

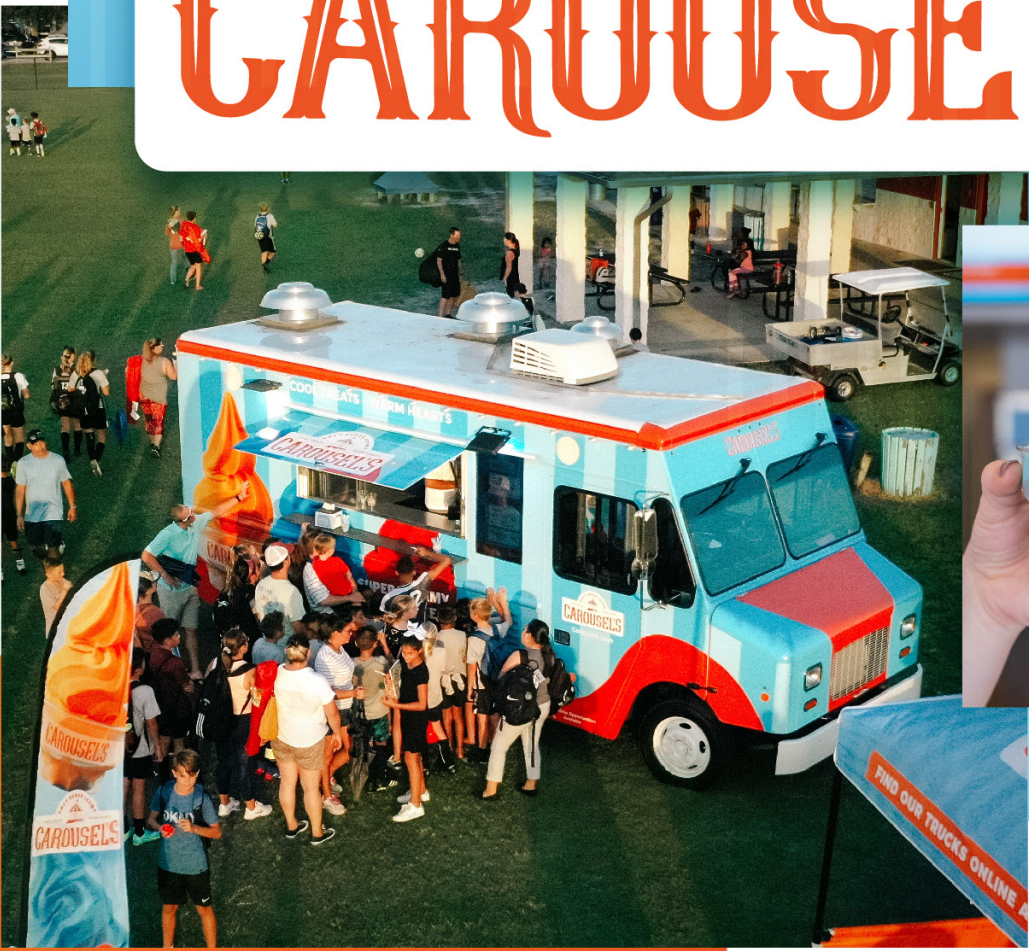


SOFT SERVE ICERY



COOL TREATS WARM HEARTS

CAROUSELS™



**Join Our Mission of
Faith and Community!**



WHAT IS AN ICERY?

SIMPLE! INSTEAD OF TYPICAL ICE CREAM OR ITALIAN ICE, CAROUSEL'S SOFT SERVE ICERY SWIRLS UP A FAMILY-SECRET RECIPE OF FRUITY, FROZEN ICE WITH A CREAMY TEXTURE AND A CONDENSED TIDAL WAVE OF FLAVOR, WITHOUT THE DAIRY, FAT AND CALORIES OF OTHER FROZEN TREATS.

But, the real magic in Carousel's comes with people - the ones who work with us and in the community around us. We blend it all together. Happiness. Charity. Honesty. Togetherness. Love. And the result is so yummy, you're sure to come back around. And around. And around.

OUR MENU



INCLUDES



SOFT SERVE ICE

Made Fresh Daily
Dairy-Free, Fat-Free, Gluten-Free, Low-Calorie

PINTS \$7.99 QUARTS \$10.99

KIDS \$4.00

REGULAR \$5.00 MOST POPULAR

LARGE \$6.00

ICE FLAVORS

MANGO COTTON CANDY BLUE RASPBERRY CHERRY LEMON

* Pricing Varies From Market To Market *



GELATI

1/2 Ice, 1/2 Vanilla Soft Serve, Side By Side

KIDS \$4.50 REGULAR \$5.50 MOST POPULAR LARGE \$6.50

PINTS \$8.99 QUARTS \$11.99



ICE CREAM CONE

Vanilla Soft Serve

\$4.00

RAINBOW SPRINKLES
+\$0.50

BEVERAGES

WATER \$2.00

DRINKS \$3.00

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CAROUSEL'S

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Introduction to Carousel's

OUR "WHY?"

We exist to build a product and place that connects families - something fun, authentic and care free.

OUR CORE VALUES



Family
Comes First



Give
Generously



Our Joy Is
Our Strength



Choose
Love



Dream
Big

OUR VISION

We believe we have built a business for Franchise Partners with a vision they can resonate with.
We know People are looking for an opportunity to partner with organizations that operate with a high standard of excellence, a great product, experience, and bottom line.

OUR GOAL

**OUR GOAL IS TO MAKE FRANCHISEES MORE SUCCESSFUL THAN THEY HAVE
EVER BEEN, SO THEY CAN LIVE THE LIFE THEY ALWAYS DREAMED OF.**

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History of Carousel's



1995

CONCEPT INVENTED BY TOM CURYTO

(Full-Time Campus Crusade For Christ Missionary)



1996-2018

**CONCEPT GROWS REGIONALLY AS A MOM & POP ORGANIZATION
TO 20 SUCCESSFUL LOCATIONS UNDER A DIFFERENT BRAND**



2018

COREY CURYTO LICENSES PRODUCT AND LAUNCHES CAROUSEL'S



2019

CAROUSEL'S SHIFTS FROM RETAIL TO A "MOBILE FIRST" CONCEPT



2019-2021

**CAROUSEL'S PROVES OUT THE BRAND, PRODUCT AND SYSTEM.
LAUNCHES CAROUSEL'S CARES**



2021

CAROUSEL'S STARTS FRANCHISING



2021-PRESENT

**CAROUSEL'S SELLS 7 MARKETS (Sarasota FL, Manatee FL, Tampa FL,
Orlando FL, Omaha NE, Toledo OH, and Santa Monica CA)
TOTALING 10 UNITS IN DEVELOPMENT AND COUNTING!**

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The Carousel's System

WHY SHOULD I CHOOSE THE CAROUSEL'S SYSTEM?

Through our mobile food truck, we offer Franchise Partners a pathway to quick, scalable, rapid growth, with recurring revenue all leading to increased profitability. We solved the profitability puzzle by adding a B2B component to an existing B2C model. It is a proven game changer in the franchise world!



THE CAROUSEL'S SYSTEM BENEFITS



Carousel's Cares With our business model targeting Schools, Churches, Hospitals and Businesses with fundraisers, appreciation events and philanthropy, you will be attached with a concept that gives back so much and is often the best part of someone's day. While generating a profit, you will also be able to create a self sustaining and self funded organization that will impact communities across the country.



Disney Approved!



Multiple monthly recurring revenue streams



Low Overhead & Startup Costs



Asset backed, Capitalized, Movable investment



Gourmet one-of-a-kind proprietary product



Quick Path to B/E + Profitability
(Great Rate of Return!)



Simple Proven Concept
(25 years)



10% COGS, 6% Food Cost
(No food waste!)



Minimal payroll
(no setup or food prep)



Mitigated Financial Risk



7% Royalty + 2% Marketing Fund



Scalable for rapid growth

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The Carousel's System



OUR LARGE ASSIGNED TERRITORIES PROVIDE AMAZING OPPORTUNITIES TO:



Expand your business through multiple revenue streams



Build quick, repeating and increased profitability



Scale multiple units with minimal cost and risk

TERRITORIES + INCLUDE...



MOBILE TRUCK



POP-UP



WHOLESALE

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Carousel's In The Numbers

ITEM #7 - FRANCHISE AGREEMENT - MOBILE FOOD TRUCK

TYPE OF EXPENDITURE	AMOUNT	PAYMENT METHOD	TIME DUE	PAYMENT RECIPIENT
Initial Franchise Fee	\$35,000	Lump sum	At franchise agreement signing	Us
Food Truck Deposit	\$6,000 - \$7,000	Lump sum	Before opening	Suppliers, vendors
Vehicle Parking and Storage <i>(Commissary)</i>	\$500 - \$1,000	Lump sum	Varies	Third party for parking + electrical hookup for storage
Computer Software and POS System	\$1,000 - \$4,000	As arranged	As incurred	Suppliers
Grand Opening Marketing	\$2,500	As arranged	As incurred	Suppliers
Initial Inventory	\$5,000 - \$7,500	As arranged	As incurred	Us, suppliers
Utility Deposits	\$500 - \$1,000	As arranged	As incurred	Suppliers
Insurance Deposits - 3 Months	\$1,000 - \$3,000	As arranged	As incurred	Insurers
Traveling for Initial Training	\$1,000 - \$2,000	As arranged	As incurred	Airlines, hotels, restaurants
Professional Fees	\$2,000 - \$5,000	As arranged	As incurred	Attorneys, accountants, architects, advisors
Licenses and Permits	\$500 - \$1,000	As arranged	As incurred	Government
Printing, Stationery and Office Supplies	\$750	As billed	Before opening	Third party
Additional Funds - 3 Months	\$15,000 - \$30,000	As arranged	As incurred	Us, employees, suppliers, landlord, utility suppliers
TOTAL ESTIMATE	\$70,750 - \$99,750			

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Carousel's In The Numbers

FINANCIAL REQUIREMENTS & FAQ

FRANCHISE FEE \$35,000

ROYALTY FEE 7%

MARKETING FEE 2%

TIMEFRAME 3-6 MONTHS

TOTAL CASH INVESTMENT (ITEM 7)

\$70,750-\$99,750 + TRUCK LOAN

MARKET FEE 50% DEPOSIT

(of the total territories in a Market)

DO YOU ASSIST WITH FINANCING? SBA funding is available (Carousel's is an approved SBA Franchisor). Funding is also available for the entire Food Truck buildout through our 3rd party finance partner.

HOW DOES CAROUSEL'S SUPPORT ME AS A FRANCHISEE? What's Ours, Is Yours! Operations Manual(s), Carousel's Sales Playbook, Business Development, Brand Development, Marketing Plan & Resources, Advertising & Promotions, Protected Territory, Training & Support, Carousel's Monthly Facebook Group, Research & Development, Vendor Partnerships & Strategic Partnerships.

HOW LARGE IS MY TERRITORY? This will depend on whether you have a Single Unit or a Development Agreement. Territories are divided up by zip codes. You will acquire a territory of zip codes that equal between 100 - 150,000 people in population per unit.

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What You Get

We've got you covered! In addition to a world famous gourmet product and second to none brand & customer experience, we have spent years developing a system that will serve you every step of the way. We know the better we are, the more you can focus on the one person that matters...the customer across the counter!

Prior to launching your business, we help guide you through our 12 week CTO (Countdown To Opening) process and Carousel's University that will cover the following:

COUNTDOWN + TO OPENING

- STAGE 1** Legal, Financial, Permitting & Licensing, Sales & Marketing, EOS
- STAGE 2** Insurance, Accounts & Services, Training & Onboarding
- STAGE 3** Human Resources Operations
- STAGE 4** Administration, Final Pre-Opening Checklist
- STAGE 5** Testing Truck Setup, In-Truck-Training (ITT), Soft Opening, Grand Opening

CAROUSEL'S + UNIVERSITY

- PART 1** Owner/GM Training, Carousel's Orientation (Introduction, History, Vision, Mission and Core Values), EOS Training, Branding, Marketing, Sales, Food Safety, Cleanliness and Standards Accountability, POS System Overview, Inventory Management Systems, Business Accounting and Financial Management, Daily Administration and Reporting, Employees (Management and Scheduling), Food Truck Operations Manual (FTOM), Training Systems Overview
- PART 2** ITT For All Staff (In Truck Training), Equipment Instructions, Operating Procedures, Product Preparation Procedures, Operating The Truck, Scheduling Events, Soft Opening, Grand Opening

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What You Get

IN ADDITION, WE WILL TRAIN AND SUPPLY YOU WITH THE FOLLOWING RESOURCES:



Operations Manual(s) & Video Training

Carousel's Sales Playbook

Revenue Step Ladder, Step-By-Step Training & Scripts

Carousel's Marketing Playbook

Setup, Best Practices, Marketing Calendar

Carousel's Cares

Fundraisers, Employee/Customer Appreciation, Online Signup and Payment Support

Use of all Marketing & Sales Assets

(Hundreds of Assets!)

Print Collateral, Sales Decks, One Sheets, Environmental, Activation, Video & Photo, Clothing, Templates



Use of Licensed Marks

Local Webpage Setup

Calendar & CRM Integration

Facebook, Instagram and LinkedIn Setup

Food Truck

Sourcing, Funding Support, Fabrication, Delivery, Project Management, Quality Control, Scent Marketing, Audio Marketing

Ongoing Brand & Business Development

Advertising & Promotions

Protected Territory

Data Analysis, Lead Generation



Ongoing Training & Support

Carousel's Monthly Facebook Group Research & Development

Vendor Partnerships

Strategic Partnerships

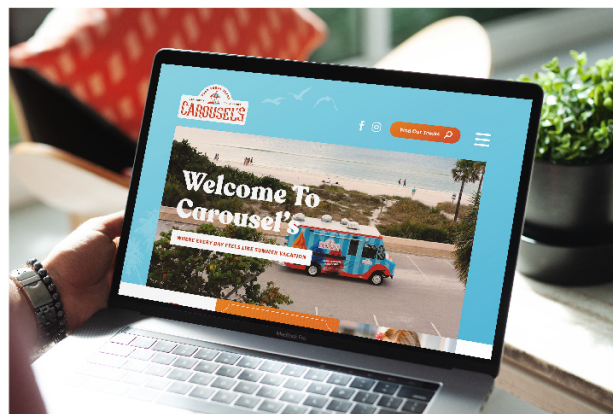
Software/Technology

Social Media Setup, Event Planning & Calendar Setup, CRM Setup & Support

Legal & Accounting

Chart of Accounts, Templates, Standard Agreements

AND MUCH, MUCH MORE!



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Accelerated Opportunities

INTERESTED IN AN INDIVIDUAL TERRITORY OR CITY? HERE ARE A FEW EXAMPLES:



FRANCHISED
STATES

4

FRANCHISED
MARKETS

7

FRANCHISES
IN DEVELOPMENT

10

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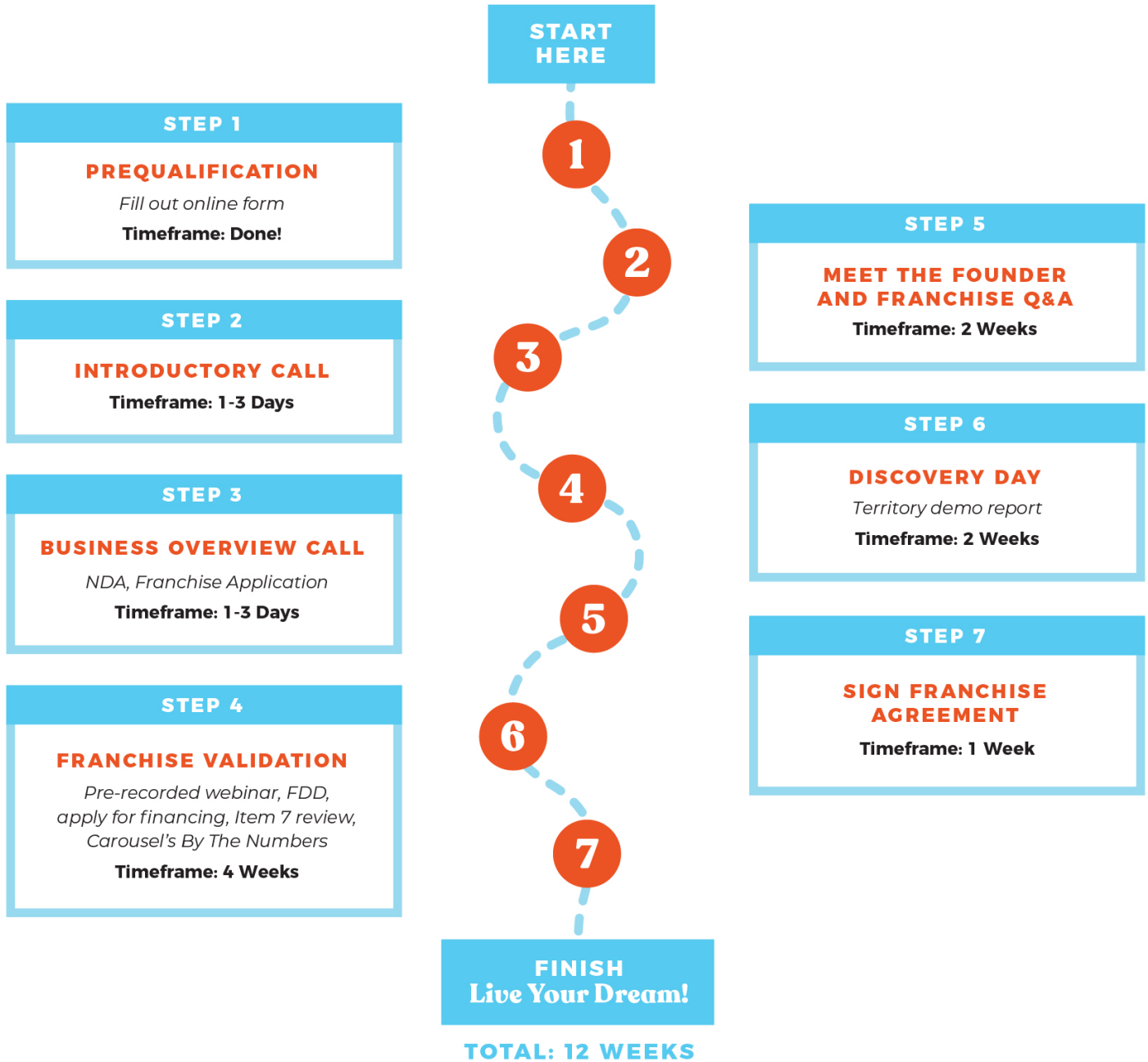
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Contact Us

Ready to start your journey? Below is our step by step process of "Discovery" to make sure we are a perfect fit for each other.

Greatness never happens by accident! We have been intentional with developing a detailed process, so that we both can make sure we are a perfect fit. We are excited to get to know you and hopefully be a big part of helping you live your dream!



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