

# **Tomaso's Pizza**

**“Huddle, Cuddle, and Schmooze”**

**Total Customer  
Interviews**

**52**

**Total Office Hours**

**7**



## Key Partners

**Kickstarter to fund**

**Equity Partner**

**Tomaso's reciprocal gift cards, \$20/\$5**



## Key Activities

**Design, make, and deliver superior food**

**Ongoing staff training to provide knowledge and hospitality**

**Provide a place with a "good personality". Anticipate fun to seeing again, enjoy to be with, look forward to seeing again.**



## Key Resources

**Industry Knowledge**

**20 years of Tomaso brand**



## Value Propositions

**Provide a comfortable place that has:**

- Soft lights that are easy on the eyes and yet read a menu
- Music to provide background mood and buffer the noise of others, and still have a conversation across the table
- Mix of mostly soft, high back booths to provide privacy, and tables to provide an option for those who don't like to squeeze into a booth
- TVs on one side so you can choose to watch or not. The more TVs there are, the less like date night it feels
- Small menu focused on pizza, salad, shareable appetizers, and beer and wine
- With a short menu and a trained staff, we can relieve the pain of waiting for the food, refills, and bill.
- The culture of the restaurant needs to understand: *"Food supports the front of the house experience, not vice versa."*



## Customer Relationship

**1-on-1 customer service, hot food hot, cold food cold, served promptly with a servant's heart to please you.**



## Channels

**Direct sales, inform and recommend food/drink choices. Deliver and follow up to see that everything is correct and as ordered.**

**Social media**

**In-store flyers**



## Customer Segments

**Couples on date night/mate night.**

**Small groups of men/women 2-6 who want to:**

- **Catch Up**
- **Hang Out**
- **Get together to have a good time**



## Cost Structure

**Labor – 25% Sales**  
**Food Cost – 25% Sales**  
**Rent – 5% Sales**



## Revenue Streams

**\$20-35 per person**

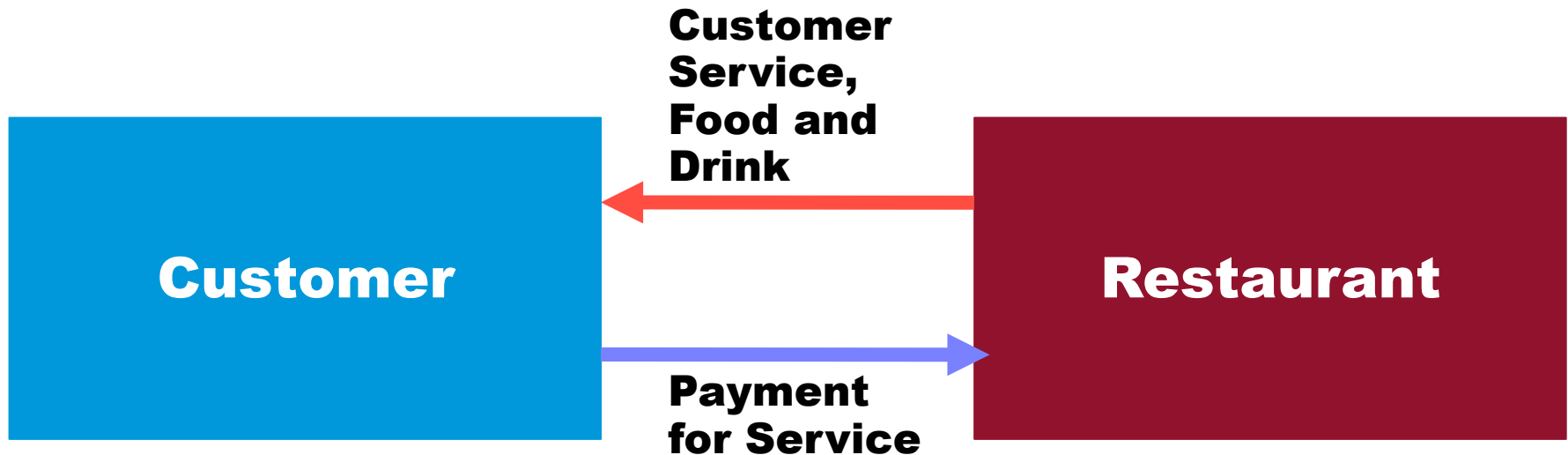
**Food/Drinks 60/40 or 50/50**

# **Customer Relationships**

- 1-on-1 customer service**
- Hot food hot**
- Cold food cold**
- Served promptly with a servant's heart to please you.**

# Revenue Streams and Models

- **\$20-35 per person**
- **Food/Drinks 60/40 or 50/50**



# **Value Propositions**

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# Customer Archetypes



- **30 year old woman**
- **Socially connected to:**
- **a mate/date**
- **close friend group under 6 people**
- **1 + work groups**
- **Connected by hobby, church, school or kids school.**



- **55 year old woman**
- **Socially connected to:**
- **a mate/date**
- **2-4 social clubs that meet monthly/yearly, or sports season.**
- **Glue book club, movie night, shopping trip, Xmas gala, Oscar gala. Food and wine gala. Charity. Groups can be 4-30.**

# Competitive Table

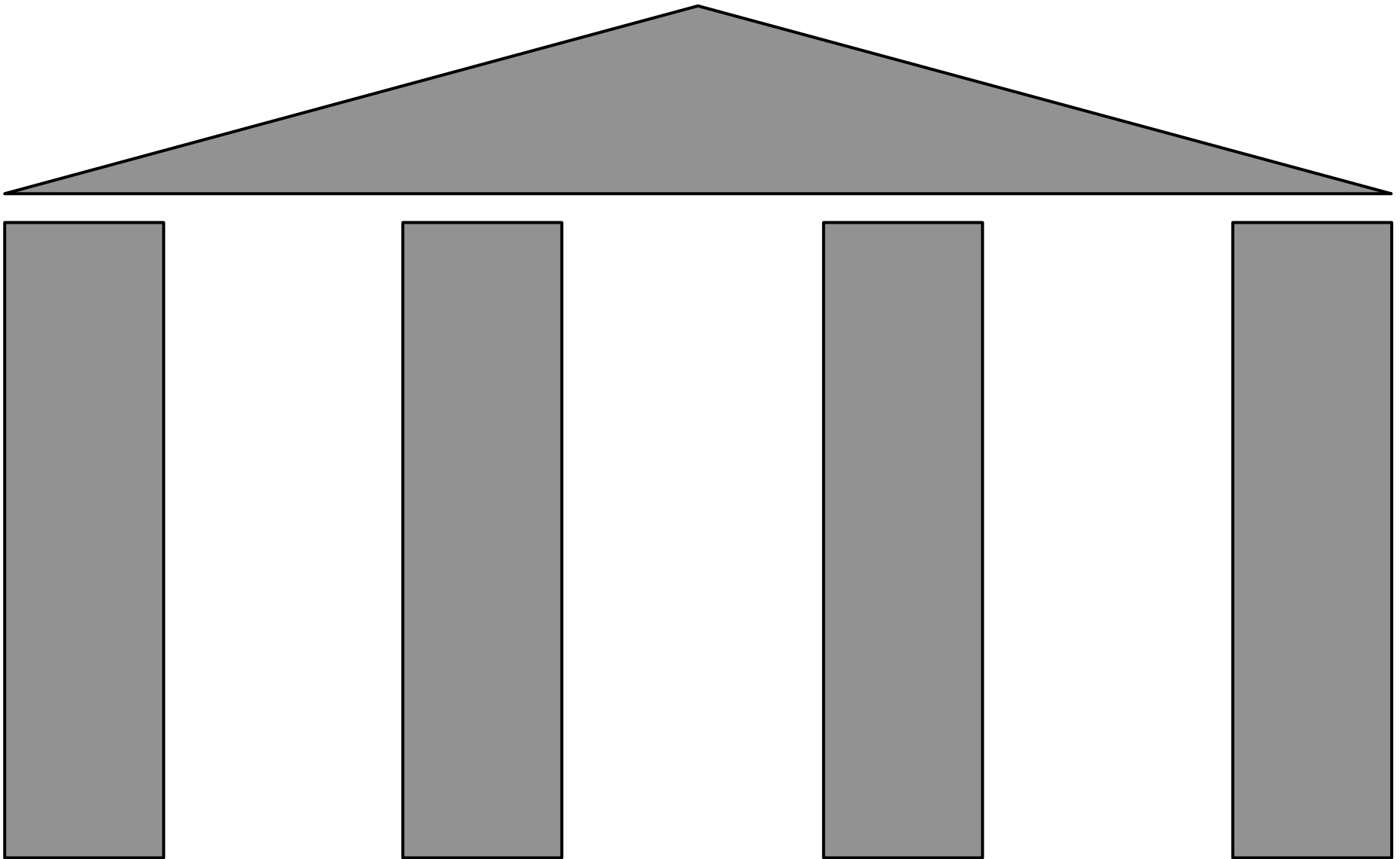
|                                    | <b>Good Food?</b>                     | <b>Do You Feel Special?</b> | <b>Good Place to Huddle w/ Friends?</b> | <b>Good Enough for Date Night?</b> | <b>Good Personality of Place?</b> |
|------------------------------------|---------------------------------------|-----------------------------|---|------------------------------------|-----------------------------------|
| <b>Bars with Food</b>              | <b>Greasy, breaded gut bombs</b>      | <b>No</b>                   | <b>Maybe</b>                            | <b>No</b>                          | <b>No</b>                         |
| <b>Restaurant w/ Beer and Wine</b> | <b>Good or Very Good</b>              | <b>Yes</b>                  | <b>Yes/Maybe</b>                        | <b>Yes</b>                         | <b>Yes</b>                        |
| <b>Stay at Home</b>                | <b>Depends on Cook</b>                | <b>No</b>                   | <b>Maybe</b>                            | <b>No</b>                          | <b>No</b>                         |
| <b>Do Nothing</b>                  | <b>Eat Leftovers</b>                  | <b>No</b>                   | <b>No</b>                               | <b>No</b>                          | <b>No</b>                         |
| <b>Call for Delivery</b>           | <b>OK for tongue, hard on stomach</b> | <b>No</b>                   | <b>Frat House Meal in Front of TV</b>   | <b>No</b>                          | <b>No</b>                         |



**When it absolutely, positively, has to be a cozy place to huddle and catch up with friends, while eating good food served by knowledgeable staff so you get no waiting for food, refills, or the bill.**

**Expected:**

- **Fresh food**
- **Clean – no dirt or gunk**
- **Servers communicate**
- **Decent beer and wine list**
- **\$20-35/head**
- **Clean food**
- **Hospitality**

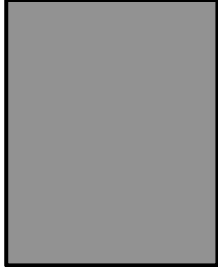


**Build Out**

**Service**

**Food**

**Hospitality**



## **Build Out**

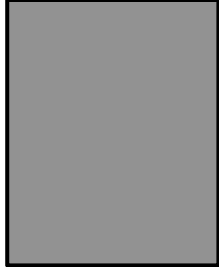
**Good  
Personality to  
Place**

**Comfortable  
Decor**

**Lights – Music  
– Noise**

**Attract  
Women**

**Booths to  
Huddle**



## **Service**

**“Give Me The  
Food!”**

**“Give Me The  
Bill!”**

**Knowledgeabl  
e Staff**

**Clean**

**Spontaneous  
Plan is OK**



## **Food**

**Good food and  
drink**

**Menu I can  
deliver**

**12+ beers**

**12+ wines**

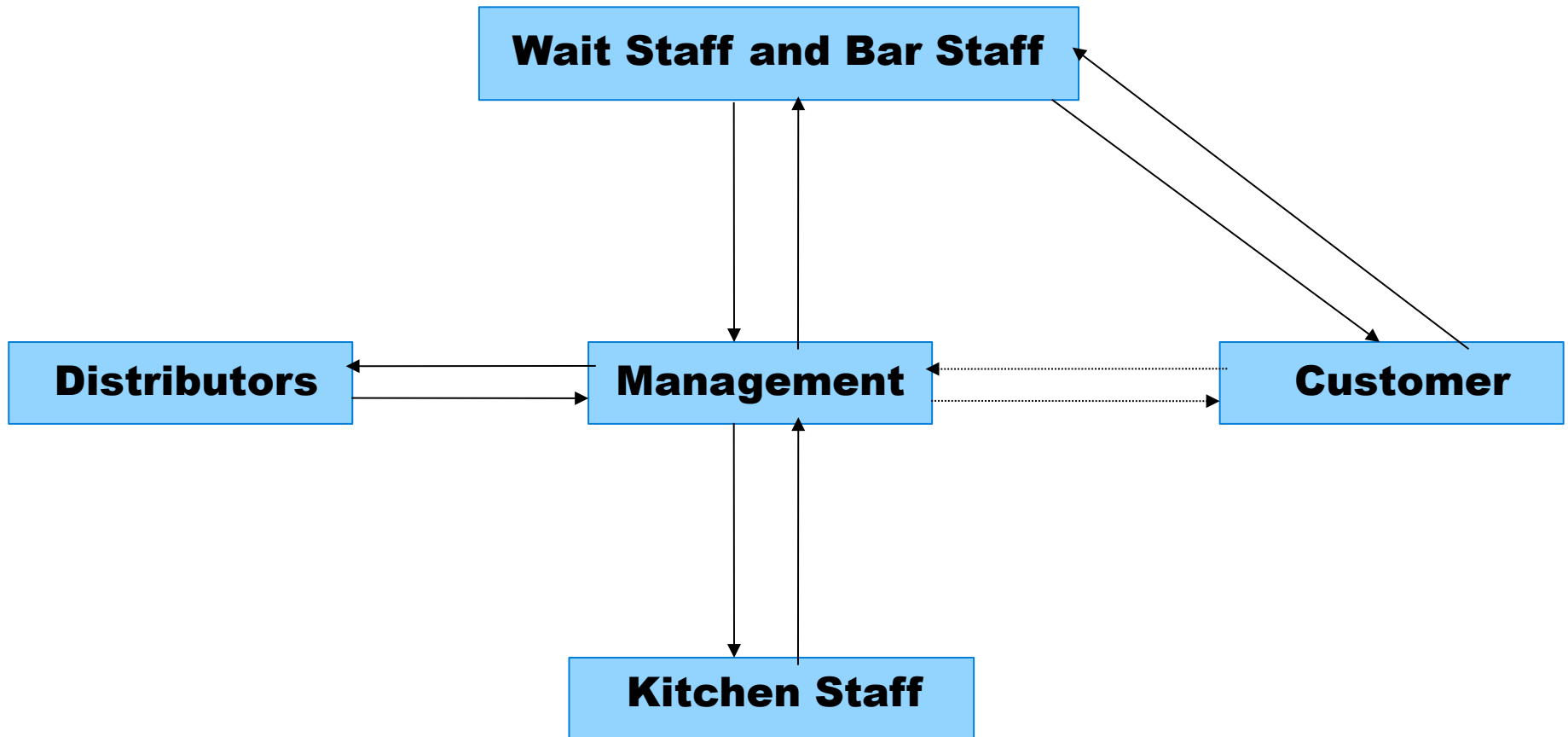


## **Hospitality**

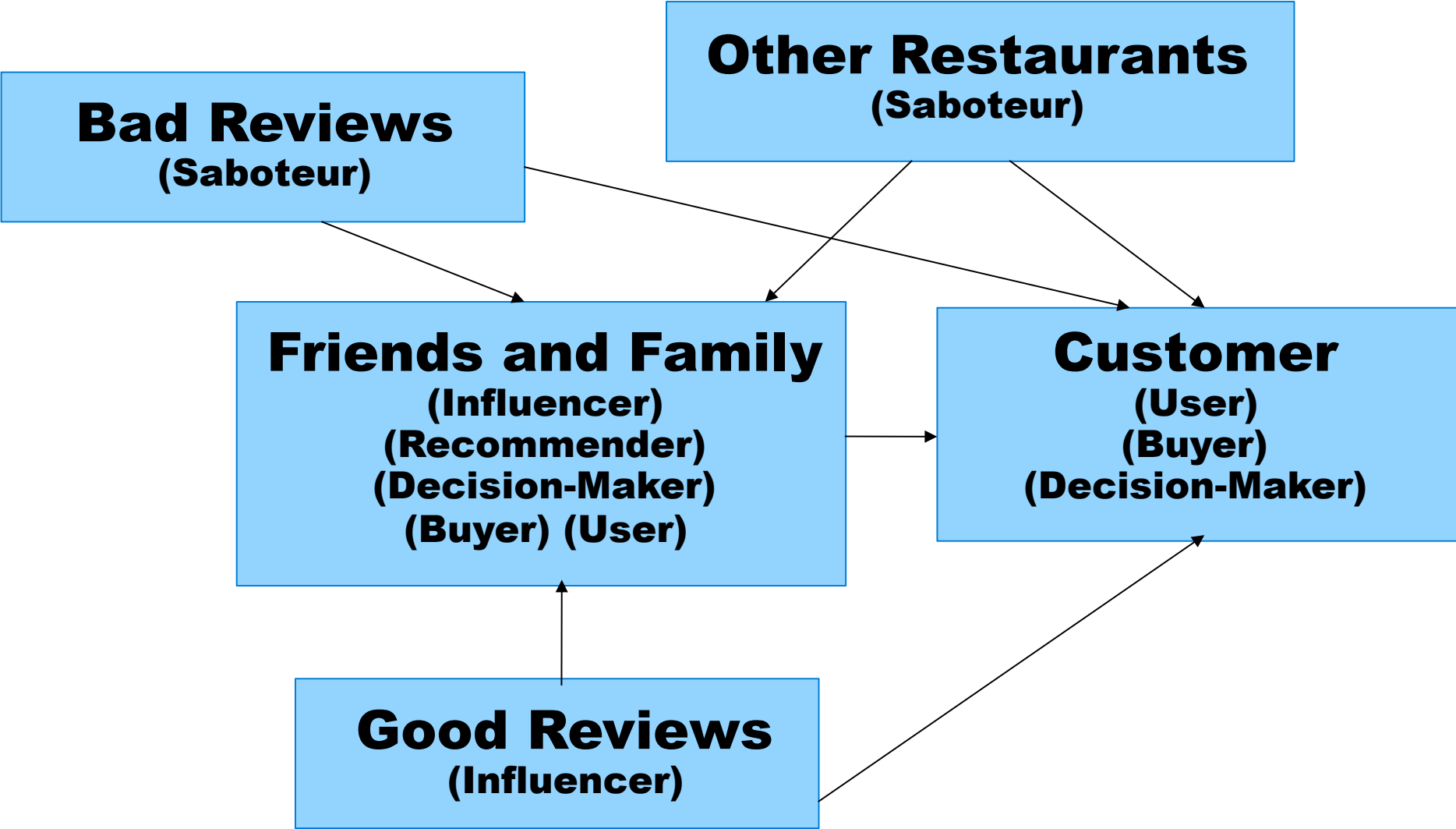
**Feel good  
while at the  
restaurant**



# Workflow Map



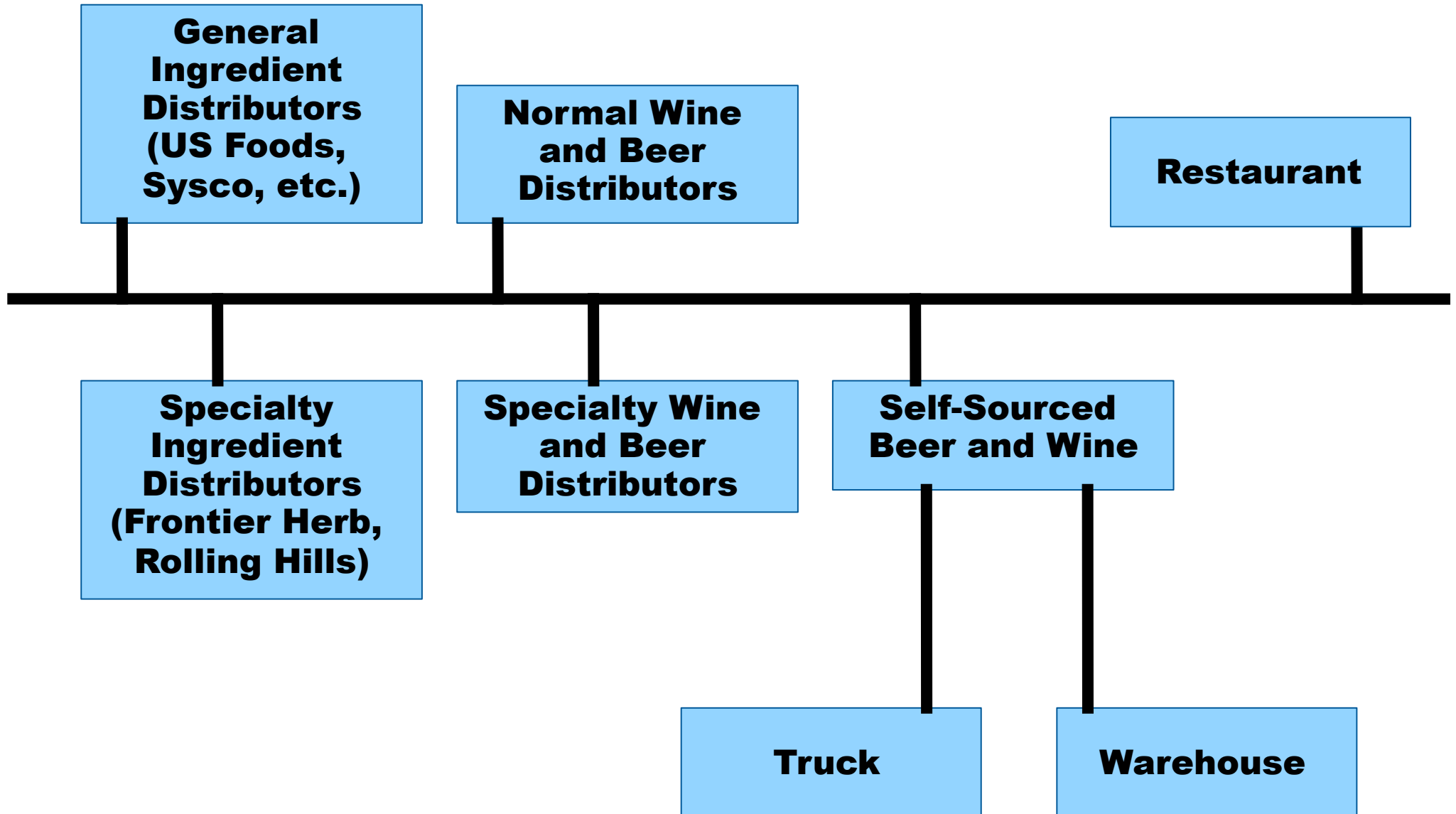
# Purchasing Decision Map



# **Barriers to Adoption**

- **People already have their set group of restaurants**
- **Prices don't fit our budget + or -**
- **People don't like the restaurant concept (e.g. sports bar is polarizing)**
- **People don't like the types of food and beverage available**
- **Wrong location for our group**
- **Bad service**
- **Restaurant is dirty**
- **Bad reputation**

# Value Chain



# Addressable Market Size

|              | <b>Total Market</b> | <b>Local Market</b> | <b>Bar/Restaurant Market</b> |
|--------------|---------------------|---------------------|------------------------------|
| <b>Beer</b>  | <b>\$196B</b>       | <b>\$133M</b>       | <b>\$53M</b>                 |
| <b>Wine</b>  | <b>\$37B</b>        | <b>\$25M</b>        | <b>\$10M</b>                 |
| <b>Pizza</b> | <b>\$32B</b>        | <b>\$30M</b>        | <b>\$6M</b>                  |
| <b>Total</b> | <b>\$265B</b>       | <b>\$188M</b>       | <b>\$69M</b>                 |