



FRANCHISE OPPORTUNITY OVERVIEW



THE OPPORTUNITY

There's a lack of healthy food options on-the-go. We know it is difficult to find a quick meal without compromising your healthy lifestyle. At Nautical Bowls, we combine healthy, fresh superfood bowls and with an uplifting atmosphere, giving you energy to live a full life.

Our bowls are all-natural, gluten-free, dairy-free, plant-based, and packed with essential vitamins and nutrients for your body to thrive! It's a complete meal that satisfies hunger while also making you feel great!

With the guidance of our experienced executive team, raving guest testimonials, low-cost startup plan, highly profitable business model, and exceptional marketing support, Nautical Bowls is an incredible ground floor opportunity!

INITIAL INVESTMENT

Get started for just **\$100k down** and an all-in investment of **300-350k**, with financing available to qualified candidates. That makes Nautical Bowls one of the most affordable franchises in its segment!



ABOUT THE FRANCHISE

FOUNDERS

Bryant and Rachel Amundson

BUSINESS ADDRESS

3432 County Rd 101
Minnetonka, MN 55345

BUSINESS PHONE

1-855-5MY-Açai

NATIONAL ACCOUNT MANAGER

Max Taunton
mtaunton@nauticalbowls.com

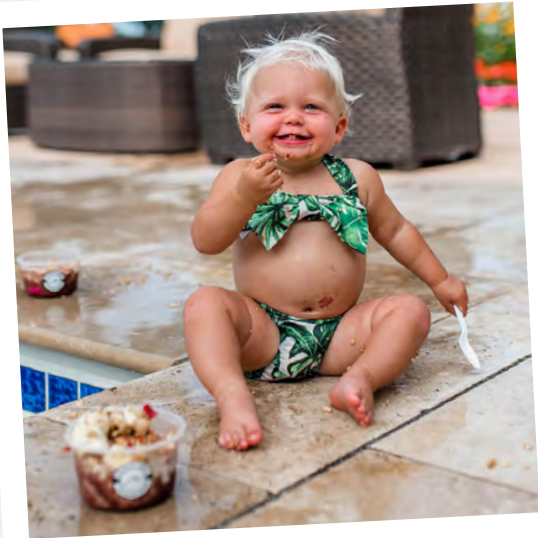
SNAPSHOT

Industry	Healthy Fast-Casual	Industry Size	\$1 Trillion
Year Business Started	2018	Year Started Franchising	2021
# of Company Units Open	3	# of Franchise Partners	65
# of Franchise Units Open	View the latest count <i>(Blue pins = open location)</i>	Franchise Units Awarded	View the latest count
Franchise Fee	Single: \$39,500 3-pack: \$99,500	Investment Range	\$300,000-\$350,000
Required Liquid Capital	\$75,000-\$100,000	Required Net Worth	\$250,000
SBA Registry	Yes	Veteran Discount	10%
In-House Financing	Yes	Royalty	8% *2% goes to our National Marketing Fund
Item 19	Yes	Available Markets	All States in America

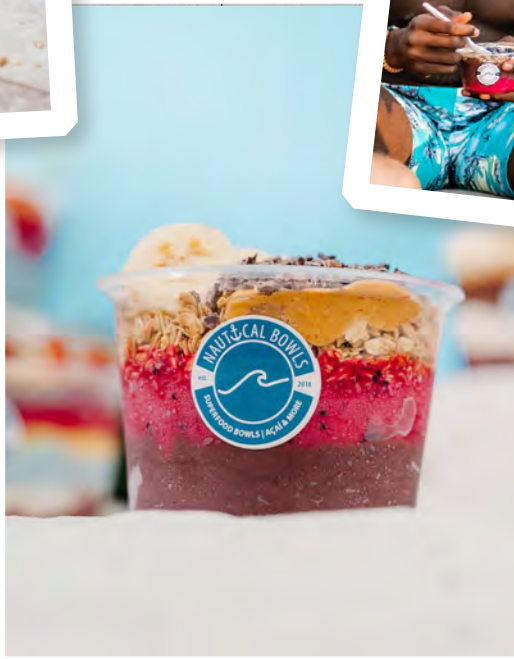


OUR VALUES

Joyful Passion



Authentic Community



Active & Healthy Lifestyle



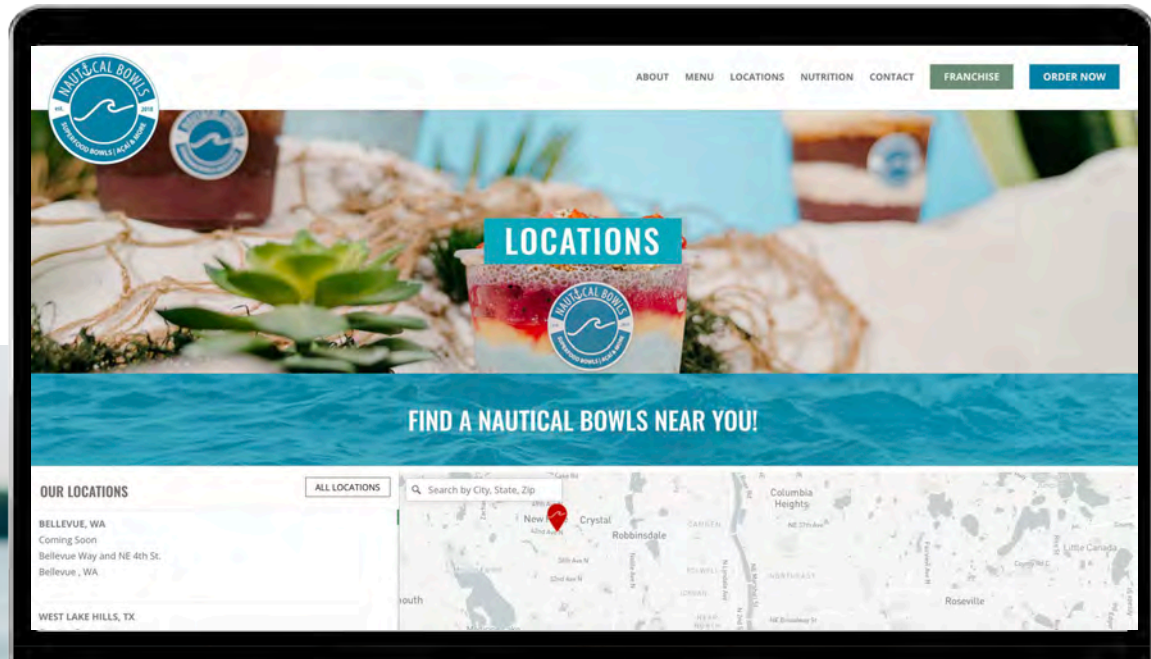
Fearless Living



Others First

WE'RE RAPIDLY EXPANDING NATIONALLY

Our list of locations grows daily!
Check out our [website](#) for the latest.



BUSINESS FEATURES

FRANCHISE EXPERTISE

Our executive team has over 20 years of franchise experience, growing multiple franchise concepts spanning 28 countries and 6,000 locations.

RAPIDLY GROWING MARKET

Consumers are increasingly seeking out healthy options but still want convenience. In two minutes or less, we serve up açai bowls packed with superfoods containing essential vitamins and nutrients. Products that support a healthy lifestyle are on the rise: anything from fitness equipment to guided meditation apps. People are becoming more health conscious and Nautical Bowls is strongly positioned to be a healthy fast-casual industry leader.

LOW-COST INVESTMENT

Get started for just \$100k down and an all-in investment of 300-350k, with financing available to qualified candidates. That makes Nautical Bowls one of the most affordable franchises in its segment!

We are not only the most affordable açai concept in the space, our highly profitable model delivers strong net profits to the bottom line.

When you take into consideration our commitment to delivering a great product and a top notch guest experience, our lower initial investment, simple operation, and strong unit economics, this provides an easy path for our franchisees to be multi-unit owners.



SIMPLE & SCALABLE

Our build outs are not expensive, there is not excessive overhead, and our product is not complex to create. Since day one, we have been focused on creating the most efficient way of doing everything that surrounds our business and now have extremely simplified processes for every task.

OPERATIONAL EXCELLENCE

We have fine-tuned the operations of running a healthy fast-casual concept and turned the industry profitability norms on its head (over double industry average profit margins). Staffing for our stores is generally 1 full time manager and 12-15 part

time employees. Our build outs are affordable, in fact, the typical investment for a Nautical Bowls franchise is less than 350K (franchise fee included)! There's not a lot of overhead and our product is not complex to create. Since day one, we have been focused on creating the most efficient systems and processes to help you manage and expand your Nautical Bowls business.

SMALL FOOTPRINT

With a small footprint of 600-1,200 square feet finding real estate is easier and faster, so our franchise partners can open their stores quickly!



GOOD READ

What Is the Average Profit Margin for a Restaurant?

– RESTAURANT365

ELEVATOR PITCH

There's a lack of healthy food options on-the-go. At Nautical Bowls, we combine healthy and fresh açai bowls with an uplifting atmosphere to truly deliver the best healthy meal experience, leaving each guest feeling energized and full of life! This is a perfect opportunity for an entrepreneur looking for a proven model, streamlined systems, rapidly growing market, low-cost investment, led by an experienced executive team with the desire to see every franchisee succeed!

BRAND DIFFERENTIATORS AND COMPETITIVE ADVANTAGES

UNIQUE PRODUCT

A Nautical Bowl is a superfood packed meal that is full of unique textures and flavors that make each and every bite a new experience. Our bowls are all natural, dairy-free, gluten-free, plant-based, and packed with essential vitamins and nutrients for your life! Important Note: Other places you'd have to order five different bowls to taste five different flavors, at Nautical Bowls we can do that in one bowl. Also, we create our bowls in 2 minutes or less... We're not "fast food" but wow, 2 minutes is FAST!

AMAZING GUEST EXPERIENCE

Many brands claim to focus and care about the guest experience but how many have developed a training program solely around company culture and step-by-step guides to create incredible guest experiences and loyalty? At Nautical Bowls, we prioritize authentic community and great relationships.

POSITIVE SOCIAL APPEAL

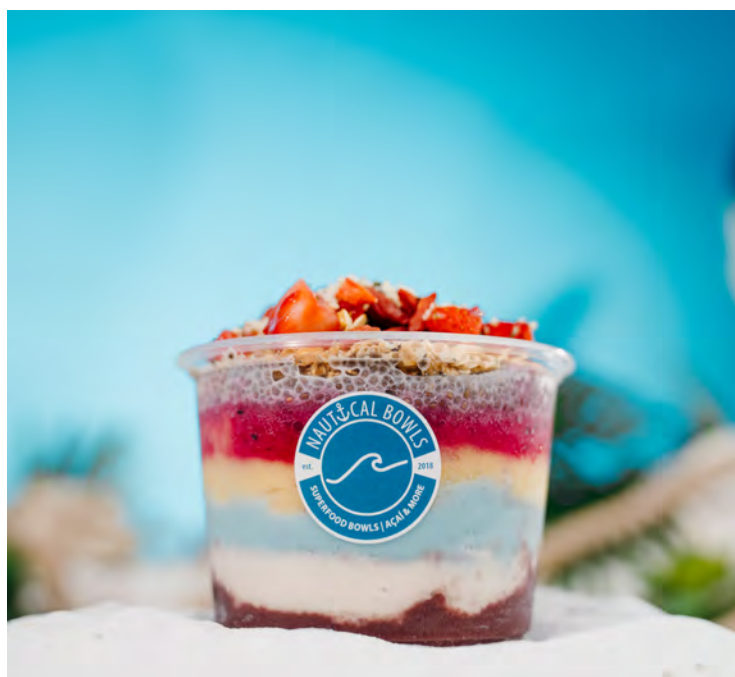
Nautical Bowls has an extremely loyal following amongst its guests. We've found once someone tries one of our unique signature bowls, we've created a guest for life. The Nautical Bowls experience tends to draw people who associate themselves with living an active and healthy lifestyle. You see this in our guest loyalty program and it's reinforced by the large number of professional athletes who seek out our stores regularly!

MARKET KNOWLEDGE

Our team has a deep knowledge of our guests and constantly tune-in to their feedback through our easy to access customer loyalty mobile app. Our customers appreciate the level of detail and passion we put into every bowl experience. We also believe its not only about serving an amazing açai bowl, it's also about the culture we create within our four walls that makes the buying experience memorable!

BRAND PERCEPTION

Nautical Bowls is known as the fun spot in its communities. It is not uncommon for a single guest to frequent one of our locations 10+ times per month. They return time and time again not just because the bowls are healthy and they taste great, but because our team and the atmosphere in the store is uplifting and genuinely makes them feel amazing. We're currently set up with Uber Eats and plan to expand to other major 3rd party platforms.



TARGET GUEST

With so many of us living an on-the-go lifestyle, we found that our product appeals to everyone regardless of age or gender. Our guests are not only on the go, but they also want a healthy alternative to what most fast-food establishments are offering today.



ITEM 19: TOP PERFORMERS UNIT VOLUME

2022

Gross Sales \$1,095,647

Cost of Goods Sold¹ \$379,391

Labor Costs \$188,335

Rent \$60,895

Operating Expenses \$172,504

Royalties \$87,652

Net Profit \$206,870

TOP TWO EXPENSES A FRANCHISE OWNER SHOULD EXPECT

Cost of goods sold (COGS) and Labor are the two biggest expenses a franchise partner can expect.

ESTIMATED RAMP-UP TIME

3-6 months is the expected time frame after real estate is secured and keys are turned over to the franchise partner.



IDEAL FRANCHISE PARTNER

The ideal Franchise Partner is passionate about health and wellness and making people feel awesome! They have the entrepreneurial spirit and love being involved in their community. They have an “Others First” mentality and share our vision for providing the best açai bowl experience in the world and know that is only possible by delivering amazing service.

We are looking for like-minded entrepreneurs who want to capitalize on this rapidly growing segment of the restaurant industry and be part of our winning açai team!

AMBITIOUS

HARD-WORKING

OTHERS FIRST MENTALITY

PASSIONATE ABOUT HEALTH AND WELLNESS

INTERESTED IN MULTI-UNIT OWNERSHIP

LOVE MAKING PEOPLE FEEL AWESOME

A TYPICAL DAY OF OPERATIONS

What is it like to own a Nautical Bowls franchise? We documented what the operations looks like for a day-in-the-life for one of our store managers.

8:00 A.M.

Arrive at the store. Prep store for the day and hold a brief meeting with team before store opens

9:00 A.M.

Store is open. Ensure the team is all good for the day and then check email. Make sure the schedule is set for the week/month and ensure there aren't any gaps that need to be filled or big events coming to the area for which we would need to schedule more team members. Go through inventory management checklist and make any necessary orders based on upcoming delivery schedule.

10:00 A.M.

Check marketing metrics and guest data and decide if anything warrants further evaluation.

11:00 A.M.

Hop behind the counter and help the team with the lunch rush. Occasionally walk around and interact with guests while they are eating or standing in line. It's so rewarding to chat and connect with guests; the energy in the store is so fun!

2:00 P.M.

After the rush, go through any guest feedback or reviews received and send necessary responses.

3:00 P.M.

Hold meetings with shift leads or quick one-on-one meetings with team members focusing on improving processes and on their individual development.

4:00 P.M.

Time for a quick sales update and see how key metrics are trending for the day/week/month. Then head home.



AVERAGE NUMBER AND TYPE OF TEAM MEMBERS NEEDED

(1) Full-Time General Manager, a.k.a. Captain

(3) Shift Leads

(10-25) Part-Time Team Members, a.k.a. Deck Hands)

Part-time team members vary depending on how many hours each can work, store volume, traffic flow patterns, etc. We encourage staffing a deeper bench to ensure shifts are always covered.

TYPICAL HOURS OF OPERATION

Monday–Sunday, 9 a.m.–8:30 p.m.

STORES & LOCATIONS

STORE SPECS & DESCRIPTION

We have an efficient footprint between 600-1,200 square feet. Our build outs are not expensive, and construction is only 4-6 weeks. Our business model is simple and can be executed by a small staff.

TYPICAL LOCATION

The ideal location is in densely populated areas with good vehicle/foot traffic and easily accessible. Our guests appreciate the extensive measures we've taken, allowing us to process orders quickly and efficiently.

Generally, we want to be in close proximity to grocery stores, fitness concepts, coffee shops, high schools and colleges/universities, and dense business communities.

TERRITORY PROTECTION

Generally speaking, territories will be no less than 2.5 miles driving distance between stores. We do a thorough analysis of the demographics in each area and strategically map out territories based on population density, driving and foot traffic, physical landmarks, and location accessibility to name a few.



AVAILABLE TERRITORIES

All States in America

“HOT MARKETS” WITHIN THE U.S.

That's the beauty of getting into a hot opportunity at the ground level: our product is relevant with what the consumer is looking for, and our infrastructure allows us to ramp up quickly both in store sales and build out. There is a ton of opportunity everywhere!

MULTIPLE UNIT/AREA DEVELOPER AGREEMENTS

We offer 3-packs as our multi-unit package.



FRANCHISOR SUPPORT

WE ARE HERE TO HELP YOU SUCCEED

We hold your hand throughout this entire process. Our executive team has over 30 years of experience franchising brands. We have detailed systems and processes to guide you from the moment you sign your FDD up until your grand opening. Our support does not stop there- we are excited to serve you throughout your Nautical Bowls journey!

TRAINING

Franchise Partner training (we call Nauti University) takes place at our corporate Office in Minnesota, and at one of our Nautical Bowls corporate stores in Minnetonka, MN or Eden Prairie, MN. Nauti University will cover everything our franchise partners need to know to run a store at optimal efficiencies including, but not limited to, how to make a quick and quality Nauti Bowl, inventory management, scheduling, team training, POS navigation, and most importantly, our Nautical Bowls culture.

ON-GOING SUPPORT

Our executive team are seasoned franchise professionals, having first-hand experience in building some of the world's largest brands spanning over 6,000 locations or licenses in 28 countries.

We understand exactly what it takes to operate and scale in any size market. We're committed to each and every franchisee to extend every resource to leverage our knowledge and experience as our franchisee's chart their own course towards personal balance and financial freedom.

Ongoing support is available at a moment's notice and our team will assist in all areas from operations, team management, forecasting, guest management, marketing, and everything in between!

MARKETING

We have a national marketing fund of 2% of your weekly Gross Sales. We also highly encourage another 2% of Gross Sales for local marketing. We assist with a big pre- and post- grand opening marketing strategy as well as ongoing marketing assistance for creative assets, marketing campaign creation, marketing metrics, content creation and more.

ANNUAL CONVENTION

Our annual convention is a beautiful collaboration of our team and franchise partners. We share best practices, Franchisee awards, as well as innovation and strategy meetings to ensure our brand is always leveling up. Oh, and it's a lot of fun!

FOUNDERS & CEO BIOS



FOUNDERS: RACHEL AND BRYANT AMUNDSON

Entrepreneurs and husband-and-wife-duo Rachel and Bryant Amundson founded Nautical Bowls in 2018 after seeing an opportunity to bring the açai bowl concept to the Midwest. Their goal was to offer consumers a quick and healthy meal that was so lacking in Minnesota. Under their leadership, and with an amazing team, the business exploded and experienced 75% growth year-over-year! In 2021, the Amundsons partnered with international franchise expert Peter Taunton to bring Nautical Bowls national and eventually international through franchising.

Rachel and Bryant love their two little kids (want 5 more), their two golden retrievers, and spending quality time with friends and family.

They are extremely passionate about people and the impact they can have on their communities through the culture they have created in their business. They love to bring energy, fun, and laughter into the room. They are passionate about health and wellness and living life to the fullest. Their mission is to glorify God in all they do and try their best to be the hands and feet of Jesus in our world. Nautical Bowls has been an incredible outlet for making a greater impact in the lives of many individuals. They are incredibly driven to make Nautical Bowls the go-to, uplifting and energizing spot in every community we open in!

When they are not working hard on growing Nautical Bowls you can find them outside on a run, a walk, playing with their kids, boating, enjoying outdoor live music...really any activity outdoors.

CEO: PETER TAUNTON

Peter works closely with founders Bryant and Rachel Amundson to grow the brand through franchise opportunities. Peter's experience spans more than 30 years and he is best known as the visionary and founder of Snap Fitness and Lift Brands, which today has over 6,000 locations or licenses in 28 countries. Taunton's business accomplishments have been well-recognized by the business community and in 2010, he was named Ernst and Young "Entrepreneur of the Year." His companies have been featured in many business and industry publications such as Forbes, Entrepreneur 500, Inc 5000, Top Global and Franchise 500. Peter also wrote a #1 best-selling book sold on Amazon called "Impossible Hill."



Peter found interest in our product, our passion, and our potential. Together, we have worked to create a simple, effective concept perfect for any prospective business owner – whether a first-time entrepreneur or a seasoned professional.



WHY NAUTICAL BOWLS?

Nautical Bowls stays ahead because we focus on our product and our guest experience, not the competition.

We have the best product day in and day out because we prioritize taking the time to source high quality ingredients from around the world, straight to your bowl. We do not compromise on quality or nutrition, so we leave the junk out.

We also focus on our guests because we care about delivering the best açaí bowl experience they'll ever have, which will keep them coming back time and time again.

Delivering the best product with the best experience on the planet is our goal!

EDUCATION PROCESS





SUPER FOODS | SUPER LIFE

nauticalbowls.com