



GANGSTER VEGAN ORGANICS

Licensing Intro – 2019



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Who Is Gangster Vegan Organics?

Since 2014, Gangster Vegan Organics has been offering a new experience in Vegan Take-Out. We take pride in using 100% Organic ingredients, and being 100% plant based. Our brand mission is making healthy living hip. We know that culture relevance is a necessary component of mass adoption.

Our unique products include a wide variety of plant-based offerings. From our very popular Esta Loca (Taco Salad), to our mouth watering Swizz Beets (Beet Burger), to the note worthy, Kush (Kale Chips) . The great thing about our Menu is, it is fun, tastes great and has something for everyone.

Our business is more than just food, we offer a number of Cold-Pressed Juices and Raw Vegan Desserts that have people driving from miles across town.

Who Is Gangster Vegan Organics?

Gangster Vegan Organics is a fresh concept that a new generation of health conscious consumers are demanding. People around the U.S. have only had access to unhealthy to-go options. We are uniquely positioned in the Plant-Based movement that is growing like wildfire. Gangster Vegan has an audience that extends beyond the limitations of our current brick and mortar stores. With a following of over 15k users on Instagram, we have a captive audience that is ready to experience all that GVO has to offer all around the nation.

We are ready to open Gangster Vegans all around the country as more entrepreneurs are feeling the call to offer a hip and healthy alternative in most major cities, that tend to be health food deserts

Our mission is to help entrepreneurs who want to make the world a healthier place more successful in their purpose as well as in their pockets.





How Did It All Start?

Gangster Vegan Organics was launched in 2014, when Founder Vincent DePaul had a calling to bring the healthy plant-based food and lifestyle alternative to the neighborhood where he grew up. He launched the first GVO in Norristown, PA.

Shortly thereafter he launched the 2nd GVO in Pheonixville PA.

In late 2017, Vincent partnered with successful juice bar and vegan take out entrepreneur Andrew McFarlane, one of the early movers in the Juice Bar industry in Los Angeles. Andrew's knowledge of how to build a successful Juice Bar and Vegan Take-Out operation from the ground up, along with Vincent's vision, business acumen, and entrepreneurial instinct, create the foundation that will guide prospective GVO Licensees toward success.

Today, Gangster Vegan Organics has cultivated a loyal customer following, and developed a successful model by perfecting its menu items, processes, vendor relationships, and marketing strategies.

Why GVO?

Since our humble beginnings in 2014, GVO has gained a massive following. Owning a Gangster Vegan Organics puts you in a unique position to support the health of your communities, yourself, and to be mentored by some of the best in the business.

Gangster Vegan Organics is set to take advantage of a number of powerful statistics.

Nielsen's report is an indication that a food industry dominated by plant-based proteins and alternatives is not as far off as many would think. Demand for plant-based product development has spiked by close to 140 percent, with the plant-based food sector overall valued at \$5 billion. It is also important to note that health-focused fast casual industry is currently said to be a \$384 million dollar market. The healthy food industry has been considered recession-resilient, as well priced healthy food is considered imperative for most.






Why gvo?

Fast-casual restaurants have consistently made strong year-over-year sales gains in the last decade. In 2017, Fast-Casuals have been expected to enjoy a 13.5% increase in sales growth, according to HIS Economics. Compare this to the similar sales industries, like retail fast-food, which is only expected to grow by 6%. Within this segment, there has been a boom in the \$384 million-dollar Healthy Fast Casual Industry, which increased over 17% in 2016.

Health Conscious Professionals love the service of plant-based fast casual because of its ability to serve 2 very important needs for them.



WHY GVO?

The need to be efficient with their time and their need for high quality, organic, plant-based meals.

GVO is positioned within two growing industries: the Health and Wellness industry and the Fast-Casual Food Service Industry. GVO's customer base is rapidly growing, as people in both markets search for that quick on-the-go healthy meal, one that satisfies both their taste buds and their lifestyle.

Gangster Vegan Organics, is in a very strongly position to be one of the leaders in this health conscious lifestyle revolution. With celebrities like Beyonce and Jay-Z subscribing to a completely Vegan diet, it is only a matter of time before this dietary lifestyle preference becomes completely adopted by the mainstream.

Working with a highly experienced team with an even better product, you have the opportunity to enter this market with an hip, fresh and positive brand identity.



Our Customer

GVO understands our guest, particularly women ages 25–45 that are pursuing a more health conscious and active lifestyle.

Our proficiency in brand building and marketing, has allowed Gangster Vegan Organics to gain a lot of positive press and rave reviews from it's clientele.

GVO celebrates having 4.5 out of 5 stars on Yelp and 4.8 Stars out of 5 on Google Reviews.





"Excellent! Besides being a wonderful vegan restaurant, the owner is vibrant contributor to local community activities"

- Jane H. Wayne, PA

"We ordered a juice to split, the walnut meat taco salad, the 'tuna' salad, and a piece of chocolate pie for dessert. This is really my first experience with raw veganism and it was a good one!"

- Shauna J. Philadelphia, PA



"Beating a winter cold and needed something delicious that would nourish my body. I ordered The Truth juice for a boost for immunity support and Esta Loca (Taco Salad). The food was so fresh and made me feel great. I can't wait to try more from the menu!"

- Lauren B. Eagleville, PA



"Simply amazing! Nutritious and mouthwatering bowl and juices! Your body will thank you for putting real food in it. I have become a life-time customer after just one viit"

- Edward Harris



"We went here with a friend to try something new and I really like it! They have the best drinks ever! They prepare every meal fresh and the staff is exceent!"

-Angela Washington



Why Own a GVO?

At GVO, you will be supported by a team of some of the most successful Vegan Take-Out Cafe and Juice Bar owners in the world. Andrew McFarlane has supported over 100 Healthy Take-Out and Juice Bars launch from start to finish. By owning a Gangster Vegan Organics, you can know that you are supporting the people in your community to live more genuinely healthy lives.

“The mission of Gangster Vegan Organics is to support the health of every person that enters our store. We accomplish this through offer a high quality, organic, plant-based product as well as creating a nurturing environment that is meant to empower our customers to make more intelligent health choices

– Vincent DePaul –






◀ Investement ▶

The initial investment to open a GVO starts at \$75,000. This is much lower than typical industry. Actual costs will be determined by the type and condition of the real estate and the particular market you are in. Gangster Vegan Organics can take advantage of smaller underutilized spaces which generally allows for lower build-out and start-up costs.

Start-up costs include line items like; leasehold improvements, equipment, furniture, inventory/supplies, grand opening marketing, and three months of initial working capital. An advantage of running a GVO is its simple operational concept. Our stores have no grease traps or hoods. Due to the flexible smaller formats, build outs will be cheaper than the often complex restaurant build-out.

The licensing fee for one store is \$25K.



How Much Can I Make?

Operating within such a large and growing industry, the earnings potential of this model is high. Consider the uniqueness and market relevance of GVO, the low-cost and straight-forward build-out of our stores. Not only will your customers be healthier, but your wallet may be too.

As mentioned, there has been a significant increase in Healthy Fast-Casual sales growth. When you introduce a Gangster Vegan into your market, you will not only be the proud owner of a fresh, high-quality concept that supports the community – you will also tap into a high growth market opportunity with tremendous revenue opportunity.

We Are Here To Support

Getting in at the very beginning of a new business expansion is beneficial for many reasons.

From marketing, admin, to hiring and training, we will mentor you through the entire process.

As part of your initial licensing fee, we will provide on-going support from the time you get approved as a licensee, up to 6 months after you launch your store.

Training

We are here to make sure you are fully prepared to launch your GVO location successfully, so that you can experience the success that our current licensees are also experiencing. Before you officially open your GVO store, one of our corporate staff members will fly out to your location to give you and your staff an in depth and thorough in-store training. This will cover everything from how to prepare recipes, ordering, ingredients, processes, POS, staff hiring ,scheduling, marketing best-practices, grand opening assistance, and location specific challenges and opportunities.



Marketing

Every licensee will have their location listed on the GangsterVegan.com site. We will also give you access to all of our product photograph files to be utilized in any future marketing material that you desire.

Each licensee will be given a location specific marketing strategy as well as full access to our corporate team for guidance on how to strategically approach your specific store in response to the surrounding area.

We know the importance of connecting with the consumers closest to you and will help you utilize local search and other traditional marketing practices ensuring GVO is a vibrant, attractive and healthy option in your local market.



A close-up photograph of two people shaking hands over a wooden desk. The person on the left is wearing a silver watch. In the background, there is a laptop and a tablet. The image is partially obscured by a black bar at the top right which contains the title.

Ideal Partner

We are seeking individuals who share our mission for providing health to as many people as possible, and understand the importance that exceptional service holds in a businesses success.

We want to partner with entrepreneurs who have a strong desire to grow into multiple locations and bring customers in their markets a quality product. Food Service experience is a plus, but not required.

We are entrepreneurial in spirit and love working with people who have a similar passion for healthy living and service. We know what it takes to build a business from the ground up, so we are excited to help guide our Licensee's toward similar success.



We Are Here To Support

Our philosophy is to do whatever we can to make sure you are confident that by the time you open your doors you are prepared to run your business.

Meet The Team



Andrew McFarlane

Head of Business Development
Partner

After 15 successful years in the Entertainment industry, Andrew launched Open Source Organics, a Juice Bar and Vegan Take-Out in the heart of Hollywood. After a number of years of success, Andrew and Vincent partnered with the intention of giving hopeful entrepreneurs access to the GVO brand nation wide.



Vincent DePaul

Founder

Vincent DePaul has been an entrepreneur for nearly 15 years. Making his name by launching, Selebs, a very successful clothing company that defined a generation in hip hop culture. With a vision to make healthy living as culturally relevant and popular as hip hop music, Vincent founded GVO in 2014 as his next passion project.



Miguel Osorio

Head Chef and Head of Operations

Miguel has been in the hospitality industry for 19yrs. For the last 5 years, he has General Managed and functioned as the Executive Chef at many notable Vegan Restaurants. Now Miguel is running the production and operational elements of Gangster Vegan Organics.

NEXT STEPS

1. Complete Questionnaire

We will first ask you to complete our confidential Licensing Application, to make sure you meet the initial requirements of a GVO owner.

2. Initial Call

During our first phone meeting we will walk you through the opportunity as well as answer any questions about the business model and start to learn more about who you are and what your specific goals are.

3. Agreement

If your application is approved, we will send you an outline of all of the major terms of the GVO licensing arrangement. Once this is understood and agreed upon we will send you our licensing agreement to be signed and licensing deposit to be made.

4. Licensed Awarded

Once the deposit is made you will be given access to all of our operational and brand collateral. At this stage your mentorship process will begin.



A meal prep container filled with rice, vegetables, and a dressing, next to a green apple with a 'FLAVA' sticker. The container is divided into sections with rice, sliced cucumbers, tomatoes, and other vegetables. The apple has a sticker that says 'FLAVA Raw, Vegan, Gluten Free Unpasteurized Keep refrigerated'.

GANGSTER VEGAN ORGANICS

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