

# MÜSHIM

A BOUTIQUE SPORTS LOUNGE



# Mission



## The Company: Be the #1 Intl. Sports Bar in Oakland

Mushin is a boutique sports lounge curated for sports loving individuals, working professional, and tastemakers in the community. It's a blend of lounge and sports bar experience

## Our Mission

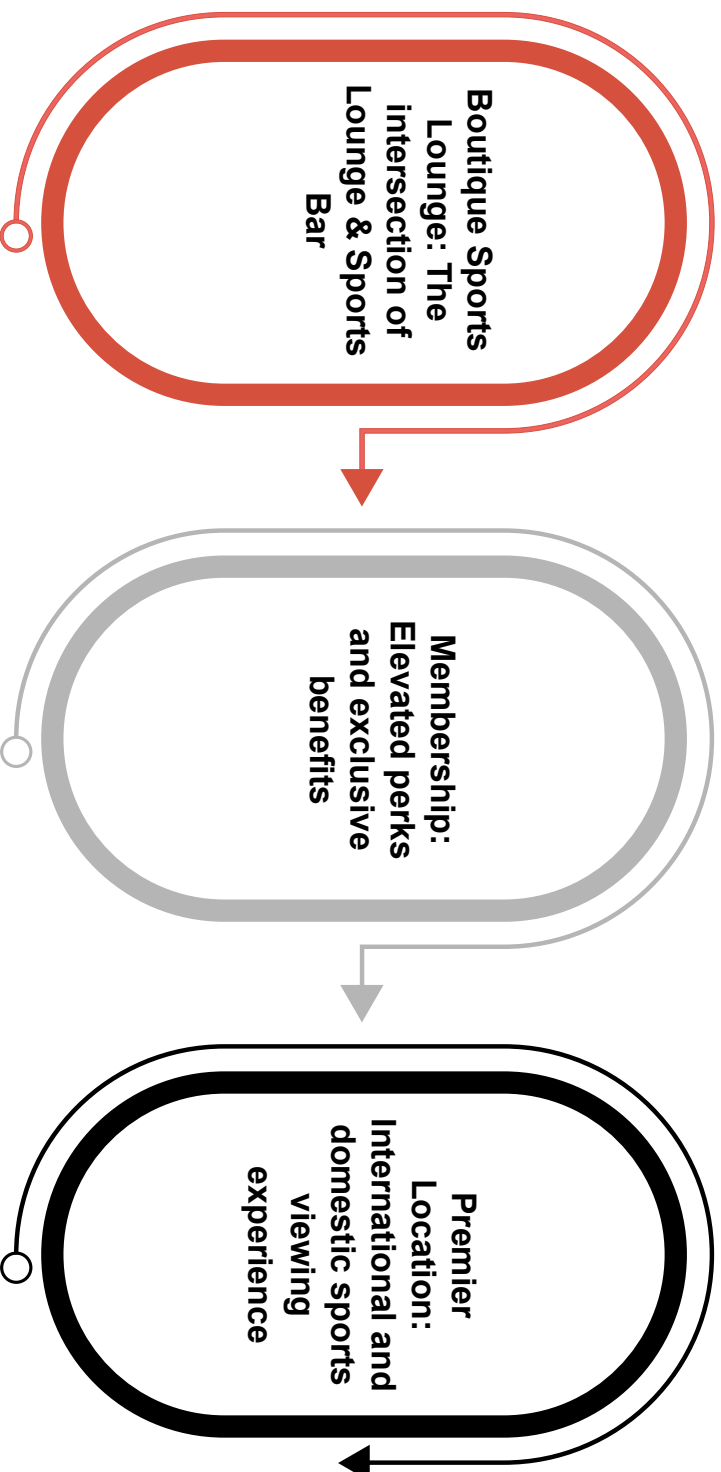
Drive international sports viewing culture in Oakland while supporting domestic leagues such as the NBA, HNL, NFL and MLB teams

## Our Promise

Offer great service, quality products and a diverse community center that embraces international cultural lifestyle



# Business Model



# Problem & Solution



<p> No International focused sports bar in Oakland</p> <p> Build the best international sports bar in Oakland while catering to domestic sports as well</p>	<p> Most Oakland sports bars do not cater to international sports fans</p> <p> Offer diverse international sporting events, while connecting both local &amp; international audiences</p>
<p> Basic food program</p> <p> Offer an elevated and internationally inspired food menu</p>	<p> Employees are disposable</p> <p> Create transferable jobs for our employees by opening multiple locations</p>
<p> Don't embrace technology</p> <p> Use cutting edge technology to enhance the customer experience, stream-line operations and marketing</p>	<p> <b>COVID19</b></p> <p> With indoor capacity limited due to the Novel Corona Virus we will initially offer a Members Only Program to limit exposure to our employees and customers</p>

# Lead Team

## Baba Afolabi

Over 15yrs of bar and restaurant management.

- **GM/ Founder**
- Business development expert
- Visionary leader with people management skills
- Was responsible for growing a IKEA Food Service department to \$5.6M revenue within 5yrs.

## Kola Shobo

Over 10yrs of bar and event management.

- **Managing Partner**
- Strong organizational skill
- Expert in Oakland nightlife business
- An influencer with extensive connection to local celebrities and community leaders

## Chazz Lovelace

Over 15yrs of Management.

- **Partner & Management Support**
- Change management expert
- Customer experience and business management consultant
- Digital transformation specialist

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# Market size

**Market**

**\$710 billion:** Food & Drink sales

**\$26 billion:** Revenue

1.4%: Industry sales increase in nominal terms.  
0.3%: Industry sales increase in real (inflation-adjusted) terms.

69,987: Locations

19.3m Number of people who went to bars or nightclubs in casinos

**Employees**

**\$64.08** Revenue per employee

**393k** Industry Employees




**590k** Bartenders (including at Restaurants)

**5.56** Average number of employees per establishment

**\$4.55bn** Total wages

**Alcohol Consumption and Customers**

42% Sales share of beer and ale  
30.6% Sales share of distilled spirit drinks  
10% Sales share of wine  
196.9m Beer barrels sold  
24.3m People who bought beer  
6.91m People who bought wine



**Oakland market**

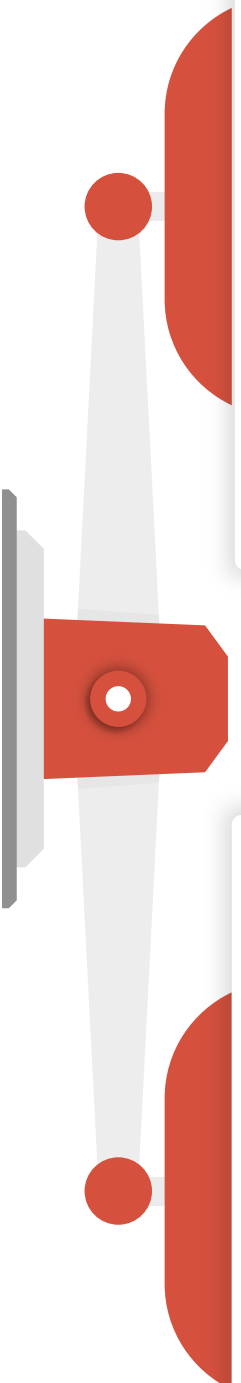


Population 400K plus  
Downtown Daytime Population 200K plus  
Average income \$67,413  
Males: 206,137 (49.8%)  
Females: 207,638 (50.2%)  
Median age (36yr)

**New Oakland**

Oakland has become a tech hub  
Oakland has 3 major sport teams  
Oakland has the most diverse demographic in the Bay Area  
Oakland has the most immigrant population in the Bay Area

As an international sports focused bar, we will outperform all our competitors by hosting every domestic sporting event e.g., NBA Play-off, The Super Bowl, etc.; as well as international games

Soccer is the most diverse sport in the world and Oakland is an extremely diverse community. Our goal is to explore the possibility of these two worlds.



Partner with local sporting fans to be the official viewing location in the East Bay

Partner with Tech Companies like Square to use Mushin as a social meet-up spot

Use prints and all social media platforms to create awareness

## Marketing & Promotion Plan

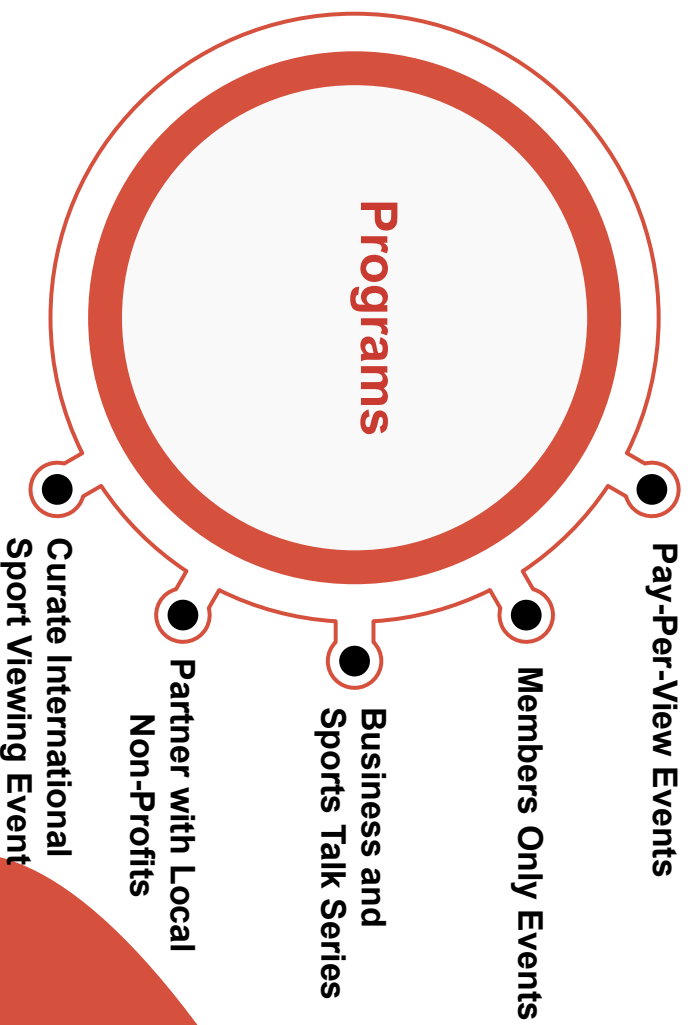
Referral & membership programs

Partner with social & political influencers to use Mushin as a meeting hub

Create and promote themed events year around

# Programs

We plan to create an activate program to keep our members engaged

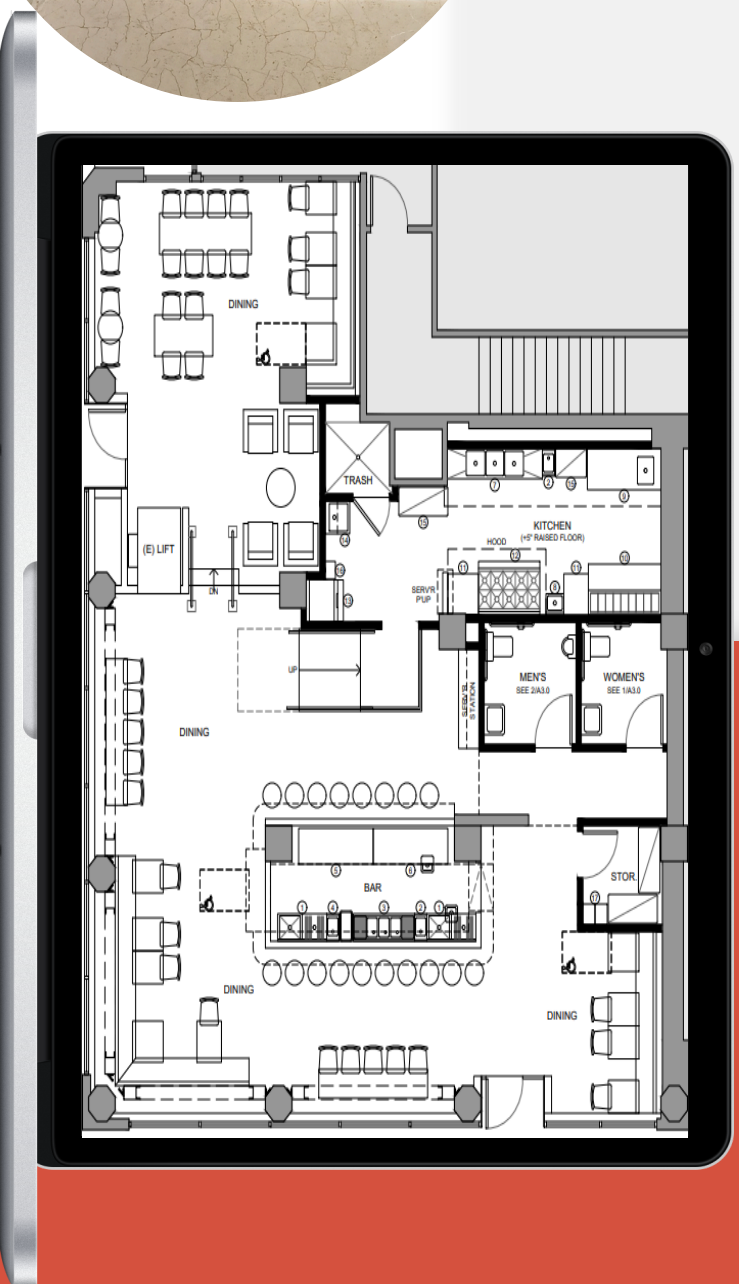




# Floor Plan & Bar Image

**Note:**

- Secured long term lease
- Construction finished
- Actual bar picture below
- Ready to open (As soon as COVID19 Shelter In Place is lifted)





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# Technology

- Use our web platform to coordinate viewing parties
- Create community platform that shows capacity and allows table reservation
- Order without waiting for bartenders or waiters
- Free members only Wi-Fi
- Deploy COVID19 screening and monitoring system

# Investment



**Total investment  
raising in this  
round; \$250k**



**Use for Operating Capital:**

- ◆ Hiring & Training
- ◆ Marketing & Advertising
- ◆ Inventory
- ◆ COVID19 Safety Supply



**Seeking \$250K for  
1.4% return  
6yrs Term**