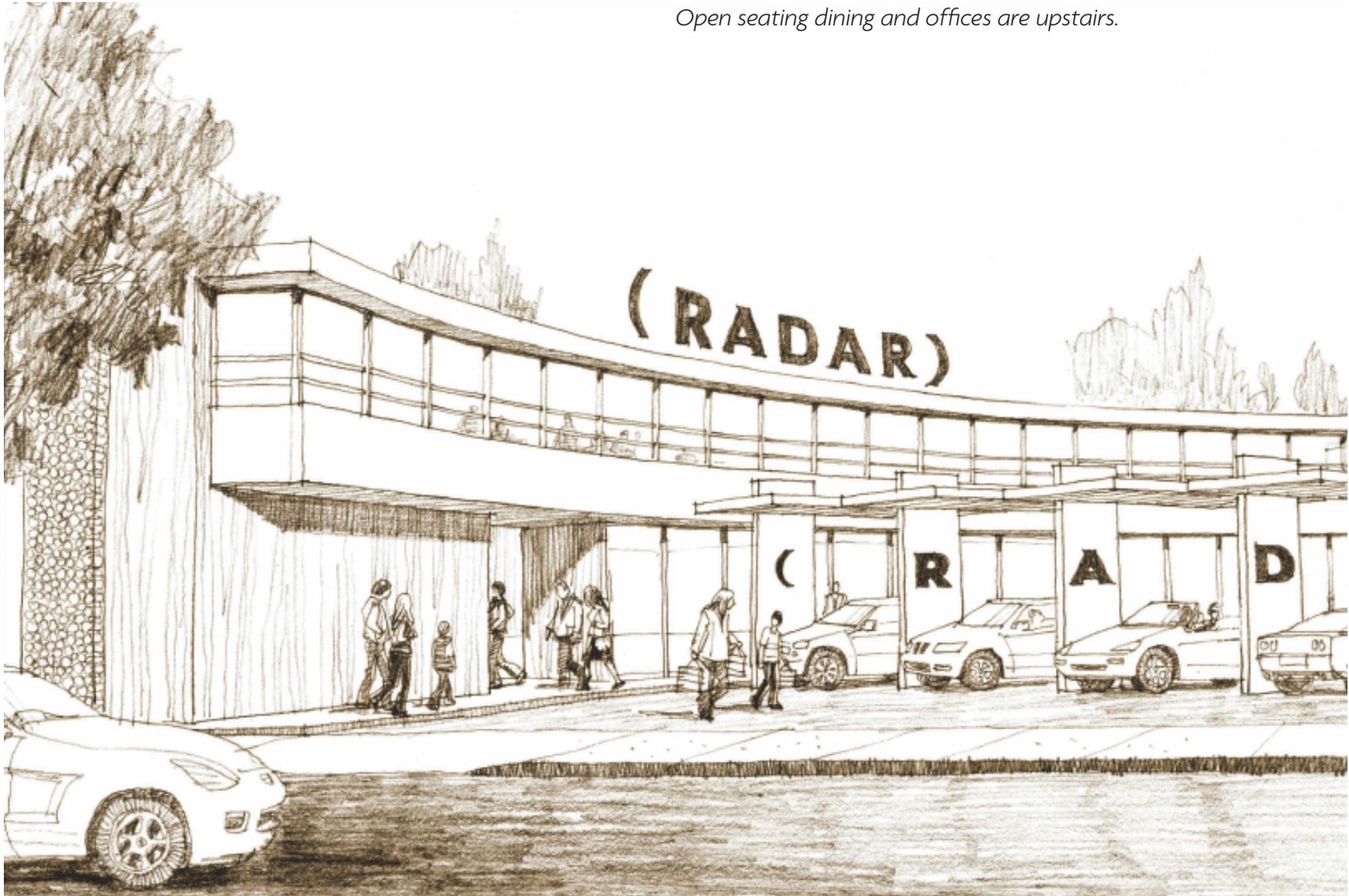
Bird's eye view of the main building and six carports.



CUSTOMER EXPERIENCE

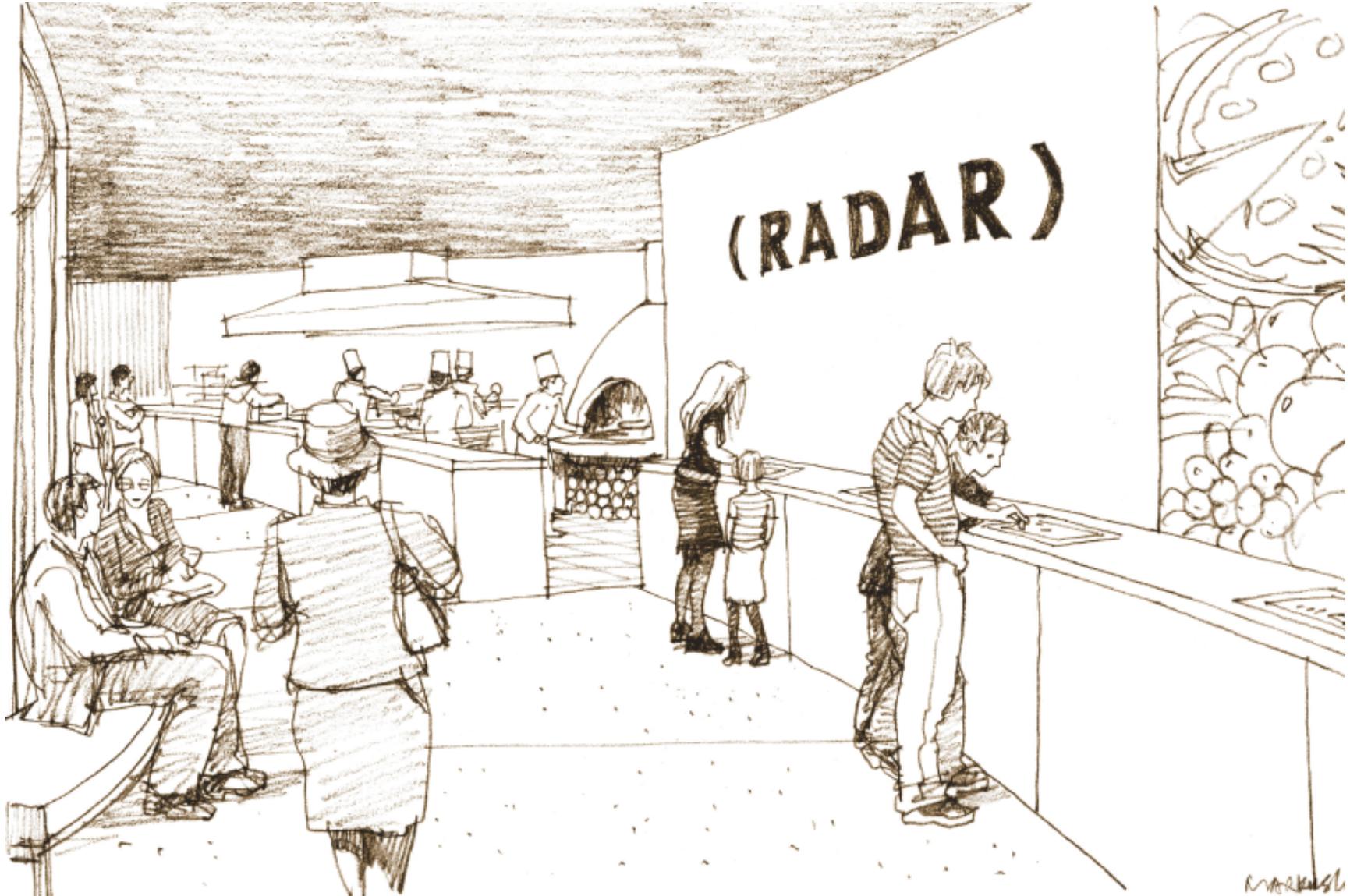
The kitchen, waiting lounge and kiosks are downstairs.

Open seating dining and offices are upstairs.



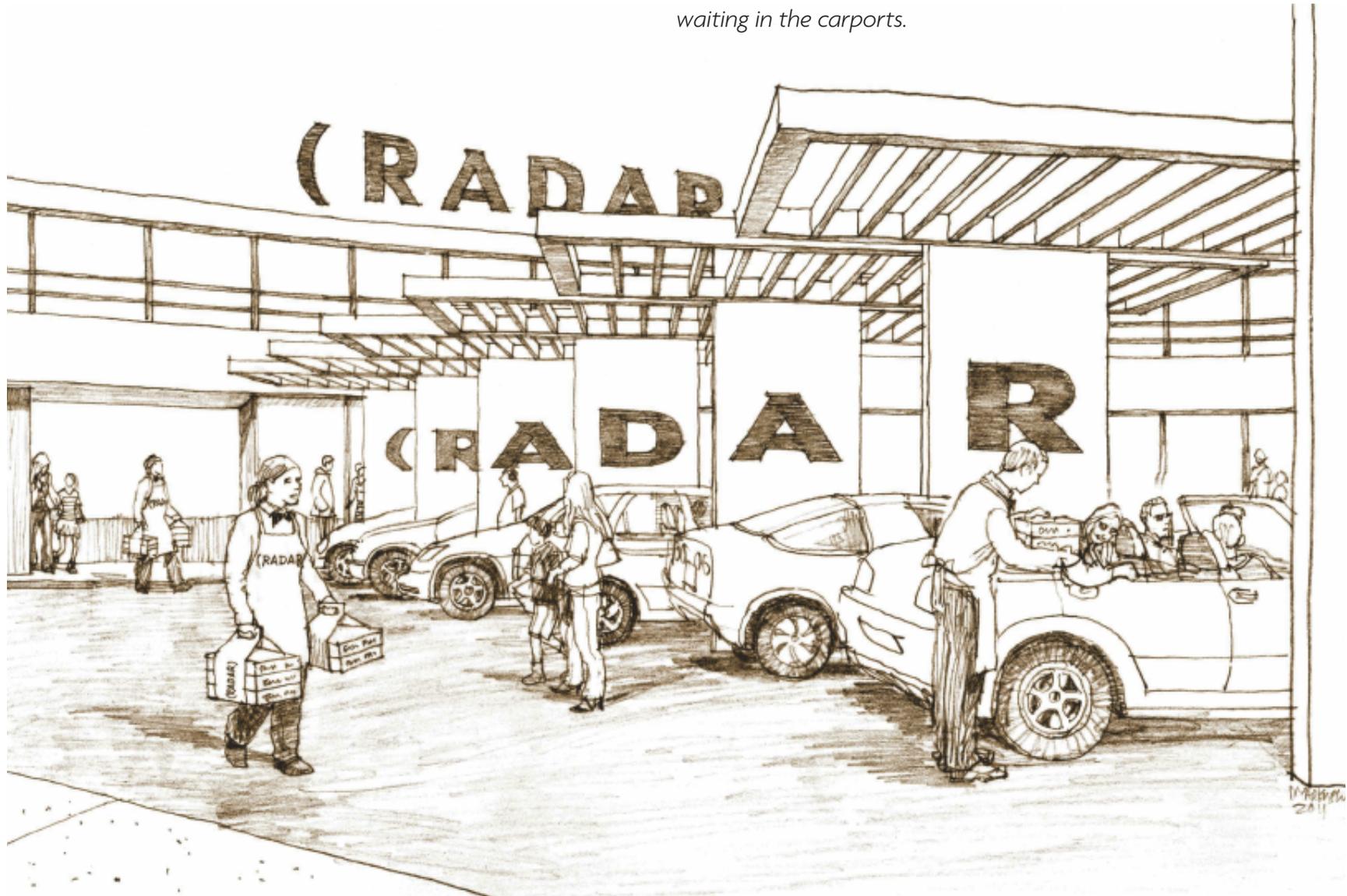
CUSTOMER EXPERIENCE

Customers using the touchscreen kiosks to place their orders.



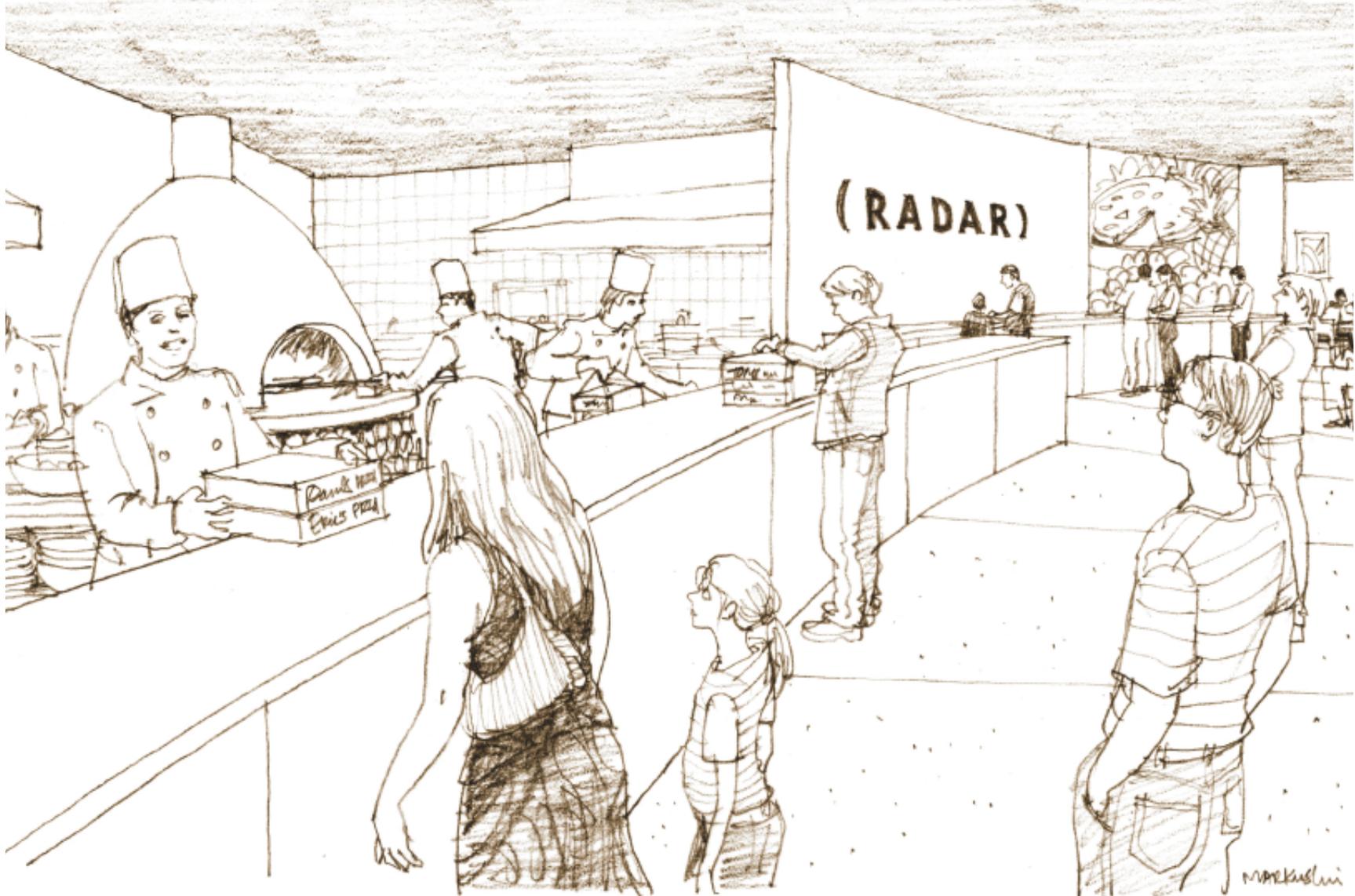
CUSTOMER EXPERIENCE

RADAR Valets delivering packages to the customers waiting in the carports.



CUSTOMER EXPERIENCE

The pickup counter is located near the waiting lounge.





CUSTOMER EXPERIENCE

FIVE CUSTOMER USAGE SCENARIOS

TOM PICKS UP A QUICK BREAKFAST

Tom is a lawyer. He lives by himself and works long hours. He would like to eat a healthy breakfast at home, but the reality is he rushes every morning to get to work on time. On his way out the door, he opens the RADAR Kitchen mobile app, taps on “*Favorites*”, taps on “*Steel cut oatmeal with fresh fruit*”, then selects *7:35 am pickup*. Done.

On the way to work, he pulls into a RADAR carport and the valet brings him his freshly prepared breakfast. Because Tom is a registered user, he doesn't have to pay and he drives off to the office.

KIM GETS LUNCH FOR THE WHOLE OFFICE

Kim is the administrative assistant in a 12-person startup. The staff is working hard to meet a deadline, so Kim sends an inter-office email to let everyone know RADAR is going to deliver lunch. Each employee then logs into www.radarkitchen.com and places their own order.

Kim didn't have to carefully write down what each employee wanted for lunch. She didn't have to keep track of who is a vegetarian and who is allergic to mayonnaise. No mistakes were made because each person entered their own order. And Kim didn't have to collect cash from each individual because it was all taken care of by RADAR's platform.



CUSTOMER EXPERIENCE

PLAY DATE IN THE PARK

Kim and Jan are enjoying a nice day at the park with their kids. Lunch time rolls around, and the kids don't want to leave. So Kim opens the RADAR Kitchen app on her phone and orders food. The app includes an "I am here" button she taps to transmit her location with her order. 20 minutes later the RADAR Kitchen delivery truck arrives at the park with their lunches.

SUSAN COMES IN FOR LUNCH

Susan works near a RADAR restaurant and walks there once a week to enjoy the grilled salmon salad and free wifi. When she places her order, she automatically gets a message that her meal is 50% off today because she's such a great customer.

BONNIE BRINGS HOME DINNER FOR THE FAMILY

Bonnie is stuck in a meeting. She texts her husband and kids to let them know she's going to stop by RADAR, and asks them all to order what they want. On the way home, Bonnie pulls into a RADAR Carport, the valet brings out her food and she's quickly back on the road.

At home, when Bonnie is opening the food boxes, there's a surprise – gourmet lemon bars. The next time Bonnie logs in to place an order, a dialog box asks her to rate the lemon bars and vote if the dessert should be added to the regular menu. When Bonnie replies, she is automatically awarded a \$5.00 discount on her next order.



MENU STRATEGY

CORE PRINCIPLES

The simplicity and satisfaction of great home cooking, elevated to replace the market's current fast food, delivery and takeout options.



An open, wood fired kitchen producing meals that are as hearty and fresh as they are truly delicious.



A selection of high quality meats, fish, baked goods and seasonal produce thoughtfully curated in sandwiches, salads, platters and side dishes.



A variety of flavors and food styles designed to satisfy the cravings of a broad spectrum of diners, including picky children.



Fresh baked signature breads to signal RADAR's commitment to serving food you would be proud to bring home or take to your office.



Dishes prepared in large and small portions so children can choose anything on the menu and adults can watch their calories.



A convenient, satisfying meal right at your fingertips via a mobile device.



SAMPLE MENU ITEMS

SMALL PLATES

rotisserie

chicken noodle soup

with fresh diced vegetables

bacon-wrapped

shrimp cocktail

with house red sauce

grilled giant

artichoke

with roasted garlic aioli

wood oven baked

spinach dip

with focaccia crostini

sirloin and navy bean

chili

with all the fixin's



SAMPLE MENU ITEMS

SALADS

RADAR

mixed baby greens

crumbled goat cheese, fuji apples & house vinaigrette

traditional

tuna nicoise

lemon shallot vinaigrette

local

asparagus & country ham salad

red onions & jicama

southwest inspired

grilled chicken salad

corn, black beans, red peppers & cumin-lime vinaigrette

spice rubbed tri-tip

steakhouse salad

balsamic cioppolini onions & garlic bread



SAMPLE MENU ITEMS

SANDWICHES

an unbelievably good

sloppy joe

cheddar cheese and a bun

roasted-this-morning

turkey breast

organic cranberry sauce, lettuce and lite mayonnaise

wood grilled

salmon blt

on house focaccia

the world's best

hot dog

on freshly baked bun

seasonal

grilled vegetables

with cucumber-yogurt sauce rolled in wheat tortilla



SAMPLE MENU ITEMS

MAIN DISHES

wood oven

flatbread pizza

choice of margherita or seasonal veggie

2-day stove spatter tomato sauce

lasagna

roasted peppers, mozzarella & basil

flame roasted

half chicken

basted in herb marinade & served with tossed greens

aunt shirley's awesome

turkey meat loaf

side salad & fresh green beans

red wine braised

short ribs

mashed potatoes, sweet peas & carrots



SAMPLE MENU ITEMS

SIDE DISHES

flash grilled

asparagus

with slivered almonds and lemon oil

fire roasted

corn on the cob

with cilantro butter

charred

broccoli

with shredded parmesan

quick steamed

edamame

lightly salted

house signature

focaccia

garlic bread



SAMPLE MENU ITEMS

DESSERTS

today's special

fruit cobbler

fresh blackberries, peaches & cinnamon

sweet & tart

cherry lemon bar

sprinkled with powder sugar

crispy crust, chewie inside

homemade brownie

ala mode

freshly sliced

fruit plate

kiwi, cantaloupe, pineapple & banana

packed-to-go

pint of ice cream

classic vanilla, chocolate or strawberry



SAMPLE MENU ITEMS

BEVERAGES

filtered water

*sparkling or flat
by the glass or bottle*

blue bottle coffee

*drip
espresso drinks*

organic sun tea

*plain
lemon
raspberry*

housemade sodas

*root beer
cherry
kiwi*

house wine by the bottle

*red
white
rosé*



INNOVATIONS

BRICKS AND MORTAR + THE CLOUD = QSK

RADAR combines the cost savings of Cloud-based business operations with the consumer engagement of vibrant retail stores.

EFFICIENT BACK ROOM OPERATIONS: Because customers place their orders using devices connected to the Internet, all transactions are automatically entered into a database used for accounting, financial reports and analytics.

AGILE MENU MANAGEMENT: Menu items are managed as SKU's and instantly sent electronically to customers on their computers, mobile devices and video screens inside the stores. Updating menus and adding daily specials is easy and immediate.

EFFICIENT CUSTOMER RELATIONS: Since RADAR's loyalty programs, special offers, social marketing, co-promotions with suppliers, and all other CRM features are Cloud-based, company-wide business strategies are more nimble and implementation costs are greatly reduced.

FANTASTIC CUSTOMER EXPERIENCE: Great features enabled by smart software, housed in a compelling retail environment, staffed by professionals providing amazing food and service.

Order with a few taps on a phone. Charge instantly to a credit card. Keep track of favorites. Refer to customers by name. Add a free cupcake when it's a customer's birthday... All enabled by RADAR's technology.

INNOVATIONS



ONLINE ORDERING & PAYMENT

PROBLEM: Call-in orders are susceptible to errors and require staffing.

SOLUTION: All ordering is performed online by customers.

EXAMPLE: The menu and daily specials show up automatically on the customer's device. No one has to read the menu to the caller or describe the day's specials. And human error on the restaurant's side is eliminated.

PROBLEM: Placing an order for more than one person at a time is a hassle.

SOLUTION: RADAR's platform allows everyone to order for themselves and automatically aggregates all the orders into one.

EXAMPLE: An admin in an office doesn't have to ask each person about the details of every order, such as "what do you want on your sandwich?"

PROBLEM: Cash transactions require staffing and slow down throughput.

SOLUTION: Orders are instantly charged online to pre-registered cards, cards swiped at the kiosks, or scanned by new eWallet technologies.

PROBLEM: Home food delivery is often unreliable and unfriendly.

SOLUTION: Vehicles with GPS integrated into the RADAR backend, and custom shelving that keeps food at the right temperature.

OPPORTUNITY: When all transactions are done directly online, CRM is streamlined and powerful.

NEW FEATURE: RADAR's platform empowers managers and marketing staff to implement a variety of campaigns and programs, including personalized couponing, customer loyalty programs and social advertising.



INNOVATIONS

CARPORTS & VALETS

PROBLEM: Drive-thru windows afford a terrible user experience. Customers inch forward with their engines running, yell into a faceless microphone, fumble with change, and reach through their car window for bags and cups.

SOLUTION: RADAR's customers park and relax while they wait for the well-dressed valet to bring their order. A simple, affordable luxury that differentiates RADAR Kitchen from the traditional fast food experience.

PROBLEM: Drive-thru lines are only as fast as the slowest car in line.

SOLUTION: Instead of drive-thru, RADAR uses carports where customers wait for the friendly valets to deliver orders.

EXAMPLE: Susan pulls into a carport and orders lunch using her phone. Jerry ordered coffee and a scone ahead of time. He is able to pull in, quickly receive his snack, and drive off. He doesn't have to wait for Susan.

PROBLEM: Because a drive-thru line has to keep moving quickly, the menu is limited to food that can be prepared in a few minutes or less.

SOLUTION: RADAR's carports serve customers in parallel, which frees the kitchen to spend a few more minutes preparing higher quality food.

EXAMPLE: Susan will have to wait a few more minutes for her freshly baked vegetarian flat bread pizza, but she is parked and can enjoy the free wifi. These important extra minutes enable RADAR's kitchen to prepare much better food. Expressed over six or more carports, this food service system is the foundation for elevated customer service and impressive profits.



INNOVATIONS

BETTER PACKAGING

We observed expeditors in a variety of different restaurants preparing food to go. We also ordered dozens of takeout meals to judge the effectiveness of the packaging. Our team brainstormed, built prototypes, tested the ideas in the real world and arrived at this elegant solution.

PROBLEM: Fitting everything securely into a bag is a time consuming puzzle because food containers come in different shapes and sizes.

SOLUTION: RADAR's packaging system features a set of modular cardboard boxes that nest together to form a larger block. The expeditor arranges the block on a paper wrap, folds it around the boxes, and secures the package with a peel-and-stick adhesive strip.

PROBLEM: Food and drinks spill too easily, especially in a car.

SOLUTION: RADAR's tightly wrapped block rests on a car seat or floor and doesn't tip over.

PROBLEM: If the expeditor or the customer want to check the order, they have to take everything out of the bag.

SOLUTION: Again, no bags. Instead, RADAR uses a paper wrap that fits tightly around the boxes and exposes all the labels that display the name of the person who ordered it and list the contents.

PROBLEM: Although there is a trend to make packaging more green, customers are still typically left with a messy pile of materials to throw out.

SOLUTION: The eco-friendly paper wraps and cardboard boxes fold flat for easy composting or recycling.

CONSUMER MARKET RESEARCH

METHODOLOGY

FOCUS GROUP TESTING

Three 1.5 hour interview-style focus group sessions were conducted by Judy Hsu of The Culinary Edge, with 30 participants recruited by Proview.

QUANTITATIVE ONLINE SURVEY

100 participants completed an extensive online survey after viewing two instructional videos describing RADAR Kitchen. The participants were carefully filtered by Decipher, Inc to match relevant demographic profiles. The data was analyzed and presented by The Culinary Edge in a document available for review.

KEY RESEARCH FINDINGS

A significant share of the target audience would not only visit RADAR Kitchen, but return for repeat visits throughout the week.



85% would take advantage of online ordering.



Only 2% would not use RADAR Kitchen if the store did not accept cash.



The carport/valet concept was preferred by 81% over traditional walk-in.



87% rated the menu appealing or very appealing.

“Respondents rated RADAR Kitchen an 86% Top 2 Box score when it came to how likely they would go to the restaurant, far exceeding the industry average norms for successful Quick Service Restaurant concepts.”

Judy Hsu
Market Research Sr. Manager
The Culinary Edge

CONSUMER MARKET RESEARCH

“I’d go to RADAR Kitchen at least once a week.”

~

“I like the idea of being able to see the labels on the packaging. You don’t have to dig through it.”

~

“Time is money. I like the speed.”

~

“This is a great option for on the way home from work.”

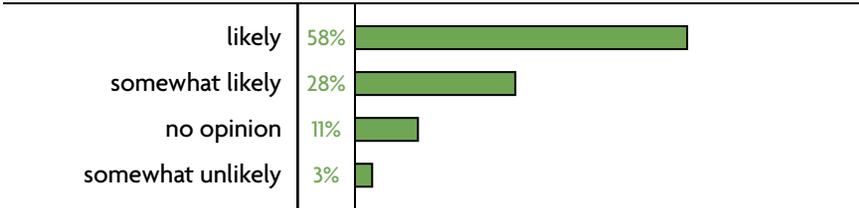
~

“I’m excited about it and would definitely try it. If it’s really perfect, I would go every day.”

Focus Group Participants

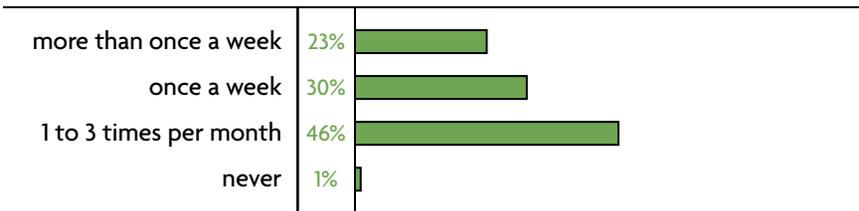
HOW LIKELY ARE YOU TO USE RADAR KITCHEN?

86% Top 2 box likelihood far exceeds industry norms.



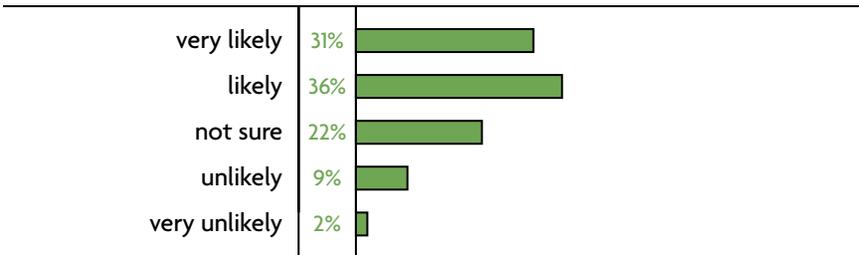
HOW FREQUENTLY WILL YOU USE RADAR KITCHEN?

An impressive 53% responded they would use RADAR at least once a week.



HOW LIKELY ARE YOU TO REGISTER AT RADARKITCHEN.COM?

Only 11% were unlikely to create an online account.

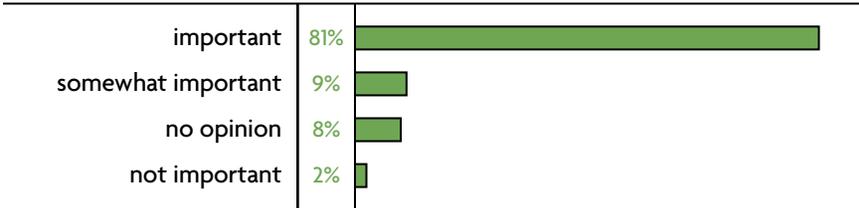




CONSUMER MARKET RESEARCH

HOW IMPORTANT IS IT TO BE ABLE TO ORDER ONLINE?

A large proportion of consumers want to order ahead online.



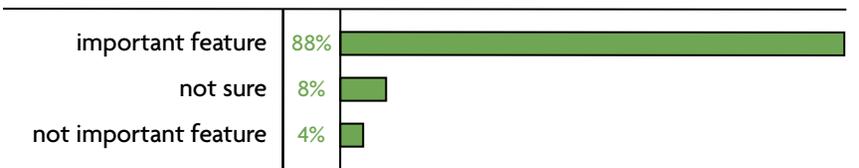
WHICH PICK-UP METHOD DO YOU PREFER?

The RADAR Carport concept resonates with consumers.



IS THE VALET SERVICE IMPORTANT?

The RADAR Valet is a very popular element of the user experience.



THE RADAR KITCHEN TEAM



HAL RUCKER

founder, president

www.halrucker.com

Hal is a veteran Silicon Valley entrepreneur with a focus on design, innovation and user experience. His work has won industry awards and been included in an installation in the New York Museum of Modern Art.

Hal's first company, Rucker Design Group, specialized in packaging, corporate identity and user interface design. Clients included Apple, Microsoft, HP, Ariba, Xerox, Turner Network and Adobe. The company was acquired by @Home Network in 1999.

Hal then founded Smalltown, a network of next-generation community websites that featured reviews, discussion threads with recommendations, and multimedia business listings called Webcards. He raised a \$3M Series A and guided the company from product concept to revenue generation in 11 months. Smalltown was acquired in 2009.

In 2010, Hal launched PeerPressure, a social marketing platform based on one's passion for achieving a personal goal. The PeerPressure iPhone app is available at the iTunes App Store.

Before starting his career as an entrepreneur, Hal worked as a freelance product designer at IDEO. He holds BS & MS degrees in Product Design from Stanford University.

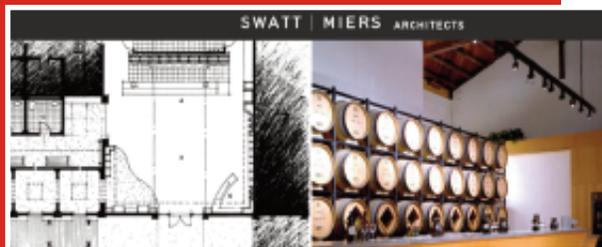
THE RADAR KITCHEN TEAM



THE CULINARY EDGE

restaurant industry consultants
www.theculinaryedge.com

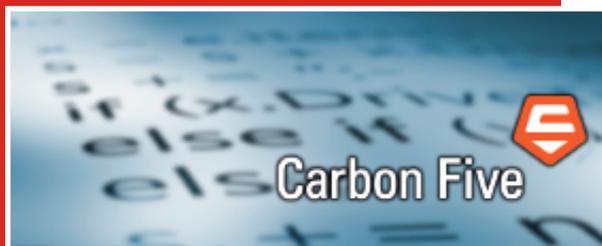
Through their team of chefs, strategists and practice area experts, the Culinary Edge delivers real, profitable solutions with hands-on consulting from concept to launch. The executive team includes Aaron Noveshen, Stephen Goldmann and Steven Goldstein.



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Swatt Miers offers architecture, planning, interior design and facility programming services on a wide spectrum of building types. In practice for over 34 years, Robert Swatt has gained international recognition for creating distinctive, approachable modern architecture.



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technology consultants
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Carbon Five is a premium services consultancy specializing in rich user experiences. Carbon Five builds, extends and integrates business and consumer applications through a flexible and collaborative process that maximizes return on investment of both time and money.

THE RADAR KITCHEN TEAM



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market assessment and business planning

www.activeingredient.com

Active Ingredient helps clients build solid, profitable businesses with strong growth prospects through research, analysis, and smart competitive strategies. Active Ingredient's clients include Fortune 500 as well as early stage growth companies.

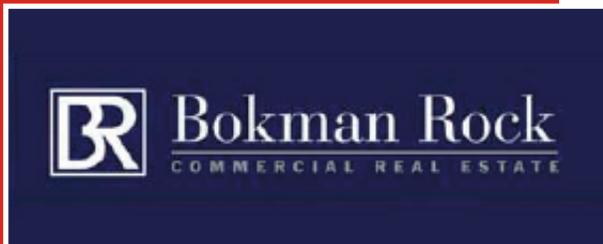


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BRIAN BOKMAN | BOKMAN ROCK REAL ESTATE

real estate developer

www.bokmanrock.com

Bokman Rock specializes in tenant representation, project leasing brokerage, construction management and consulting. The principals bring over 50 years of retail and office brokerage experience, executing transactions for retailers, shopping centers, office tenants and landlords.



REAL ESTATE

Finding the perfect locations with easy access from main traffic arteries is an essential element of the throughput needed for the success of RADAR Kitchen. These are some of the properties being reviewed.



Vacant Corner Lot
Third and El Camino Real
San Mateo, CA



Safeway Parking Lot Corner
16th and El Camino Real
San Mateo, CA



American Legion Building
South Blvd
San Mateo, CA



Vacant Lot
1256 Camino Real
Menlo Park, CA



Vacant Lot
280 Camino Real
Menlo Park, CA

COMPETITION

Although there isn't yet a notable quick service kitchen that was built from the ground up to leverage the efficiencies of the Cloud, there are successful brands that are implementing some of the key elements.

SPECIALTY'S CAFE AND BAKERY

The majority of the food orders at Specialty's are now placed online. Most of their stores feature iPads that enable customers to order by themselves, including the ability to reorder a favorite and swipe a credit card.

THE MELT

The Melt is a venture capital funded startup that uses technology to streamline the ordering and production of soup and sandwiches.

CALIFORNIA PIZZA KITCHEN

California Pizza Kitchen launched A.S.A.P. stores with food items that can be prepared and served quickly. These locations are also designed to improve the takeout experience and often include curbside service.

CHIPOTLE MEXICAN GRILL

"Food served fast doesn't have to be a fast-food experience" is an important element of Chipotle's corporate mission. The company is extending their successful model to other food styles.





FINANCIAL PROJECTIONS

The RADAR Kitchen financial plan models one store economics and the launch of 7 total locations over an 8 year period.

The master Excel file is available upon request.

ASSUMPTIONS USED IN THE MODEL

Average lunch meal	\$10.00
Average dinner meal	\$15.00
Average off-peak hours meal	\$7.00
Food costs	30% of revenue
Labor related costs	28% of revenue
Number of delivery vans per store	2
Number of carports per store	6
Number of stores	7 locations by 2020
Hours of operation	7:00 am to 8:00 pm

SINGLE STORE ECONOMICS

Individual stores generate \$1.05M pre-tax annual profit on \$4.2M revenue. This ratio exceeds industry-wide expectations; an exciting result of the operational efficiencies achieved using the Cloud and RADAR's custom software platform.



FINANCIAL PROJECTIONS

CORPORATE METRICS

RADAR Kitchen corporate achieves \$26.6M revenue in 2019. The model also projects pre-tax annual profits to be \$6.9M in the same year.

CASH FLOW

Positive cash flow occurs in mid-2014. Assuming an initial investment raise of \$3M, the company will have approximately \$441,000 in funds at the inflection point, supporting the goal of not needing a dilutive second round of funding.

RETURN ON INVESTMENT

Reasonably aggressive inputs into the business model project a 2.1 x ROI by the end of 2017, ramping up to a 5.2 x return in 2019.

WHY IS QSK MORE PROFITABLE THAN QSR?

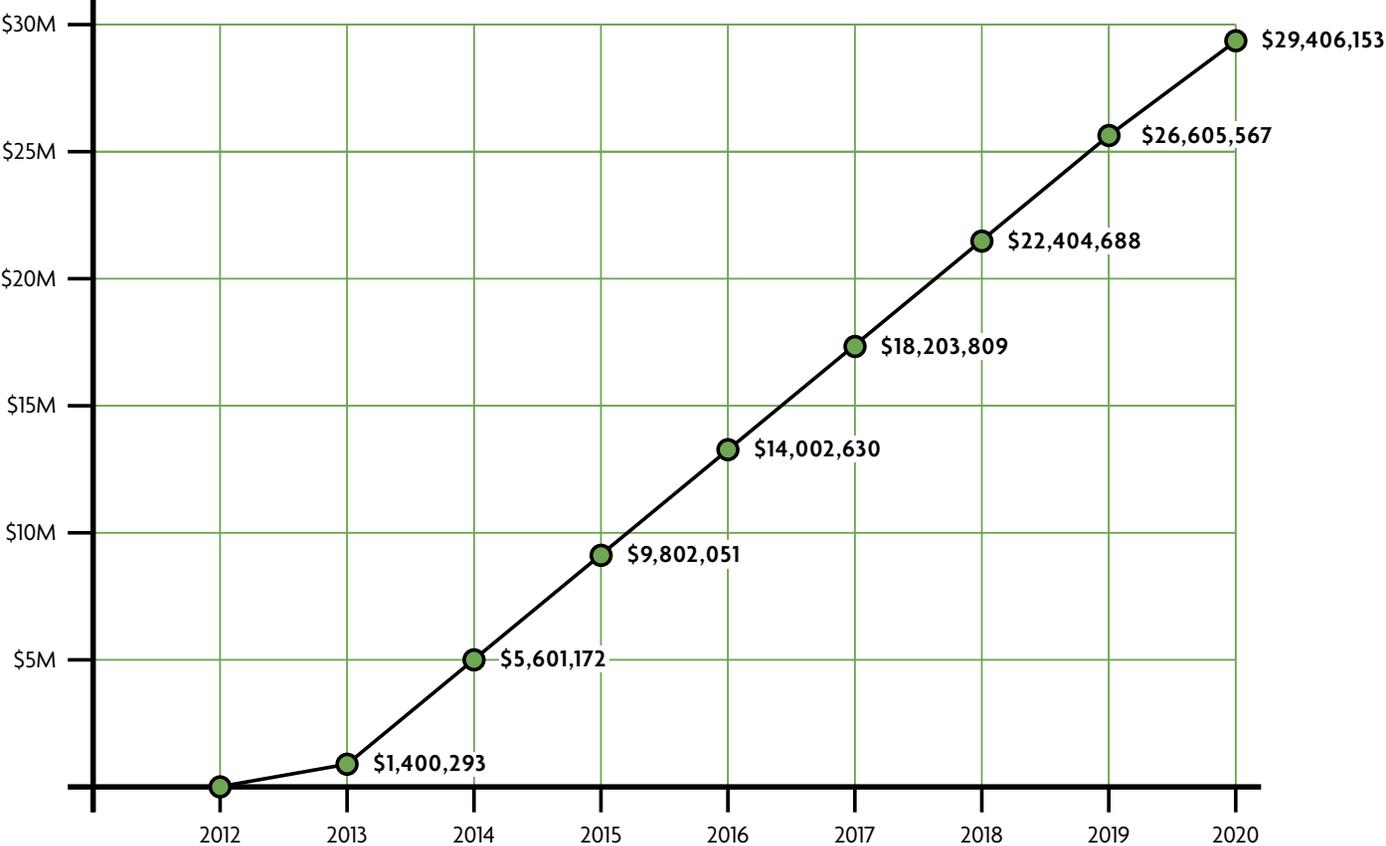
A comprehensive review of the business model spreadsheet is the best way to fully understand the operational efficiencies of RADAR Kitchen's new QSK business category. But one example can be illustrative.

Consider what happens when RADAR Kitchen adds a new sandwich to the menu. We enter the item into the database which includes information about the ingredients, the price, photos, a description, calorie count, allergens and so on.

FINANCIAL PROJECTIONS

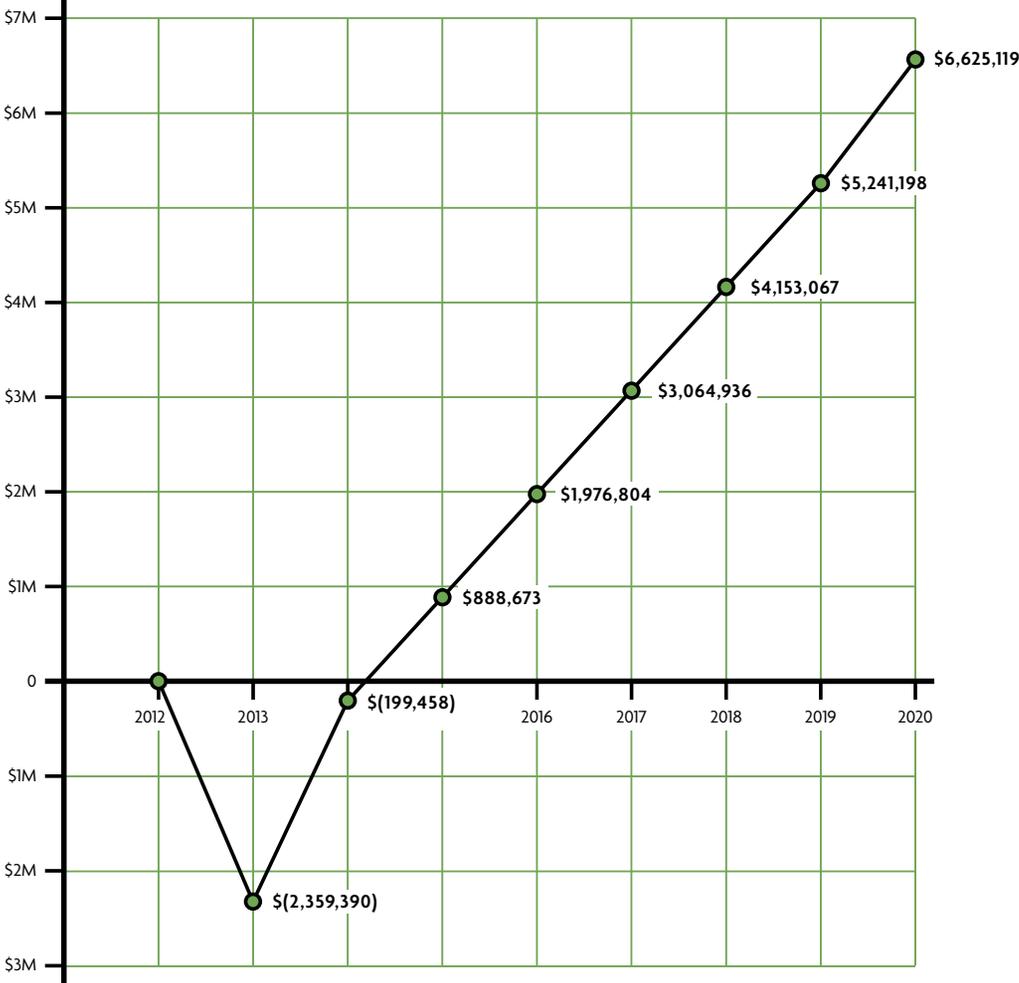
TOTAL REVENUE

Because the model assumes new locations are launched annually, the revenue curve becomes a straight line after the first store opens.



FINANCIAL PROJECTIONS

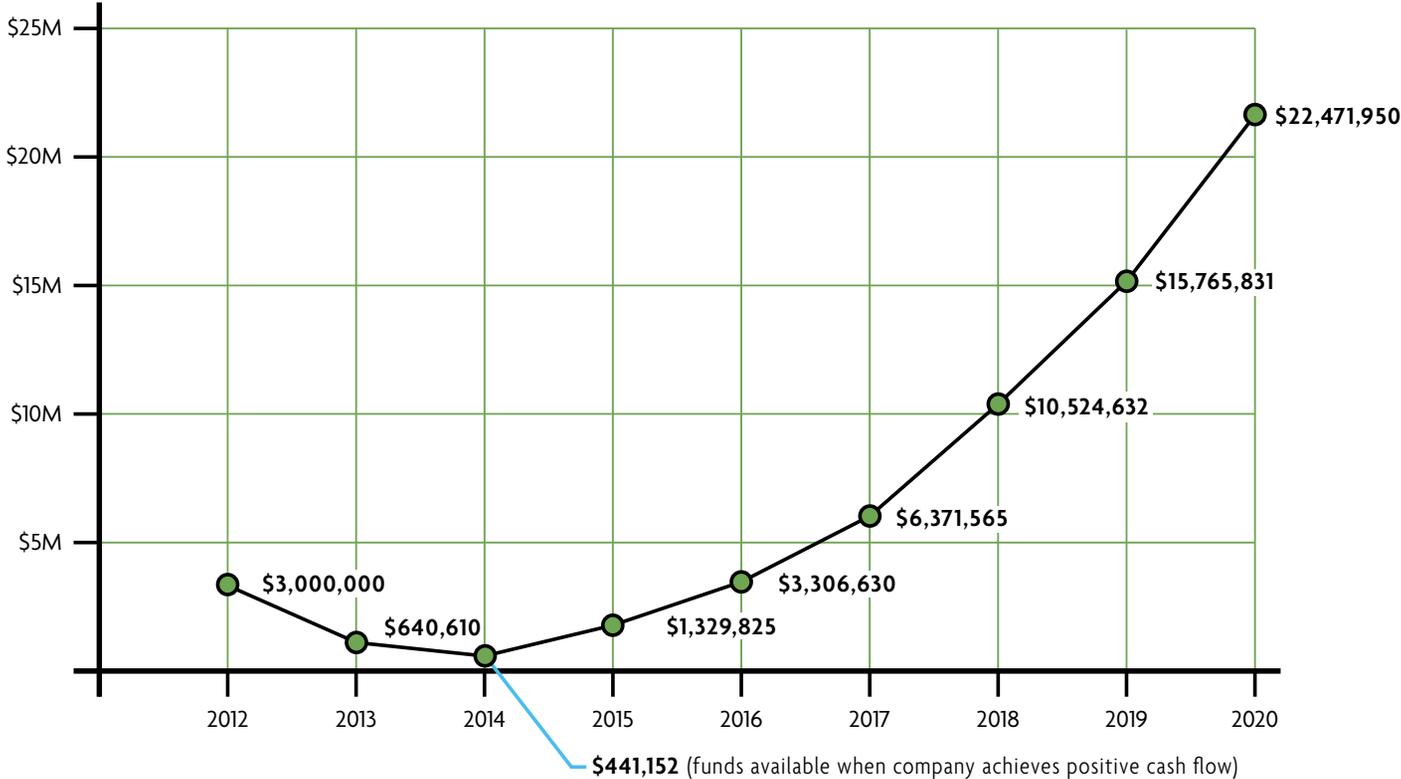
ANNUAL CORPORATE PROFIT



FINANCIAL PROJECTIONS

CASH FLOW

Assuming an initial investment of \$3M, the company becomes cash flow positive in 2014, with \$441,152 available funds at the inflection point.





SUMMARY

WHO ARE WE?

RADAR Kitchen is a team of veteran culinary experts, designers, engineers, architects and business analysts assembled and directed by Hal Rucker.

WHAT PROBLEM ARE WE SOLVING?

Very few dining alternatives address a prevalent consumer desire for quick, convenient, affordable and healthy meals.

WHAT IS OUR SOLUTION?

RADAR Kitchen QSK: Wholesome food. Online. In time.

An innovative blend of great customer experience and fantastic food, made possible by the thoughtful integration of warm, vibrant retail stores and Cloud-based business operations.

HOW DO WE KNOW RADAR KITCHEN IS A GOOD IDEA?

Interview style focus groups and quantitative consumer surveys both confirm that RADAR hit the sweet spot of a genuine consumer need.

IS RADAR KITCHEN A GOOD FINANCIAL OPPORTUNITY?

QSK is a big marketplace, and our business model spreadsheets show how the efficiencies of the Internet can be leveraged to lower operating costs, provide great customer service, and generate impressive profits.

(RADAR) KITCHEN™

Hal Rucker

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