

Tacocat Business Plan



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I. Executive Summary

Over 95% of farm animals raised in the United States are raised in factories, which focus on profit and greed at the exploitation of animals. Animals are routinely abused and force-fed hormones to make their bodies grow at unnaturally fast rates so that they can be slaughtered earlier. Often these animals' own bones can't support the weights of their bodies and they snap and cause extreme pain and suffering. Almost all Americans agree that animals deserve to live free from abuse and cruelty, so why as a community are still continuing to eat meat? Perhaps because it's easy, affordable, and quite frankly tastes delicious. But what if there was a place where you could get a quick delicious, affordable, Meat and Dairy free meal? And better yet, what if this place was decorated by local artists and gave 5% of its income to a local animal shelter? Enter Tacocat.

Tacocat is a Mobile Food Truck located in Nyack NY, that is decorated by local artists, gives 5% of its income to the Hudson Valley Humane Society, a local no-kill animal shelter, and it 100% vegan. Tacocat was created to give consumers a place to eat where they can enjoy guilt free eating. Tacocat gives tacos to you and cash to cats.

Our customer base is everyday people who enjoy giving back to their local animal community, and viewing cool art. We are conveniently located between the Nyack Hospital and Nyack Alternative School, giving us a solid flow of foot traffic. We also are open late nights Friday, and Saturday to capitalize on Main Street Nyack's busy night life.

II. The Company

Who are we?

Tacocat is a Mobile Food Truck that serves vegan tacos, employs local artists, and raises funds for the Hudson Valley Humane Society, a local no-kill animal shelter. We are a benefit corporation that donates 5% of its proceeds to the Hudson Valley Humane Society. In addition to making charitable donations to the Hudson Valley Humane Society, we hire photographers monthly to come take pictures of cats which we will feature on our truck. We are doing this with hopes of increasing the placement odds of these cats.

Mission Statement

To feed hungry people and cats, both spiritually and physically.

Company Goals

Taco cat aims to become a leader in the vegan food industry, and to open up its own merchandise line. In addition to our financial goals, we aim to one day provide artists with a venue where they can showcase their work as a means of catapulting their careers. I.E. being selected to paint our truck would have the ability to help further an emerging artist's career.

Business Philosophy

We believe a successful business is one that involves the community in its creation and helps to make the world a better place. We also believe that transparency and honesty are essential in creating a business that will stand the test of time. At Tacocat all employees will know the wages of everyone in the company, and the amount we



donate to charity will be posted on our website. In addition to this, a list of our ingredients will be made readily available, with caloric counts for all of our items to be posted on our website. The public will also have easy access to knowing the source from which we acquire our food. In short if anyone wants to know anything about us, we will gladly tell them, because a strong business is a business with nothing to hide.

Target Audience

Taco and Animal Lovers. We're looking to market our Tacos to people aged 16-40 who want to buy from an aesthetically pleasing company that is also morally responsible. We're also marketing to people who want to eat damn good tacos.

Mobile Food Truck Industry

The mobile food truck industry brings in 2 billion a year, with a growth rate of 7% per year, as opposed to brick and mortar restaurants who are growing at 2% per year. There are currently 4,000 mobile food trucks in the USA, employing about 15,000 people. Studies say that within five to ten years the mobile food truck industry will become oversaturated, since it is an easily accessible industry. This means that it would be wise to open our truck sooner rather than later. However, since we are a vegan food truck, we do have a niche that would allow us to break into the market if oversaturation does occur.

Vegan Food Industry

In the year 2017 vegan food products have seen an increase of 20%, while the percentage of people who are following a vegan diet has increased by 1% in the united states. While an increase of 1% may not seem monumental, it jumped from 2%, to 3% which that it is an increase of 150% in the total population of vegans. Also, studies show that people who consume meat are starting to buy more meat and dairy free alternatives in order to try and live a healthier lifestyle.

Strengths and Weaknesses

Tacocat's main strengths are its uniqueness, its management team, and its memorable branding. Our weakness lies in not being located in a huge region and having a rather shallow pocket when it comes to initial capital. Our solution to this will be to travel to as many food festivals as possible, and by capitalizing on the large day events Nyack has that draws in outside people. These events include Nyack's Halloween Parade, and their weekly summer farm stands.

Tacocat will succeed because of its ability to solve the problem of, where can I get food that I won't feel guilty about after eating? Whether this guilt comes from animal cruelty, or healthiness, Tacocat has you covered. Our founder, Alexander Kanter, brings a long life of vegetarianism, and a master's degree in Arts Entrepreneurship to the table. This will allow him to navigate the entrepreneurship world successfully. Also, on our team we have a very strong graphic designer with a popular Instagram account, and a fry cook with over a decade's worth of experience both managing and cooking for food service establishments.

Artist Involvement – Truck Painting

Tacocat will hire local artists to paint the Truck biannually for a rate of \$2,500. We will have an open submission policy to everyone located in Rockland County NY. The submission process will include submitting a Cover Letter, Resume, and Portfolio. Artists can apply online at our website, and our Owner and Co-Owner will review all materials and select a candidate. Artists who weren't selected will be encouraged to reapply next time. Once an artist is selected, they will be required to come up with two different themes in which they would like to paint the truck. An example would be a desert theme, and a rainforest theme. The artist will give a



description of both of these themes and these descriptions will be uploaded to our website where the community will then vote on the theme they prefer. The theme with the most votes will be selected, and the Artist will paint the truck in that style. In addition to painting the truck, the artist is expected to take a small sampling from their painting that will be used to create merchandise. Artist's will be required to sign a contract relinquishing their copyrights to Tacocat, and it will specify that all work created is work made for hire.

Artist Involvement – Photography

Photographers will be hired monthly to take photographs of cats in the Hudson Valley Human Society. Tacocat will then upload the entire shoot to their website and the community will vote on their favorite photo. This photo will be featured in our Truck on a poster saying Kitten of the Month. Tacocat will have a rolling open submission policy similar to our Truck Painting submission. Photographers will be paid at a rate of \$250 a shoot. Photographers will also be required to sign a contract relinquishing copyrights to Tacocat and specifying that all works created are works made for hire.

Legal Form of Ownership

Tacocat will incorporate as a benefit corporation. We will make sure that our social bylaws are clearly defined so that there will be no problems when we do our annual reports. When filing as a benefit corporation we will need to the statement “The corporation is a benefit corporation under Article 17 of the Business Corporation Law.”, in addition to including a statement of our “public service benefit” This statement will read as follows. Tacocat is committed to the public by donating 5% of our income to the Hudson Valley Humane Society. We also take monthly photographs of cats from this shelter in order to raise awareness for these animals and increase placements to qualified homes. Within 120 days of each fiscal year we will file our annual report as mandated by the Department of State. This form will include a white cover sheet (“backer”) that sets forth the document’s title and the name and address of the individual to whom the receipt for the filing should be mailed. Our incorporation and bylaws will be reviewed by counsel so that we can be assured there will be no problems later down the road.

III. The Product

Service

Tacocat sells vegan tacos and cat merchandise to the local community. Our Tacos are low in sodium and low calorie. Tacocat offers different meal options based on how hungry the individual is, and a variety of toppings to customize your taco experience. In addition to selling tacos, Tacocat will also sell Tacocat merchandise. Our Merchandise will be created by artists taking sampling from their work from the Taco Truck. In addition to our merchandise creation, we will choose one photo from that session which will become our Kitten of The Month. (Kitten of The Month will also be displayed on our website)

Experience



Tacocat is unique experience that offers food that is not only 100% vegan, but also gives back to the local community. We provide jobs for artists, and funds for shelter animals. This is a quick aesthetically pleasing, healthy, dining experience that allows customers to enjoy guilt free eating.

Menu

Tacocat will offer a simple menu that will allow for us to create the most amount of meals in the shortest amount of time. This will be crucial for when Tacocat is at Food Festivals.

Each of our meals comes with tacos, a side of rice, and a beverage of your choice.

\$10 Small Paw – Two Tacos, Side of Rice, Water/Zero Calorie Soda. Cost to make \$2.56

\$12 Medium Paw – Three Tacos, Side of Rice, Water/Zero Calorie Soda. Cost to make \$3.19

\$14 Huge Paw – Four Tacos, Side of Rice, Water/Zero Calorie Soda. Cost to make \$3.82

IV. Market Analysis

Market Research — Why?

Tacocat is spending time on Market Research to answer two primary questions. Who will be the primary consumer of Tacocat? And how does this audience look, feel, and act? The answers to these questions, which will be outlined through the information below, will help Tacocat navigate it's demographic, and position it towards a favorable marketing position, once its doors open.

Market Research — Primary and Secondary

Primary Research: Tacocat has discussed financials with a successful Taco truck and looked into the people they sell to and the amount of sales that they produce. We spoke with Dave Atwell Co-Owner of Desperados and found out his primary audience is aged 25-50 who are festival goers. Tacocat operates in a similar capacity to desperados, however, since our tacos are vegan, our age group will probably be a little younger than a traditional taco truck. (20-40)

Secondary Research: According to Michigan State University consumers aged 18-34 are the most likely to buy food from a food truck. With people aged 35-44 as the next most likely to consume products from a food truck. In addition, millennials are wanting to experience new foods and dining experiences the fit with a go on the go consumption lifestyle. Food trucks are tailor made to fit the needs of millennials, since they provide a unique dining experience that caters to an on the go consumption culture.

Economics

Nyack Economics:

- Nyack has a total population of 7,000, with surrounding towns West Nyack, and Upper Nyack having a combined population of 5,000. This means that there is an immediate population of 12,000 in Nyack that will be



who we are targeting our sales to. In addition to the population of Nyack, Nyack Hospital also employees 200+ employees, and there is a vibrant nightlife in Nyack that attracts outside towns as well.

- Zero Food Trucks in Nyack, however there are Mexican, Vegan, and Quick Bite Restaurants in the area. In the Mexican department there is Harry's Burritos, Casa De Sol, and El Rey Del Pollo. Casa de Sol, and Harry's Burritos are quick bite establishments, while El Rey Del Pollo is more of a traditional upscale Mexican restaurant. In the vegan food department there is Nyack Main Essentials, which is a vegan Caribbean style restaurant which has been in business for over 5 years. This is important information because it shows that a Vegan Restaurant can survive in Nyack. Lastly in terms of quick bites, there is Turiello's Pizzeria. Turiello's pizzeria is open for lunch and caters to the nightlife in Nyack as well. We are viewing all of these restaurants as our primary competition.
- There are little food establishments in Nyack that cater to a lunch crowd, and the nightlife crowd. The biggest competition we would face would be from Turiello's Pizza, who is located centrally to main street, and stays open until 12 am. Tacocat will also be located on Main Street.
- The mobile food truck industry brings in 2 billion a year, with a growth rate of 7% per year, as opposed to brick and mortar restaurants who are growing at 2% per year. There are currently 4,000 mobile food trucks in the USA, employing about 15,000 people. Studies say that within five to ten years the mobile food truck industry will become oversaturated, since it is an easily accessible industry. This means that it would be wise to open our truck sooner rather than later. However, since we are a vegan food truck, we do have a niche that would allow us to break into the market if oversaturation does occur.
 - Metropolitan Area Growth as per Kaufman Report. Rank 32 out of 40 for metro startup growth. 79.29% How much startups have grown after five years. 1.02% of companies go on to scale up to fifty plus employees. 75 companies went on to making more than 2 million a year.
 - Population 15,000 Average Age 41.4 Per the 2010 census. Since the Tacocat Truck serves Vegan food which is trendy with an earlier age demographic it's important to note that the average age is slightly high in Nyack. However, I think the appeal of helping local cats will draw in a more diverse age range.

Scalability

Tacocat will open up a Brick and Mortar restaurant and can become a nationally recognized brand. With this we can assume that our clothing line will also scale as well. We can see a world where Tacocat is the premiere location for a quick vegan bite, and for cool artistic vegan clothes. While this is a possibility for the future, Tacocat wants to focus on the immediate, as we wouldn't open up a Brick and mortar establishment for quite some time.

Customer's View of Product

Tacocat offers a good tasting Taco, that is linked to a positive change in the community I am a part of. Their business is extremely transparent, and I have full trust in the company. Whenever my family is in town, I want to take them to the Tacocat stand so they can see how cool the truck is. I even helped to choose the theme of the truck design. For me, Tacocat often feels similar to a hip museum.

After Sales Services

While consumers are waiting for food, we will ask them if they would like to sign up for our email list. From



here we will send customers promotions regarding our merchandise and Tacos. In addition to this ,we will also have an extremely active Instagram that will show patrons eating our Tacos, and photos of kitties from local animal shelters.

Competition

El Cunao – Deli in Nyack that serves Tacos. Not much of a concerted branding effort. El Cunao competes with Tacocat by being another Taco joint in the immediate area. While they are not a food truck, nor do they offer any vegan options, they are still a Mexican restaurant in the immediate area. Tacocat differs from El Cunao by offering vegan options, having longer hours, and being artistically decorated. We also will sell merchandise and have a social cause. <https://www.instagram.com/explore/locations/287951558222686/el-cunao-deli/?hl=en>

Harry’s Burritos – Taco place on Main Street in Nyack. Harry’s does have some vegetarian offerings and will be one of our biggest competitors. While there are few vegan options at Harrys, they do have a few options. Tacocat differs by being exclusively vegan, artistically minded, and having a social cause. <http://www.harrysburritos.com/harrys-nyack-menu.html>

Casa de Sol – Latin style cooking in Nyack offering salsa dancing and music classes. Artistically centered Latin restaurant located in Nyack. Food is organic and homemade, while not vegan. This is the closest to Tacocat that there exists in Nyack, as it is a fusing of both art and food. Tacocat differs by being more focused on visual art instead of performance art and having a younger hipper vibe to it. Casa de Sol is more upscale then Tacocat and the pricing on their menu is way more expensive than that of Tacocat. <https://www.casaofnyack.com/>

Cinco de Mayo Nyack – No Website, taco place. More upscale Mexican restaurant in Nyack. They aren’t a main competitor for Tacocat since they are upscale and cater to an older demographic. However, it is still important to list them for competitive purposes, and they don’t have a website. How do you not have a website in 2018? Just an aside.

Nyack Main Essentials- Vegan food spot in Nyack, Rastafarian design. Nyack’s only all vegan restaurant. Offers lunch time cuisine and is very well decorated. Food is of the Caribbean style. Pricings are comparable to Tacocat’s, we differ in that there is a social cause behind our food, and we offer faster meals. <http://nyackmainessentials.com/>

Niche

Tacocat is the only place in Nyack that offers fast Vegan cuisine that is backed behind a social cause. Consumers can feel good knowing that a portion of their money is going to be used to help the local animals in their area, while also knowing that the food they are eating is 100% cruelty free. Also, all of our to-go containers, and silverware are 100% biodegradable offering a piece of mind for the environmentally conscious as well.



V. Marketing Strategy

7,000 Dollars for a six-Month Campaign

Steps 1-3 Month 1-2

First Step – Target Audience (Free)

Identify our target audience. Since we are situated in Nyack, we are looking at selling Tacos to the people who live in Nyack and local areas. The place that gets the most foot traffic in Nyack would be between the Nyack Hospital, Nyack Alternative school, and Main street. When Tacocat opens it will set up in a location that is accessible by foot of these three locations. The hospital and the school are across the street from each other and ¼ mile off of main street. The demographic of this foot traffic is from 14-50, middle class, diverse background.

Second Step – Logo Creation and Branding (100 dollars)

Now that we've identified our Target audience, we are going to work on creating our Tacocat logo and brand. Tacocat is a unique and quirky company, that is going to be branded through a 90's esque style. Our logo features a cat riding a Taco skateboard, and our slogan is "Tacos for you, Cash for Cats." We are going to hire a graphic designer to create our logo with our slogan attached to it for the price of 100 dollars.

Third Step – Make Promotional Video (500 Dollars)

Now that we have our logo and target audience, we are going to pick an animal shelter to partner with and have an original photoshoot with animals from that shelter, that we will then use in our promotional video. This video will explain what Tacocat is and how it operates, and will also show pictures from our photo shoot, that will be used to create merchandise as rewards for our Kickstarter campaign.

Step Four Month 2-5

Fourth Step – Launch Crowdfunding Campaign and Social Media Campaign (1,400 dollars)

Crowdfunding campaign will be launched using the promotional video that has been filmed, and the logo. The crowdfunding campaign will be launched on the Kickstarter platform and will talk about what Tacocat does (serves tacos and donates 10% to animal shelter), where its located (Nyack), and who it aims to serve (People aged 14-50 who work in Nyack, attend Nyack schools, or are visiting family members at the Nyack hospital). While the campaign will be free to launch on the kickstart campaign, we will use the 1,4000 dollars to pay for our content to be sponsored on Facebook, and Twitter, so that it reaches a wider audience.

Step 5 Month 5-6

Fifth Step – Print Ad Campaign and Fliers (2,000 dollars)

While the crowdfunding campaign is going on and nearing its completion, we will invest money into advertising in local newspaper Rockland County Times, and create fliers stating that the Tacocat is opening soon! These fliers and print ads will explain who Tacocat is and will let the community know when our communal painting is scheduled to happen. Money will also be put into social media promoting the community painting that is scheduled to take place during month six.

Step 6 Month 6

Sixth Step – Community painting of Truck (3,000 dollars)



Have a day open to the public where they can paint the Tacocat Truck with guidance from our head artist. Everyone who participates in the local painting will receive coupons for Tacocat when it opens giving them discounted meals. Money will continue to be put into social media, print ad, and fliers. 1,000 for lead artist, 1,000 for paint equipment, 1,000 for social media, print and flier expenses.

VI. The Operating Plan

Business Hours for Public

Monday-Thursday 11AM-7PM

Friday-Saturday 11AM-12AM

Typical Operating Day

Tacocat operates from 9am to 8:30PM Monday-Thursday, and 9am to 1AM Fri-Saturday. On typical business weeks Tacocat would not be open on Sunday's. This would only change if we had a catering gig, or a food festival gig. On typical weeks Tacocat is strategically positioned on Main Street, within proximity to the Nyack Hospital, and Nyack Alternative School. During a typical work day, the Truck will be driven to its destination at 9:30AM. From here we will begin cooking food and preparing for our 11 am opening. We will set everything up at the Food truck and sell food until 7PM. At 7PM we break down the truck, clean up, and then at 8:30 the truck is driven home. On Weekends we will serve food until 12AM, where we will then break down the truck, clean it, and drive it home.

Production

Food will be prepared in the Tacocat Truck 90 minutes before opening. A large quantity of Taco Tofu will be produced during this time period to get us through the lunch portion of the day. Then between the slower hours of 3-4:30, we will cook the second batch of tofu for the dinner rush. (If need be)

Preparation

Start cooking 18 cups of Rice. While the rice is cooking 12 blocks of tofu are pressed to have the water removed from them. Then we combined our signature spices and flavors into a huge mixing bowl. Tofu is then crumbled into the mixing bowl and tossed so that all tofu is evenly coated. Place crumbled tofu on baking sheets and put in oven to cook for 35 minutes. When Rice is finished cooking add signature spices to make it into yellow rice. After tofu is done cooking return to seasoning bowl and add Salsa! From here put Rice and Tofu into heated storage and clean down work stations. Now we have 60 servings of Rice and 180 worth of materials to make tacos! When Tacocat will be serving at a food festival, a commercial kitchen will be rented out so that larger quantities of food can be prepared.

Location

Tacocat will be located in Nyack on Main Street at the corner of N Midland Avenue. This is because it is in close proximity to the Nyack Hospital, Nyack Alternative School, and will still get all of the normal foot traffic of people on Main Street! Permits for this area are only \$100 a year, and parking would need to be approved by the Rockland County Board.



Legal Environment

- Permit needed for Food Truck from Rockland County. Cost is \$210 a year.
- Food Handling certification will be obtained as well as Choke certification.
- Permission to park food truck would need to be granted by the Nyack Village Board
- Food Truck Insurance, also known as Business Owner's Policy (Quoted at 500 a year), Commercial Vehicle Insurance (Quoted at 2,000), Workers Compensation (Quoted at 1,5000 a year)
- Trademarks for Tacocat will be filed independently, as well as copyrights for works of art created.
- When art is commissioned there will be a clause saying independent artists relinquish their copyrights to Tacocat, so that no potential copyright issues will arise.

Personnel

- 4 Employees. 2 Owners, 2 Kitchen Staff
- Unskilled
- Carlos will lead the application process for kitchen staff, job postings will be listed on major websites. Indeed, Craigslist, LinkedIn
- Highly qualified partner with a decade's worth of Food Industry
- 40k a Year for Owners, 15/Hr. for Kitchen Staff for first year. Profit will be split between Owners
- Carlos will lead in the training of Kitchen Staff
- Alexander Kanter does Marketing, Artistic Endeavors, Mans Food Truck, and Chef. Carlos is in charge of hiring process, training kitchen staff, manning food truck, and working as a chef.

Inventory

Inventory will be checked nightly as part of the closing routine, and all orders that need to be placed will take place in the morning. A checklist of how all items, and how long they take to be delivered will help to ensure that there is never any shortage of supplies. In the case of emergency that we run out of certain supplies, Tacocat will run to the nearest BJ's or Costco, and pick up those supplies. Lettuce will be purchased daily from local grocery store to ensure that a fresh supply will always be on hand.

Suppliers

Identify key suppliers:

- Foodservice Direct, Hodo, Spices INC, Webstaurant Store, All Bulk Foods
- Tofu, Rice, Cheese, Paper Supplies, Sodas
- Credit Card Payment
- Recommended by multiple food truck owners with exception of Hodo. Hodo is the only bulk tofu supplier Tacocat could find at a reasonable price. The other websites offer Bulk tofu but at twice the cost.



VII. The Management Team

Chief of Daily Operations – Alexander Kanter

Makes sure that day to day operations are running smoothly. In charge of contracting with local artists, graphic designers, and placing orders for inventory. The Chief of Daily Operations is also responsible for managing social media accounts, and marketing. They also act as front of house for the Taco Truck during normal operating hours and will assist in the regular day to day operations of a food truck. This includes counting end of day tips, making financial deposits, and directing donations to animal shelter.

Director of Food Services – Carlos Urrutia

In charge of staffing Tacocat and creating the employee's schedules. The director of Food service will process all payment for employee's and acts as the primary chef during normal operating hours. They are also responsible for training all staff and making sure that they are knowledgeable in the daily operations of a food truck.

Truck Crew – T.B.A.

Responsible for helping to create a successful day aboard the Taco Truck. They are in charge of cleaning, assembling food, and providing exceptional customer service. Crew members should have a positive attitude and a love for animals.

VIII. Start-Up Expenses and Capital Formation

Cost

Tacocat will have an estimated startup cost of 100,000. This money is going to be used to cover the first two months of operation, and to purchase the Tacocat Truck. This will ensure that we will have enough capital to cover our initial expenses should we happen to have a rocky start, and our expenses are outweighing our income. It is always best to be prepared for the worst.

Capital Formation

Tacocat will secure the funds needed for startup through a variety of different methods. These methods include, Crowdfunding, Traditional Business Loans, and Personal Contribution. Tacocat's owner, Alexander Kanter, is going to put 10,000 dollars of his own funds behind Tacocat. With that money in place Tacocat will launch a Kickstarter campaign with the goal \$25,000. In the instance that the Tacocat Kickstarter is extremely successful there will be stretch goals so that more money can be obtained. These stretch goals will include, buying a more extravagant truck, covering for the cost of an artist to decorate the Tacocat Truck, and helping out with the first order of food for Tacocat. In order to generate buzz for the Tacocat Kickstarter a promotional video will be made showing what Tacocat aims to be and showing awesome pictures of local cats. Once funds are received from the Kickstarter campaign, Tacocat will seek out a traditional loan to cover the rest of the startup costs. By doing it in this order we will make Tacocat a stronger applicant for traditional business loans since we will have a healthy bank account to show.



IX. Finances

Extensive research has gone into finding the cost of these items. The items represented below are at median values. This means that they are not the cheapest nor the most expensive of these products. This is to represent the true cost in an everchanging market.

Food Costs

Tofu - \$20 for ten pounds. Each lb can make 8 Tacos. 50 cents per Serving <https://hodo-soy.myshopify.com/products/tofu-bulk>

Daiya Cheese – \$116.95 for 15 lbs of Vegan Cheese. .5 oz of cheese per taco. Will make 480 Tacos. 48 cents per serving. <https://www.foodservicedirect.com/daiya-cheddar-style-shreds-5-pound-3-per-case-2963960.html>

Rice – \$39.95 for 50lbs of white rice. 2 Ounces Per Serving. Yields 800 Servings. 5 cents per serving <https://www.foodservicedirect.com/producers-rice-extra-fancy-long-grain-rice-50-pound-1-each-180104.html>

Taco Shells - \$38.95 for 200 Shells 38 cents per serving <https://www.foodservicedirect.com/mission-foods-large-yellow-corn-taco-shell-6-inch-25-per-pack-8-packs-per-case-181890.html>

Garlic Powder – \$136.95 for 25lbs. \$.004 per serving. Will last 2 years.

<https://www.foodservicedirect.com/spice-classics-garlic-powder-seasoning-25-pound-1-each-1933484.html>

Tumeric Powder - \$24.95 for 25lbs. Will last 2 years \$.001 per serving <https://www.spicesinc.com/p-33-turmeric-powder.aspx>

Onion Powder - \$114.57 for 25lbs. Will last 2 years. \$.003 per serving <https://www.spicesinc.com/p-66-california-onion-powder.aspx>

Chili Powder – \$246.43 for 25lb. Will last 2 years. \$.01 per serving. <https://www.spicesinc.com/p-7564-organic-san-antonio-chili-powder.aspx>

Salt - \$13 for 50lbs of salt. Will last 2 years \$.0005 per serving <https://allbulkfoods.com/50lb-Table-Salt-Iodized/>

Pepper - \$185.51 for 25 lbs of pepper. Will last two years \$.005 per serving <https://www.spicesinc.com/p-4529-ground-black-pepper-fine-grind.aspx>

Salsa – \$105.93 for 1,488Tacos 14 cents per serving <https://www.webstaurantstore.com/dei-fratelli-medium-salsa-1-gallon-jug-case/125SALSA41G.html>

Vegetable Bouillon – \$90.57 for 1,056 cups worth of bouillon. 2,112 servings of rice. 4 cents per serving <https://www.foodservicedirect.com/knorr-select-vegetable-base-1-82-pound-6-per-case-21375910.html>

Shredded Lettuce - \$3 dollars for 32 Oz. Pick up at BJ's or Costco every third day. .5 oz per Taco. 8 cents per serving <https://www.samsclub.com/sams/taylor-farms-shredded-iceberg-lettuce-2-lb/prod4750211.ip>

Vegan Butter - \$52.95 for 96 ounces. Half an ounce per serving of Rice, 192 Servings. 27 cents per serving <https://www.foodservicedirect.com/earth-balance-vegan-buttery-stick-16-ounce-6-per-case-21389133.html>

Seltzer – \$9 for 32. 28 cents per serving <https://www.bjs.com/product/polar-seltzer-variety-pack-32-ct12-oz/3000000000000502636>

Water –\$5.50 for 40. 13 cents per serving <https://www.bjs.com/product/poland-spring-natural-spring-water--40-pk--16-9-oz-/3000000000000388043>

20.5 cents is the average between drinks per serving which is the number we will use for this mock up.



To Go Containers – \$318.8 for 2,000 containers. 16 cents per serving. <https://www.webstaurantstore.com/ecochoice-9-x-6-x-3-biodegradable-compostable-sugarcane-bagasse-2-compartment-takeout-container-case/395TO962.html>

Forks – \$218.4 for 6,000 forks. 4 cents per serving <https://www.webstaurantstore.com/eco-gecko-heavy-weight-disposable-wooden-fork-case/175GWP201.html>

Napkins – \$144.90 for 10,000 napkins. 8 cents per serving at nine napkins a serving <https://www.webstaurantstore.com/choice-10-x-10-burgundy-2-ply-customizable-beverage-cocktail-napkin-case/5002BNAPWN.html>

Cost Per Meal

\$2.57 is the cost per each small paw meal prepared. When doing some industry research, on average you want your food cost to be about 25-35% of the meal served, which is exactly where Tacocat is. Our profit percentage goes down slightly for medium paw, and big paw meals as it costs us 70 cents to make a taco.

Salary Structure

Owners will be salaried at 40k per year. Full time Employees will be compensated at a rate of \$15/Hr. for the first year and then \$17/Hr. for following years.

Benefit Structure

Five percent of sales will be donated to a local not-for-profit animal shelter. These funds will be deposited into a separate safe in the Taco Truck after each night and will be deposited weekly into a separate bank account. On the 14th of each month funds will be donated to the local animal shelter. According to our Pro Forma budget we predict that we will raise \$43,580 for cats in a three-year time span.

Profit

Tacocat is expected to make a profit of \$37,000 dollars over the course of three years. This money will be used to pay off loans, and in the future profits will be split amongst owners at a 50-50 ratio. The \$37,000 profit is calculated after donations to local animal shelter, and minimum loan payments. This amount was found using a gross under exaggeration of numbers and sales so that Tacocat could be realistic and prepare for the worst. Tacocat sells meals at three different price points and when coming up with this number we figured sales only using the cost of the lowest meal, so this number could be much higher, but we are confident it won't be lower than \$37,000.



X. Appendices

Budget

Income	Project/Program 1	Management/General	Fundraising	Marketing/Advertising	Total	Notes
Food	182,000				182,000	Based off of selling 350 meals a week at .10 dollars
Merch	3,600				3,600	144 shirts sold at 25 a pop
Food Festivals	45,000				45,000	Three Festivals a Year, 1,500 meals sold per festival at \$10
Loan	75,000				75,000	
Crowd Funding	25,000				25,000	
Total	330,600	-	-	-	330,600	
Expenses						
Salaries	173,600				173,600	Three employees at 15hr, 40 hr week Me and Business Partner Salaried at 40K
Food	46,592				46,592	896 a Week For Food
Benefit Donations	11,530				11,530	Five percent of Profit Donations
Food Truck	50,000				50,000	
Artists Fees	6,000				6,000	Three paintings of truck at 2,000
Photographer Fees	3,000				3,000	12 Photo Shoots at 250 Each
Gas	10,400				10,400	200 a week for gas
Insurance	5,000				5,000	General Liability Insurance, Business Owner Policy, Commercial Auto, and Workers Comp.
Marketing	5,000				5,000	
Permit	210				210	
Crowdfunding Rewards	1,000				1,000	Creation of merchandise to give as rewards
Shirts	1,008				1,008	7 Dollars A Shirt x 144
Total	313,340	-	-	-	313,340	
Breakout: Start-Up Costs						
Expenses						
Food Truck	50,000				50,000	Year One Analysis - Profit of 17,260 for the first year. Startup costs are projected for the first two months of operation.
Artist Fees	2,000				2,000	
Photographer Fees	250				250	
Food	7,200				7,200	
Insurance	5,000				5,000	
Permit	210				210	
Salaries	30,000				30,000	
Crowdfunding Rewards	1,000				1,000	
Marketing	5,000				5,000	
Total	100,660				100,660	
		17,260			17,260	



Income	Project/Program 1	Management/General	Fundraising	Marketing/Advertising	Total	Notes
Food	265,200				265,200	Base off of selling 5,000 meals a week at 50 dollars
Merch	7,200				7,200	288 shirts sold at 25 a pop
Food Festivals	60,000				60,000	Three Festivals a year at 1,500 meals sold per festival
Total	332,400	.	.	.	332,400	
Expenses						
Salaries	186,000				186,000	Three employees at 17/hr, 40 hr weeks Owners salaried at 4k
Food	67,892				67,892	1,315 a Week For Food
Benefit Donations	16,620				16,620	Shared Kitchen space at 500 a month
Artists Fees	6,000				6,000	Three paintings of truck at 2,000
Photographer Fees	3,000				3,000	12 Photo Shoots at 250 Each
Gas	10,400				10,400	200 a week for gas
Insurance	5,000				5,000	General Liability Insurance, Business Owner Policy, Commercial Auto, and Workers Comp.
Permit	200				200	
Loans	17,400				17,400	75,000 Small Business Loan at 6% interest
Marketing	5,000				5,000	
Shirts	2,016				2,016	7 Dollars a Shirt x 288
Total	319,628	.	.	.	319,628	



Potential Liabilities and Legal Checklist

Potential Legal Liabilities

Copyright: Tacocat could possibly face some potential problems concerning Copyright over pieces that Tacocat commissions from Independent artists. These pieces include photos and murals. In order to avoid confusion here Tacocat will be sure to draft a thorough contract with independent artists, stating explicitly that upon completion of their work they are transferring all of their copyrights to Tacocat, and no longer control any copyright. All art will be contracted as a work-made-for-hire. In order to make sure this is done properly, Tacocat will hire a lawyer to review the contracts that they will be using. Copyright will be filed independent of counsel. In this usage and for the rest of the document the term counsel will refer to a lawyer.

Digital Copyright: In terms of Digital Copyright, Tacocat doesn't necessarily operate in the digital world, however, we will be uploading our copyrighted material to Instagram. We will not actively seek litigation over using our images in the social media world. The main reason Copyright is a concern for us is when it comes to selling merchandise and making sure that Tacocat receives 100% of funds from merchandise sold. If people want to spread the image of our shirt, as long as it doesn't impede our sales, they are more than welcome. We will determine whether or not it impedes our sales by determining if they are trying to sell their own good through the usage of our copyrighted materials. We do know that by not actively protecting our Copyright against everything it could lower our case in case we ever do need to seek out litigation, but that is a risk we are aware of and operating in spite of.

Trademark: Tacocat is not Trademarked as a Mobile Food Truck, however it is in the registry as a restaurant. In the future this may be a problem if Tacocat seeks to expand beyond just being a mobile Food Truck, however, in the short term it isn't a problem for both Apparel, and Mobile Food Truck, which are our immediate industries. Should a problem arise we will seek counsel to see how this issue can be resolved. We will have an argument based on our geographical location being located far from the owner of the original trademark. They are located in Georgia and are filed under southeastern foodservice. Trademark will be filed independent of counsel.

Negotiations as Consumer: When Tacocat is at the stage to purchase equipment, food, its truck, we will evaluate our BATNA and our opponents BATNA in order to get the best deals possible. We understand that the most important thing when it comes to a negotiation is being prepared. If there are instances where we would have to finance, rather than outright purchase, we will have the terms and conditions looked over by a lawyer so that we're not signing our life away. In addition to purchasing equipment we may also need to take out a loan from a bank, terms of the loan will be looked at thoroughly, and if they seem complicated will be reviewed by a Lawyer.

Negotiations as An Employer: There will need to be contracts signed with independent artists, and employees. These contracts will be negotiated with qualified applicants. These applicants will not be discriminated against. In order to avoid litigation, we will follow best practices and refrain from social media searches, not ask for any passwords, not look into credit, be consistent across all applicants, and document any content in which we base a hiring decision. We will also be up to date with minimum wage laws, and laws governing when employees need breaks. Understanding these laws will allow us to enter negotiations informed and able to form legal contracts. Employees will all start at the same amount of pay, and there will be a clear scale of how employees' wages increase over the years. This will help us in case any discrimination claims are made. In terms of independent contractors, we will have them sign a contract, approved by a lawyer, that clearly outlines our relationship is that of an independent contractor and employer relationship. All contracts will be reviewed by counsel.

Incorporation: Tacocat will incorporate as a benefit corporation. We will make sure that our social bylaws are clearly defined so that there will be no problems when we do our annual reports. When filing as a benefit corporation we will need to the



statement “The corporation is a benefit corporation under Article 17 of the Business Corporation Law.”, in addition to including a statement of our “public service benefit” This statement will read as follows. Tacocat is committed to the public by donating 5% of our income to the Hudson Valley Humane Society. We also take monthly photographs of cats from this shelter in order to raise awareness for these animals and increase placements to qualified homes. Within 120 days of each fiscal year we will file our annual report as mandated by the Department of State. This form will include a white cover sheet (“backer”) that sets forth the document’s title and the name and address of the individual to whom the receipt for the filing should be mailed. Our incorporation and bylaws will be reviewed by counsel so that we can be assured there will be no problems later down the road.

Permits & Insurance: Tacocat will file for a mobile food service permit with Rockland County NY and will file for all other permits necessary for operating in other counties during food festivals. These permits and processes will be reviewed by legal counsel. Rockland County, NY, has a \$210 permit application for operation. In addition, our food truck will be insured with both General Liability Insurance, Property Damage, Workers Compensation and Commercial Vehicle Insurance. Upon research these are the insurances needed to operate a mobile food service establishment in Rockland County, NY.

Food Storage & Handling: Tacocat will have a prominent sign located in our truck stating that all employees must wash their hands before handling food. This will be enforced by making it a routine for all work members to wash their hands at the start of each shift. If employees do not comply with this request it may be ground for termination, this will be written in the employee’s hiring contract. Food will be stored at a temperature of no greater than 45 degrees Fahrenheit for perishable items, and food to be served will be stored at a temperature of no less than 140 degrees Fahrenheit. All employees will also be allowed forty hours of sick leave, so that they will not be inclined to work with infection. Forty hours is the maximum number of sick leave that a company in NYC can give employees, which is why this standard was chosen. Employees must also wear gloves at all times, and have loose hair tied down as per NYS department of health regulations.

Legal To-Do List

Locate a reputable Food Service Lawyer and prepare a list of questions for them. This list of questions will help inform that Tacocat covers its bases and does not waste its time when meeting with counsel.

File as a Benefit Corporation with the aid of a lawyer

Draft Contracts for employees and independent contractors. Have reviewed by a lawyer

File for Trademark of Tacocat in the fields of Clothing/Apparel, and Mobile Food Truck (Independently)

When art is commissioned file for copyright (Independently)

Establish wages and a sliding scale for potential growth

Obtain all necessary permits & insurance



An Overview



About Us

Mission, Vision,
Values



Community

Highlighting the
community
involvement



The Product

Let's Talk Tacos!



Marketing

Marketing Strategy,
and Branding Efforts



Finances

Budget Snap Shot

"Tacos for you Cash for Cats"

- We are a Mobile Food Truck, who donates 5% of proceeds to the Hudson Valley Humane Society
 - Decorated by local artists
 - 100% Vegan
 - Community engagement



About Us

Tacocat feeds hungry people and cats, both spiritually and physically.



The Tacocat Crew!



Alexander Kanter

Owner

Alexander Kanter has worked as an educator for the arts for several years, and has learned about how to involve the community in an arts driven organization. He is also a candidate to receive a M.A. in Arts Entrepreneurship in December 2018



Carlos Urrutia

Co-Owner

Carlos Urrutia has over a decade's worth of experience in the food service industry. He has worked as both a chef, and a manager for many restaurants, including Smash Burger, Taim Falafel, and Burgeritos.



Adam Ezegehan

Graphic Designer

As a graphic designer Adam Ezegehan has done a lot of freelance work for start ups. He received a B.F.A. in Toy Design, and you may have also seen him as a semi-finalist on American Idol Season 14.



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Community votes on Taco Truck Design



Kitten of the month

For adoption info, visit
Tacocattruck.com

\$43,000 Raised in Three Years



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"I am a happy cow"
=]









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Highlighting the community involvement



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Budget Snap Shot



@Tacocatthetruck



Marketing Timeline



An Overview



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Highlighting the community involvement



The Product

Let's Talk Tacos!



Marketing

Marketing Strategy, and Branding Efforts



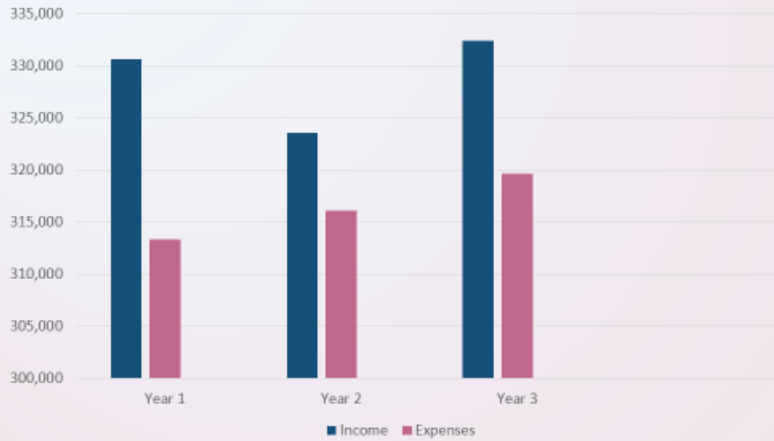
Finances

Budget Snap Shot



Budget Snapshot

First Three Year Financials



Cost

Small Paw - \$10
 Medium Paw - \$12
 Huge Paw - \$14

Expense

Small Paw - \$2.56
 Medium Paw - \$3.19
 Large Paw - \$3.82



THANK YOU!

