



C-afe Pop Investment Proposal

*Bringing the hot Asian
music market to the NW and
capitalizing with NW love of coffee*

Cafe Pop Investment Proposal

- ❖ *WE ARE SPREADING THE SIMPLE FACT THAT CULTURAL LOVE IS THE WAY TO HEAL OUR WORLD.*
- ❖ *WE ARE EXPRESSING IT THROUGH MUSIC, FOOD AND A CULTURAL EXPRESSION*
- ❖ *“AMAZING MUSIC HAS NO LANGUAGE BARRIER”*
- ❖ *WE HAVE THE ONLY 24/7 ASIAN BASED RADIO STATION IN THE NW NOW A ASIAN/AMERICAN FUSION MUSIC CAFÉ.*
- ❖ *A CULTURAL CENTER FOR LOVERS OF ASIAN MUSIC TO COME TOGETHER AND ENJOY SPECIALIZED COFFEE/TEA CREATIONS AND DESERTS FROM COUNTRIES ALL OVER ASIA AND THE USA.*

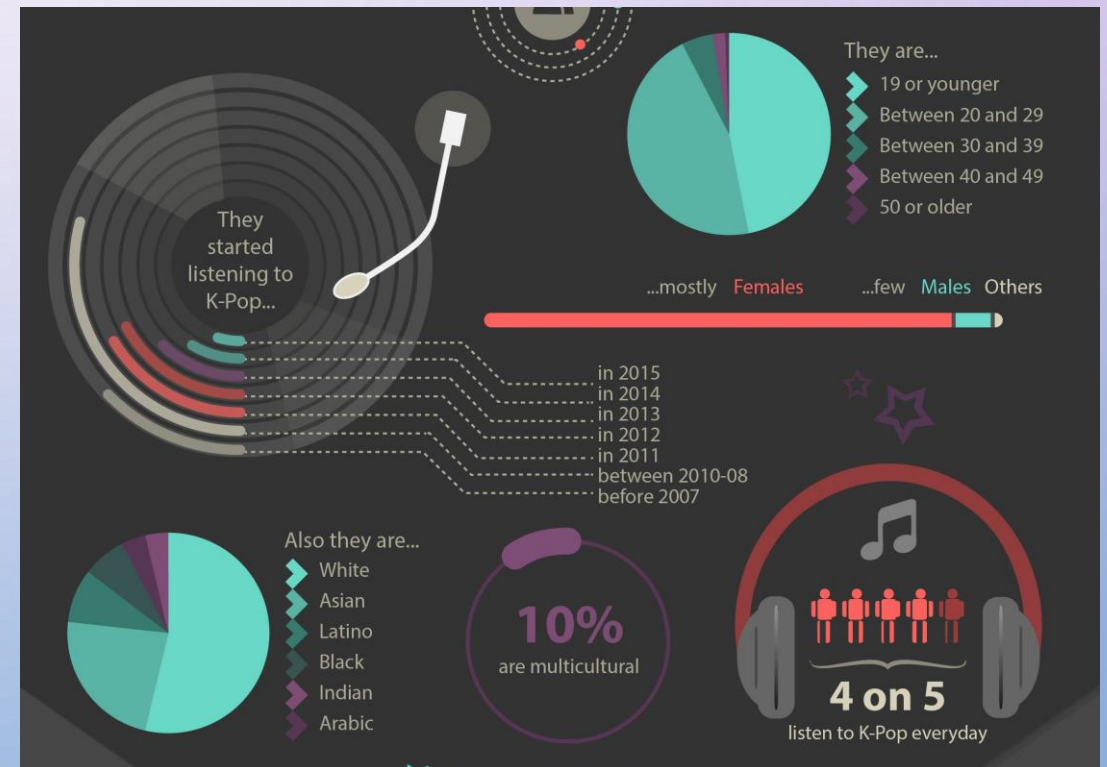


Target Market and Demographic

- ❖ Northwest retail market is yet untapped
- ❖ NW Asian music culture is huge with hundreds of thousands of fans
- ❖ Fans are multicultural, loyal to their group and have higher income demographics.
- ❖ No target retail spot for this demo group in our geographic area.



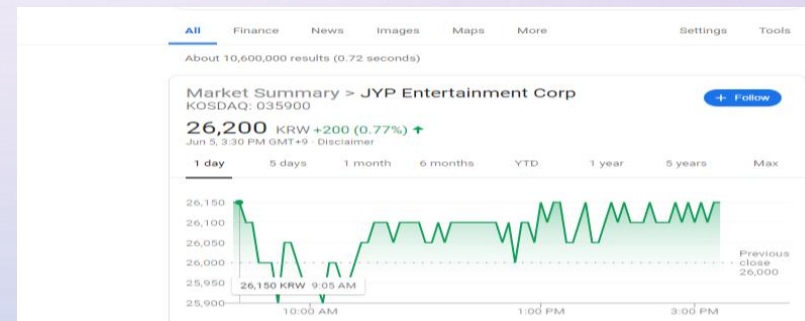
Sakura-con	1999 - Current
Organized by	Asia-Northwest Cultural Education Association (ANCEA) ^[3]
Filing status	501(c)(3) ^[3]
Website	www.sakuracon.org
Attendance	25,000 (Est) in 2017 (sold out)





Multi million \$ Asian Entertainment Industry

The Asian music empire is one of the largest in the world run by huge Entertainment companies that are rated on the Korean and Japanese stock exchange and make millions of dollars a year. The groups that they create and support have multi-generational, international fans with higher than average income. They are fiercely local to supporting their favorite groups.



Big Hit Entertainment Big Hit Entertainment, revealed that its net profit for last year surged over 170% year-over-year. According to the Korean entertainment label's full-year audit report, its net profit rose 172.7% from 2016, reaching 24.5 billion KRW, or around \$22.9 million USD. It is the highest ever since the company was founded in 2005. Big Hit reported its current net worth as 61.2 billion KRW, or nearly \$57 million USD . (Bloomberg Online)

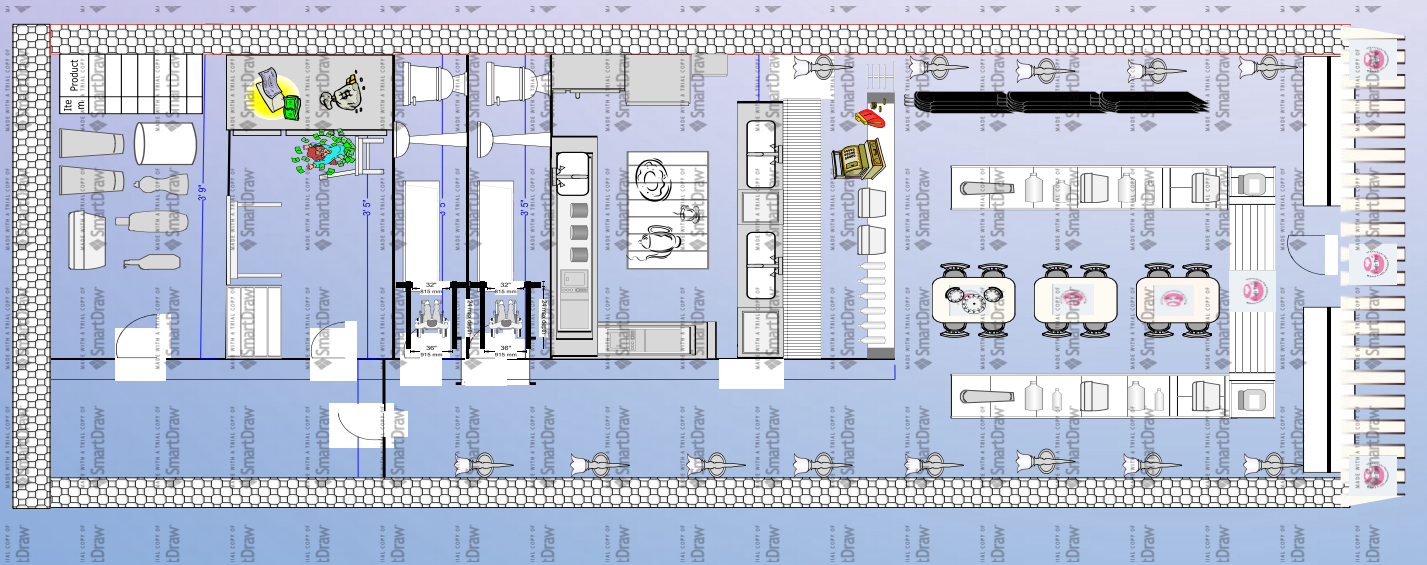


Top 10 fandoms and the groups they support

Rating	Group / Mgmt Co	YouTube Followers	Twitter Followers	Total Followers
1	BTS / Big Hit	19,000,000.00	20,300,000.00	39,300,000.00
2	BlackPink / YG	26,000,000.00	2,440,000.00	28,440,000.00
3	MonstaX/ JYP/Epic	20,000,000.00	2,990,000.00	22,990,000.00
4	Got7 / JYP	3,900,000.00	6,510,000.00	10,410,000.00
5	X Japan / NA	10,000,000.00	158,000.00	10,158,000.00
6	EXO / SM	3,200,000.00	5,600,000.00	8,800,000.00
7	Twice / JYP	4,900,000.00	3,660,000.00	8,560,000.00
8	Seventeen / Pledis	3,800,000.00	4,120,000.00	7,920,000.00
9	One Ok Rock / Fueled by Ramen	2,400,000.00	1,580,000.00	3,980,000.00
10	Red Velvet / SM	1,200,000.00	1,640,000.00	2,840,000.00

Cafe Pop Investment Proposal

- ❖ 2500 sq. foot building already obtained at great 5yr lease rate in great high traffic area.
- ❖ Due to no cooked menu items low kitchen equipment cost.
- ❖ 10 volunteers for build out, just material cost no labor except for electrician and plumber.
- ❖ POS and credit card system already online.
- ❖ Exclusive NW contract with Ello Eti to carry VT Cosmetics featuring BTS AND BT21
- ❖ Partnership with West Loves East Radio Tunein network built in marketing and advertising.



Cafe Pop Investment Proposal

Summary	Total Prior Period	Total Budget	Total Current Period	Total Current Period as % of Sales	Total % Change from Prior Period	Total % Change from Budget
Projected Profit and Loss Statement 2019 - 2020	For the [July 2019] ending [December 2019]					
C-afe Pop	Stated in 000s					
Current Gross margin [L/J]	114.00%					
Current Return on sales [T/J]	46.94%					
Total Sales Revenue [J]	\$ 120,340.00	\$ -	\$ 250,000.00	100.00%	420.98%	0.00%
Total Cost of Sales [K]	\$ (15,500.00)	\$ 20,000.00	\$ (35,000.00)	-14.00%	-538.89%	-1086.67%
Total Sales and Marketing Expenses [M]	\$ 600.00	\$ 1,000.00	\$ 1,200.00	0.48%	200.00%	40.00%
Total Research and Development Expenses [N]	\$ 650.00	\$ 1,000.00	\$ 1,250.00	0.50%	92.31%	25.00%
Total General and Administrative Expenses [O]	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%
Total Other Operating Expenses [P]	\$ 64,450.00	\$ 71,800.00	\$ 129,200.00	51.68%	846.49%	416.67%
Other Income [S]	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%
Total Taxes [T]	\$ 21,000.00	\$ 30,000.00	\$ 36,000.00	14.40%	130.56%	35.00%
Gross Profit [L=J-K]	\$ 135,840.00	\$ (20,000.00)	\$ 285,000.00	114.00%	109.81%	1525.00%
Total Operating Expenses [Q=M+N+O+P]	\$ 65,700.00	\$ 73,800.00	\$ 131,650.00	52.66%	100.38%	78.39%
Income from Operations [R=L-Q]	\$ 70,140.00	\$ (93,800.00)	\$ 153,350.00	61.34%	118.63%	263.49%
Net Profit [U=R+S-T]	\$ 49,140.00	\$ (123,800.00)	\$ 117,350.00	46.94%	138.81%	194.79%



Cafe Pop Investment Proposal

- ❖ OPEN FOR ALL INVESTMENT OPPORTUNITIES
- ❖ LOCATION, AREA AND IDEA ARE READY TO GO
- ❖ FOUNDERS AND PRIMARIES HAVE THE KNOWLEDGE, SKILLS AND ABILITY TO MAKE ESTIMATED PROJECTIONS VIABLE.
- ❖ CONTACT GM.CAFEPOP@GMAIL.COM
- ❖ IDEA AND CONCEPT ARE PROTECTED.