



SUSHI RITAS

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Fast Casual Sushi Restaurant & Bar

We make sushi more accessible, consistent, and enjoyable across Metro Detroit.



Implementing Chipotle-style efficiency to accommodate order customization, catering and high-volume services offering sushi rolls bowls and salads



Immerse yourself in the vibrant atmosphere of our inviting bar for an engaging and memorable experience.



Savor exclusive sushi, sip on specialty 'Ritas' (alcohol-infused frozen cocktails) and delight in our unique culinary offerings.

Simplifying Sushi

An Experiential and Affordable Resolve

Problem Worth Solving

In the dining market:

- 55% of consumers prefer fast-casual for speed and affordability.
- 74% highly value customization.

A significant gap exists in the sushi sector:

- Approximately 2.5M (60% of local market) residents seek high-quality yet affordable sushi.
- This underscores the demand for sushi options that align with regular dining budgets.
- People are seeking more convenient choices, whether it's healthy carryout, seamless delivery, or a night out.



Our Solution

- SushiRitas offers a fusion of fast casual sushi (with Chipotle-style customization) and a relaxed bar
- State-of-the-Art technology to ensure efficient service for all order types whether carryout, delivery, dine-in, catering or pre-packaged
- Quality ingredients, customization, user-friendly website, and loyalty programs enhance our offerings.

Opportunity

Ground floor opportunity to fill gap in market

Local Competitors	How our solution is better
Poke Poke -Fast Casual Restaurant	SushiRitas offers customizable sushi and a unique bar area, unlike Poke Poke's limited options (primarily bowls only).
Wasabi Korean & Japanese -Full Service Restaurant	SushiRitas offers a fast, customizable and quality experience, unlike Wasabi's full service and low quality experience
Shangri La Midtown -Full Service Restaurant	SushiRitas focuses primarily on customizable sushi, unlike Shangri La which offers Cantonese and Thai with sushi as an add-on.
Maru Sushi & Grill -Full Service Restaurant	SushiRitas offers a customizable and quick experience, unlike Maru with its expensive full service experience with limited customization.

U.S. Sushi Market: **\$28.5B**

No current sushi companies with more than
5% U.S. market share

Regional Sushi Market: **\$347M**

Local Sushi Market: **\$3.47M**

of Sushi Restaurants within 5 mile radius:
7 (1 fast casual, 6 full service)

Most successful multi-location competitor
based in MI:

→ Poke Poke

Who Is Doing This Really Well?

(Similar successful sushi roll concepts across the U.S.)

**Fast Casual Sushi,
Rolls & Bowls**
(using similar tech)



- Founded 2010
- 11 locations all in Ohio
- Annual Revenue: \$15M
- Chipotle-style concept
- **ZERO MI locations**

**Unique Sushi
Experience w/ Bar**



- Founded 2010
- Over 60 locations across U.S (franchised in 2015)
- Annual Revenue: \$46M
- Rock'N'Roll vibe
- **ZERO MI locations**

Technology Driven Experience
(Conveyor Tech)



- NASDAQ: KRUS
- First U.S location 2009 (founded 1977)
- 64 US locations (550 worldwide)
- Annual Revenue: \$51.5M
- **(2) MI Locations (Troy & Novi)**

The SushiRitas Experience

Fast Casual Service

- Chipotle style experience where you can **CREATE YOUR OWN ROLL, BOWL or SALAD** from a selection of proteins, vegetables, toppings and sauces or choose from our easy menu options
- **Quick sushi experience unlike anywhere across Metro Detroit:** Customers walk up, select preferences, pay and are out the door in under 5 minutes



Enhanced Bar Experience

- **Exclusive menu** that includes creative sushi items created by our chefs to entice and excite served on sushi boats and stonewares.
- Elevated drink experience that includes **'Ritas' (our twist on alcohol-infused frozen cocktails)** with local names such as The Woodward: Frosé Blanc Mix, White Wine, Vodka or Gin, Blackberry Peach Purée



SushiRitas Technology

Key to speed, consistency, multiple revenue streams and reduced labor costs

RICE PREPARATION= 2 Hours

WASH: 3 to 6 MIN

- High water consumption
- Irregularity of cooking
- Quantity of rice never similar
- Time wasted washing the rice
- High risk of breaking rice grains
- Risk of dirt residues, then a layer of burnt rice is formed, Therefore loss of rice

COOKING: 45 MIN

- Using a rice cooker

MIXTURE: 60 to 90 MIN

- A bad mixture causes a dangerous PH
- Cooking time (from 1h to 2h), waste of time
- Between 4% and 8% Loss of rice
- Breakage of the grains of rice
- Drying rice on the surface

PREPARATION OF MAKI:

RICE DISPLAY: 10 to 30 SEC

- Crushed Rice
- Make 1 rice mat between 10 and 30 seconds
- Risk of tendonitis
- Irregularity of grammage between each Maki
- Irregularity of the Visual of each Maki

ASSEMBLY & ROLLING: 45 to 150 SEC

- Artisan of Sushi
- Round or square rolls
- Learning to roll
- Rolls that burst in refrigerated area

CUT OUT: 20 SEC

- Technique to acquire
- Risk of accidents

CHEF
VS
MACHINE



RICE PREPARATION = 55 Mins

WASH: 4 MIN

- Regularity of rice
- Consumes 5 times less water
- 5 times less preparation time
- Exact amount of water for cooking
- Allows you to do another task at the same time
- No breaking of rice grains
- Storage of rice already in the machine

COOKING: 45 MIN

- Using a rice cooker

MIXTURE: 6 MIN

- Cooking in 5 minutes
- Room saving in the kitchen
- Homogeneity of PH in a mixed rice- Loss of rice does not exist
- Saving working time
- Simple cleaning

PREPARATION OF MAKI:

RICE DISPLAY: 1 SEC

- 1200 PERFECT rice mats per hours to the nearest gram
- 1 rice mat every second
- Simplicity of cleaning
- Up to 10 chefs per machine
- Unparalleled and constant quality

ASSEMBLY & ROLLING: 45 SEC

- For sushi van and factories
- The rolls no longer burst
- Possibility to roll with a machine
- Unsurpassed quality

CUT OUT: 2 SEC

- Possibility of cutting in 6/8/10
- Better Consistency
- Less Loss
- Allows cutting 2 or 4 rolls at a time



Rice
Mixing



Rice
Laying



Roll
Cutting

Colliers

BEN BENJI
COLLIERS - DETROIT REAL ESTATE

YOUR SIGN
HERE

LOCATION

Midtown Detroit

For Lease | 740 - 3,136 SF Available
5700 Woodward Avenue | Detroit, MI

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5700 Woodward Avenue | Detroit, MI

For Lease | Freestanding Retail Building

Property Highlights
5700 Woodward Avenue | Detroit, MI

- 4,135 SF Freestanding Building
- Prominent Woodward Ave Location in Midtown
- Wayne State University District
- Retail, Restaurant, Office
- New Owner Renovating the Building

Suite	Space Available (SF)
100 (Corner)	1,000
101	1,288
102	1,108
103	740

Suites 101 - 103 can be Combined

Within 2 Mile Radius:

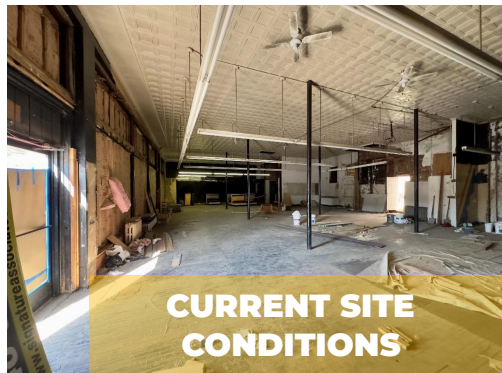
Wayne State University
College for Creative Studies
Detroit Institute of Arts
Detroit Medical Center
Henry Ford Hospital
Pistons Performance Center
Fisher Theater



Tourist Destinations:

Motown Museum
Little Caesars Arena
Ford Field
Comerica Park
Fox Theater
Hart Plaza
Charles H. Wright Museum of African American History

5700 WOODWARD AVE. | EXISTING CONDITIONS



PLANNED RENOVATIONS

- All new mechanical systems (HVAC, plumbing, electrical)
- New utility connections
- Roof replacement
- Full façade restoration, including new zoning-compliant windows
- Division into two spaces for two tenants, and all Tenant Improvement work





5700 WOODWARD AVE. | LOCAL HIRING, DETROIT-BASED BUSINESS RETENTION

The two Detroit-based, Black owned business tenants anticipate creating a total of **13 full time jobs and 26 part time jobs**.

- Sushiritas 6 full time jobs, 10 part-time jobs
- Vibe spa 7 full time jobs, 16 part time jobs



5700 WOODWARD AVE. | COMMUNITY SUPPORT + ENGAGEMENT

- Project sits on major key commercial thoroughfare with limited residential neighbors.
- Development project has received support from:

Susan Mosey of Detroit Cultural
Center Association

Ned Stabler of TechTown Detroit
(Wayne State University's
Entrepreneurship Hub)

Wayne State University Law Clinic

Midtown Detroit, Inc.

DETROIT CULTURAL
CENTER ASSOCIATION

April 13, 2024

Detroit City Council
2 Woodward Ave, Suite 1340
Detroit, MI 48226

Re: Support for the Proposed Redevelopment of 5700 Woodward Retail

Dear Honorable Members of the Detroit City Council,

I am writing to you in my capacity as the Interim Executive Director of the Detroit Cultural Center Association (DCCA), a recently established nonprofit organization that represents a coalition of twelve esteemed institutions in Detroit's Cultural Center. These include the Detroit Institute of Arts, the Michigan Science Center, The Wright Museum, the Detroit Historical Museum, the Detroit Public Library, and both Wayne State University and the University of Michigan, among others.

The DCCA was founded with a commitment to oversee the Cultural Center Planning Initiative (CCPI), which aims to revitalize our city's cultural infrastructure. This ambitious initiative focuses on enhancing public spaces through improved landscaping, artistic diversity, and the incorporation of functional amenities such as free public Wi-Fi across our 63-acre campus. In addition, we are dedicated to implementing sustainable urban solutions like green stormwater infrastructure, enhanced pedestrian safety, and better transit connections, all while fostering a vibrant community through collaborative programming and services.

Located just one block north of the Cultural Center, the site at 5700 Woodward currently features a vacant retail structure that detracts from the aesthetic and functional value of the area. The redevelopment proposed by Greatwater seeks to transform this site into a compliant and visually appealing space that aligns with the Traditional Main Street Overlay Design Standards. We are encouraged by Greatwater's commitment to enhancing the district and have been informed of their secured Letters of Intent with two reputable Detroit-based retailers to occupy the redesigned space.

This project not only promises to enhance the pedestrian experience along a key corridor but also supports local businesses and adds much-needed amenities to our neighborhood. It stands as a testament to the type of development that can propel our cultural district into a more dynamic future.

Having previously served as the Executive Director of Midtown Detroit, Inc., I have firsthand experience with Greatwater's capacity to deliver high-quality projects. I fully endorse their request for incentives, which are crucial for the fruition of this significant redevelopment.

I urge the Detroit City Council to extend its full support for the redevelopment of 5700 Woodward, recognizing its potential to substantially benefit our community and the broader cityscape.

Thank you for considering this vital redevelopment project.

Sincerely,


Susan T. Mosey
Interim Executive Director

Detroit Cultural Center Association
18 E. Kirby Street, Suite C, Detroit, MI 48202



April 5, 2024

Detroit City Council
2 Woodward Ave, Suite 1340
Detroit, MI 48226

Re: Support for the Proposed Redevelopment of 5700 Woodward Retail

Dear Honorable City Council members:

TechTown Detroit would like to express its support for the proposed project at 5700 Woodward.

TechTown Detroit – Wayne State University's entrepreneurship hub – is a nonprofit business service organization that provides programs, education and resources for early to growth-stage small businesses and tech entrepreneurs. In 20 years, TechTown has supported more than 6,000 companies, which created 2,340 jobs and raised more than \$408 million in startup and growth capital.

We understand that Greatwater proposes to redevelop 5700 Woodward – a vacant retail structure on Woodward in Midtown with an unattractive, opaque facade that is in violation of the Traditional Main Street Overlay Design Standards. Greatwater has executed Letters of Intent with two Detroit-based retailers – including TechTown Retail Boot Camp graduate Social Sushi – to occupy the entire structure.

Our Retail Boot Camp program puts businesses through a rigorous and comprehensive curriculum complemented by 1:1 coaching to prepare them to open brick-and-mortar locations that last. This project presents an important opportunity for that next step, and we are confident that Social Sushi will contribute to the future success of the space.

We wholeheartedly support this project that will provide a home to two great up and coming Detroit-based businesses and provide additional much needed amenities to the neighborhood and the city.

Sincerely,

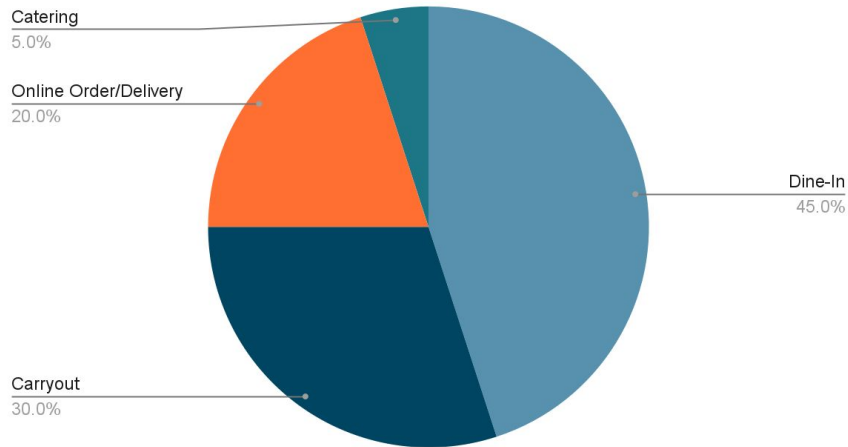
Ned Stabler
TechTown CEO and Wayne State University Vice President of Economic Development

TechTown Detroit | 440 Burroughs, Detroit 48202 | (313) 879-5250



Sales & Marketing

Sales Channels



Future Sales Channels

Retail (QuickFix by SushiRitas): Introducing pre-packaged sushi in stores for wider accessibility.

High-Traffic Venues: Targeting stadiums and airports with our technology-driven service that pairs quick sushi service with booze.

Marketing Activities

Target Tribes:

Sushi Enthusiasts, Social Butterflies and Sushi-Curious

Channels:

Social media, influencer partnerships, local engagement.

Online Strategy:

Engaging content, targeted ads, user-friendly website.

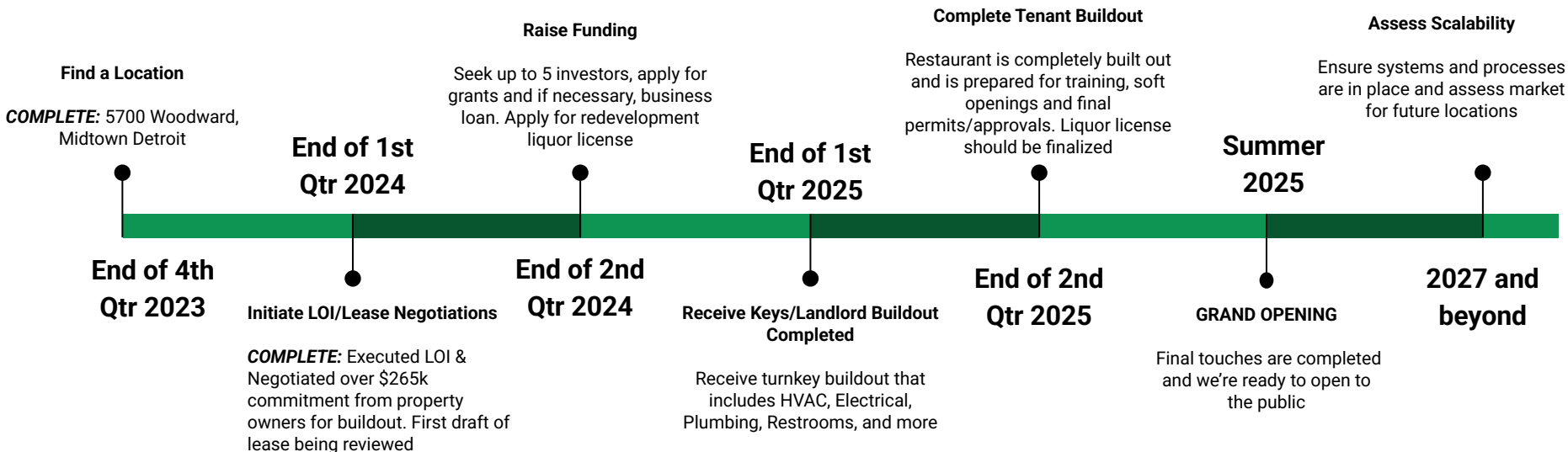
Expected Outcomes:

Brand awareness, customer loyalty, increased traffic, revenue growth.

Conversion Approach:

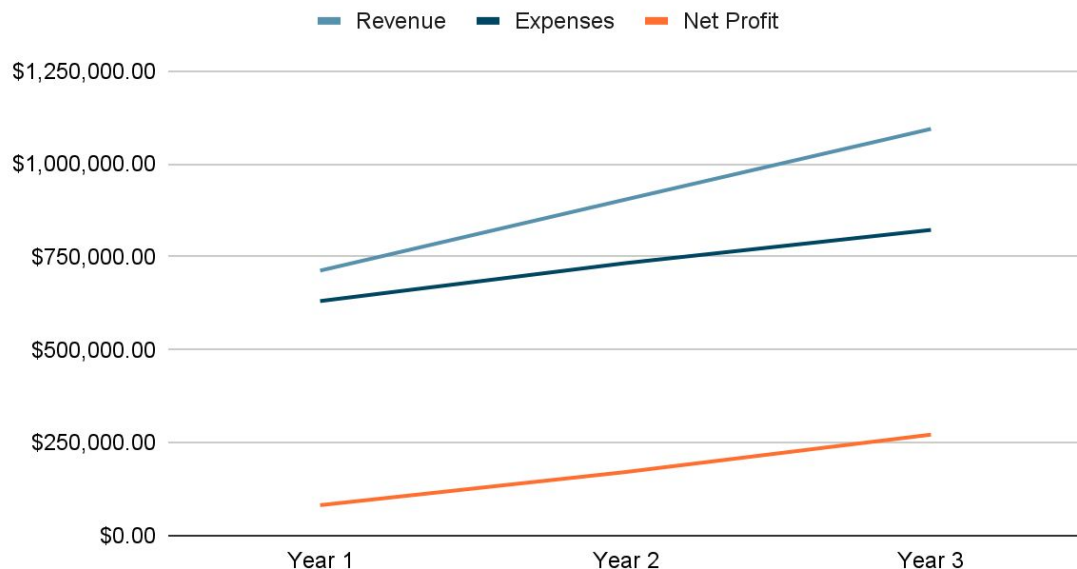
Incentives, loyalty programs, exceptional service, seamless online ordering.

Traction & Timeline



Financial Projections

Revenue, Expenses and Net Profit



Hours of Operation:

Mon to Thu - 11am to 11pm

Fri/Sat - 11am to 2am

Sunday - Special Events Only
(Sushi Classes, etc)

Assumptions:

- 250 customers/day
- \$20 avg sale
- 30% avg COGS
- \$83k monthly to breakeven
(approx 160 customers/day)
- Slow months: Dec-Feb
- Slow days: Mon-Wed
- Catering sales start after 6 months
- Conservative liquor sales projected

Kura financial data: <https://ir.kurausa.com/news-releases/news-release-details/kura-sushi-usa-announces-fiscal-fourth-quarter-and-fiscal-year-4>

RockNRoll Sushi financial data: <https://rocknrollsushi.com/franchise/>

Team

Jay Rayford

Owner/Manager



Jay is the founder of SushiRitas and the mastermind behind Social Sushi (2012-2017). With his vast experience in the innovative popup industry, he creates a unique culinary journey for his customers. His work with Social Sushi highlights his ability to blend food with community building, and he extends this vision to SushiRitas. Jay's entrepreneurial spirit and commitment to excellence are the driving forces behind SushiRitas. He's reinventing the dining experience by creating new ways to connect and captivate his guests.

Mary Stallworth

Head Chef/Manager



With 20+ years of experience, Mary Stallworth is a seasoned Sushi Chef and menu developer known for her expertise in modern sushi fusion and high-volume kitchen operations. As the founder of Geisha Girls, she transformed a pop-up into a successful brick-and-mortar sushi concept. She has led culinary teams at Xushi Ko, Bamboo Plymouth, and P.F. Chang's, excelling in staff training, menu innovation, and quality control. At SushiRitas, Mary's leadership ensures precision, efficiency, and a standout sushi experience.

Support includes a host of advisors ranging from experiences in restaurant/bar, marketing, accounting and community development along with Detroit based resources such as Build Institute, Techtown and Wayne State Law Clinic

Resources



Culinary Technology

Culinary technology at SushiRitas incorporates state-of-the-art kitchen equipment and automation, enhancing efficiency and sushi quality. For example: Rice mixing, rice laying and roll cutting machines.



IT Systems

Advanced POS, streamlined online ordering/catering, and CRM software optimize SushiRitas' operations and enhance customer engagement.



Independent Farmers

SushiRitas is committed to sourcing ingredients from independent farmers, emphasizing quality and supporting local agriculture whenever possible and feasible.

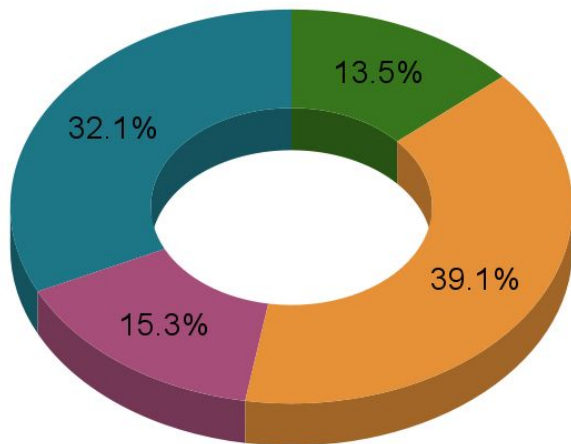


Functional Resources

Our functional resources feature skilled sushi chefs and management who cross-train staff, alongside dynamic marketing and a robust operational framework.

Funding

Use of Funds: \$835k



● Working Capital/Cost Overruns ● Buildout/Equipment ● Misc Startup Cost
● Tenant Allowance

Project total: \$835k

Limited Partners: Seeking 4 investors (maximum).

Minimum Investment: \$10,000 for 2.5% equity, with potential for a 1.5x return at Year 3 or a long-term partnership.

Flexible Equity: Negotiable equity for the right partner who brings strategic value beyond capital investment.

Multiple Funding Sources: Combining owner investment, grants, and business loans to ensure a robust financial foundation.

Significant Landlord Investment: \$268,000 tenant improvement allowance, demonstrating strong support from our landlord.

Join Us

SushiRitas stands at the precipice of culinary innovation, poised to redefine the dining landscape with its unique fusion of fast-casual sushi and bespoke cocktail experiences. As we chart a course towards unprecedented growth and market leadership, we extend an exclusive invitation to forward-thinking investors.

This is not just an investment in a restaurant!

It's a stake in the future of dining, offering both significant returns and the opportunity to be part of a movement that blends tradition with innovation.

Let's embark on this transformative journey together, turning SushiRitas into a global phenomenon and reaping the rewards of our collective vision and effort.



Contact:

Jay Rayford

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