



Investor Offer Letter

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Detroit is evolving, and the demand for fresh, vibrant dining experiences has never been greater. That's where SushiRitas comes in—a first-of-its-kind dual-service sushi bar and cocktail lounge, blending fast-casual convenience with an engaging social dining experience.

But this isn't just about opening a restaurant. This is about building a brand with staying power. It's about filling a major gap in the market, disrupting the industry, and positioning SushiRitas for multi-location growth. And you have the opportunity to invest at the ground level—before this scales.

From Social Sushi to SushiRitas: A Concept With Built-In Demand

We're not starting from scratch. SushiRitas is built on the foundation of Social Sushi, the pop-up and catering brand that took Detroit by storm from 2012 to 2017. Over the years, we hosted hundreds of events, built a loyal following, and proved that Detroit was hungry for a fresh, high-energy sushi concept.

Even after Social Sushi's pop-up era ended, the demand never faded. People still ask me, *"When's the sushi coming back?"* The answer is now—but this time, we're doing it bigger, smarter, and built for sustainability and scale.

We've secured the concept, the location, and the momentum—now we're locking in the final investment partners to bring this vision to life.

Why Invest Now?

- Targeted Equity Raise: \$50,000
- Total Project Valuation: \$835,000
- Major Building Owner Investment: \$268,000 tenant improvement allowance + white box buildout

- Lender Partnerships Secured: Two lenders are ready to finalize funding once equity is raised
- Exclusive Grant Opportunity: Finalist for a \$70,000 MotorCity Match grant, pending our equity close
- Redevelopment Liquor License: Application already filed

The foundation is set. The opportunity is real. The time is now.



Investor Security & Smart Fund Management

We understand that trust is key. That's why all investor funds will be held in escrow and released only as key project milestones are met. This ensures capital is strategically deployed and every dollar is used to advance the buildout and launch of SushiRitas.

Equity & Projected Returns

- \$10,000 = 3% equity → \$15,000 buyout at Year 3
- \$15,000 = 4% equity → \$22,500 buyout at Year 3
- \$25,000 = 6.5% equity → \$37,500 buyout at Year 3
- \$50,000 = 14% equity → \$75,000 buyout at Year 3

Investors have the option of a 1.5x return at Year 3 or the opportunity to stay in as an equity partner for long-term growth.

What Investors Can Expect

SushiRitas and Better Management Group (BMG) will be run with transparency, professionalism, and a strong focus on performance and accountability.

Investors can expect:

Quarterly updates with financials, milestones, and progress reports



Monthly check-ins via email or virtual meetings when key developments arise

Access to a shared investor folder for organized, real-time updates and important documents

Clear communication on major decisions, challenges, and opportunities

We're building something special—with purpose, clarity, and a plan to grow.

What Makes SushiRitas a Standout Investment?

This isn't just about investing in one restaurant—early investors are investing in the parent company, which owns and operates all future SushiRitas locations. That means your investment isn't tied to just one storefront, but to the long-term growth and expansion of a scalable, multi-location brand.

- **A Ready-Made Customer Base** – Social Sushi built a strong following, and that audience is ready to support SushiRitas.
- **First of Its Kind in Detroit** – New limited service concept in a market that has no clear dominate player.
- **Dual Revenue Model** – Maximizing profits from both dine-in and takeout.
- **Signature Frozen “Ritas”** – A unique, high-margin craft beverage offering that sets us apart.
- **Prime Location at 5700 Woodward** – Steps from universities, museums, and Detroit's cultural & business district.
- **Strong Financial Backing** – Supported by owner investment, secured lender funding, and grant opportunities.
- **Scalable Growth Strategy** – Early investors will hold equity in the parent company, meaning they benefit from the growth of multiple locations—not just this first one.

SushiRitas is more than just a restaurant—it's a movement. Rooted in **community, culture, and experience**, we're not just serving sushi; **we're creating a social hub that will redefine dining in Detroit and beyond.**

This is about more than launching one location. **It's about building a brand with true staying power.** We're hiring locally, forming key partnerships, and ensuring that **SushiRitas embodies the spirit of Detroit—resilient, innovative, and built for the future.**

And I'm all in.

For the first three years, I'll be **on the ground, hands-on, ensuring that the culture, operations, and brand strategy are built to scale.** Growth isn't just the goal—it's **the plan.** But we'll do it **strategically, data-driven, and with precision.** Every expansion



decision will be calculated and intentional, ensuring that **each new location upholds the same high standards, customer experience, and profitability.**

The groundwork is set. The momentum is real. The time is now.

This is your opportunity to invest in a high-growth, first-to-market brand with long-term potential. Let's talk about how we can build this—together.

Thanks,

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