

cask

Craft Beer at Your Doorstep

Tim Valentine ♦ Founder

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ETM 562/662 New Venture Management
Spring 2017

Instructor: Dr. Mark J. Ahn

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craft beer at
your doorstep



Cask

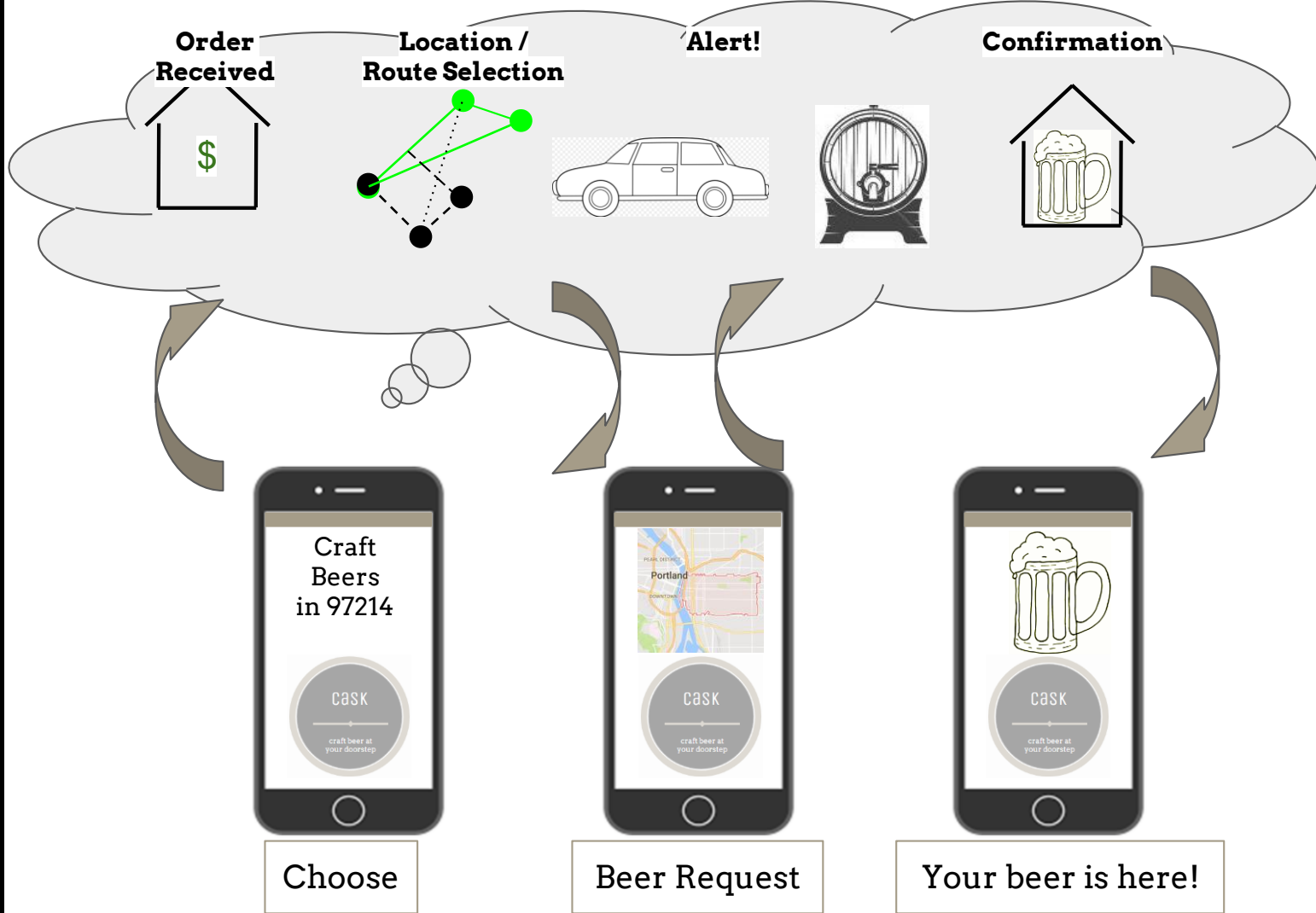
craft beer at
your doorstep

Craft Beer at Your Doorstep

In under an hour

cask

craft beer at
your doorstep



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Business Model

CUSTOMER

\$10 per
delivery
Price of beer

DRIVER

\$6 per delivery

BREWERY

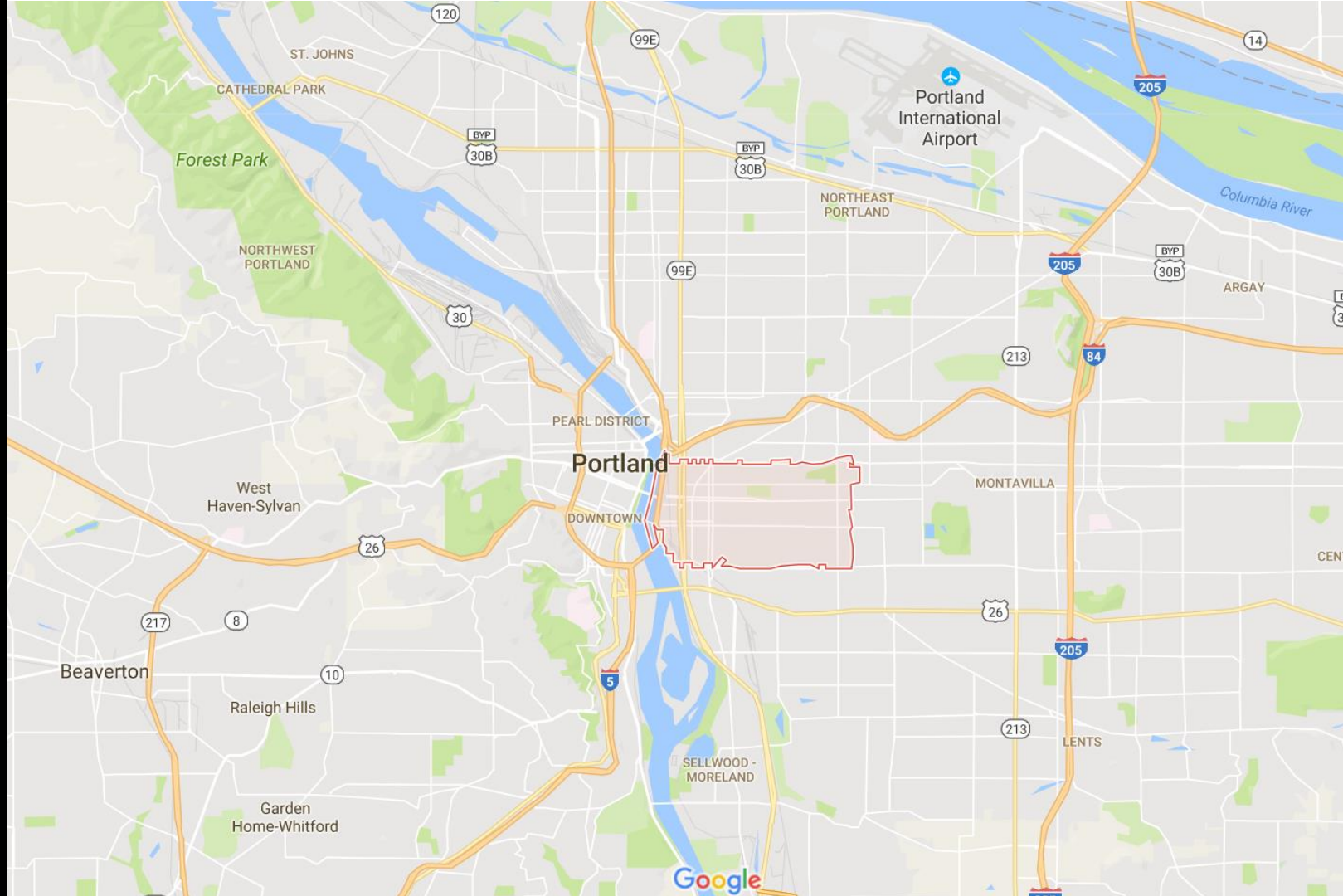
Price of beer

CASK

\$4 per delivery

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Leadership Team

Tim Valentine CEO
Head of IT
Sales Director
CMO
COO

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No.		Key Project Milestones	Projected	
			Estimated Budget	Expected Completion Date
1		App Development	\$100,000	6 Months
2		Market Research	\$250,000	9 Months
3		Test Market SE Portland 97214 Zip Code 11 Breweries serving 24,000 people Goal: 160 drivers	\$500,000	18 Months
4		Portland Metro 100 + Breweries	\$750,000	3.5 Years
5		Major Market Expansion Top 20 Large Markets for Beer	\$15,000,000	5 Years
6		Minor Market Expansion Top 20 Small Markets for Beer	\$10,000,000	7 Years
Total Project Funding			\$26,600,000	

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\$350,000
Twenty Percent



	Year	1	2	3	4	5	6	7	8	9	10	
		2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	% of Sales
Revenues		<u>16.4</u>	<u>199.6</u>	<u>720.0</u>	<u>4,680.0</u>	<u>10,080.0</u>	<u>15,120.0</u>	<u>20,160.0</u>	<u>38,304.0</u>	<u>72,777.6</u>	<u>138,277.4</u>	52.6%
Total Revenues		16.4	199.6	720.0	4,680.0	10,080.0	15,120.0	20,160.0	38,304.0	72,777.6	138,277.4	52.6%
Costs and Expenses												
Cost of Sales		9.8	119.8	432.0	2,808.0	6,048.0	9,072.0	12,096.0	22,982.4	43,666.6	82,966.5	31.6%
Gross Margin		40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	
Research & Development		100.0	166.7	250.0	666.7	5,000.0	1,666.7	1,666.7				4.4%
Sales & Mktg		250.0	166.7	250.0	666.7	5,000.0	1,666.7	1,666.7	10,000.0	10,000.0	10,000.0	4.4%
General & Admin.		0.0	166.7	250.0	666.7	5,000.0	1,666.7	1,666.7	2,000.0	2,300.0	2,645.0	4.4%
Total Costs and Expenses		359.8	619.8	1,182.0	4,808.0	21,048.0	14,072.0	17,096.0	34,982.4	55,966.6	95,611.5	44.6%
Gross Profit		-343.5	-420.2	-462.0	-128.0	-10,968.0	1,048.0	3,064.0	3,321.6	16,811.0	42,666.0	8.0%
Gross Profit		-2100.7%	-210.5%	-64.2%	-2.7%	-108.8%	6.9%	15.2%	8.7%	23.1%	30.9%	
Income Tax		0.0	0.0	0.0	0.0	0.0	314.4	919.2	996.5	5,043.3	12,799.8	2.4%
Net Income (Loss)		<u>-343.5</u>	<u>-420.2</u>	<u>-462.0</u>	<u>-128.0</u>	<u>-10,968.0</u>	<u>733.6</u>	<u>2,144.8</u>	<u>2,325.1</u>	<u>11,767.7</u>	<u>29,866.2</u>	5.6%
Cash Flow												
Beginning Cash		0.0	6.5	86.4	374.4	2,246.4	4,278.4	10,012.0	17,156.8	19,481.9	31,249.6	
Add: Financings/Grants		350.0	500.0	750.0	2,000.0	13,000.0	5,000.0	5,000.0	0.0	0.0	0.0	
Capex					0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Net Income (Loss)		-343.5	-420.2	-462.0	-128.0	-10,968.0	733.6	2,144.8	2,325.1	11,767.7	29,866.2	
Ending Cash		6.5	86.4	374.4	2,246.4	4,278.4	10,012.0	17,156.8	19,481.9	31,249.6	61,115.8	

Beer Tourism Index

Large Metro Areas

Rank	MSA	Brewery Score	Rideshare Score	Air Score	Lodging Score	Total Score
1	Portland-Vancouver-Beaverton, OR	54.4	100	76	34	59.09
2	Denver-Aurora, CO	47.6	100	100	56	58.93
3	Seattle-Tacoma-Bellevue, WA	43.4	100	99	3	50.57
4	Portland-Biddeford, ME	51.3	100	13	29	50.11
5	Colorado Springs, CO	40.1	100	12	88	48.09
6	Santa Rosa-Petaluma, CA	49.8	100	7	22	47.75
7	Spokane, WA	40.2	100	12	68	46.11
8	San Diego, CA	38.2	100	55	32	45.43
9	Madison, WI	39.0	100	12	56	44.08
10	Albuquerque, NM MSA	29.8	100	22	105	43.53
11	Minneapolis-St. Paul, MN	21.0	100	100	72	41.90
12	Grand Rapids-Wyoming, MI	31.8	100	23	69	41.44
13	Durham, NC	25.3	100	45	76	39.84
14	Raleigh-Cary, NC	22.0	100	45	93	39.19
15	Springfield, MA	31.6	50	31	66	36.85
16	Sacramento, CA	23.3	100	30	65	35.81
17	Indianapolis-Carmel, IN	24.1	100	38	46	35.29
18	Boise City-Nampa, ID	28.1	50	20	86	35.25
19	Lancaster, PA	31.7	50	1	76	34.88
20	Fayetteville-Rogers, AR	27.3	50	14	79	34.18

Small Metro Areas

Rank	MSA	Brewery Score	Rideshare Score	Air Score	Lodging Score	Total Score
1	Bend, OR	159.8	0	7	66	119.13
2	Boulder, CO	125.2	100	0	40	101.67
3	Fort Collins-Loveland, CO	104.9	100	1	61	89.65
4	Corvallis, OR	102.6	0	0	74	79.19
5	Missoula, MT	78.8	50	12	90	70.38
6	Burlington-South Burlington, VT	79.3	50	12	35	65.21
7	Asheville, NC	76.1	50	9	36	62.76
8	Flagstaff, AZ	71.7	50	1	49	60.22
9	Great Falls, MT	60.8	50	7	103	58.54
10	Bremerton-Silverdale, WA	50.0	100	0	93	54.28
11	Bangor, ME	52.4	50	10	102	52.88
12	Billings, MT	53.5	50	15	89	52.84
13	Kalamazoo-Portage, MI	53.7	50	3	88	51.67
14	Niles-Benton Harbor, MI	64.7	0	0	63	51.57
15	Ocean City, NJ	42.2	100	0	103	49.86
16	Coeur d'Alene, ID	46.6	100	0	71	49.69
17	Grand Junction, CO	47.1	50	7	108	49.49
18	Columbus, IN	49.3	50	0	97	49.20
19	San Luis Obispo-Paso Robles, CA	56.9	50	3	22	47.30
20	Bellingham, WA	47.1	50	14	78	47.17