

Welcome



Genuine Detroit Style Pizza for North Texans

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Problem

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

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Solution

Genuine Detroit Style Pizzeria(s) where North Texans can experience the greatest Detroit export ever!

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Market Validation

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



Originator of Detroit-style pizza blasts Pizza Hut for attempt at regional dish: 'Isn't even a good knock-off'

000-DRINK · Published March 25

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

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The screenshot shows a website header for 'West Village' with navigation links: CITIES, RESTAURANTS + BARS, ENTERTAINMENT, ARTS, SOCIETY, CITY GUIDE, SUBSCRIBE, FASHION + BEAUTY, REAL ESTATE, HOME + DESIGN, INNOVATION, TRAVEL, CHARITY GUIDE, TASTEMAKER AWARDS. The main article is titled 'Rock City' native delivers new slice of Detroit-style pizza to Dallas' by Teresa Gudbms, dated Sep 22, 2020, 2:49 pm. It features a large image of a Detroit-style pizza and social media share buttons for Facebook (53), Twitter (3), and Email. Below the article is a 'LATEST NEWS' section with a link to 'Legendary Dakota's Steakhouse in downtown Dallas reopens with new Texas' and a 'MOST POPULAR' section.

Market Size

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

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What makes it a Detroit Style Pizza?

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

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Product



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Business Model

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

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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

Established Pizza
Places

Big D Pizza

Awareness

Zalat Pizza

Thunderbird Pies

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Competitive Advantage

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

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Thank You

