

Life Alive Urban Oasis & Organic Cafe



Urban Oasis & Organic Cafe™

FOUNDED: 2004, Lowell MA
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Life Alive is an award-winning chain of organic, vegetarian cafés in the Boston area that honors a triple bottom line philosophy (people, planet, profit). Founded in 2004 in Lowell, MA, the company has grown to 3 units with combined revenues of \$4.2MM and profit margin of 7.3%.

Life Alive serves delicious organic and vegetarian comfort food; 90% of the dishes are vegan. The bold flavors are inspired by Chinese & macrobiotic traditions of health and well-being. The food is cooked to order and homemade, with flash-steamed vegetables and freshly squeezed juices.

Each cafe is designed to be cozy, warm and inviting, with soft edges and materials. All the furnishings are made from recycled wood and other renewable materials. An open kitchen provides transparency, allowing guests to view the raw ingredients that go into their meals as well as how they're prepared, fostering a personal connection between the food, guests and staff.

Zagat 2014 rated Life Alive as one of the "Top 10 Best Restaurants in Boston," as well as one of the "Best Restaurants in America."

“

I like this place so much that my proximity to it is a decisive factor when I consider moving apartments. Wow.

-- Abby B.
LIVE ALIVE GUEST

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INVESTMENT OPPORTUNITY

Life Alive is seeking \$800,000 in bank debt and private investment issued as debt.

The funds will be used to:

- Secure and build-out the 4th unit
- Make enhancements to technology systems
- Provide working capital for the first six months
- Expand the corporate infrastructure

LEADERSHIP & GOVERNANCE

Heidi Feinstein, Founder & CEO
Nutritionist, Therapist

Steve Anderson, COO
35 year Industry Veteran

Franky Descoteaux, CDO
Serial Entrepreneur; Restaurant & Retail

Brett Fermeglia, CPO
8 years at Life Alive, Product Guru

Denise Chew, Interim CFO

Company Growth Strategy

Underlying Life Alive's growth strategy is a core belief in the triple bottom line: People, Planet & Profit. Each phase of development will align with the company's mission and values, and provide a strong foundation for growth while re-enforcing brand integrity. Life Alive will achieve its mission through aggressive, yet responsible growth, which will include the addition of five units in the Boston area, effectively increasing revenues from \$4.2M to \$24M and operating profit from \$1.4M to \$4M in 3 years. The short & mid-term plan for achieving the growth goals include two phases:

PHASE 1: Spring 2015

Expand brand presence with 4th unit and build corporate infrastructure to support Phase 2

PHASE 2: 2015 – 2018

Further Neighborhood Expansion: including Beacon Hill, Back Bay, Brookline, Jamaica Plain, Harvard Square, Providence RI

Financials

Life Alive has grown between 15-20% per year, since its inception in 2004. In 2012, the profit margin was 7.3%, above the industry average of 6%. The Cambridge unit, which has a similar population density, demographic profile and projected revenues to future units, broke even within 3 months and had a 13.6% profit margin in 2012.

The healthy fast causal market segment is gaining as customers nationwide seek healthy food options and companies that are committed to environmentally sustainable business practices. Life Alive is well positioned to take full advantage of this trend and attract the 16M vegans/vegetarians and the additional 100M Americans who have elected to add more plant-based meals to their weekly menu.

In order to reach these goals, Life Alive will need \$800,000 in debt and financing to open the 4th unit, enhance technology, and create robust corporate systems that allow for rapid expansion.

Our Reason for Being:

To make healthy eating possible in a busy world;

To awaken and feed people's sense, thoughts & spirits;

To help people discover their own natural vitality;

To empower people to take responsibility for their own health;

To contribute to and promote holistic sustainability;

To foster a vital community;

To inspire connection;

To spread love & connection.

| REVENUE | 2014 | 2015 | 2016 | 2017 | 2018 |
|-----------------------------|-------|-------|-------|-------|------|
| Revenue (millions) | \$9.5 | \$13 | \$17 | \$21 | \$24 |
| Operating Profit (millions) | \$1.5 | \$2.2 | \$2.8 | \$3.4 | \$4 |
| Number of Units | 4 | 5 | 6 | 7 | 8 |