



For more information:
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2 Chicks with Chocolate, Inc.

We're a fresh and fun chocolate experience!

2chickswithchocolate.com

Industry: Retail, B2B, Online, Offsite Catering, Parties, and Classes.

Management:

Elyssia Wassung
Harry Lay
Patrick Coston

Board of Advisors:

David Holmquist, *Conagra*
David Catalano, *ConCat LLC*
Steve Ray, *RBS Global Banking & Markets*
Matthew Stevens, *Chocolatier Magazine*

Current Debt:

Founders: \$117K in Convertible Notes

Previous Investment:

Founders \$117K

Financing Sought:

\$383K at \$50K per Unit

Use of Proceeds:

- Architect & Store Design
- Kitchen & Design Specs
- Branding, Packaging & Graphics
- Location Deposit
- T&E
- Legal & Professional

Business Description:

2 Chicks with Chocolate "2CWC" has its roots in a home-based business that grew into a full-fledged enterprise that brings unique chocolate creations and experiences to businesses and consumers alike. Since its formal launch in 2003, the Company has sold more than 100,000 units and is currently positioned to leverage that success in the form of a brick and mortar retail store in Monmouth County, NJ.

The store, which will serve as a prototype for a national chain, can effectively be described as *Willie Wonka* meets *Build-A-Bear*. The store will offer logo merchandise, pre-made boxed chocolates and gift sets, and it will feature an interactive "assembly line" where customers – with the assistance of staff under the guidance of a master chocolatier – can let their sweet tooth run wild while creating their own chocolate-based concoctions. It's interactive, it's delicious, and it's immediate gratification at a reasonable price point.

In addition, the store will host private parties and corporate events (onsite and off-site), classes, and the store and brand will be backed by a comprehensive online store to be relaunched approximately six months after the storefront's opening. The store is scheduled to open in 2009.

Unique Value Proposition:

The Grand Strategy of **2 Chicks with Chocolate** will be to build a strong singular brand that focuses on the "experiential buy" through facilitation of personal chocolate creations and unusual uses of chocolate to bring delight to a wide demographic.

Key Success Factors:

- Successful and experienced management team
- High mark-up of COGS is standard in industry and provides cushion for potential fluctuation in commodity prices
- Scalable expenses
- Process driven

Key Risk Factors

- New business concept
- Under-capitalization to gain critical market share

Status:

- Currently in negotiation with architects
- Scouting locations
- Continuing to build new relationships that will expand into various revenue streams
- Involved in speaking engagements to build the 2 Chicks' brand
- Second book coming out in December
- Key mentors are Rosalind Resnick and Loral Langemeier

Funding structure preferred: \$50k units - Series A Preferred Stock.

Exit Strategy: Strategic buyout from a large company that is looking to tap into the experience market with a power brand.

Documents Available: Private Placement Memorandum, Presentation, Business Plan