Sure! Here is the revised pitch deck incorporating the additional details:

Slide 1: Cover Slide

Pizzeria Name and Logo: Veronica's Brick Oven Pizzeria

Contact Information:

Danny Medina (Owner & CEO): Danny@veroincaspizzeria.com

Justin Derkack (Owner, Silent Partner): Justin@veroincaspizzeria.com

Slide 2: Introduction

Brief Introduction to the Pizzeria: Veronica's Brick Oven Pizzeria is a quality casual restaurant offering freshly cooked, delicious pizzas made with carefully crafted homemade sauce and dough. We prioritize customer satisfaction and provide lightning-quick food times, making us a top choice for takeout and delivery.

Vision and Mission Statement: Our vision is to become the go-to destination for exceptional pizza experiences, known for our quality ingredients and outstanding service. Our mission is to delight customers with every bite and create memorable moments through our delicious pizzas.

Slide 3: The Market Opportunity

Overview of the Pizza Industry: The pizza industry is a thriving and highly popular segment of the food service market. With a diverse range of customers and a growing demand for convenient dining options, the pizza industry presents significant growth opportunities.

Market Size and Growth Potential: The pizza industry generates billions of dollars in revenue each year, and its potential for growth remains strong. As we expand our presence, we tap into the market's appetite for quality pizza options and capitalize on the increasing trend of takeout and delivery services.

Target Audience and Customer Demographics: Our target audience encompasses a wide range of individuals from 18 to 80 years old, both male and female, with a focus on the middle-class demographic. By offering a menu that caters to diverse tastes and preferences, we can attract a broad customer base.

Slide 4: Unique Selling Proposition

What Sets Our Pizzeria Apart: At Veronica's Brick Oven Pizzeria, our commitment to excellence sets us apart. We pride ourselves on using carefully crafted proprietary recipes for our homemade sauce and dough, resulting in exceptional product quality. Our small, profitable menu ensures consistency and allows us to deliver lightning-quick food times, making us a customer favorite.

Key Differentiators and Competitive Advantages: Our ability to make anything on our menu in a matter of minutes, coupled with our convenient ordering options, including mobile ordering, delivery service, takeout, and in-person dining, sets us apart from the competition. We prioritize meeting our customers' exact fast-paced needs and providing the best quality product and service.

Slide 5: Business Model

Revenue Streams: Our revenue streams include dine-in, takeout, delivery, and catering services. By offering multiple avenues for customers to enjoy our pizzas, we maximize revenue opportunities and cater to various preferences.

Pricing Strategy and Menu Overview: We have meticulously priced our menu to ensure maximum profitability while delivering value to our customers. Our menu offers a carefully selected range of signature pies, including the Margy, Bart, and Classic pies, ensuring that each pizza is a delightful experience for our customers.

Operating Hours and Location(s): Our pizzeria operates from 11 am to 9 pm, allowing us to cater to lunch and dinner crowds. Our flagship location is situated at 50 N. DuPont Highway, Building 1, Unit 11, Dover, DE 19901, providing a convenient and accessible location for customers.

Slide 6: Growth Strategy

Expansion Plans and Potential Locations: Our growth strategy involves establishing a strong foothold in Delaware with 5 locations. Once we have built a solid foundation, we plan to expand into Philadelphia, New Jersey, New York, Connecticut, and Boston, aiming for 5-10 locations per state. This strategic expansion will allow us to capture a wider market and achieve economies of scale.

Marketing and Advertising Strategies: Our marketing approach focuses on organic marketing through social media platforms, leveraging user-generated content and online reviews to build brand recognition and engage with our target audience. Additionally, we collaborate with third-party marketing applications such as DoorDash, Uber Eats, and Grubhub to extend our reach and attract new customers.

Slide 7: Financial Projections

Sales and Revenue Forecast: Based on historical sales data and our growth strategy, we project continued growth for the next three years. In 2022, our first full year of operation, our sales reached $265,697.20. In 2023, we expect sales to increase to $425,946.56, and in 2024, we forecast sales to reach $700,000.

Revenue Expectations for 5 Locations in Delaware: With our expansion plan to establish 5 locations in Delaware, we anticipate a significant boost in revenue. Based on market analysis and the success of our flagship location, we estimate that these 5 locations combined can generate annual sales of approximately $3 million. This revenue projection takes into account the demand for quality pizza options in the area and our ability to capture a significant market share.

Profit Margins: Our business model is designed to achieve industry-high profit margins of 18%. By carefully managing our cost structure, optimizing operational efficiencies, and leveraging economies of scale as we expand, we are confident in our ability to maintain healthy profit margins across all locations.

Slide 8: Investment Opportunity

Funding Requirements and Use of Funds: To support our expansion plans and achieve our growth targets, we are seeking an investment of $2 million. The funds will be used for new location build-outs, equipment purchases, marketing and advertising campaigns, operational reserves, and working capital.

Equity or Debt Investment Options: We are open to both equity and debt investment options. We can discuss the terms and conditions based on the investor's preferences and our mutual goals.

Proposed Investment Structure and Terms: The investment structure and terms will be negotiated based on the investment amount and the level of involvement desired by the investor. We are committed to ensuring a mutually beneficial partnership that aligns with our long-term growth plans.

Slide 9: Management Team

Introduction to the Key Management Team – Our management team consists of experienced professionals dedicated to the success of Veronica's Pizzeria. Led by CEO Danny Medina and CFO Justin Derkack, our team brings a wealth of expertise in restaurant operations, financial management, and strategic planning.

Relevant Experience and Expertise – Danny Medina has a proven track record in the restaurant industry, with successful management roles at Viva Chicken Holdings, High Five Hospitality-Buffalo Wild Wings, Jose Tejas/Border Cafe, and Bertuccis Italian Restaurant. He has consistently exceeded revenue goals, developed high-performing teams, and maintained a focus on exceptional customer experiences.

Justin Derkack's entrepreneurial journey spans multiple industries, including furniture, healthcare staffing, workers' compensation, and medical claims management. As the COO and Managing Partner at Med-X Global, he has demonstrated expertise in finance, operations, and strategic planning. Justin's dedication to excellence, community involvement, and his ability to drive growth make him a valuable asset in scaling Veronica's Pizzeria to 50-100 locations.

Roles and Responsibilities – Danny Medina serves as CEO, overseeing overall business operations, growth strategies, and team development. Justin Derkack assumes the role of CFO, focusing on financial management, strategic planning, and investor relations.

Slide 10: Conclusion and Contact Information

Conclusion: Veronica's Brick Oven Pizzeria presents an exciting investment opportunity in the thriving pizza industry. With our unique selling proposition, strong growth strategy, and experienced management team, we are well-positioned to expand and build out Veronica's to 50-100 locations.

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End of Pitch Deck.