



BeneFIT

Jacqueline Gibson | Arabelle Gregoire | Melanie Herpel | Harlene Jagpal
Carly Armel | Kendra Mclean | Brooke Pollard | Rania Shemon

Meet the BeneFIT Team



Harlene Jagpal
CEO



Kendra McLean
Head of Finance



Brooke Pollard
Head of Operations



Rania Shemon
Head of Marketing

Meet the BeneFIT Team



Melanie Herpel



Arabelle Gregoire



Jacqueline Gibson



Carly Armel

Entrepreneurs and creativity strategists

About Us



- ★ BeneFIT is an upscale vegan smoothie bar located at 137 Yonge Street, Toronto, ON.
- ★ Upscale smoothie bar with an emphasis on locally grown produce
- ★ Bringing a different menu to the juice and smoothie arena by adding high nutrient vegetables and fruits and the use of coconut milk and different almond and soy milk flavours
- ★ Target market includes the 137 Yonge GoodLife gym members, health conscious high-school aged individuals and seniors trying to prolong their well being



The BeneFIT is Good



**Asking for \$155,000
for 30% equity**



Manufacturing

- ★ Ideally 400 sq. ft to 500 sq. ft plant
- ★ About 35 people can fit comfortably inside BeneFIT at one time
- ★ Nice space with lounge atmosphere
- ★ Busy downtown area of Toronto
- ★ Fridge/freezer at the back
- ★ Ice machine
- ★ Employee/inventory room at back
- ★ Bar and seated tables with iPads
- ★ Separate entrances



Facilities Equipment	Price	Quantity	Total Cost
Villaware V5785 Blender	\$290	4	\$1160
Walk in freezer	\$2500	1	\$2500
Walk in fridge	\$2500	1	\$2500
3 compartment sink	\$450	1	\$450
Ice machine	\$2000	1	\$2000
Bar stools	\$120	6	\$720
Tables	\$60	8	\$480
Chairs	\$85	18	\$1530
Ipad Mini 4's	\$500	6	\$3000
Computer Monitors (includes 2 cash register monitors and one office monitor)	\$130	3	\$390
Desk top computers for office and cash	\$230	2	\$460

Printer	\$100	1	\$100
Wasp W-5000 Cash Drawer	\$260	2	\$520
Sandwich grill	\$150	2	\$300
Microwave	\$200	1	\$200
POS system	\$2500	1	\$2500
		Total:	\$18,810
Office/Employee Backroom Equipment	Price	Quantity	Total Cost
Staff room chairs	\$60	6	\$360
Staff room Table	\$200	1	\$200
Office Desk	\$180	1	\$180
		Total:	\$740

Inventory Control & Quality

- ★ The inventory control method: FIFO
- ★ Date-stamping
- ★ Most food items will not be pre-made
 - often results in extensive waste
 - Sandwiches, smoothies and juices will be prepared upon order in a timely fashion
 - ensure that food items being sold to our customers are fresh (BeneBars and snacks are pre-made)



Products and Services



- ★ One of Toronto's few all-vegan smoothie alternative
- ★ Zero animal-derived ingredients (i.e. egg, meat or dairy)
- ★ Vegan is not only a diet, but also a lifestyle





ORGANIC



Ingredients



Freshest, healthiest and most organic Canadian products

- ★ Refreshing and nutritious milks (almond, soy, and coconut)
- ★ Fresh fruits and vegetables every Friday from the farmers market and Whole Foods
- ★ Breads and sandwiches are made fresh in-house every morning
- ★ All of our products contain superfoods (chia seeds, raw extracted flaxseed oil, raw hemp seeds and our BeneFIT protein powders)

SMOOTHIES

Banana Bread Packed with superfoods; banana, fresh vanilla, coconut, quinoa, and raw walnuts blended to perfection, topped with a sprinkle of cinnamon.

Mint Chocolate Chip A fine mixture of peppermint, spinach, and non-dairy chocolate chips tastes just like ice cream!

Pumpkin Spice Light and creamy, the fibre will keep you full for longer. Pure vanilla extract, nutmeg, a pinch of ground ginger, raisins and cinnamon. Finished with a vegan alternative coconut whipped cream.

Classic Greens Back to the basics. Kale, spinach, avocado, cucumber and raw hemp seeds with a hint of pineapple.

Beet Blood This light smoothie kicks back in flavour. Beets, beets, and even more beets! Orange, strawberry, and raspberry.

Very Berry Build immunity with fresh tasty fruits. Kale, unsweetened apple juice, blueberries, blackberries, raspberries, and pomegranate.

Tropic Thunder An exotic treat to satisfy any sweet tooth. Banana, mixed berries, mango, pineapple, orange and peach.

PB&C When chocolate meets peanut butter it's a match made in heaven! Peanut butter, unsweetened cocoa powder, banana, quinoa, topped with a little cinnamon.



*Choose between

-Almond Milk (Vanilla or Chocolate) or
Coconut Milk

-Soy-Based Yogurt or Dairy Free Yogurt

JUICES

Detox (Celery, Cucumber, Kale, and Apple)

Ruby Red (Beet, Carrot, and Ginger)



Or a blend of any freshly squeezed:

Cucumber, Celery, Carrots, Kale or Spinach, Beets, Apple, orange, Pineapple, Lemon, Ginger, Blueberries, Strawberries, Raspberries, Blackberries, or Mango.

SNACKS

Oatmeal Raisin Bark Raw organic oats, raisins, flax seed oil, almond milk, banana, vanilla extract, cinnamon and nutmeg.

Coconut Parfait Non-dairy coconut yogurt infused with strawberry chia seed jam, gluten-free granola mix topped with fresh fruit on top.

Baked Kale Chips Light, crispy and packed with vitamins, and finished with a pinch of sea salt.

SANDWICHES

Hot Tempeh Wrap Smoked tempeh marinated in cayenne pepper and garlic, roasted red pepper, shredded lettuce, sliced red onion, and drizzled with veganaise and Sriracha sauce and combined to perfection in a spinach wrap.

Pestofu Sandwich Grilled tofu infused with rosemary and basil, sun-dried tomato, chopped and pickled zucchini and squash medley and of course pesto sauce on whole-wheat rye.

A.L.T. Avocado, chopped lettuce, sliced tomato, and veganais sandwiched in our super seed power bread.



BeneBars

Chocolate Chia Dates, unsweetened cocoa powder, whole chia seeds, and almonds (or you can substitute the almonds with pistachios)

Honey-nut Hemp Hemp seeds, soy milk, vegan honey unsweetened coconut, sesame seeds, and a touch of sea salt



MENU

- ★ Smoothies
- ★ Freshly Pressed Juices
- ★ Sandwiches
- ★ Snacks
- ★ BeneBars

*All beverages and sandwiches made fresh upon order by our highly skilled and trained chefs



Product Pricing

- ★ Product price based on size and weight per single serving
- ★ Items are priced based on C.O.S. and materials
- ★ Made affordable based on competitor pricing
- ★ Variety of discount and promotional opportunities





Product	Price		
Smoothies	Small	\$5.00	8 oz.
	Medium	\$7.00	12 oz.
	Large	\$8.50	16 oz.
Juices	Small	\$4.00	8 oz.
	Medium	\$6.00	12 oz.
	Large	\$7.50	16 oz.
Sandwiches	ALT	\$6.50	181 g.
	Pestofu	\$7.50	188 g.
	Hot Tempeh	\$8.00	168 g.
Snacks	Kale Chips	\$2.00	198 g.
	Coconut Parfait	\$4.50	172 g.
	Oatmeal Raisin Bark	\$3.50	92 g.
BeneBar	Chocolate Chia	\$4.00	60 g.
	Honey-Nut Hemp	\$4.00	60 g.
Beverage Add-ons	Chia or Hemp Seeds	\$1.00	0.5 oz.
	Raw Flaxseed Oil	\$1.00	0.5 oz.
	Protein Powder	\$1.00	60 g.





Target Audience

- ★ **Current Vegan Population:** According to the *Seventh Day Adventists* research study, 4% of Canadians are vegan, although our business is not limited to that small group of people.
- ★ **Ages:** Health-conscious teenage individuals to seniors (18-50) trying to prolong their strength and well-being or are on a cleanse or diet
- ★ **Wealth/status:** Individuals of middle to high income families
- ★ **Geographically:** GTA (Greater Toronto Area)
- ★ 137 Yonge GoodLife Fitness gym goers (healthier options after a workout)



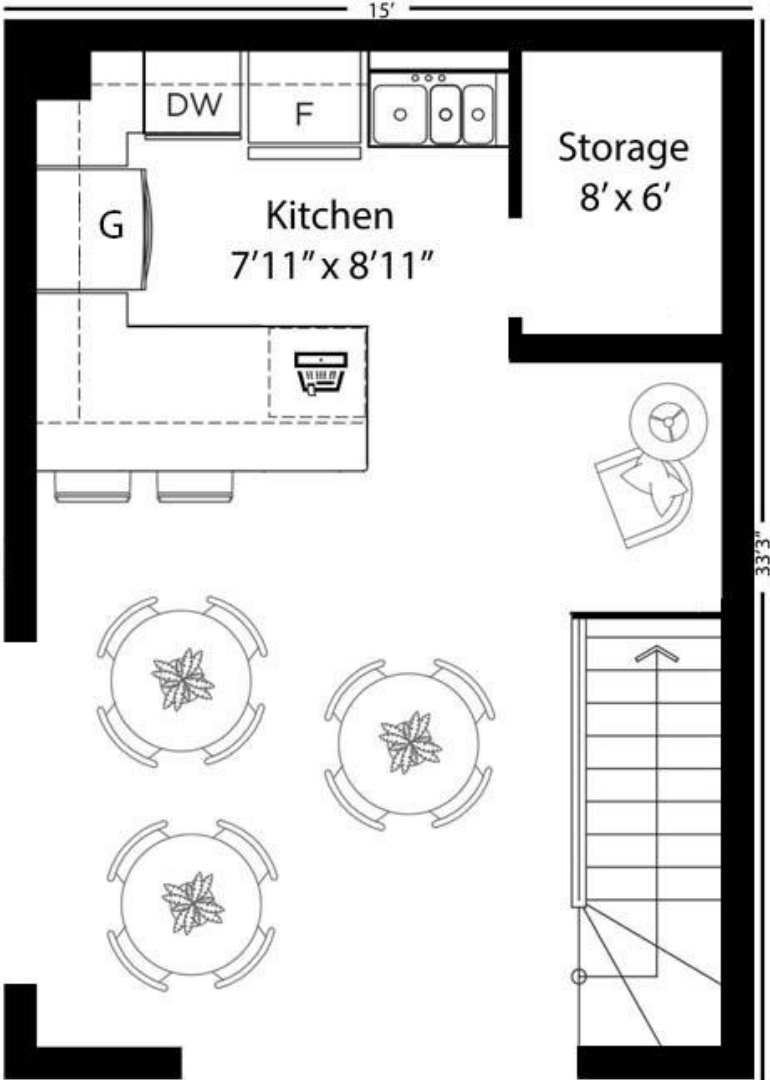


Location

- ★ Opening at GoodLife Fitness in Toronto, 137 Yonge St.
- ★ Upscale lounge area connected to the gym
- ★ Main floor as you enter the gym
- ★ Weekdays 6 a.m. to 10 p.m. & Weekends 9 a.m. to 7 p.m.



BeneFIT Location



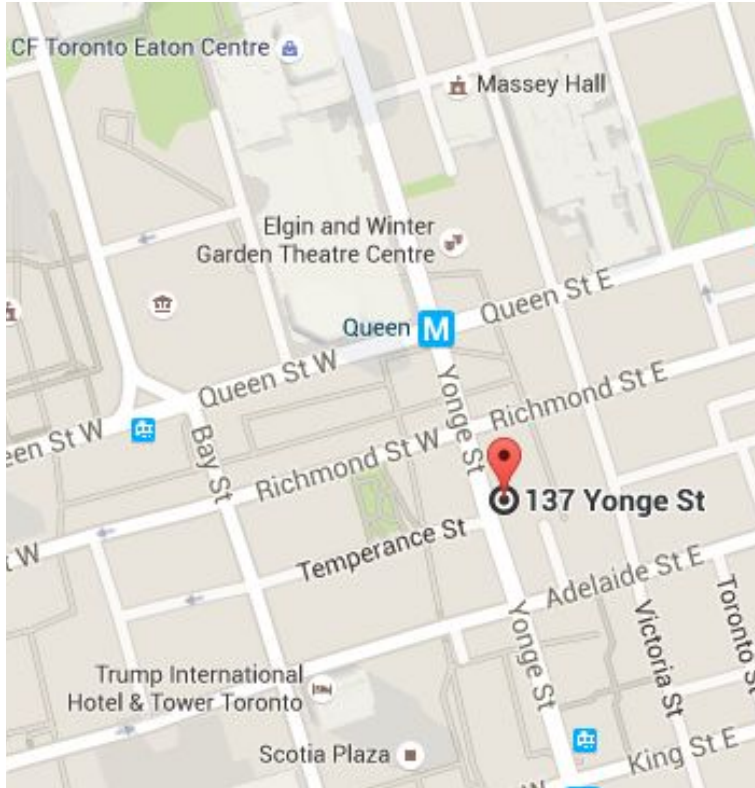


BeneFIT
vegan smoothie bar





Location Traffic



- ★ Nearby amenities include Eaton Centre, Dundas Square, Hotels, etc.
- ★ Goodlife Members at Yonge location
 - Gym traffic on weekdays: approx. 1000 in per day
 - Gym traffic on weekends: approx. 600+ in per day
- ★ 63% pedestrian traffic in this area and 37% vehicle traffic



Market Competition

- ★ The Good Press
- ★ Daily Press Juicery
- ★ Spark Fresh Bar
- ★ Evolution Food co.
- ★ Freshly Squeezed
- ★ Booster Juice
- ★ Fresh
- ★ Bolt Fresh Bar
- ★ Feel Good Guru
- ★ Greenhouse Juice Co.
- ★ Freshii



Booster Juice

fresh
• SINCE 1999 •

BOLT

- FRESH BAR -

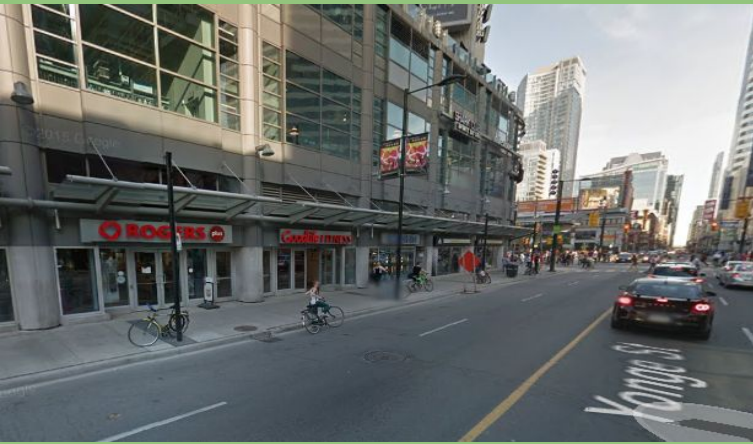


FRESHLY.
SQUEEZED



Direct Competition

- ★ Booster Juice -- 1 minute walk
- ★ Starbucks -- 2 minute walk
- ★ deKEFIR -- 11 minute walk
- ★ FUEL+ -- 14 minute walk
- ★ Jugo Juice -- 15 minute walk
- ★ Liquid Nutrition -- 17 minute walk



S.W.O.T. Analysis



Strengths	Opportunities
<ul style="list-style-type: none">● Only all vegan smoothie bar <u>inside a gym</u> in Downtown Toronto● Value proposition● Variety of health benefits in our vegan smoothie ingredients● Convenience for gym members & people on-the-go● The daily customer traffic inside 137 Yonge Goodlife Fitness is about 1000 per weekday	<ul style="list-style-type: none">● GoodLife Fitness' strong brand identity & large following-opportunity to gain customers from their business since we are located inside one of their facilities● Healthy <i>fast food</i> service is a growing niche market in Toronto● Potential to branch out into wider market
Weaknesses	Threats
<ul style="list-style-type: none">● Owners are joint & liable for all debts of the business● Potential for poor employee performance & workplace dissatisfaction	<ul style="list-style-type: none">● Transportation costs and supplier costs● Dependence on specific suppliers● Potential risk of nearby competition

Advertising & Promotion



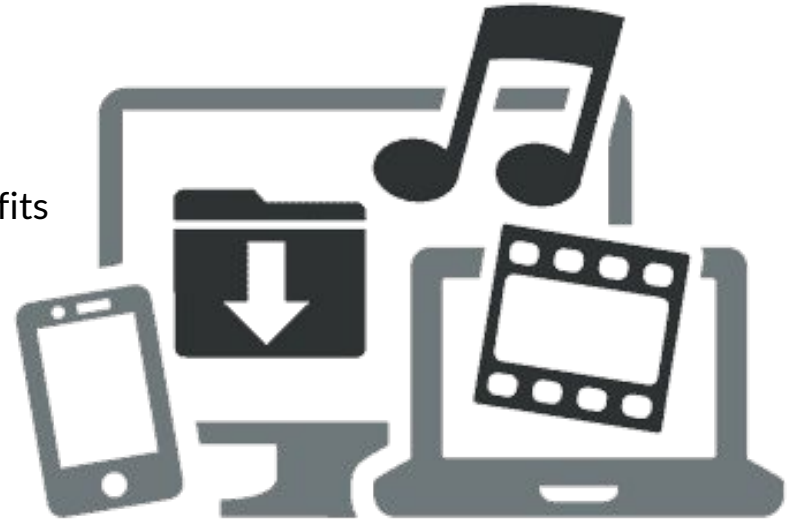
We will be advertising our brand on a wide range of media platforms: social media, digital, and traditional





Advertising & Promotion

- ★ Using social media platforms to reach our younger clientele, such as Instagram, Facebook, and Twitter
- ★ The most effective form of advertisement will be a television commercial
 - Our TV commercial will be in the form of a PSA
 - Educate our target audience on the health benefits of going vegan, while triggering an emotional response as well



Social Media Campaign



#TheBeneFITisGood


- ★ Our social media campaign could include the hashtag #TheBeneFITisGood to promote our new smoothie campaign via our personal Twitter account
- ★ With this campaign we can introduce our new smoothie bar at this GoodLife location and push out a series of tweets introducing some of our menu items each accompanied by a quick fact about their health benefits
- ★ The hashtag is interesting because it plays on the name GoodLife and the word benefit

Social Media Mock-ups



BeneFIT
@benefit



 Follow

BeneFIT is opening their new home behind Dundas Square inside GoodLife Fitness! Come check us out!
[#TheBeneFITisGood](#)

RETWEET
1

LIKES
6



9:07 AM - 26 Apr 2016



BeneFIT @benefit 3h

Time for a summer juice cleanse! Come in and choose from our many fresh blends. [#TheBeneFITisGood](#)



5



12




benefit




Jacqueline
Home 10





BenefIT
Food/Beverages

Like Message

Timeline


22,539 people like this
Johnny Neagoe and 2 other friends


5 people have been here


Invite friends to like this Page

5.0 of 5 stars · 2 reviews
View Reviews

ABOUT



Ask for Benefit's address

Ask for Benefit's phone

<http://benefitfood.com>

VISITOR POSTS

 Status
 Photo / Video



Write something on this Page...



BenefIT
6 hrs ·


Try our new summer smoothies! #TheBenefITisGood



Instagram

 Search














BenefIT
FOLLOW

We strive to bring new delicious and healthy vegan options to Toronto. Stop by Benefit to get energized on the go! #TheBenefITisGood
www.benefitfoods.com

1,748 posts
78.7k followers
173 following

Print Advertising

A clear plastic cup filled with bright green juice, topped with a thin layer of white foam. The cup has a green square sticker on it with a tree logo and the word 'BeneFIT'. In the background, there is a whole pineapple, a cucumber, and some ginger root on a wooden surface.

**FRESH
LOCAL
VEGAN**

#TheBeneFITisGood



Promotions

- ★ Signing up as a member with BeneFIT members earn a 10% customer-code, available for use with every purchase
 - Members required to sign-up through email
 - Customer loyalty stamp-card distributed with any BeneFIT purchase
 - Promo stamp-card is presented to the beverage bar cashier to collect BeneSTAMPS





Promotions



a collection of six BeneSTAMPS earns customers a FREE seventh drink

GRAND OPENING



- ★ June 6th, 2016, National Fitness & Wellness Day
- ★ Heavily promoted by special guest **Lilly Singh**, in months prior to the event
 - Famous and well-respected Toronto YouTuber
 - Over 8,000,000 subscribers
 - Fanbase of both youngsters and adults/seniors
 - Holds strong personal beliefs on vegetarianism





Lilly Singh ✓

@lISuperwomanll



Follow



Hey everyone come join me at the BeneFIT grand opening June 6, you definitely dont want to miss it! **#The BeneFITisGood**

RETWEETS

879

LIKES

5,049



3:05 PM - 5 Apr 2016



Lilly Singh

- ★ Releasing “Do you Even BeneFIT?”
- ★ Promotional skit for our grand opening, on April 26th.
- ★ Designed a limited edition “Do you even BeneFIT” t-shirt for Superwoman to rock, as her comedic “what up t-shirt reference” punch-line is a fan favourite.
- ★ Signing and distributing our tees to customers at the grand opening meet & greet





Toronto Vegan Food & Drink Festival

- ★ Ecorazzi is hosting Toronto Vegan Food & Drink Festival, for the second time this August 8th, at Fort York - Garrison Common.
- ★ BeneFIT will participate in this Festival as a vendor this year (two months after our grand opening).
- ★ Ecorazzi promises us a potential gain of 10,000 long lasting relationships, and exposure through all their social media venues.
- ★ Will earn us the publicity we need to build our customer relations at an early stage of brand development.

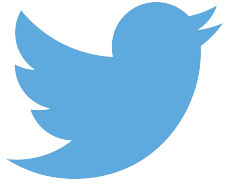


\$199 for 10ft x 10ft space





ecorazzi



35,000 Followers



29,000 FB Fans



550,000 Monthly Web Users



Financials





Start-up Costs			
Item	Cost of Item	Owner Contributed \$	Outstanding Funding \$ Required
First and Last Month Rent	\$16,110	\$16,110	\$0
Inventory	2500	2500	0
Labour	5000	5000	0
Legal Fees	4000	4000	0
Insurance	4250	4250	0
Business License	100	100	0
Office Supplies	250	250	0
Office Furniture	740	740	0
Office Equipment	950	950	0
Facility Equipment	15130	15130	0
Facility Furniture	2730	2730	0
Accounting System	20	20	0
Accounting Consultation to Set Up Books	250	250	0
Telephone/ Internet	120	120	0
Advertising/Promotion	15000	5000	10000
Construction	150000	7850	142150
Total	\$217,150	\$65,000	152150

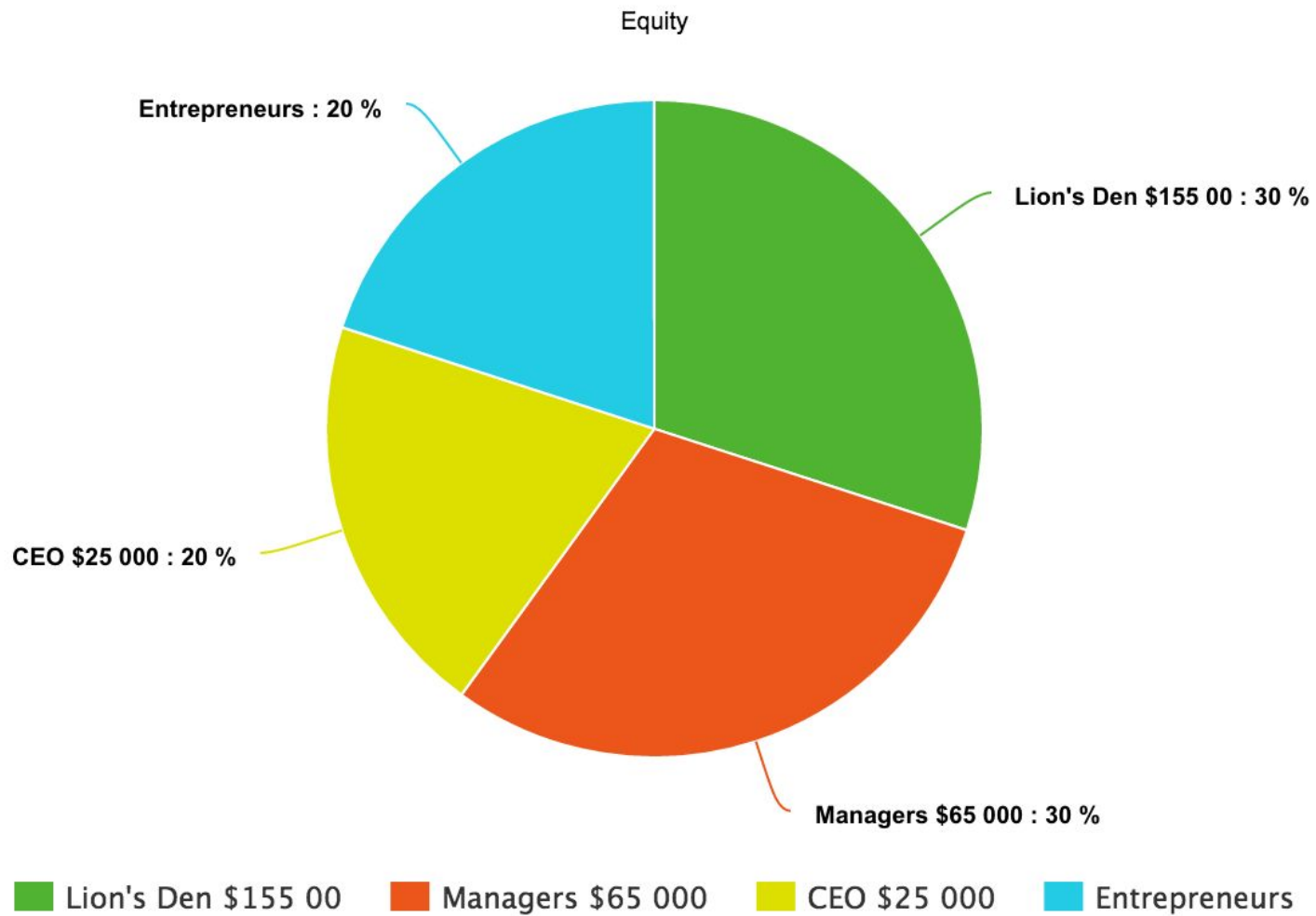


	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Inflows					
Sales	\$380,000	\$510,000	\$620,000	\$700,000	\$850,000
Owners Investment	65000	0	0	0	0
Total Inflows	\$445,000	510000	620000	700000	850000
Cash Outflows					
General Expenses					
Employee Salary	151000	170000	185000	195000	210000
Accounting Fees	220	240	260	280	300
Advertising	2000	1500	1000	600	500
Property Insurance	13750	13750	13750	13750	13750
Miscellaneous	1200	1500	2000	2800	3400
Freight	550	700	1200	1600	2400
Supplies	250	600	470	360	330
Telephone/ Internet	1320	1440	1440	1440	1440
TOTAL GENERAL EXPENSES	170290	189730	205120	215830	232120
Other Disbursements					
Start-up Costs	217150	0	0	0	0
TOTAL OTHER DISBURSEMENTS	217150				
TOTAL CASH OUTFLOW	387440	189730	205120	215830	232120
NET CASH FLOW	-\$7,440	\$320,270	\$414,880	\$484,170	\$617,880



Financial Highlights

- ★ Estimated sales projections: \$380, 000 in our first year of operations
 - at least 208 transactions a day with an average spending of \$5 per transaction
- ★ Peak season from January to February, and May to August
- ★ Break even period within second year



Where is your money going?





Renovations



Supply & Demand



Marketing



Profit Growth



Why invest in us?



We are **PASSIONATE**



We are **ENTHUSIASTIC**



We are **DETERMINED**

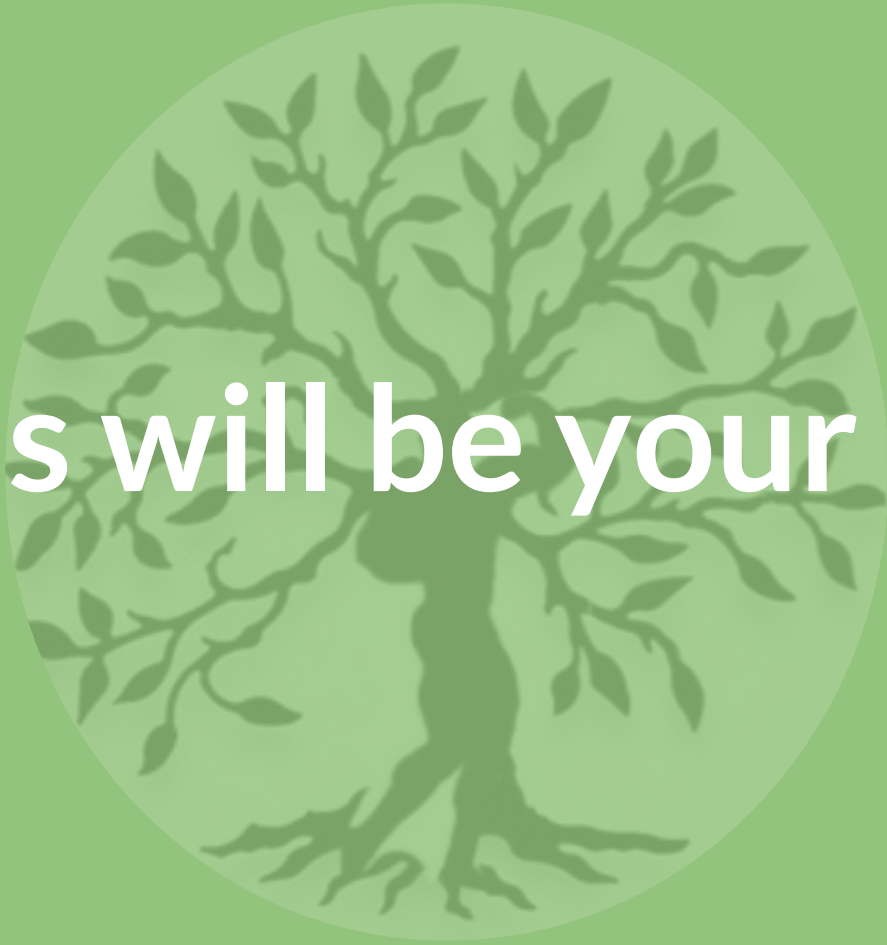


The BeneFIT is good

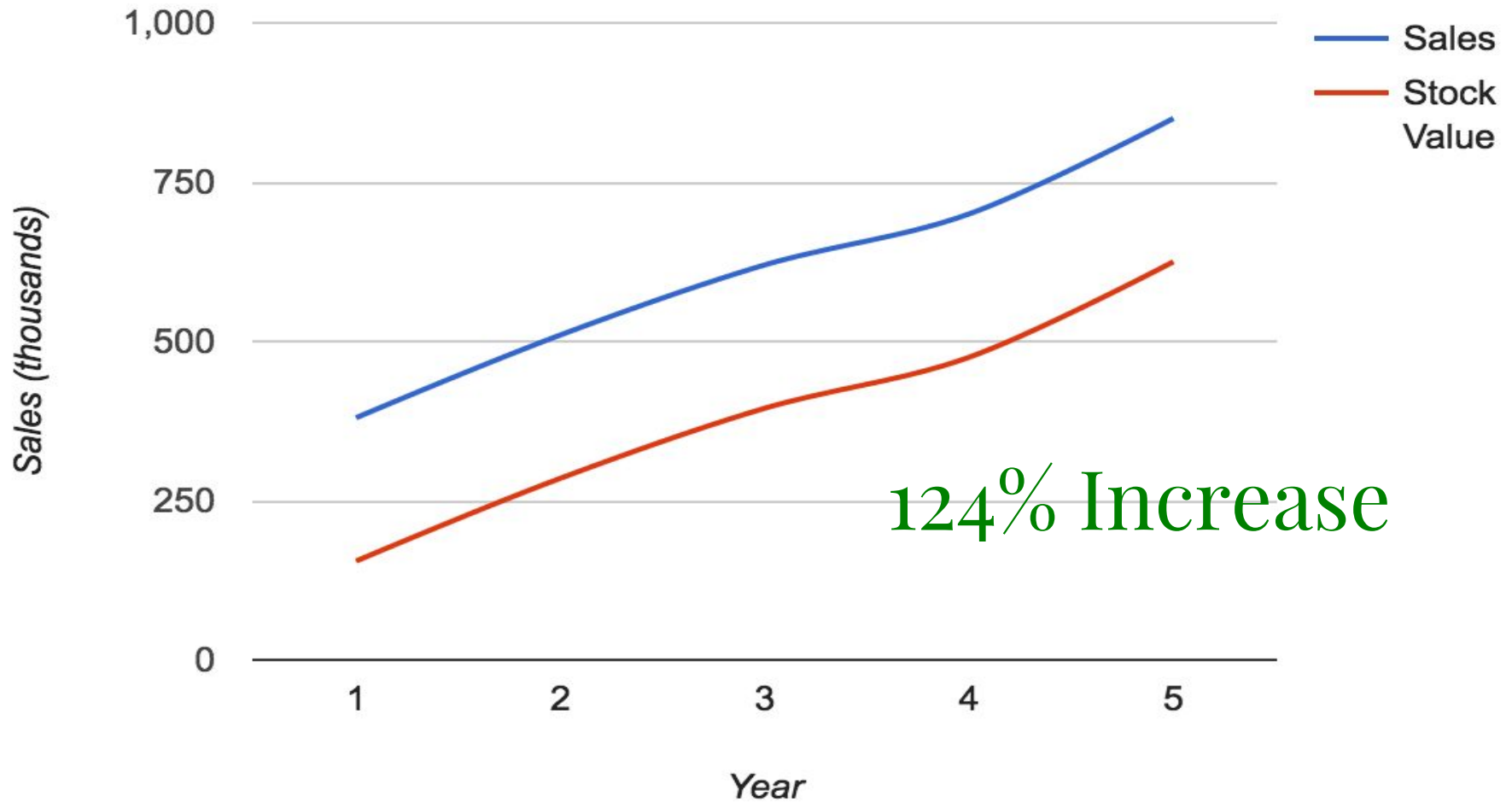


30% could be yours...

and this will be your growth



Growth Projection





Questions?

