



COCO NOIR

WINE SHOP & BAR



## Who We Are

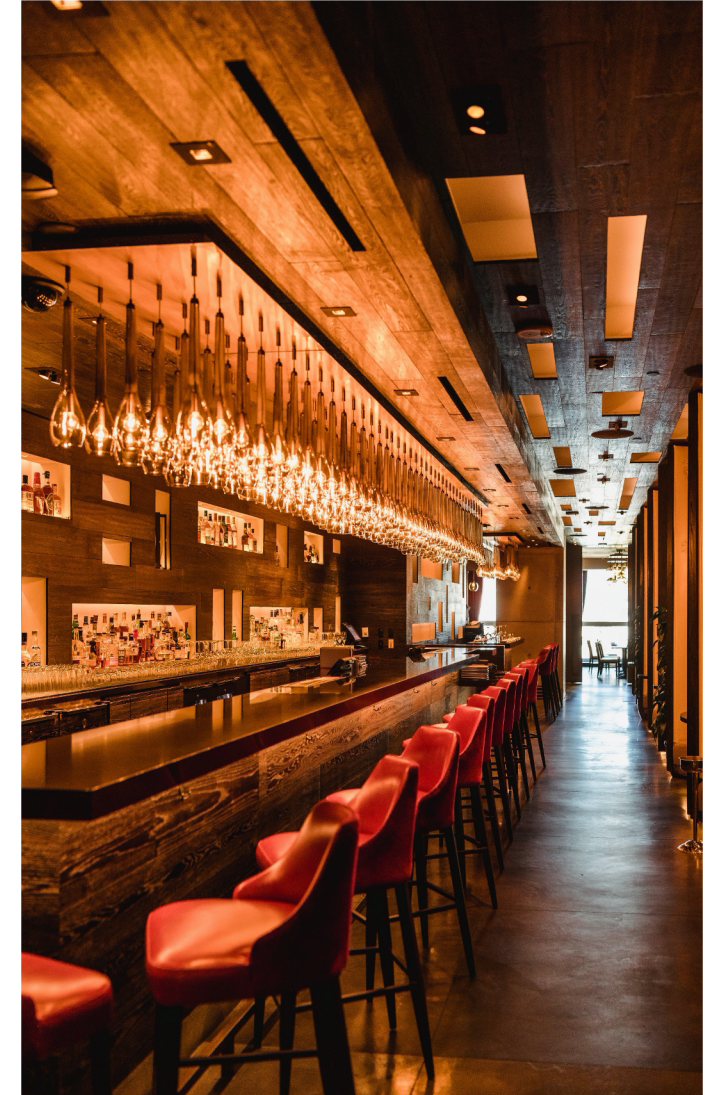
CoCo Noir Wine Shop & Bar is a women and minority owned urban wine bottle shop and eatery that will be located in downtown Oakland California in the Black Arts and Business District.

We are offering our community a new experience that encompasses amazing wines, bites, private events, and a culture & art experience.



# Problem

- With a growing and diverse wine community in Oakland California, there are no urban wine shops that carry wines produced by women winemakers and winemakers of color .
- There are no in-person gathering spaces that offers wine tastings, a retail business model , and private event space for diverse audiences.
- Women and minority winemakers have no physical retail representation options to showcase their wines.





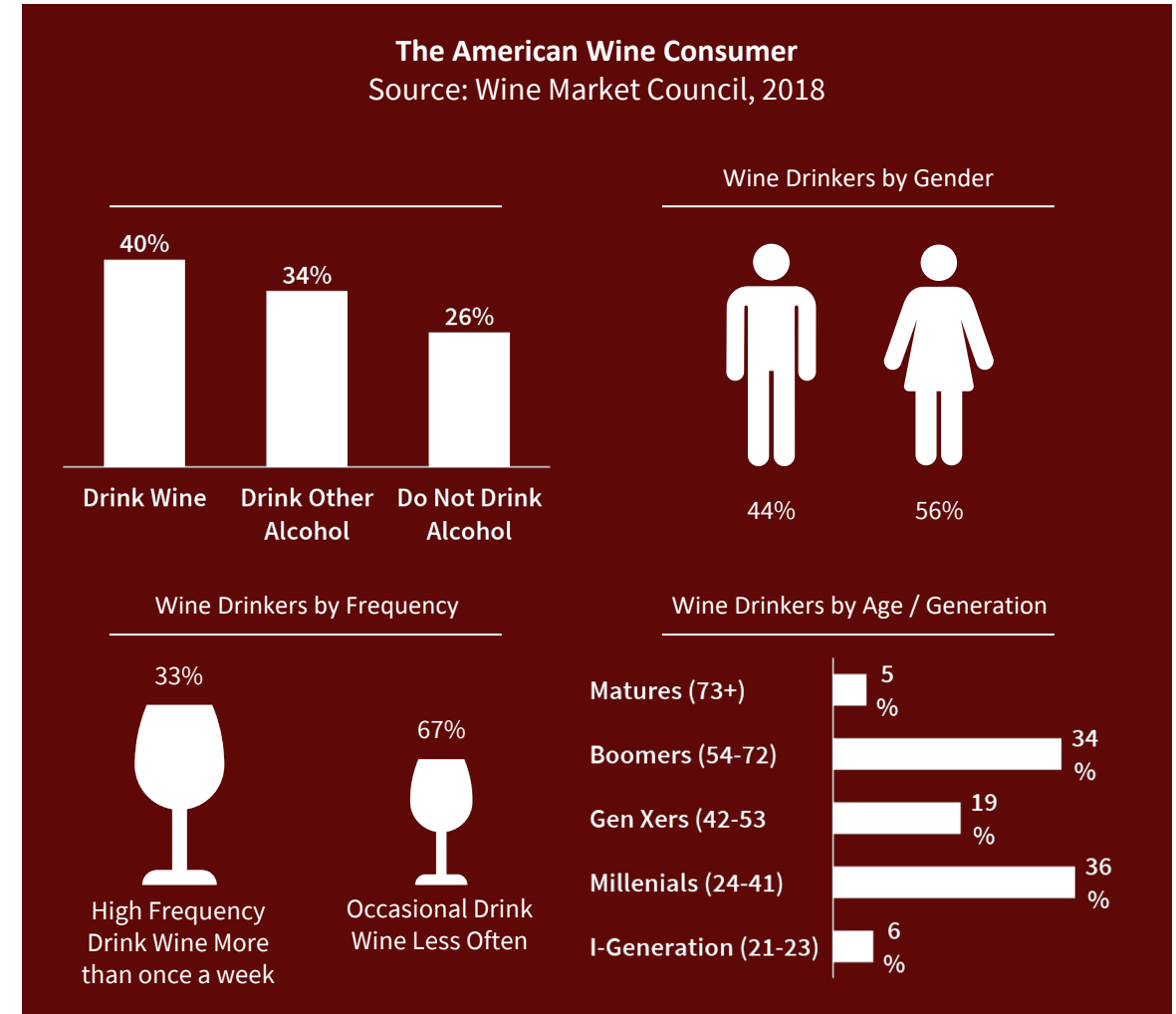
## Solution

- **CoCo Noir Wine Shop will be the first urban bottle shop & eatery in Oakland and in Northern California that is owned and operated by women and people of color.**
- **Women and minority winemakers will have CoCo Noir Wine Shop & Bar as their physical retail space and event space to sell their wine and have private events.**
- **In addition to a retail space, we will have a powerful online retail wine shop that will allow our winemakers the opportunity to sell their wine locally, regionally, and within the United States.**
- **Finally, we have our own wholesale, distribution, import, export, and technology supply chain operation.**



# Market Validation

- **Wine Shops that focus on the sale of wine for immediate, on-site consumption, has been experiencing explosive growth. The industry has generally outperformed the Bars and Nightclubs industry as a whole, as per capita wine consumption has trended upward at a strong pace.**
- **Moreover, the industry has achieved significant popularity with both the industry's youngest and oldest consumers. For example, younger consumers are increasingly taking to premium beverages, such as wine.**
- **In the last the five years, the Wine Shop industry is anticipated to continue growing, albeit at a slightly slower rate than the prior period. Many of the same positive factors will feed the industry's growth, including rising disposable income levels and consumer preference for premium wine varieties. During periods of economic stability, consumers are more likely to frequent restaurants, bars and industry establishments.**



# Market Size

**Downtown Oakland  
Population**

4,600

**Downtown Oakland Residents  
Working Professional**  
Census Data Downtown Oakland 2018

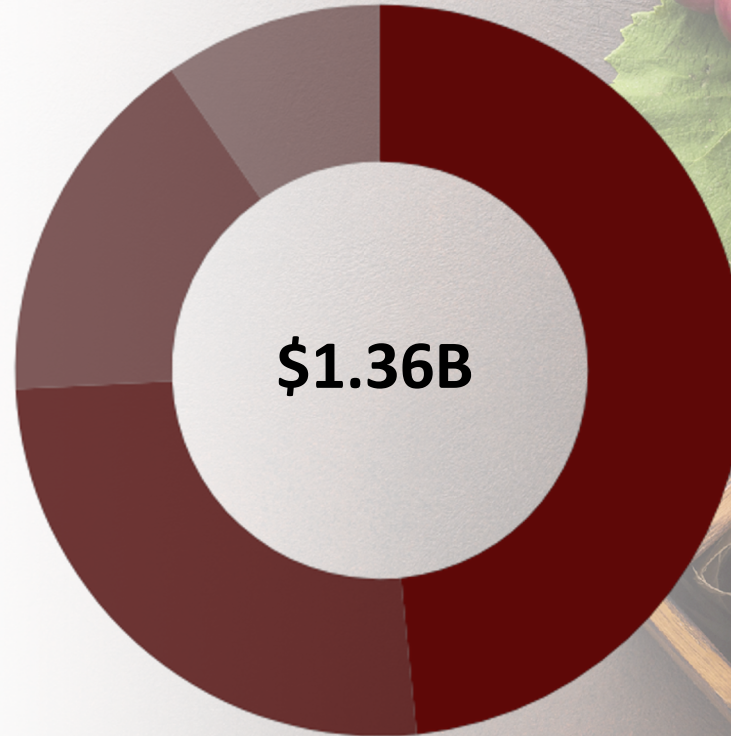
90%

**Restaurants**

500

**Event Planning Companies**

150



2019 U.S Wine Industry Revenue





# ATLAS



LIVE  
CHAT

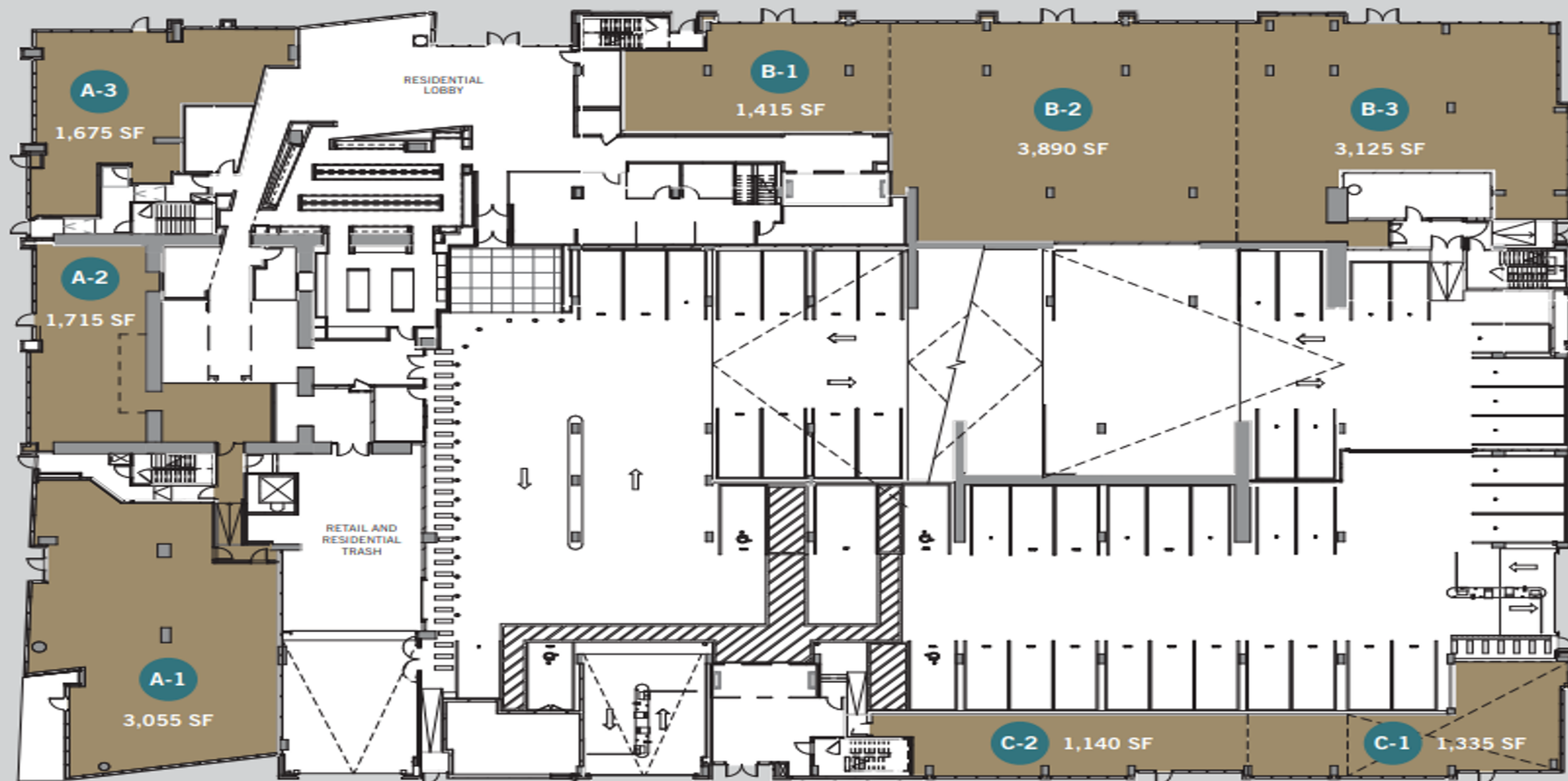
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# Wine Delivered Right to Your Door

Shop the World's Largest Selection

92+ Rated Wines on Sale  
Save Up to 40%

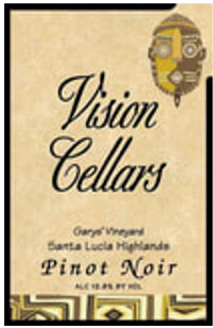
New Arrivals from Napa  
Shop The Latest

Ready to Drink, Redefined: Rioja Tempranillo  
Save 10% Off 6 or More

Experts Agree these Wines are Quality









# Americans enjoy more wine than ever before!



Wine Consumption in the U.S.

# Business Model

Coco Noir Wine shop business model is :

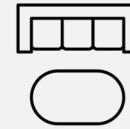
- Brick and Mortar Wine Shop & Eatery
- Sell Wine - On-site & Online
- Winery - Sell private label and other wine producers
- Private Wine Events
- In -House Distribution and
- Wholesale Services
- Local Wine Delivery



Exclusive  
Wine Tasting



Private  
Events



On-Premise  
Wine Sales



Online  
Wine Sales



# Target Market



- Local Residents
- Working Professional
- Wine Enthusiasts
- Event Planners/Restaurants

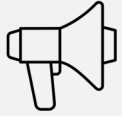
Market demographic size \$7.1M



Wine Industry Associations



Local and State Chamber  
Associations



B2B and B2C network In  
California and Outside of  
the state of California



Local hospitality  
and restaurant  
partners





Social Media Marketing

## Market Adoption Strategy



# Competition



 Competitors	 How Our Solution Is Better
<b>Night Clubs</b>	A unique concept of multi-entertainment, for the finer professional adult.
<b>Wine Shops</b>	There are very few wine bars in Oakland and none in the neighborhood. We provide a global wine experience, wines produced by women and minorities
<b>Local Restaurants</b>	Catering to the wine enthusiast
<b>Art Gallery</b>	Offering wine and local art and curated specifically for the CoCo Noir
<b>Grocery Stores</b>	There are few grocery stores in the downtown Oakland neighborhood that sell wine. Our wine shop will sell wine produce by women and minority wine makers at an amazing price point.

# Risks

	Identified Potential Risks
<b>COVID-19: Managing Risks and Ensuring Business Continuity</b>	With COVID there is naturally ambiguous launching a storefront business. In the current situation, we know it is vital to react as fast as possible in order to mitigate impacts and other risks and to prepare the organization for the further development of the COVID-19 pandemic and its possible scenarios.
<b>Supply Chain Disruption</b>	One impact of coronavirus has been to make us more aware of the inherent risks in international and global supply chains and associated just-in-time production strategies.
<b>Product Risk</b>	We will probably depend on a small number of large retailers for a significant portion of our sales. Food and beverage retailers in the U.S. and other markets have been consolidating, resulting in large, sophisticated retailers with increased buying power.
<b>Unpredictable Governmental Alcohol Policy Change</b>	If the social acceptability of our products declines, or governments adopt policies disadvantageous to beverage alcohol, our business could be adversely affected.
<b>Location</b>	Our location has been promised to us however due to COVID the construction and permitting has been delayed impacting visibility of our launch date.
<b>Competition</b>	Although most of our competitors will be undergoing similar environmental risks, our competition with longer storefront tenure in the wine business could potentially impact our market share.



# Competitive Advantages

 <b>Competitive Advantage</b>	 <b>How Our Solution Is Better</b>
<b>1st Urban Wine Shop</b>	<p>CoCo Noir Wine Shop is the first Wine Shop in Oakland California that offers wines from women and minority winemakers.</p>
<b>Multi-Tiered Business Model</b>	<p>We offer a multi tier business model that includes brick &amp; mortar retail, distribution, wholesale, online &amp; tech, education, and private event.</p>
<b>Tech forward</b>	<p>Our business model will have the latest tech infused platform for our online wine shop, retail, B2B &amp; B2C, and supply chain.</p>
<b>Diversity and Inclusion</b>	<p>Our business is an inclusive and diverse operation and internally and externally.</p>



### **Mari Kemp**

A serial investor and entrepreneur and tech executive with a passion for investing in start-ups and growth companies with female co-founders.



### **Alicia Kidd**

A seasoned wine industry professional with years of business and leadership experience

# Founders



**We are seeking our first seed round of \$107K investment**

**CoCo Noir Wine Shop & Bar Revenue Share Terms**

- Revenue Share Percentage 4%
- Revenue payments starts 1<sup>st</sup> Quarter 2022
- Revenue payments are quarterly 4-times a year
- 2x multiple payback
- Repayment schedule| 5.25 years
- Final Payment is| Q4, 2026

**Early Investor Perk-**

- Offering investors 2.5x multiple payback towards our first \$50K raise.

## **Fundraising- Capital Raise**

# Revenue Share Term – Calculation & Repayment Schedule

## Wefunder Revenue Share

Please note: Revenue projections are NOT to be taken as guaranteed. Investing in startups is risky. The company may not achieve these example, see the Risks disclosed in the Form C). Investors should feel free to edit the revenue projections in column H to see how the r

Please enter inputs in the orange cells

Company name	oco Noir Wine Shop & Bar
Total target loan amount	\$107,000
Multiple for investors	2.00
% of revenues	4%
Early Bird terms?	Yes
Early Bird loan amount	\$50,000
Early Bird multiple for investors	2.50
Year of disbursal	2021
Quarter of disbursal	Q4
Grace period quarters	1
Quarter repaid	Q4, 2026
Years to repay	5.25
Non Early Bird loan amount	\$57,000
Non Early Bird repayment amount	\$114,000
Early Bird loan amount	\$50,000
Early Bird repayment amount	\$125,000
Wefunder Fees loan amount	\$0
Wefunder Fees repayment amount	\$0
Total loan amount	\$107,000
Total repayment amount	\$239,000

Quarter	Year	Possible revenue	Loan repayments
Q4, 2021	2021	\$185,760	\$0
Q1, 2022	2022	\$195,048	\$7,802
Q2, 2022	2022	\$204,800	\$8,192
Q3, 2022	2022	\$215,040	\$8,602
Q4, 2022	2022	\$225,792	\$9,032
Q1, 2023	2023	\$237,082	\$9,483
Q2, 2023	2023	\$248,936	\$9,957
Q3, 2023	2023	\$261,383	\$10,455
Q4, 2023	2023	\$274,452	\$10,978
Q1, 2024	2024	\$288,175	\$11,527
Q2, 2024	2024	\$302,583	\$12,103
Q3, 2024	2024	\$317,713	\$12,709
Q4, 2024	2024	\$333,598	\$13,344
Q1, 2025	2025	\$350,278	\$14,011
Q2, 2025	2025	\$367,792	\$14,712
Q3, 2025	2025	\$386,182	\$15,447
Q4, 2025	2025	\$405,491	\$16,220
Q1, 2026	2026	\$425,765	\$17,031
Q2, 2026	2026	\$447,054	\$17,882
Q3, 2026	2026	\$469,406	\$18,776
Q4, 2026	2026	\$492,877	\$19,715



Commercial Space Rent - 1st and Last Month
Construction Cost Wine shop and eatery
Wine Shop and Eatery - Equipment
Legal Fees - Licensing
Wine and Food ( Tapas Inventory)
Website Design
Security/ Alarm Equipment
POS System
Storage Signage
Internet Cost/ Phone System
Marking/ Advertisement
Insurance
In store supplies/ Cleaning
Total Start up cost

## Use of Funds- Start-Up Cost



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