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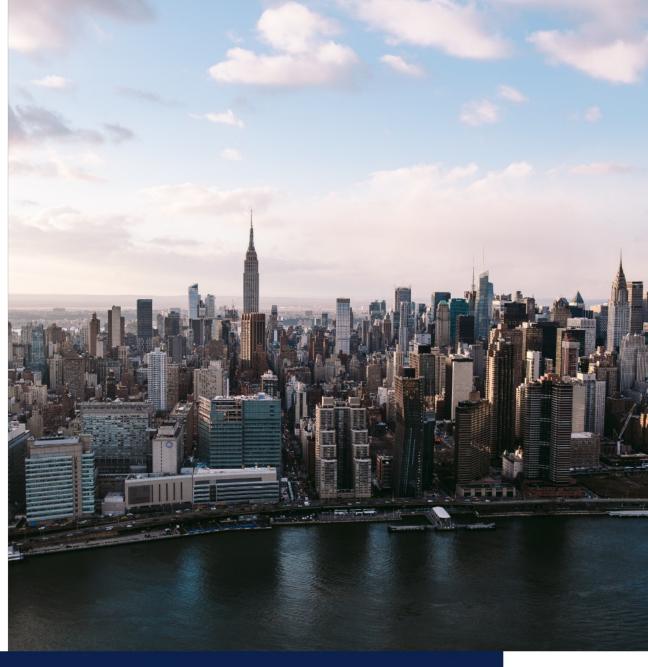
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## **EXECUTIVE SUMMARY**

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













## OFFERING SUMMARY







## **OFFERING INFORMATION**

Yieldwink is proud to announce a joint-venture (JV) partnership with Gregorys Coffee.





## 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:**





**TIGERGLOBAL** 



# WE WIN WITH ACCESSIBLE QUALITY AND A DIFFERENTIATED EXPERIENCE























Qualit	y Premium	Premium	Premium	Premium	Premium	Premium	Low	Average
Speed	Fast	Slow	Slow	Slow	Slow	Slow	Fast	Fast
Price	<b>\$\$</b>	\$\$\$	\$\$\$	\$\$	\$\$\$	\$\$\$	\$	\$\$
Drive Th	iru 🗸	×	×	×	×	×	<b>✓</b>	<b>✓</b>
Fresh Fo	ood 🗸	×	<b>~</b>	×	×	×	×	×
Plant Ba	sed 🗸	×	×	×	×	×	<b>~</b>	<b>~</b>
AUV(\$m	m) \$1.2 <sup>(1)</sup>	\$0.8	\$1.1	\$0.5	\$0.9	\$1.0	\$1.1	\$1.6
Source: Technomic and company filings. (1) Represents 2019 AUVs for urban m (2) Represents existing store count. (3)		72	54	22	32	64	9,244(3)	17,050(4)





## WHY WE LIKE GREGORYS COFFEE

36

Stores Across 3 States + DC<sup>(1)</sup> 500+

New Store Serviceable Addressable Market<sup>(2)</sup>

\$1.2 mm

 $AUV^{(3)}$ 

\$1,050

Sales / Square Foot<sup>(4)</sup>

8%

Same - Store Sales Growth<sup>(5)</sup> 22%

4-Wall Margin<sup>(3)</sup>

65%

Cash on Cash Returns<sup>(6)</sup> 68

Best in Class NPS

(i)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.



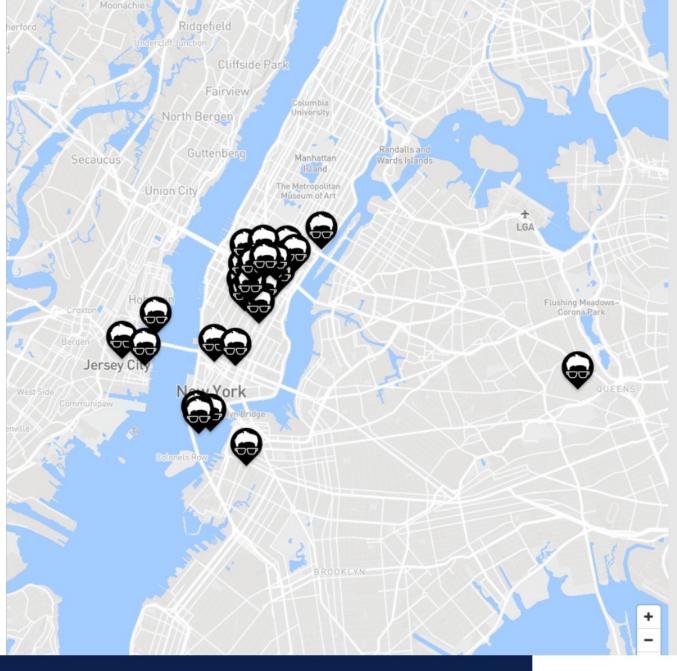


## YIELDWINK WILL ASSIST IN GREGORYS EXPANSION ACROSS THE NORTHEAST MARKET.



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

66%

of the U.S. population drinks coffee

(Foodbeverageinsider.com)

74%

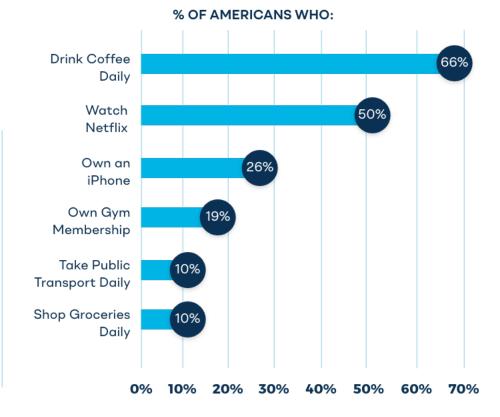
of Gen X'ers consume coffee daily

(2024: Statista)

64%

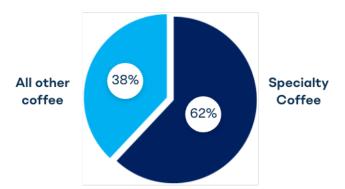
of global consumers believe indulgent treats are part of a healthy diet

#### COFFEE IS THE MOST FREQUENT **DAILY PURCHASE**



## PREMIUMIZATION TAKES **CENTER STAGE**

**COFFEE CONSUMED BY TYPE** 



SPECIALTY COFFEE HAS **EXPERIENCED OUTSIZED GROWTH** 

### SPECIALTY COFFEE MARKET (\$B) (3)



**7**nd

Most popular beverage in the U.S.

Cups of coffee consumed per day by an American coffee drinker (ioesaaraaecoffee.com)

9.3%

16'-21' specialty coffee market CAGR





## **OFFERING SUMMARY- ASSUMPTIONS**

Under the terms of the joint venture (JV) with Gregorys Coffee, both parties will **equally share the build-out costs (50/50)** for each new JV location. Capital raises will target between **\$200,000** and **\$350,000** per store, or as required, to cover the 50% contribution toward total build-out expenses. The overall fundraising goal is set at \$4.5 million, with capital calls made incrementally as new store opportunities are identified. The focus will be on securing locations with above-average median incomes, significant foot and/or vehicular traffic, prime "work-route" corridors (including proximity to subways, major highway exits, and other commuter routes), and areas with medium-to-high population density. **The target investor holding period is three years**, with investors gaining access to all new JV store opportunities within 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 (you) are entitled to a 12% preferred return and a return of invested capital before Class B members (the "General Partner") receive any promote cash flow distributions. This structure is designed to **prioritize investor returns** and incentivize the General Partner(s) to exceed the 12% hurdle. The General Partner's primary obligation is to ensure the full repayment of the 12% preferred return and the return of all invested capital to investors before becoming eligible to participate in the promote.

CLASS A PARTNERSHIP STR	UCTURE (LIMITED PARTNER)	CLASS B PARTNERSHIP STRUCTURE (GENERAL PARTNER)		
Preferred Return	12%	Preferred Return	N/A	
Class A Net Target IRR	42.30%	Waterfall Structure	12%+: 25% promote to the Class B member	

#### **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

## SHARED INVESTMENT

Yieldwink and Gregorys Coffee each contribute 50% to the build-out costs for new Gregorys Coffee locations.

## **SHARED PROFITS**

Operational cash flows are split equally, with each party receiving 50%.

## **EXIT TERMS**

Upon a sale to a private equity buyer (Year 3 target), JV stores will be valued at 65% of the multiple applied to Gregorys corporate stores, reflecting a 35% premium retained by Gregorys on the sale. Gregorys Coffee had modeled for a 9x exit multiple. Yieldwink, in all projections and models herein, has used a 7x exit multiple assumption.



## UNDERSTANDING THE FINANCIALS

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

AUV	\$ 1,100,000	= Average unit sales volume assumption at exit
EBITDA	\$ 252,000	= EBITDA expectation at exit (23% EBITDA margin)
EM	7	= Yieldwink's modeled exit multiple (EM)
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

A \$300,000 investment yields a 1.91x profit on exit, excluding 3 years of operational cash flow.



## **ILLUSTRATIVE FINANCIALS**

ACTUAL

## STORE-LEVEL CASH FLOW ASSUMPTIONS

	Illustrativ	e Fi	nancial Store	Sui	mmary			
			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	stor	·es)					
	COGS		25%					
	Labor		28%					
	Occupancy		18%					
	Other		7%					
\	RL EBITDA		21%					
			Ramp Perio	d III	ustration			
			Year 1		Year 2	Year	· 3	
	Revenue	\$	892,500.00	\$	966,000	\$	1,050,000	
	% of stabilized*		85%		92%		100%	
	*Indicates percentage of sa	les	in Year X wh	en d	compared to	Year :	3 stabilized per	iod





# HYPOTHETICAL RETURNS INVESTMENT AMOUNT: \$50,000

<b>Summary of Partnership</b>	-Level Returns	Year O	Year 1	Year 2	Year 3
Limited Partner (LP) Retu	ırns				
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					
	2.94/51%	6.0x	7.0x	8.0x	9.0x	10.0x		
	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%		
Exit Year	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%		
Margin	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 it's model and illustrative returns, has projected a 7x multiple.

The last 5 corporate stores have achieved restaurant-level (RL) margins of 23%+.

## **SENSITIVITY ANALYSIS**

## INVESTOR-LEVEL RETURNS (Net of all fees)

### **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

	Δ	ssumption
ALINA		-
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		
P IRR 429			
LP Equity Multiple		2.51	
		-•	
	Assumption		
AUV	\$1.100.000		

	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	



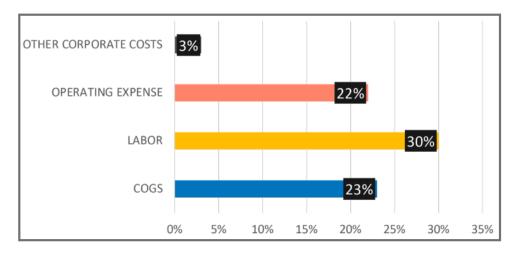
## **OPERATIONAL EFFICIENCY**

Gregorys Coffee continues to achieve higher margins through operational efficiency across three core areas.

- 1) Cost of Good Sold (COGS)- Gregorys has improved margins by outsourcing delivery and reducing commissary costs. Outsourced partners, like Odeko, have helped lower production and transportation expenses.
- 2) Occupancy/Rent expense- Rent expenses have decreased from 28% of sales in 2019, to around 18% today. A strategic partnership with Simon Properties, which includes rent-cap clauses, has further reduced occupancy costs.
- 3) Site Selection- Following Series A, newer stores are generating 72% more cash flow per unit, thanks to the adoption of data-driven technologies like esiteanalytics. The team plans to enhance site selection diligence by incorporating deeper macro-analysis and utilizing additional data-tech services such as placer.ai.

## **Yieldwink JV Fund Margins**

JV Fund: Store Margins (as of May 31, 2024)



The JV fund, QSR Gregory Fund I LLC, has averaged EBITDA margins of over 21% since inception, surpassing initial expectations of 18% (refer to slide 20).

## **Yieldwink Fund Margins\***

Year	24		24	
Month	4		5	
INCOME STATEMENT		% OF SALES		% OF SALES
	APRIL		MAY	
Sales				
In-Unit Sales	154,056.50	104.7%	195,925.29	96.449
Third Party Sales			16,206.46	7.989
Discounts Given	-6,908.03	-4.7%	-8,983.28	-4.429
Total Sales	147,148.47	100.0%	203,148.47	100.09
COGS				
Cost of Goods Sold	35,338.90	24.02%	46,029.67	22.669
Total COGS	35,338.90	24.02%	46,029.67	22.669
Gross Profit	111,809.57	75.98%	157,118.80	77.349
Labor Cost				
Labor - Store Level	38,839.09	26.39%	59,973.61	29.529
Operating Expense				
Store Level Operating Expenses	5,824.49	3.96%	9,779.62	4.819
Occupancy and Related Expenses	26,389.19	17.93%	34,732.32	17.19
Total Operating Expense	32,213.68	21.89%	44,511.94	21.919
4-Wall Profit (Loss)	40,756.80	27.7%	52,633.25	25.919
Production Costs				
Production Opex	2,207.22	1.5%	3,047.23	1.59
Total Production Costs	2,207.22	1.5%	3,047.23	1.59
Corporate Overhead & Other				
Other Corporate Costs	2,207.22	1.5%	3,047.23	1.59
Total Corporate Overhead & Other	2,207.22	1.5%	3,047.23	1.59
EBITDA	36,342.36	24.7%	46,538.79	22.919

\*Financials from April-May 2024 include two operating locations: Darien, CT, and Roosevelt Field Mall. A third location at King of Prussia Mall opened on May 31, 2024.



## **HISTORICAL FUND PERFORMANCE**

## HISTORICAL JV FUND PERFORMANCE

Quarter	Quarterly Return		
Q4 2023	7.12%		
Q1 2024	3.74%		
Q2 2024	10.37%		
Q3 2024	TBD		
Period	Total Return		
Inception-to-Date (10/13/23 - 6/30/24)	21.23%		
Projected Annualized*	28.31%		

NOTE: Inception-to-date covers three quarters of return. The annualized return is determined by extrapolating the average of quarterly returns (Q4, 23' - Q2, 24') over the entire full year, assuming that the quarterly return is non-compounded each quarter.



## **NEW STORE PROJECTIONS**

## **STANFORD MALL: CORPORATE PROJECTIONS**

Projected Net Sales		\$1	,516,945.00	
EBITDAR		\$	587,058.00	
	% of Net Sales		38.7%	
Occupancy		\$	308,050.00	
	% of Net Sales		20.3%	
SL EBITDA		\$	279,008.00	
	% of Net Sales		18.4%	
Overhead		\$	45,508.00	
	% of Net Sales		3.0%	
Corporate EBITDA		\$	233,499.00	
	% of Net Sales		15.4%	
Investment Required (JV Partner- 50%)			\$ 350,000.00	
Target Cash Yield (JV Partner)			33%	

#### NOTE:

Gregorys Coffee Inc.'s projections for the Stanford Mall location were developed by applying an approximate 20% discount to the prior sales figures of the same-location Starbucks.

Investors should be aware that this investment is part of a fund model encompassing all prior joint-venture stores. Investors should not solely rely on the projected performance of this individual location. Slide 21 highlights the fund model projections.



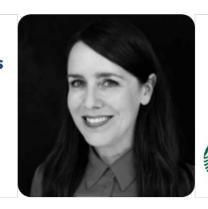


## **GREGORYS EXECUTIVE TEAM**



**Gregory Zamfotis**Founder + CEO





Jessica Day
VP of People





VP of Tech & Innovation





Kristin Zamfotis

Head of Brand
and Store Design





Paul Sykes
Director of Operations







Minhee Hwang
VP of Operations

Wasabi Sushi & bento

#### **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 cofounded 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.





Randy Singh
Risk Assessment Consultant

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**



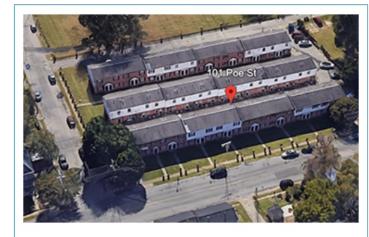
Hotel Indigo-120-122 Water Street New York, NY



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 **New York, NY** 















