Welcome



Genuine Detroit Style Pizza for North Texans

Problem

No options for **Genuine** Detroit Style Pizza in DFW!

Solution

Genuine Detroit Style Pizzeria(s) where North Texans

can experience the greatest Detroit export ever!

forever! perspective on pizza changed our sneaky extra layer of sausage. Kids loved the the diced veggies and and texture of the sauce the edge. The flavor chewy with that the perfect blend of of this pizza- the crust is We all love the structure pepperoni. You have is fantastic and we love wonderful crispness at

Market Validation





'Rock City' native delivers new slice of Detroit-style pizza to Dallas

Sep 22, 2020, 2:49 pm





Legendary Dakota's Steakhouse in downtown Dallas reopens with new LATEST NEWS MOST POPULAR

Pizza Hut debuted its version of Detroit-style pizza in January, citing its "growing popularity" across the country

Pizza Hut for attempt at regional dish:

Isn't even a good knock-off

Market Size

- North East Dallas Population: 298,413
- 98% of Americans eat pizza
- pizza every month 93% of Americans eat aleast one

What makes it a Detroit Style Pizza?

- Square Pizza
- Cooked in Deep Dish Pan
- Caramelized Cheese Pan
- Sauce on Top
- Hydration of Dough

Product





Rock On!

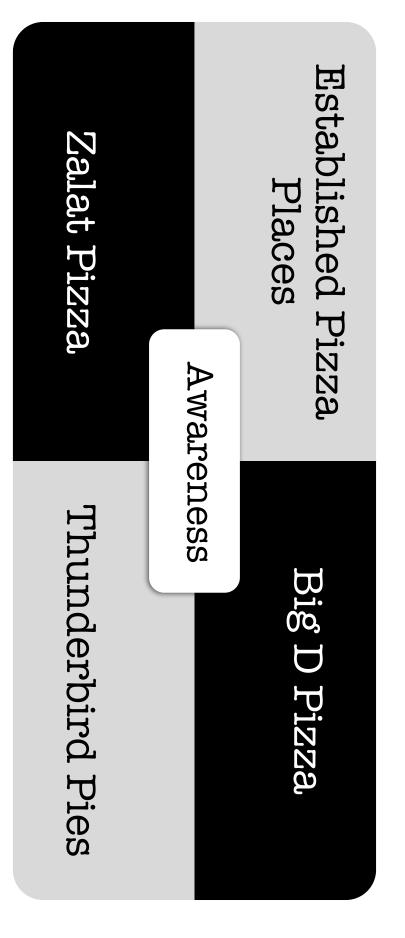
Business Model

- Produce One Size Pizza
- Sell as Small and Large (2 pizzas)
- Produce three salads
- Online ordering platform
- Off Premise Consumption Phone sales- Revenue Builder
- Delivery **Employ Delivery Drivers & 3rd Party**

Market Adoption

- Current Book of Business
- TikTok Instagram Facebook
- Events: SchoolNights/ Partnerships Hyper-Local Presence
- Co -Brand with Local Chefs Local Restaurants
- Press Release

Competition



Competitive Advantage

- Native Early to Market Owner Mark Slaughter: A Detroit
- Inventor) Is part of the Gus Guerra legacy (Detroit Style Pizza
- Has Significant Opening Restaurant Experience
- influencers Worked for the Dallas Mavericks, has a network of
- Has substantial Lake Highlands / NE Dallas Ties

Thank You

