



“The Tesla of K-food: NY DupBap”

The Scalability of Utah’s Cupbop + The Innovation of Silicon Alley.

We’ve engineered the ultimate high-margin QSR model by integrating cutting-edge Wok-Bot technology into the globally proven K-Food phenomenon.

1. Why Manhattan LES?

The Prime Spot: Lower East Side (LES) is the epicenter of NYC’s Gen-Z, tech-savvy professionals, and vibrant nightlife.

The Hype: A "Robo-Kitchen" serving authentic Korean flavors is a self-marketing machine designed for Instagram and TikTok virality.

2. The Secret: Wok-Bot & The Maillard Effect

Unrivaled Consistency: While human chefs vary, our Wok-Bots deliver the exact same "fire-kissed" (Wok-hei) flavor 24/7.

The Science of Taste: Precision temperature control at 400°F ensures the perfect Maillard Reaction, unlocking deep savory flavors that manual cooking simply can't replicate at scale.

Efficiency: High-speed output during the 12 PM - 2 PM rush, maximizing peak-hour revenue.

3. The Numbers (The Investor’s Edge)

OPEX Revolution: Labor costs slashed to 18% (compared to the 30%+ industry average).

Superior Margins: Targeting a 21-25% Net Profit Margin even in conservative sales scenarios.

Instant Scalability: Our digital recipe "presets" allow us to replicate the exact flavor profile across 10, 50, or 100 locations with zero quality loss.

4. Investment Opportunity

Entry Ticket: \$30,000 and \$50,000 (Private Partnership Units).

The Goal: Launching the Flagship LES Location & Optimizing the Robotic Workflow.

Investor Perks:

Quarterly Dividend Distributions.

Priority Investment Rights for future 2nd & 3rd location expansions.

Early-stage equity in a scalable Food-Tech platform.

5. The Leadership (Proven Expertise)

Samuel Han: 15-year F&B Veteran, IT Engineer, and Published Author. The visionary bridge between traditional taste and modern tech.

Steven Choi: 18 years of Manhattan operational excellence (Co-founder, JeJu Do). The local execution expert.