

GREGORYS COFFEE

NEW INVESTMENT OPPORTUNITY



GREGORYS
COFFEE™



www.yieldwink.com



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PAGE

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EXECUTIVE SUMMARY

Yieldwink LLC is a vertically integrated investment portal with a focus on investments across real estate, private equity, and private credit. Yieldwink utilizes a data-driven approach to identify, analyze, and execute on investment opportunities.



TRACK RECORD

Over **40 years of combined experience** across residential and commercial real estate

Currently operate **\$100MM+** worth of real estate assets

Co-developed **3 hotels in NYC** and manage real estate properties **across 8 states**

Over **\$350MM+** in real estate assets closed

\$200MM+ raised by executive team in **last 7 years**

IHG[®]
HOTELS & RESORTS



OFFERING SUMMARY



OFFERING INFORMATION

YIELDWINK

Yieldwink is proud to announce a **joint-venture** partnership with **Gregorys Coffee**.



www.yieldwink.com



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OFFERING INFORMATION

Gregorys Coffee provides a **best-in-class** coffee with a *differentiated* experience.

Gregorys Coffee, a NYC-based coffee roaster and retailer, is rapidly expanding. They serve a variety of coffee, tea, pastries, and packaged foods as well as a daily selection of plant-based meals prepared from scratch, curated by an in-house registered dietitian.

BACKED BY EXECUTIVES FROM:

Robinhood 

 KITCHEN
FUND

TIGERGLOBAL

 HEXAGON
HOSPITALITY



WE WIN WITH ACCESSIBLE QUALITY AND A DIFFERENTIATED EXPERIENCE



								
Quality	Premium	Premium	Premium	Premium	Premium	Premium	Low	Average
Speed	Fast	Slow	Slow	Slow	Slow	Slow	Fast	Fast
Price	\$\$	\$\$\$	\$\$\$	\$\$	\$\$\$	\$\$\$	\$	\$\$
Drive Thru	✓	✗	✗	✗	✗	✗	✓	✓
Fresh Food	✓	✗	✓	✗	✗	✗	✗	✗
Plant Based	✓	✗	✗	✗	✗	✗	✓	✓
AUV(\$mm)	\$1.2 ⁽¹⁾	\$0.8	\$1.1	\$0.5	\$0.9	\$1.0	\$1.1	\$1.6
Stores	36 ⁽²⁾	72	54	22	32	64	9,244 ⁽³⁾	17,050 ⁽⁴⁾

mic and company filings.

ents 2019 AUVs for urban mix stores.

Source:
Technomic and company filings.

(1)
Represents 2019 AUVs for urban mix stores.

(2)
Represents existing store count.

(3)
Reflects U.S. footprint.

(4)
Reflects total North America footprint as of July 3, 2022.



WHY WE LIKE GREGORYS COFFEE

36 Stores Across 3 States + DC ⁽¹⁾	500+ New Store Serviceable Addressable Market ⁽²⁾
\$1.2 mm AUV ⁽³⁾	\$1,050 Sales / Square Foot ⁽⁴⁾
8% Same - Store Sales Growth ⁽⁵⁾	22% 4-Wall Margin ⁽³⁾
65% Cash on Cash Returns ⁽⁶⁾	68 Best in Class NPS

(1) Represents existing store count.

(2) Serviceable Addressable Market as determined by eSite Analytics using proprietary optimization algorithm.

(3) Represents 2019 AUVs for Urban Mix stores.

(4) Based on 2019 sales and total square footage for Urban Mix stores.

(5) Represents Feb 2020 LTM for Urban Mix stores.

(6) Represents cash on cash returns for the 10 stores opened since Series A investment.



YIELDWINK WILL ASSIST IN GREGORYS EXPANSION ACROSS THE NORTHEAST MARKET.



GREGORYS COFFEE'S IN NYC

1000 VERMONT Washington, DC, 20005	1101 CONNECTICUT AVE NW Washington, DC, 20036	880 3RD AVENUE New York, NY, 10022
1111 NEW JERSEY AVE SE Washington, DC, 20003	1900 L Washington, DC, 20036	327 PARK AVENUE S New York, NY, 10010
443 7TH STREET NW Washington, DC, 20004	100 WALL STREET New York, NY, 10005	874 SIXTH AVE New York, NY, 10001
107-28 CONTINENTAL AVE Forest Hills, NY, 11375	122 EAST 42ND STREET New York, NY, 10168	12 EAST 46TH STREET New York, NY, 10176
1273 FIRST AVENUE New York, NY, 10065	1407 BROADWAY New York, NY, 10018	551 FASHION AVENUE New York, NY, 10018
16 COURT STREET Brooklyn, NY, 11201	200 VARICK STREET New York, NY, 10014	58 WEST 44TH STREET New York, NY, 10036
20 EAST 40TH STREET New York, NY, 10016	48 EAST 33RD STREET New York, NY, 10016	10 EXCHANGE PLACE Jersey City, NJ, 07302
356 7TH AVENUE New York, NY, 10001	42 BROADWAY New York, NY, 10004	111 RIVER STREET Hoboken, NJ, 07030
485 MADISON AVE New York, NY, 10022	520 8TH AVENUE New York, NY, 10018	342 SPRINGFIELD AVENUE Summit, NJ, 07901
551 MADISON AVENUE New York, NY, 10022	630 9TH AVENUE New York, NY, 10036	393 ROUTE 17 SOUTH Paramus, NJ, 07652
649 BROADWAY New York, NY, 10012	762 7TH AVE New York, NY, 10019	525 WASHINGTON BLVD Jersey City, NJ, 07310
775 6TH AVENUE New York, NY, 10001	80 BROAD STREET New York, NY, 10004	342 GREENWICH AVENUE Greenwich, CT, 06830



GREGORYS OPERATES IN A LARGE AND GROWING MARKET IN THE U.S.



AMERICANS LOVE COFFEE AND TREATS

\$60bn

U.S. Coffee, snack shop,
and bakery category size

80%

of the U.S. population
drinks coffee

50%

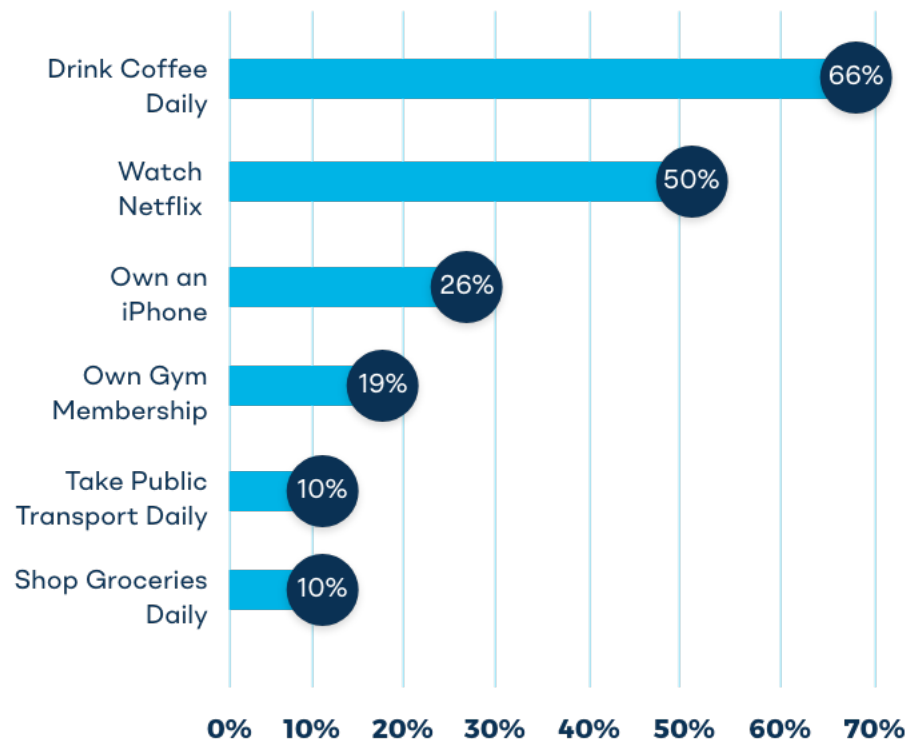
of millennials consume
a cup of specialty coffee per day

64%

of global consumers believe
indulgent treats are part of a
healthy diet

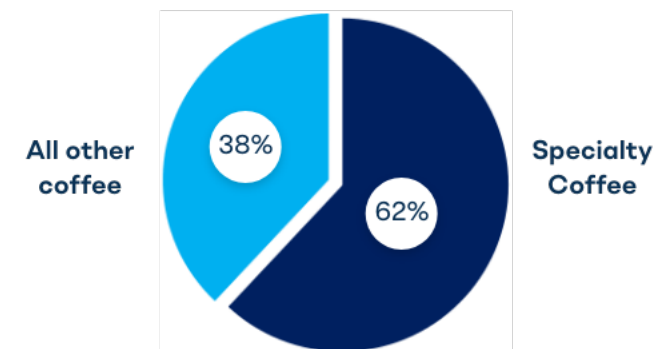
COFFEE IS THE MOST FREQUENT DAILY PURCHASE

% OF AMERICANS WHO:



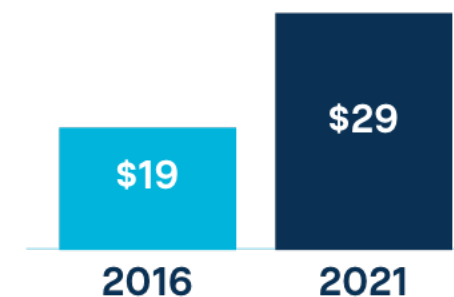
PREMIUMIZATION TAKES CENTER STAGE

COFFEE CONSUMED BY TYPE



SPECIALTY COFFEE HAS
EXPERIENCED OUTSIZED GROWTH

SPECIALTY COFFEE MARKET (\$B) ⁽³⁾



2nd

Most popular
beverage in the U.S.

3+

Cups of coffee
consumed per day

9.3%

16'-21' specialty coffee
market CAGR



www.yieldwink.com



info@yieldwink.com

Source: IBISWorld, Specialty Coffee Association, 2019 U.S. Coffee Market Overview, Wall Street research, eMarketer.
(1) Assumes 1 cup is 8 oz. of coffee.
(2) As of January 2022.
(3) Assumed as annual percent share of specialty coffee consumed relative to non-specialty coffee multiplied by overall coffee, snack, and bakery shops sales in the U.S.

OFFERING SUMMARY- ASSUMPTIONS

Gregorys Coffee and Yieldwink to split all build-out costs 50%/50%. Yieldwink will aim to **raise \$200k-\$350k per store**, as needed, for our portion of the new buildout and/or acquisition, up to a total **raise amount of up to \$4,500,000**. The joint-venture agreement allows for an unlimited amount of store openings. The fund will target openings in locations reflecting above-average median income, high pedestrian and/or vehicle traffic, “work-route” locations (including near subways, highway exits heading towards the city, etc), and medium-to-high density locations. The fund will target locations for build-out or development. Investor hold period will be 2.5 - 3 years. Investors will enjoy access to all new joint-venture stores as part of this fund.

Target Raise	\$4,500,000
Target Cost/ Store (JV 50% portion)	\$200k-\$300k
Hold Period	3 Years
Minimum Investment	\$25,000
Distribution Frequency	Quarterly
Target Average Cash Yield*	84%*
Target IRR	42.30%
Target EM	2.51x

*Includes cash yield returned at Year 3 exit



EQUITY STRUCTURE

Class A investors are entitled to a 12% preferred return prior to Class B members (“General Partner”) receiving any cash flow distributions. This structure was adopted to ensure a priority return to investors, and as an incentive for the General Partner(s) to outperform the 12% hurdle. The initial obligation of the General Partner is to ensure the repayment of the preferred return, set at 12%, and the return of all invested capital to the investors before becoming eligible to partake in the promote.

CLASS A PARTNERSHIP STRUCTURE		CLASS B PARTNERSHIP STRUCTURE	
Preferred Return	12%	Preferred Return	N/A
Class A Net Target IRR	42.30%	Waterfall Structure	12%+: 25% promote split between Class A & B members

Promote Structure based on Capital Raise Round

	Raise Amount	Pref	Promote
Round 1	up to \$ 900k	12 %	25 %
Round 2	\$900k-\$1.8M	12 %	30 %
Round 3+	\$1.8M +	12 %	35 %



UNDERSTANDING THE FINANCIALS

YEAR 0: Gregorys Coffee Inc (corporate) and Yieldwink investors will split all new store build-out costs pro-rata (50%/50%).

YEAR 1-3: Store cash flows will be split 50%/50% between Gregorys Coffee Inc. and Yieldwink investors.

YEAR 3: At Year 3, Gregorys Corporate plans to sell all stores to a private equity buyer for a **9x** multiple of EBITDA. JV stores will exit at 65% of the corporate-level multiple. For Yieldwink's model, **we have used a 7x** exit multiple to err on the side of caution. Example on the next slide.



UNDERSTANDING THE FINANCIALS

STORE-LEVEL EXIT ASSUMPTION (NOT INCLUSIVE OF CASH FLOW)

AUV	\$	1,100,000	= Average unit volume assumption at exit
EBITDA	\$	252,000	= EBITDA expectation at exit (23%)
EM		7	= Yieldwink's modeled exit multiple
Sale	\$	1,764,000	= EBITDA of 252,000 x 7 (multiple)
JV Total	\$	1,146,600	= 65% of corporate sale earned by JV stores
Jv 50%	\$	573,300	= Yieldwink investors' 50% split of proceeds

**Based on a \$300k investment, the JV store profit on exit is 1.91x.
This does not include 3 years of cash flow from operations.**



ILLUSTRATIVE FINANCIALS

STORE-LEVEL CASH FLOW ASSUMPTIONS

Illustrative Financial Store Summary				
	Year 1	Year 2	Year 3	Stabilized %
Sales	\$ 892,500	\$ 966,000	\$ 1,050,000	
Store COGS	\$ 232,050.00	\$ 251,160.00	\$ 273,000.00	26%
Gross Profit	\$ 660,450.00	\$ 714,840.00	\$ 777,000.00	
Wages & Benefits	\$ 276,675.00	\$ 299,460.00	\$ 307,070.00	29%
Other Operating Expense	\$ 62,475.00	\$ 67,620.00	\$ 73,500.00	7%
Occupancy Expense	\$ 160,650.00	\$ 165,469.50	\$ 170,433.59	16%
Restaurant Cashflow	\$ 160,650.00	\$ 182,290.50	\$ 225,996.42	22%
EBITDA %	18%	19%	22%	
Reference - Performance (last 12 stores)				
COGS	25%			
Labor	28%			
Occupancy	18%			
Other	7%			
RL EBITDA	21%			
Ramp Period Illustration				
	Year 1	Year 2	Year 3	
Revenue	\$ 892,500.00	\$ 966,000	\$ 1,050,000	
% of stabilized*	85%	92%	100%	
*Indicates percentage of sales in Year X when compared to Year 3 stabilized period				

ACTUAL



HYPOTHETICAL RETURNS

HYPOTHETICAL RETURNS

INVESTMENT AMOUNT: \$50,000

Summary of Partnership-Level Returns		Year 0	Year 1	Year 2	Year 3
Limited Partner (LP) Returns					
Total LP Distributions	125,332	-	12,388	14,295	98,649
Total LP Contributions	50,000	50,000	-	-	-
Total LP Profit	75,332				
LP IRR	42.30%	(50,000)	12,388	14,295	98,649
LP Equity Multiple	2.51x				
Cash Yield			25%	29%	197%

REVENUE ASSUMPTIONS

Year 1	\$ 892,500
Year 2	\$ 966,000
Year 3	\$ 1,050,000

*Revenue assumptions are well below average unit volume (AUV) of \$1MM+

Notes:

- 1) Target returns are net of all fees.
- 2) Year 3 exit assumption is based on a 7X exit multiple versus Corporate expectation of a 9X exit multiple.
- 3) Latest store opening (2023) in Forest Hills, NY targeting \$1.4M annual revenue in first year.



SENSITIVITY ANALYSIS

FUND-LEVEL

		Exit Multiple				
		6.0x	7.0x	8.0x	9.0x	10.0x
Exit Year Margin	20.0%	2.4x/40%	2.6x/45%	2.8x/49%	3.1x/53%	3.3x/57%
	20.5%	2.4x/41%	2.7x/46%	2.9x/50%	3.1x/54%	3.4x/58%
	21.0%	2.5x/42%	2.7x/46%	2.9x/51%	3.2x/55%	3.4x/59%
	21.5%	2.5x/43%	2.7x/47%	3.0x/52%	3.2x/56%	3.5x/60%
	22.0%	2.5x/44%	2.8x/48%	3.0x/53%	3.3x/57%	3.5x/61%
	22.5%	2.6x/44%	2.8x/49%	3.1x/54%	3.4x/58%	3.6x/62%
	23.0%	2.6x/45%	2.9x/50%	3.2x/54%	3.4x/59%	3.7x/63%

This chart depicts returns (equity multiple & IRR) based on specific exit assumptions at the fund-level. The Corporate case scenario expects a 9x exit multiple at a 21% exit profit margin, for a 3.2x equity multiple and 55% IRR. Yieldwink, in its model and illustrative returns, has projected a 7x multiple.

The last 5 stores have RL margins of 23%+.



SENSITIVITY ANALYSIS

INVESTOR-LEVEL
(Net of all fees and exit assumptions)

WORST CASE

Year 1	\$ 750,000
Year 2	\$ 825,000
Year 3	\$ 850,000
Worst	
Amount Invested	\$ 300,000.00
Total Return	\$ 717,043.20
Total Profit	\$ 417,043.20
LP IRR	39%
LP Equity Multiple	2.39x

	Assumption
AUV	\$ 1,000,000
EM	6
Sale	\$ 1,512,000
JV Total	\$ 982,800
JV Profit (50%)	\$ 491,400

BASE CASE

Year 1	\$ 892,500
Year 2	\$ 966,000
Year 3	\$ 1,050,000
Base	
Amount Invested	\$ 300,000.00
Total Return	\$ 751,990.68
Total Profit	\$ 451,990.68
LP IRR	42%
LP Equity Multiple	2.51x

	Assumption
AUV	\$1,100,000
EM	7
Sale	\$1,764,000
JV Total	\$ 1,146,600
JV Profit (50%)	\$ 573,300

BEST CASE Corporate Expectation

Year 1	\$ 1,050,000
Year 2	\$ 1,100,000
Year 3	\$ 1,200,000
Best	
Amount Invested	\$ 300,000.00
Total Return	\$ 783,261.00
Total Profit	\$ 483,261.00
LP IRR	46%
LP Equity Multiple	2.61x

	Assumption
AUV	\$ 1,200,000
EM	9
Sale	\$ 2,268,000
JV Total	\$ 1,474,200
Jv Profit (50%)	\$ 737,100



OPERATIONAL EFFICIENCY

Following a review of current operations at Gregorys Coffee, we believe there are three areas for operational improvement:

- 1) Cost of Good Sold (COGS)**- COGS account for 25% of sales. In our observation, a portion of commissary costs (cost of producing own goods and transportation) can be lowered through the inclusion of outsourced parties, such as Odeko. We have consulted with a few coffee logistics companies to help lower costs of production and transportation.
- 2) Occupancy/Rent expense**- Rent expenses accounted for 28% of sales pre-Series A (2019) by Kitchen Fund and Hexagon Hospitality. Today, those margins are approaching 18%. We believe a mix of non-traditional locations, such as airports, can further help lower rent costs while improving margins.
- 3) Site selection**- Post Series A, newer stores are doing 72% more cash flow per unit. This is a result of adopting data-driven tech such as esiteanalytics. Our team plans to incorporate further diligence on site selection, including deeper macro-analysis and the use of other data-tech services, such as placer.ai.



CURRENT METRICS

Store Margins

Pre-Series A versus Post- Series A

Series A occurred in 2019

	Open Prior to Series A (2019)	Open After Series A1
<i>% of Sales</i>		
COGS	24.6%	24.9%
Labor	27.2%	28.2%
Occupancy	27.4%	18.4%
Other OpEx	6.8%	7.4%
RL EBITDA Margin	14.0%	21.2%

Note: Last 5 stores reporting 23%+ EBITDA margins

← Opportunity

← Opportunity

Growth Rates

2022-2023 YTD Growth

	22'-23' YTD Growth
Sales	6.1%
SSS	4.0%

*SSS= same-store sales

Pre-Series A versus Current AUV

	Pre-Series A	Current (6/23)
Average Unit Volume (AUV)	\$857,000	\$1,100,000.00
% increase		28%



NEW STORE PROJECTIONS

Yieldwink is excited to announce the next three locations to be added to the QSR Gregory Fund.

Roosevelt Field Mall, NY

King of Prussia Mall, PA

Old Bridge, NJ (Drive-Thru)

NEW STORE PROJECTIONS

	<i>Simon King of Prussia</i>	<i>Simon Roosevelt</i>	<i>GC Old Bridge</i>
Property Type	Traditional	Kiosk	New Jersey
Projected Net Sales	\$1,066,680	\$1,038,846	\$1,100,000
EBITDAR	412,805	402,034	425,700
<i>% of Net Sales</i>	38.7%	38.7%	38.7%
Occupancy	227,789	206,822	170,000
<i>% of Net Sales</i>	21.4%	19.9%	15.5%
SL EBITDA	185,017	195,211	255,700
<i>% of Net Sales</i>	17.3%	18.8%	23.2%
Overhead	32,000	31,165	33,000
<i>% of Net Sales</i>	3.0%	3.0%	3.0%
Corporate EBITDA	153,016	164,046	222,700
<i>% of Net Sales</i>	14.3%	15.8%	20.2%
Incremental Investment Required	\$200,000	\$200,000	\$300,000
Cash on Cash Return for JV Partner	38%	41%	37%



CURRENT FINANCIALS- Q1 DARIEN, CT

GREGORYS COFFEE: WEEKLY SALES

Year	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023
Period	10	10	10	11	11	11	11	11	12	12	12
Week	2	3	4	1	2	3	4	5	1	2	3
Sales	\$ 13,459.05	\$ 23,807.82	\$ 21,581.54	\$ 18,997.35	\$ 19,380.42	\$ 18,028.31	\$ 18,683.34	\$ 15,838.99	\$ 14,658.49	\$ 16,160.98	\$ 17,613.44

GREGORYS COFFEE: Q4 23' P&L

Year	23		23		23	
Month	OCTOBER	% of Sales	NOVEMBER	% of Sales	DECEMBER	% of Sales
Income Statement	Act		Act		Act	
Sales	61,874.95		82,413.96		59,644.02	
Store COGS	15,105.30	24%	17,315.72	21%	14,911.00	25%
Gross Profit	46,769.65	76%	65,098.24	79%	44,733.02	75%
Wages & Benefits	14,982.44	24%	28,575.42	35%	14,961.98	25%
Other Operating Expense	8,054.18	13%	4,789.42	6%	3,604.15	6%
Occupancy Expense	4,824.55	8%	13,576.97	16%	10,647.57	18%
Restaurant Cashflow	18,908.48	31%	18,156.43	22%	15,519.32	26%
Production O/H and G&A	1,856.25	3%	2,472.42	3%	1,789.32	3%
EBITDA	17,052.23	28%	15,684.01	19%	13,730.00	23%
	-	0%	-	0%	-	0%
Net Income	17,052.23	28%	15,684.01	19%	13,730.00	23%

**Store only opened from 12 PM to 5 PM on October 12 for its soft opening. Store grand opening was on October 13. Production O/H and G&A is est. 3% of Sales.*

SUMMARY

Year 1 forecast sales for this location were **\$892,500**, or **\$17,163** in average weekly sales. **Actual average weekly year-to-date sales are \$18,019**, 5% higher than target.

It is common to realize a higher "pop" in weekly sales at the grand opening due to the prior promotion. **Excluding the first three weeks of sales**, the average weekly sales hover around **\$17,420**, 1.5% higher than target.

Lower weekly sales around the holidays were expected, specifically in the last week of November, Thanksgiving week.

We expect to better gauge stabilized weekly sales after month 6 of operations.



GREGORYS EXECUTIVE TEAM

**Gregory Zamfotis**

Founder + CEO

**Jessica Day**

VP of People

**Gary Barnes**

VP of Tech & Innovation

**Kristin Zamfotis**Head of Brand
and Store Design**Paul Sykes**

Director of Operations

**Minhee Hwang**

VP of Operations



EXECUTIVE TEAM


Jesse Khera

Founder & CEO

Jasdeep (Jesse) Khera is the founder of Yieldwink. As the founder, he leads fundraising, deal origination, and property development. Prior to this venture, his role was as a Vice President at a \$2B private credit firm. Mr. Khera holds a BA in Economics from The City College of New York.


Peter Hansen

Advisor & Vision Officer

Peter Hansen brings in over 30 years of global entrepreneurial experience. Mr. Hansen has co-founded several businesses across real estate & property development, technology, and private equity. Mr. Hansen holds an MBA from the Swinburne University of Technology.


Kathryn Atkins

Marketing & Communications

Kathryn Atkins serves as Yieldwink's Marketing & Communications Advisor. Her 10+ years of communications and marketing experience is derived from the broadcasting, academia/higher education, and publishing industries. Ms. Atkins holds a BA in Communications & Management from the University of Minnesota.


Vinod Chand

Dir. Real Estate Acquisitions

Vinod Chand is a 30-year veteran of the hospitality, food service, and real estate industry. Mr. Chand's portfolio includes 23 KFC franchised restaurants and hotel properties in Manhattan, NY. Mr. Chand holds an MBA in Economics from Punjab University, India.



EXECUTIVE TEAM

**Randy Singh****Risk Assessment Consultant**

Randeep (Randy) Singh is a real estate and finance professional with experience in distressed real estate and short term rentals.

Randy's expertise lies in risk evaluation and underwriting. Randy holds an engineering degree from the Indian Institute of Technology and an MBA from New York University. Randy is currently Head of Risk at one of the largest European banks.

**Garrick Sheldon****Creative Branding Advisor**

Garrick joins the Yieldwink team as a Creative Brand Advisor. Garrick has worked on some of the most popular commercials of our generation, including commercials for Gap, Delta, Axe, McDonalds, Budweiser, and others. Learn more about Garrick at garricksheldon.com.

**Ruby Kaur****Strategic Growth Advisor**

Ruby Kaur is Yieldwink's Strategic Growth Advisor. Ms. Kaur brings 12+ years of professional experience in underwriting, analytics, structured finance, research, and product management. As strategic growth advisor, Ruby will advise on Yieldwink's platform growth initiatives.



FEATURED PORTFOLIO



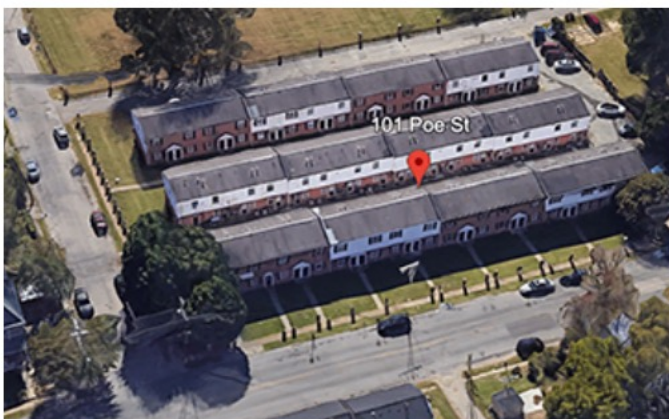
**Hotel Indigo- 120-122 Water
Street New York, NY**



**111 5th Ave S
Saint Cloud, MN**



**1614 Hillside Ave
New Hyde Park, NY**



**101 Poe Street
Richmond, VA**



KFC- 17 Properties: GA, FL, AL



**211 E 46th Street Retail Condo
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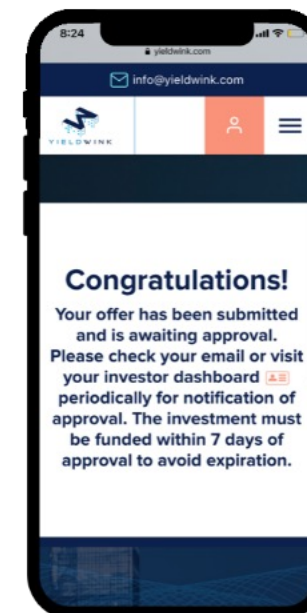
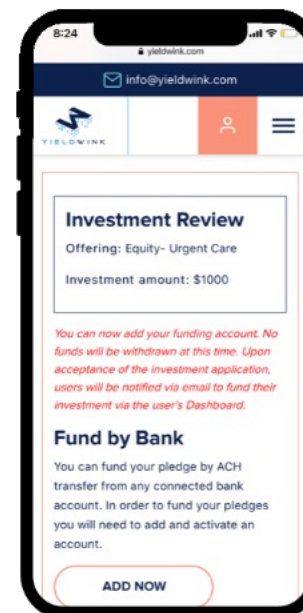
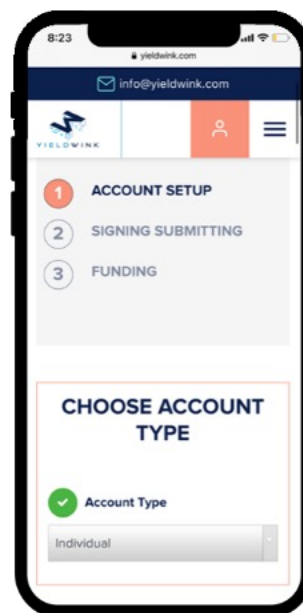
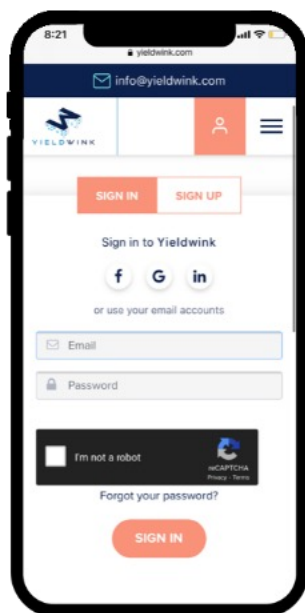
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CONTACT: INFO@YIELDWINK.COM

