



## North Shore Restaurant Group – Investor Pitch

### 1. Opening Hook

North Shore Restaurant Group is entering the market at a time when the restaurant industry is undergoing massive shifts. Owners face rising labor costs, changing consumer behaviors, and post-pandemic debt, while new operators and investors seek quality opportunities. Yet the buy/sell restaurant market remains fragmented and inefficient.

North Shore Restaurant Group solves this.

We are building a modern Restaurant Brokerage platform that uses data-driven valuations, streamlined transactions, and expert advisory to bring transparency and efficiency to an outdated market.

### 2. The Problem

- Restaurant owners struggle to understand the value of their business.
- Transactions take 6 to 12 months with high fallout rates.
- Brokers rely on outdated processes and inconsistent marketing.
- Investors lack a centralized and trusted marketplace.

This leads to thousands of unnecessary closures because owners lack proper exit channels.

### 3. The Solution

North Shore Restaurant Group provides a full-stack brokerage service powered by technology:

- AI-driven valuations using POS data, market comps, and trend analysis.
- Curated national marketplace connecting qualified buyers and sellers.
- Digital workflow for NDAs, buyer qualification, document sharing, and escrow.
- Licensed advisors guiding deals from valuation through closing.

## 4. Target Market

Primary Segments:

- Independent restaurants
- Franchise systems
- Investors acquiring underperforming units
- Multi-unit restaurant operators

Market Size:

The U.S. restaurant industry exceeds \$900 billion with 20,000 to 30,000 units sold annually.

## 5. Business Model

Revenue is generated through:

- Success commissions (8 to 12 percent)
- Upfront valuation and packaging fees
- Premium marketplace placement fees
- Subscription access for buyers
- Optional advisory services

## 6. Competitive Advantage

Why North Shore Restaurant Group wins:

- Restaurant-specific valuation framework
- Technology reducing transaction time by 40 to 60 percent
- Growing national buyer network
- Team with deep restaurant and brokerage experience
- Transparent, data-focused operating model

## 7. Traction and Validation

Examples include:

- Restaurant valuations completed during beta

- Active listings and deals under letters of intent
- Partnerships in progress with POS providers and accounting firms
- Expanding buyer and operator database
- Early commitments from franchise owners

## 8. Go-to-Market Strategy

Growth strategy includes:

- Partnerships with POS systems, accountants, and franchise networks
- Local broker hub expansion model
- Lead generation through valuation tools and digital content
- Data insights tailored for investors and operators

## 9. Financial Projections

Example trajectory:

- Year 1 revenue: \$450,000
- Year 2 revenue: \$1.2 million
- Year 3 revenue: \$3.8 million

Margin expansion driven by technology and repeat buyer activity.

## 10. Investment Ask

North Shore Restaurant Group is raising \$500,000 to \$1.5 million for platform development, licensing, marketing, broker recruitment, and data integrations.

Use of funds:

- 40 percent technology
- 30 percent marketing
- 20 percent licensing and compliance
- 10 percent operations

## 11. Closing Statement

The restaurant transaction market is overdue for modernization. Owners need better exit options, buyers need clearer opportunities, and investors need efficiency.

North Shore Restaurant Group is building the platform that brings all of this together.

We invite you to invest in a scalable, technology-driven brokerage redefining how restaurants change hands.