



TOGETHER WE GROW

The Madrone School is a private, non-profit that aims to provide a superior and affordable education to children with autism in the greater Seattle area.

The Madrone School offers a unique educational setting using proven behavioral therapies that help to improve communication skills, social skills as well as academics. We will open our doors the 2016-17 school year and anticipate serving 64 students by year 5.

PRE-LAUNCH

Non-profit

MANAGEMENT

Lindsey McGrew
Co-Founder & Executive Director

Beth Stoughton
Educational Director

Kris McGrew
Co-Founder & CFO

MILESTONES

501(c)(3) status achieved
applied for over 75 grants
private school application submitted
friends and family capital campaign

ADVISORY BOARD

Lesa Black
Speech Therapist

Patti Catalano
Music Therapist

Jessica DeCoster
Special Education Teacher

Laura Genuardi
Special Education Teacher/Chair

Mary Tinsley
Board Certified Behavior Therapist

TARGET MARKET

1 in 68 children are diagnosed with autism in the United States. Those with autism are affected in varying degrees and have difficulties in social interaction, communication and repetitive behaviors. We will serve children affected by autism in the greater Seattle area.

CUSTOMER PROBLEM

There are an estimated 4,000 students in the greater Seattle area that are affected by autism. Currently, there are two schools that serve children with autism in this area. Combined they serve 130 students and are both at capacity and have long waiting lists. This is our opportunity to serve these children.

BUSINESS MODEL

The primary source of income will be driven by billing insurance. We will work with an experienced billing service that specializes in billing services for children with autism in Washington. We will also raise funds on an annual basis by applying for grants from various philanthropic foundations across the country as well as hold several fundraising events throughout the year including auctions and raffles.

DIFFERENTIATOR

We will reserve 1 of every 4 seats for an economically disadvantaged family. The current autism schools in the area typically accept only Microsoft and Amazon employees because of their exceptional insurance coverage of autism services. This model ignores the middle class and economically disadvantaged families in the area.

FINANCIAL REQUIREMENTS

We are seeking a 150k note in startup costs with a 10% interest rate. Payments of this debt will be made starting year 2 of operation.

	2016	2017	2018	2019	2020
Total Proceeds	\$ 347,000	\$ 591,700	\$ 1,127,100	\$ 2,205,500	\$ 4,287,100
Total Expenses	306,700	554,400	1,071,800	2,093,900	4,168,200
Surplus (Shortfall) in Funding	\$ 40,300	\$ 37,300	\$ 55,300	\$ 111,600	\$ 118,900
Cumulative Cash Reserves	\$ 40,300	\$ 77,600	\$ 132,900	\$ 244,500	\$ 363,400

afternoon slump?

treat yourself to

Cake Break



CakeBreak is a mobile food truck which delivers high quality, exceptional tasting, and frosted-to-order cupcakes directly to you. Often in an office environment, having an afternoon treat can be the difference between getting work done or hitting a wall.

CUSTOMER PROBLEM

In one form or another, meals are accessible to the employees of many companies today. However, the options for snack foods can often be limited, especially after lunch hours. With this shortage of opportunity, workers need a place to get a tasty treat to satisfy their energy needs late in the work day.

PRODUCT/SERVICE

With the scarcity of mobile cupcake trucks, CakeBreak will fill this void and allow office workers to take a "CakeBreak" and enjoy a custom made mix-and-match cupcake. Frosting and cake pairings will be determined by the customer to create their perfect afternoon treat! Discrete beverage partnerships of milk and drip coffee will be offered for the perfect cupcake complement.

MARKET OPPORTUNITY

The food truck industry has exploded all over the USA, and with almost 200 mobile food trucks operating within King County, the Seattle food truck industry gained over 13% growth in 2015 alone! Private corporations and land owners are quickly realizing the value of food trucks and thus have partnered with many of them to allow for vending on private property. In particular, the King County food truck industry is dominated by savory type food options—with a 8% sweet to 92% savory ratio. CakeBreak reaches a unique market with its products. While savory outfitted food trucks are dominating lunch hours, Cakebreak's opportunity lies in the post-lunch afternoon snack time, and catering to special events to boot.

TARGET CUSTOMERS

As many as 40,000 employees work within a single location at many King County business parks. This presents an astronomical customer base opportunity! Being mobile allows CakeBreak optimized positioning to locations where the greatest customer demand exists. As of today in the Seattle Metro area, there are no mobile cupcake trucks operating on a regular basis, not to mention any that offer frosted-to-order customizable cupcakes.

SALES AND MARKETING STRATEGY

In addition to an adorable truck, Facebook, Instagram, Twitter, and a website will be utilized for targeted marketing. Advertising will also be attained through memberships to local food truck blogs and by attending food truck events. B to B opportunities will be perused by sharing samples of our cupcakes with large corporations. During the start-up phase our marketing mix will be heavily weighted in advertising and promotion. As time goes on, consumer experience will generate both word-of-mouth and brand recognition.

BUSINESS MODEL

The CakeBreak business model will begin as a business to consumer entity. This will be the primary focus for short-term revenues. However, as company recognition increases, revenue opportunities will be generated in the business to business sector by accommodating large corporate orders. Long-term earnings will include both B to B, and B to C. CakeBreak's revenue stream will be obtained by point-of-sale customer transactions.

COMPETITORS/ COMPETITIVE ADVANTAGES

Our biggest competitors are brick and mortar type locations which include Trophy Cupcakes and Party, Cupcake Royale, and Pinkabella Cupcakes. In addition to these there are seven smaller cupcake-specific bakeries operating in the Seattle Metro area. Important characteristics that set CakeBreak apart from this competition our first, by having a mobile truck we are bringing the cupcake right to the consumer. CakeBreak can continuously adjust its location to match the greatest areas of demand. Second, no other bakeries offer custom-to-order cakes without a pre-order. At CakeBreak, cupcakes will be frosted on the spot and uniquely created for the tastes of each individual.

PROFORMA INCOME STATEMENT

	Startup	Year 1	Year 2	Year 3
Total Revenue	\$ -	\$ 149,880.00	\$ 179,856.00	\$ 197,841.60
Total Expenses	\$ 56,937.00	\$ 128,730.00	\$ 133,494.00	\$ 136,538.00
Gross Profit	\$ (56,937.00)	\$ 21,150.00	\$ 46,362.00	\$ 61,303.60
Net Profit	\$ (56,937.00)	\$ 13,747.50	\$ 30,135.30	\$ 39,847.34

COMPANY PROFILE

Industry:
Food and Beverage/ Mobile Food Truck

Contact:
YourCakeBreak@gmail.com



@YourCakeBreak
#YourCakeBreak

MANAGEMENT

Melissa Angulo
Founder & Chief Baker

Benjamin Eacker
Investor & Chief of Quality

ADVISORS

Amy Michaels: CFO, FareStart

Jacki Fischer: VP, Finance, Expedia

Marie Rudd: Owner/Operator of Chick'n Fix Food Truck

Randy Krantz: Previous food truck owner and professional food vendor

Rachael Coyle: Owner of Coyle's Bakeshop

Jennifer Sward: GM University of Washington, food operations

Ralph Murray: Owner of A&J Commissary

