



Dear Investor,

I would like to invite you to explore the opportunity of becoming an investor with Nick's Pizzeria & Frozen Yogurt. In an effort to raise capital and eliminate the need for a loan, I am seeking interested parties and offering the opportunity to own one share of Nick's Pizzeria & Frozen Yogurt stock at **\$5,000/share** (subject to increase at any time). To maximize marketing efforts and growth, I would like to connect with 49 different individuals from diverse backgrounds who each buy one share. However, I will consider any and all options for people interested in buying more than one share or groups of individuals joining together to buy one share.

A major key to success of any new business in that critical first year is maximizing exposure at a minimum price, thus the reason for 49 people with diverse backgrounds to help promote our new restaurant. As an investor, your assistance in promoting the restaurant will be invaluable and will be a determinate factor in eventually increasing your personal return on investment.

Another major **KEY** for any new business is surviving the first year's start-up costs while maintaining a positive cash-flow. One way to achieve this is through regular patronage. I believe there is no greater publicity than word of mouth and personal recommendation. For this reason, I would ask that each investor visit the restaurant once a month, each time bringing a guest and potential new customer. Another way investors can help will be to send out marketing flyers (that I have created) to friends and families via email contacts and ask them to do the same. Other ways might include attending networking events throughout the community, if feasible, to promote our restaurant, Nick's Pizzeria & Frozen Yogurt.

Finally, investors can help promote Nick's Pizzeria & Frozen Yogurt by using personal social networking outlets such as Facebook, Twitter, YouTube, Pinterest and/or LinkedIn accounts. Whatever the method, the ultimate goal will be steering potential customers to our website or Facebook page which will have all of the features of the restaurant, **BUT MOST IMPORTANT**, steering anyone and everyone through our doors to become regular customers!!

As an investor, you will receive dividends based on the number of shares owned during the first quarter following the end of each business year. You will also receive a 50% discount for up to four people off regular menu pricing (**AFTER YEAR ONE**) each time you visit Nick's Pizzeria & Frozen Yogurt (excluding alcohol) at any corporate location (This discount will NOT apply to any locations that are owned and operated by a future franchisee). Finally, a formula for shared royalties on franchised locations based on gross sales will be established (Estimated to be between 2-4%). Our top goal and priority will be to grow beyond one location and eventually evolve into a franchise. Our long-term vision is to expand Nick's Pizzeria & Frozen Yogurt to 8 to 12 locations throughout the KC Metro area over the next five to 10 years. Our professional and realistic strategy encompasses a methodical and consistent course of growth which will be based on public demand and capital.

As company owner, my financial and professional commitment will be solid and steadfast to turn my childhood dream into a reality. For me personally, it would be tremendously rewarding to offer patrons and families the delightful dining experiences that I so enjoyed with my own family growing up. I believe the tapestry of our lives is made infinitely richer by cherished everyday moments with family and friends.

I appreciate you taking the time to consider this offer to become an investor with Nick's Pizzeria & Frozen Yogurt. Please don't hesitate to contact me with any questions you may have. I would be happy to set up an appointment to provide a more in-depth analysis and review of the entire business plan.

Respectfully,

Nick Morrow, Majority Owner & President



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***Kids Love the Fun... You'll Love the Food!!***

