



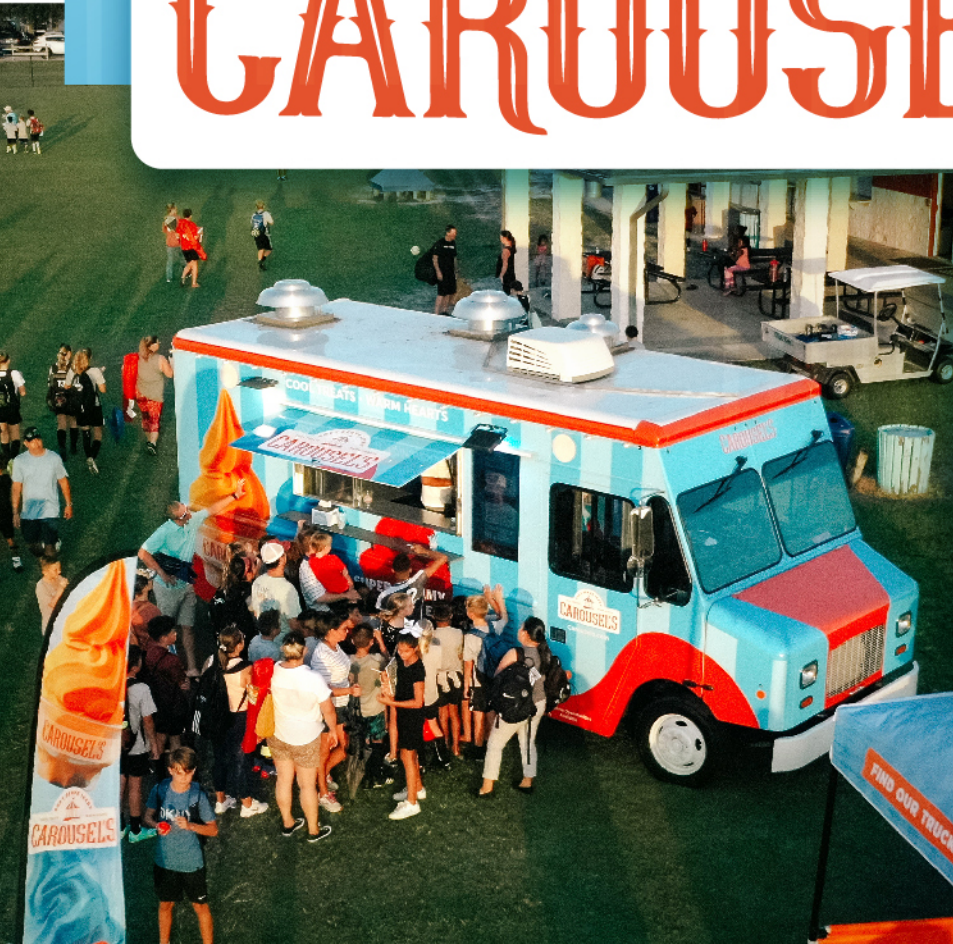
SOFT SERVE ICERY

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

**CAROUSEL'S IS LOOKING TO PARTNER WITH MULTI-UNIT RESTAURANT OWNERS, INVESTORS, PROFESSIONAL ATHLETES, AND OTHER "OPINION LEADERS" IN MAJOR MARKETS THAT WE ARE TARGETING FOR GROWTH ACROSS THE COUNTRY.**

We are looking for people/organizations that think transformationally, not just transactionally. Transformation functions on influence, and we have built a system that will influence homes and families across the country.

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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 9 MARKETS** *(Sarasota FL, Manatee FL, Tampa FL, Orlando FL,  
Miami FL, Ft. Lauderdale FL, Omaha NE, Toledo OH, and Santa Monica CA)*  
**TOTALING 63 UNITS IN DEVELOPMENT AND COUNTING!**

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# The Carousel's System

## WHY SHOULD I CHOOSE THE CAROUSEL'S SYSTEM?

Through our mobile and kiosk options, 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!**



Asset backed, Capitalized, Movable investment



Simple Proven Concept (25 years)



Mitigated Financial Risk



Multiple monthly recurring revenue streams



Gourmet one-of-a-kind proprietary product



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



7% Royalty + 2% Marketing Fund



Low Overhead & Startup Costs (\$60,000 liquid all in for starting with unit 1, \$35,000 for unit 2+)



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



Minimal payroll (no setup or food prep)



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

MODELS + INCLUDE



MOBILE TRUCK



KIOSK & NON-TRADITIONAL



WHOLESALE



GOLF CART & VENDING



POP-UP



CO-BRAND & STOREFRONT

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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
<b>TOTAL ESTIMATE</b>	<b>\$70,750 - \$99,750</b>			

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# Carousel's In The Numbers

## ITEM #19 - 2021 CALENDAR YEAR REPORTING

These numbers represent 1 unit from Jan - May and two units from Jun - Dec of 2021)

	TOTAL	PERCENT
<b>Gross Sales</b>	<b>\$403,411</b>	<b>100.00%</b>
Food Cost	(\$54,430)	13.49%
<b>Gross Profit</b>	<b>\$348,981</b>	<b>79.88%</b>
Labor Cost	(\$51,665)	12.81%
<b>Gross Profit After Prime Costs</b>	<b>\$297,316</b>	<b>73.70%</b>
<b>Disclosed Expenses (detail at right)</b>	<b>(\$131,352)</b>	<b>40.22%</b>
Royalty Fee	(\$24,864)	6.16%
Brand Development Fund Fee	(\$3,870)	0.96%
Local Marketing	(\$0)	0.00%
<b>Total Disclosed Expenses</b>	<b>(\$199,902)</b>	<b>49.55%</b>
<b>GROSS PROFIT LESS EXPENSES</b>	<b>\$97,415</b>	<b>24.15%</b>

### Disclosed Expenses (detail)

Vehicle Expense	(\$14,508)	3.60%
Supplies	(\$16,403)	4.07%
Contract Labor	(\$7,929)	1.97%
Charitable Expense	(\$16,892)	4.19%
Fuel and Travel	(\$20,727)	5.14%
Utilities and Software	(\$7,354)	1.82%
Business Licenses	(\$5,422)	1.34%
Insurance Expenses	(\$12,583)	3.12%
Merchant Credit Card Fees	(\$7,148)	1.77%
Dues and Subscriptions	(\$1,951)	0.48%
Rent and Event Fees	(\$24,018)	5.95%
Professional Fees	(\$5,253)	1.30%
Advertising	(\$11,265)	2.79%
Interest	(\$8,746)	2.17%
Miscellaneous	(\$2,064)	0.51%

Adjustments for Franchisee Related Expenses not charged to Company Owned Outlets, but charged to Franchised Outlets and payable to us by Outlet Franchisees.

## 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

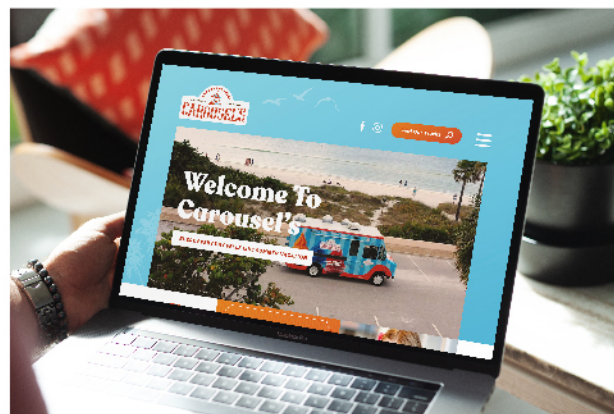
### Software/Technology

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 MARKET OR CITY? HERE ARE A FEW EXAMPLES:



FRANCHISED  
STATES

4

FRANCHISED  
MARKETS

9

FRANCHISES  
IN DEVELOPMENT

63

Markets go fast! See more details on each market opportunity, size and demographics on the next page.

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# Market Territory Estimates

	AVG. AGE	UNDER 5 YEARS	5-13 YEARS	TOTAL POP.	AVG. HOUSE. INCOME	EST. TOTAL TERR.	EST. TOTAL TERRITORY /UNITS	STARTUP COST + LOAN*	STARTUP COST - LOAN**
Birmingham-Hoover, AL Metro	39.7	69,787	129,793	1,166,443	\$76,876	11	5	\$137,500	\$327,500
Phoenix-Mesa-Scottsdale, AZ Metro	38.4	355,676	632,375	5,018,101	\$85,389	46	27	\$412,500	\$602,500
Fresno, CA Metro	36.5	68,308	122,637	996,148	\$73,872	9	4	\$125,000	\$315,000
Los Angeles-Long Beach-Anaheim, CA Metro	38.5	913,873	1,564,439	13,298,278	\$103,791	121	100	\$1,325,000	\$1,515,000
Sacramento-Roseville-Arden-Arcade, CA Metro	39.1	153,374	270,961	2,361,744	\$94,086	21	15	\$262,500	\$452,500
San Diego-Carlsbad, CA Metro	38.4	225,278	386,168	3,312,369	\$104,659	30	26	\$400,000	\$590,000
San Francisco-Oakland-Hayward, CA Metro	40.2	311,353	547,623	4,702,387	\$142,741	43	36	\$525,000	\$715,000
San Jose-Sunnyvale-Santa Clara, CA Metro	38.8	129,159	241,847	1,984,891	\$156,776	18	15	\$262,500	\$452,500
Riverside-San Bernardino-Ontario, CA Metro	37.6	308,328	549,583	4,638,557	\$83,246	42	25	\$387,500	\$577,500
Washington-Arlington-Alexandria, DC-VA-MD-WV Metro	39.0	390,596	728,907	6,273,842	\$131,478	57	48	\$675,000	\$865,000
Cape Coral-Fort Myers, FL Metro	45.6	40,014	73,367	781,821	\$80,628	7	5	\$137,500	\$327,500
Ft. Lauderdale FL Metro <b>SOLD!</b>	41.6	96,567	172,931	1,611,213	\$85,545	15	12	\$225,000	\$415,000
Jacksonville, FL Metro	40.0	97,029	174,922	1,574,867	\$82,851	14	6	\$150,000	\$340,000
Miami, FL Metro <b>SOLD!</b>	40.2	192,955	339,321	3,004,994	\$80,857	27	13	\$237,500	\$427,500
Naples-Immokalee-Marco Island, FL Metro	46.5	18,898	35,425	390,940	\$108,074	4	3	\$112,500	\$302,500
Palm Beach County, FL Metro	44.5	79,572	145,053	1,496,422	\$96,662	13	9	\$187,500	\$377,500
Atlanta, GA Metro	37.5	404,996	747,581	6,026,261	\$92,508	55	30	\$450,000	\$640,000
Baton Rouge, LA Metro	37.9	55,129	97,504	843,610	\$79,350	8	3	\$112,500	\$302,500
New Orleans-Metairie, LA Metro	39.2	83,911	147,306	1,274,545	\$78,190	12	5	\$137,500	\$327,500
Jackson, MS Metro	38.1	37,242	68,184	580,016	\$73,041	5	2	\$100,000	\$290,000
Charlotte, NC Metro	38.0	117,960	225,167	1,848,168	\$96,872	17	12	\$225,000	\$415,000
Raleigh, NC Metro	37.7	86,960	170,083	1,409,451	\$97,914	13	9	\$187,500	\$377,500
Albuquerque, NM Metro	39.1	63,658	110,922	932,175	\$71,788	8	4	\$125,000	\$315,000
Las Vegas-Henderson-Paradise, NV Metro	38.4	161,780	289,773	2,287,898	\$78,638	21	9	\$187,500	\$377,500
Nashville-Davidson-Murfreesboro-Franklin, TN Metro	38.7	123,007	230,510	1,990,590	\$88,388	18	10	\$200,000	\$390,000
Memphis, TN-MS-AR Metro	38.3	86,298	157,558	1,371,837	\$74,500	12	6	\$150,000	\$340,000
Austin-Round Rock, TX Metro	36.1	173,525	309,601	2,301,639	\$103,608	21	15	\$312,500	\$502,500
Dallas-Ft. Worth-Arlington, TX Metro	36.6	566,638	1,023,633	7,677,819	\$96,647	70	49	\$687,500	\$877,500
Houston-The Woodlands-Sugar Land, TX Metro	36.5	528,600	951,160	7,094,423	\$97,486	64	45	\$637,500	\$827,500
San Antonio-New Braunfels, TX Metro	37.2	190,128	331,535	2,605,078	\$81,876	24	14	\$250,000	\$440,000
Salt Lake City, UT Metro	34.4	108,716	186,709	1,256,399	\$92,566	11	8	\$175,000	\$365,000

\*Includes upfront franchise fees, market rights and \$50K cash runway

\*\*Includes upfront franchise fees, market rights, 1 truck and \$50K cash runway

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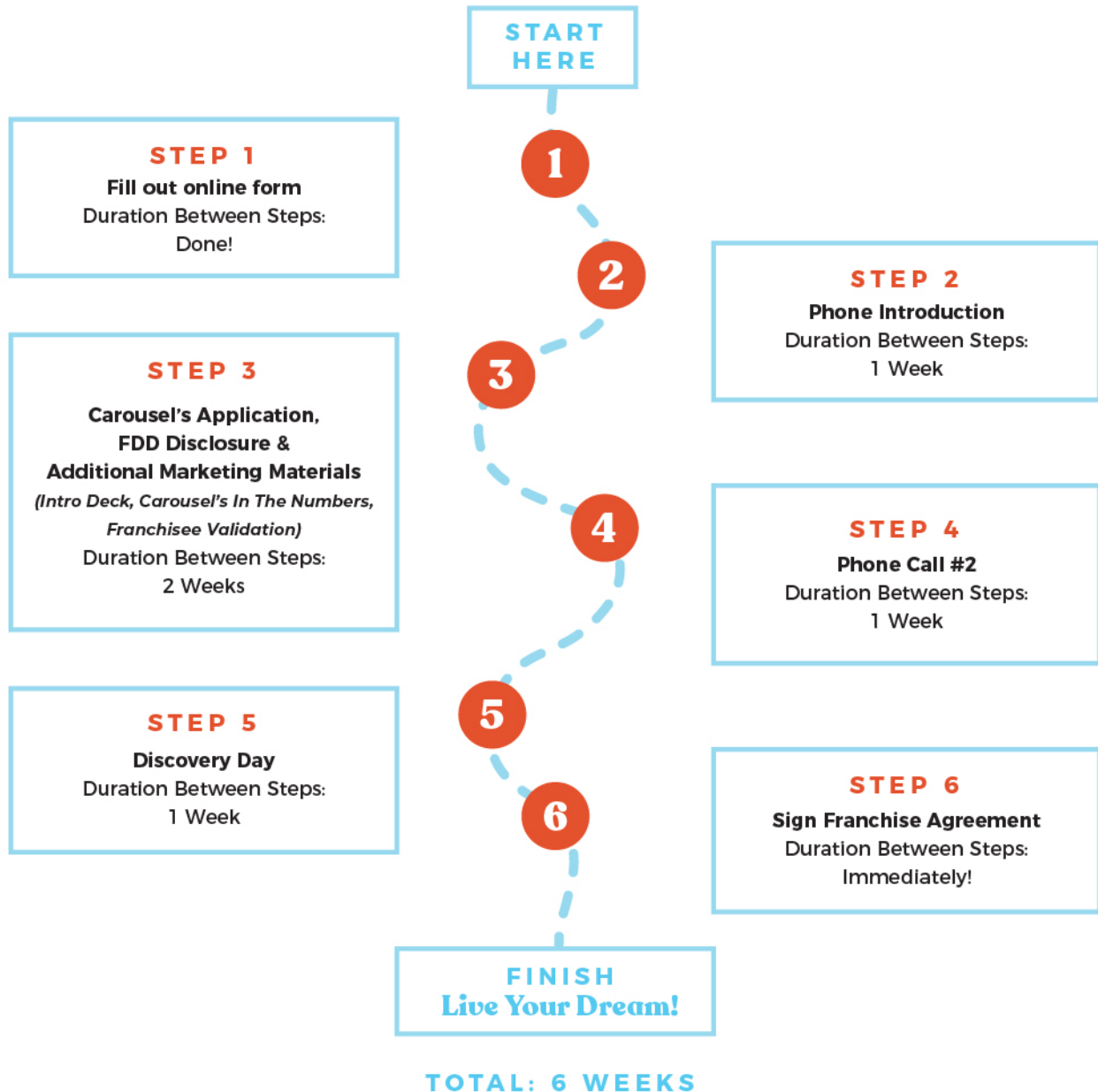
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# Contact Us

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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