

# Twin Flame

## Passion & Purpose Proclamation

I am passionate about helping people and bringing a joyful environment to those around me. My purpose is to create a space where people of all kinds can get together, where they can get out with friends, enjoy themselves and possibly find a relationship. My business is a Margarita, fun, quality, and perfect for a night on the town.



Effective communication

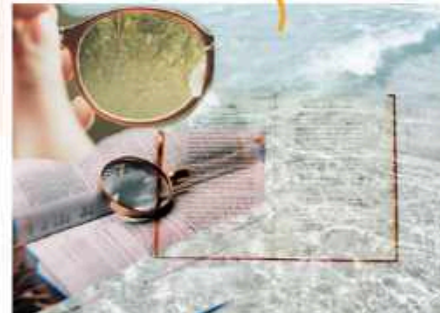
Caring about quality



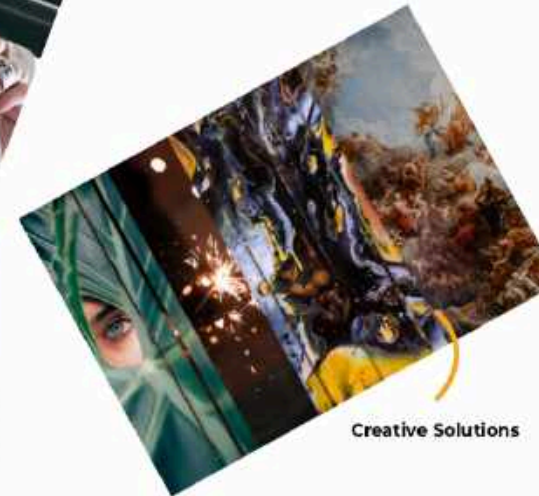
Work smarter not harder



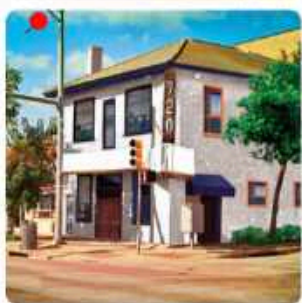
Honesty



Creative Solutions



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## HOW BIG IS MY MARKET?

Size of Austin aprx. 2.26M, ,2020 Millennials will comprise 50% of the global workforce.

- millennials Gen Y & 21+ Gen Z 163,924 of the ATX population
- Bachelor's degree or higher: 73.9%
- Never married: 62.3%

## LOCATION:

- Austin, TX**  
Red River Cultural District (Downtown, 7th-12th)
- best place to catch live music in Downtown Austin.
- IMPORTANT BUILDINGS: Austin Police Department
- annual SXSW music + film festival brings business and tourists + aiding hotels.
- the best U.S city for dating in, 2018

## NEWS:

- Austin had the second highest rise of millennials
- They value reliability or durability, 68%, quality (54%) + good customer service (50%).
- Millennials want to share authentic and unique experiences
- Must use expiring content to inspire immediate action

**720 RED RIVER ST.**  
4,000 SF of Office/Retail Space Available in Austin, TX

WALK SCORE @ Walker's Paradise (91) BIKE SCORE @ Biker's Paradise (92)

\$52 per sq ft. \$208k per YR. \$17,333 per mo.

## OTHER TRENDS:

- Marketers should focus on rewarding Millennial consumers with access to unique experiences and reflect a diverse, multicultural society within their campaigns.
- Technology trends: Tablets, Mobile Check out, and Self-serve
- partner up or host events
- convince, fast service, "the snack craze" (replacing meals with smaller and healthier snacks that are quicker and more convenient to eat)
- sustainability is a new trend rising
- You must be Instagramable
- Storytelling is important to this demographic

## OTHER INFO:

- e-sports racks in U.S. millennial males
- 30% Live with parents
- driven by their desire for belonging and social acceptance.
- they use a lot of free in-app programs that offer exclusive prizes and rewards

## MONEY:

- U.S. Census Bureau data states average salary for a millennial is \$47,034 a year
- Study finds Austin is most expensive city in the nation for minimum wage workers 2020
- For Regular Employees: \$15.00 per hour, effective September 2018  
For Temporary Employees: \$13.84 per hour, Will increase to \$15.00 per hour, effective February 2019.
- millennials tend to spend on average \$300 month on alcohol.

## WHAT ARE THE SOCIAL+ ECONOMICAL TRENDS THAT WILL EFFECT MY BUSINESS?

\*Flash Flooding & Tornado warnings are big in Texas\*

## COMPETITORS:

- \*under 1 mile\*
- Stubb's Bar-BQ LIVE MUSIC /BBQ.
- Cheer Up Charlies LGBTQ+/DRINKS/MUSIC
- Easy Tiger FULL BAR/BAKERY



## TIPS

- Communicate a higher brand purpose
- Be authentic and transparent
- Leverage digital content smartly
- Recognize loyalty with experiences and exclusive access
- Reflect diversity beyond traditional multicultural casting

# BUSINESS LANDSCAPE

## BARRIERS:

- Congested transportation downtown.
- Trusted bars downtown with their own hosting abilities for other events.
- A lot of bars in the congested
- Downtown 6th st. area.
- Surrounded by places w/live music: area is dedicated to clubs and music

## COMPETITORS:

- Stubb's Bar-BQ **LIVE MUSIC /BBQ**
- Cheer Up Charlies **LGBTQ/DRINKS/MUSIC**
- Easy Tiger **FULL BAR/BAKERY**

## WHAT MAKES ME STAND OUT?

- This is a bar about seeking a potential relationship FOR millennials by a millennial.
- It's a bar made for socializing
- Only serve craft cocktails and beer
- partner with rides-hare companies to ensure safety and exclusive access
- we are using a cashless payment, with RFID technology
- our account members allows for exclusivity and FOMO for non member/guests.

## OPPORTUNITIES:

- Getting tourists from luxury hotels
- First stop for a cheaper date
- Lower prices for a wider range of people

## CUSTOMER NEEDS:

- online share-ability
- excitement for a brand
- exclusivity + FOMO
- Loyalty/Reward programme

## WHAT DO I DO WELL?:

- Connect people.
- Specialize in a younger audience
- serve quality drinks + snacks

## WHAT DO THEY DO WELL?:

### EASY TIGER

- has a specialty in baking and beer
- host parties & workshops
- curbside pick-up & delivery



### STUBBS

- host live music
- they have an amphitheater
- BAR B-Q restaurant
- Strong music connections



### CHEER UP CHARLIES

- Kombucha on tap
- host musicians
- vegan bar
- LGBTQIA+ Owned& supported
- drink specials
- active on social media



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## MOOLA MAP ROUGH ESTIMATES

### WHAT I SPEND \$ ON

RENT, TAX OPERATION & MAINTENANCE .....	\$17.3k (mo)	
EMPLOYEES.....	\$53.2K (mo)	
ENTERTAINMENT SYSTEM .....	\$60k	
ALCOHOL .....	\$13K (weekly)	
SEATS .....	\$3k	
TRAINING.....	\$24K	
SALARY PAID TO ME .....	\$7K (mo)	
COMPUTERS .....	\$10k	
TRAVEL .....	\$12K	
MARKETING/AD .....	\$2k (mo)	NOT A MONTHLY EXPENSE
INVENTORY .....	\$10K	
INSURANCE .....	?	
BAR SUPPLIES .....	\$20k	
OFFICE SUPPLIES & RENTAL SPACE .....	\$400 (mo)	
RFID SYSTEMS .....	\$20k	
PERMITS & LICENSES		
Mixed beverage restaurant permit with FB (RM) .....	\$627	
Retail dealer on-premise late hours license BL .....	\$2553	
UNEXPECTED .....	10K (mo)	

**START UP COST \$198K**

**FIRST YEAR \$2,019,496M**

### WHAT I MAKE \$ ON

MIXED DRINKS+ BEER + WINE .....	\$43K (weekly)	
MINI BAR CART OUTSIDE .....	\$21.5K (WEEKLY)	
RIDE-SHARE PARTNERSHIPS .....	50% OF PROFITS	NOT INCLUDING PARTNERSHIP PROFITS
HORDERVES .....	\$10K (mo)	
LIVE MUSIC AFFILIATES .....	20% OF PROFITS	
EXCLUSIVE EVENTS .....	\$12.8K (mo)	
BREW HOUSE AFFILIATES .....	20% OF PROFIT	
SOCIAL MEDIA PROMOTIONS .....	\$5K (mo)	
PREMIUM DRINKS .....	15% POUR COST	
NON-ALCOHOLIC BEVERAGES .....	\$8K (mo)	
RESERVATIONS .....	\$5K (mo)	

**FIRST YEAR \$3,730,600M**

**PROFIT \$1,718,304M**

### **NUTURE HUDDLE**

My family and those close to me that always give me reassurance and are a place to confide in with out giving me business advice.

- + Grandmother
- + Childhood friend.

### **INNER CIRCLE OF ADVISORS**

Close friends for humbling advice that will keep me grounded and guide me to make the right decisions.

- + Best Friends
- + My Mother

### **MENTORS**

Close family friends and family members that have run successful businesses and can manage a large amount of money wisely.

- + Uncle
- + Close Family Friends
- + Grandpa

### **OUTSIDE SERVICES**

Business programs offered in the state like SCORE, for legal, business and loan advice. Free or payed.

- + SCORE
- + Accounting
- + Legal
- + Loans

### **STRATEGIC ALLIANCES**

Non competitive businesses around me that will profit from exposure and contracts in order to boost sales and make reliable partnerships.

- + Easy Tiger
- + Brew Houses
- + Distilleries
- + Local Bands
- + Ride Share
- + Food Vendors

### **HIRED TEAM**

Trained and professional staff that want the best for the business and like working under small groups of people. Go getters, enthusiastic, and friendly.

- + Servers
- + Bartenders
- + Security
- + Hosts
- + Managers

## HIGH SCHOOL

### **Received the only perfect score in culinary arts for my district.**

I have always loved cooking & making cocktails. This achievement shows I have talent and a passion for it.

### **Received a scholarship to Johnson & Wales University.**

I turned this down because I knew the kind of commitment culinary school takes and there is no instant "chef" job after. So I plan on fulfilling this after art school.

### **Became a manager in training.**

Took on more responsibilities of running a business at a young age, and was taught how to keep sales up, talk to customers and meet the daily goals. Made better sales than existing managers and gained leadership skills as well.

### **Worked in retail for 3 years through college.**

This gave me a level of knowledge in customer service, as well as multitasking skills while balancing school work and a job.

## COLLEGE

### **Worked two jobs and payed bills for a year before transferring to SCAD and while at SCAD.**

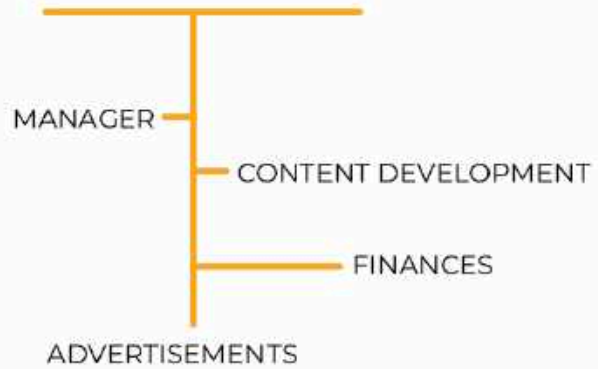
This gave me real work experience of how to live on minimum wage as well as the responsibilities of paying bills by yourself.

## NOW

### **Graduate SCAD with a B.F.A in Graphic Design, Deans List Honors & Two Internships.**

I have a strong will to follow through and complete big tasks. As well as keep them at the highest standards of my ability.

**ROLES I WILL PLAY IN**



**MUST BE HIRED**





## RE-FRAMING LIMITING BELIEFS ON MONEY

black- negative    yellow- positive

You need money to make money.

**Most of your money will come from wealthy inventors who understand the rise of the millennial power and a young culture.**

You need to know the right people to get somewhere. ( wealth )

**I will make valuable connections and show my worth through customer retention.**

I am not in the place to ask for money from others.

**I will have the numbers and stats to reason with investors to feel confident in asking for the money it takes.**

I'm not sure how successful my business will be.

**My business will be successful because it fulfills a market and demographic of people who will always need drinks.**

I'm afraid I won't be able to pay back money invested or loans.

**I will make more money than I anticipated and will earn good standing in order to get better loans in the future.**

I don't have the connections like others do.

**I will draw in investors by being unique, a solid plan and a reliable business woman through properly writing out and calculating the data.**

How I can I be sure of such an investment?

**I trust my research and know there is more gain than there is risking a failure through thorough calculations.**

I'm digging myself into a money pit.

**I will make double the money that I owe myself through the bar and special events.**

People won't show up or be interested in my business.

**I have a unique business that will not only intrigue, but keep customers coming in through activities, good drinks and the possibility of a good connection.**

**Earn the full ask back by the 2nd year.**

## **STRATEGIES**



## **ACTION STEPS**



## **SUPPORT & RESOURCES**

- + Create FOMO with advertisements.
- + Make specialty drinks with Premium alcohol to bring in customers who crave quality and have the wallets for it.
- + Give out vouchers for key partnerships to give to their customers and create positive association with trusted businesses.

- + T.V spots, radio & print ads.
- + Separate allotted money on alcohol and create a Premium bottles section, adding nice glasses for presentation.
- + Make partnerships with businesses in the vicinity that are not competitors.

- + Use a trusted agency in Austin.
- + Whole sale services and local dispensaries/deliveries.
- + Set up meetings, agreements and contracts with legal advisors.

**Create a buzz for our exclusive events every month & holiday.**

## **STRATEGIES**



## **ACTION STEPS**



## **SUPPORT & RESOURCES**

- + Create key partnerships with local eateries and bands.
- + Based on holiday and month create exclusive events running through a weekend.
- + Account members are discounted their fav drink and are rewarded with rideshare discounts as well. (during events)

- + Free drinks & food for the bands and give exclusive access to the bars system for a limited time.
- + Allow guests ( plus ones ) to attend WITH a member to create more buzz.
- + RFID bracelet keeps their info and connects to their account, giving them the access and perks.

- + Marketing and PR to connect to these bands and keep lasting rewarding relationships.
- + The app team creates specialized notifications for each event. Encouraging to bring a friend.
- + Shipment of RFID bracelets and making sure to have enough each month for new members.

## Become known as the classy & fun spot for Millennials seeking a good night out.

### STRATEGIES



### ACTION STEPS



### SUPPORT & RESOURCES

- + Develop high quality services evoking class.
  - + Seek out training or hire employees of high caliber.
  - + Invest in improving customer services, including keeping up to date in bar technology.
  - + Bi weekly team meetings and bi-annual retreats for team building exercises.
- + Customers are treated as first priority, with their safety, satisfaction and service at the forefront.
  - + Pay for service training and bar etiquette classes.
  - + RFID bracelets is key & info is shared with employees inducing customers drink and relationship preferences.
  - + Separate allotted money for travel expenses.
- + Research and business conferences
  - + Workshops for etiquette classes
  - + Research and business conferences
  - + Plan locations and allotted vacation time for each employee.