

A Revenue-Generating, Valuable Addition to Cove Creek Village

Franchise Start-Up & Sweat Equity Pitch

INVESTMENT PROPOSAL

Why This Franchise? Strategic Fit

Proven Viral Demand

Capitalizing on a nationally recognized brand with a massive, highly engaged social media following driving built-in foot traffic.

Cove Creek Synergy

The demographic profile and family-oriented nature of Cove Creek Village perfectly aligns with the target customer base.

Sweat Equity Advantage

Dedicated operational focus to offset initial capital requirements and ensure rapid scale and quality control.



Start-Up Sweat Equity Mechanics

Buildout Execution

With 20 years of professional architectural experience, the Operational Partner will manage the physical storefront buildout, permitting, and contractor oversight.

Operations & Staffing

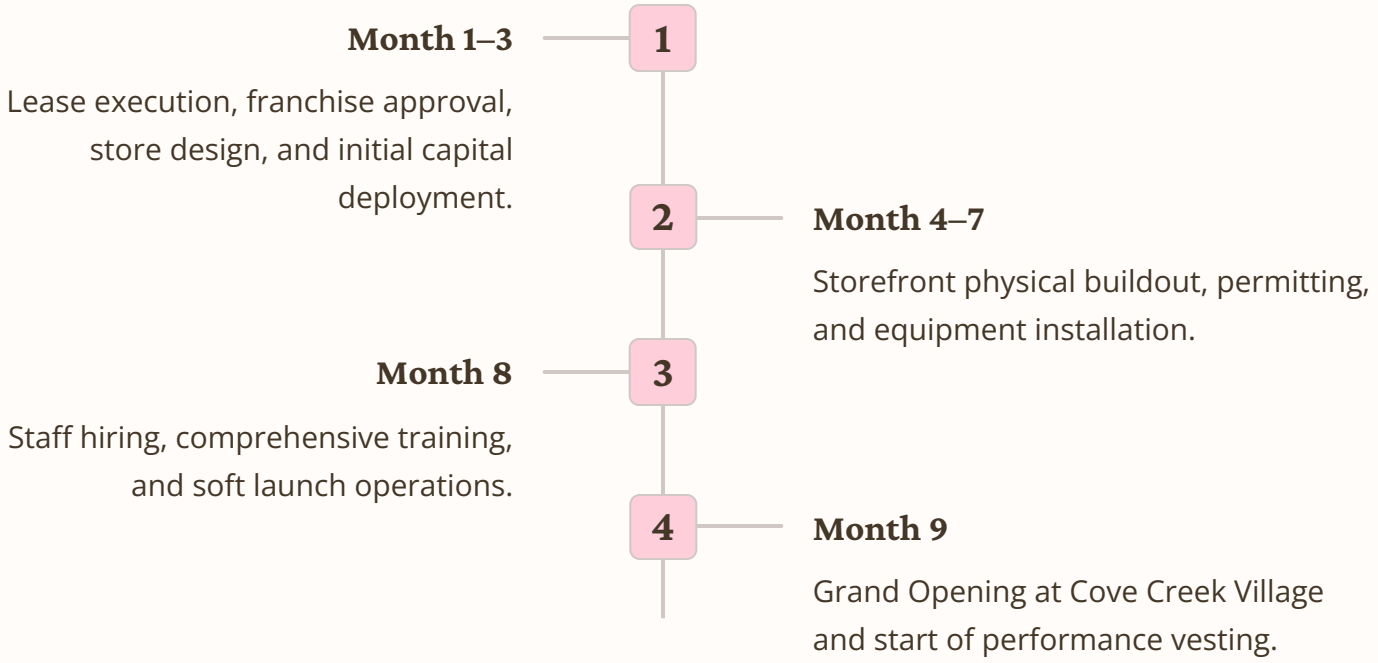
The Operational Partner will coordinate all initial hiring, training to brand standards, and establishing supply chain logistics prior to launch, valued against standard executive compensation.

Performance Triggers

Vesting for the Operational Partner is tied directly to store opening dates, initial quarterly revenue targets, and maintaining strict franchise quality scores.

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Target Launch Timeline



Deal Structure & Governance

Phased Equity Structure

Capital Recoupment (Phase 1)

The Investor receives 100% of distributable net profits (minus a minimal Operational Partner draw) until the initial capital is fully recovered, while the OP maintains a baseline 10% equity stake.

Step Up Equity (Phase 2)

Once initial capital is recovered, the Investor receives 75% while the OP's equity stake increases to 25%.

Safeguards

Operational Control & Investor Authority

The Operational Partner handles strategic planning and business operations, while the Investor retains veto rights regarding major

Mutual Protection Provisions

The agreement includes equity issuance Anti-Dilution Protection, and Tag-Along Rights and a Right of First Refusal to ensure equal treatment if either partner wishes to

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Projected Example Investment

Category	Estimated Cost	Description
Franchise Fees	$50,000	Crumbl Cookies Franchising Fee.
Equipment & Furnishings	$300,000	Commercial bakery equipment, refrigeration, point-of-sale display units, and decor.
Vanilla Box Build-out	$350,000	Leasehold improvements, contractor labor, and general construction.
Start-Up Costs	$300,000	Marketing, ingredient packages, professional fees, initial rent, working capital, and training travel.

$1M
Total Estimated Investment

100%
Investor Profit Share (Phase 1)

75%
Investor Profit Share (Phase 2)

Immediate Next Steps
2026
September - Investor Commitments and Lease NOI
October - LLC and Banking Setups and Crumbl Agreement
November - Lease Agreement and Design Start

Our investment goal is "All-Or-Nothing September". All funding will be raised in September 2026 or the funding will return to investors. This respects investors' time and finances, and is an indicator of project success.

It goes without saying, but we'll say it anyway: The timeframe and costs presented in this proposal are projected. Time and project costs may change from those indicated. The Operational Partner will communicate with investors with transparency as project details unfold.

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Please contact us if you are interested in partial ownership of Cove Creek Crumbl.

Our goal is to form a ten-person syndicate with $100,000 individual commitments, utilizing an initial $30,000 capital call per investor to launch the project.

The initial $300,000 will be used to form an LLC and begin the design and construction process.

Benjamin Rossetti, AIA
Operational Partner

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