

A MISSION FOR “VISIONS”



- 3554 East Washington Avenue
- Madison, WI, 53703

Company Background

- Officially registered Jan. 2019
- Provide easy access to healthy foods
- Increase culturally appropriate foods
- Serve our community
- Inspire Entrepreneurs.

M. Kaba Bah

- Research scientist, UW- 13yrs
 - Applied physics
 - Atmospheric science
 - Mathematics & Computer science
- 3rd Generation grocery store
- Community Entrepreneur
 - For-profit
 - Non-profit

Jerreh Kujabi

- Network Engineer, SPSD
- Computer science
- Information system
- Chair: Madison-Kanifing sister city
- President : Wisconsin Senegambia Association.
- Community Entrepreneur

GOALS

Mission

- **Underserved community access to healthy food.**
- **Increase culturally appropriate foods.**
- **Minority specialty products.**
- **Support local Entrepreneurs**
- **Inspire future generations**

Vision

- **Sustainable and replicable business model.**
- **Directly serve the needs of our communities.**
- **Build equity in minority communities.**
- **Close generational wealth gap.**

Location:

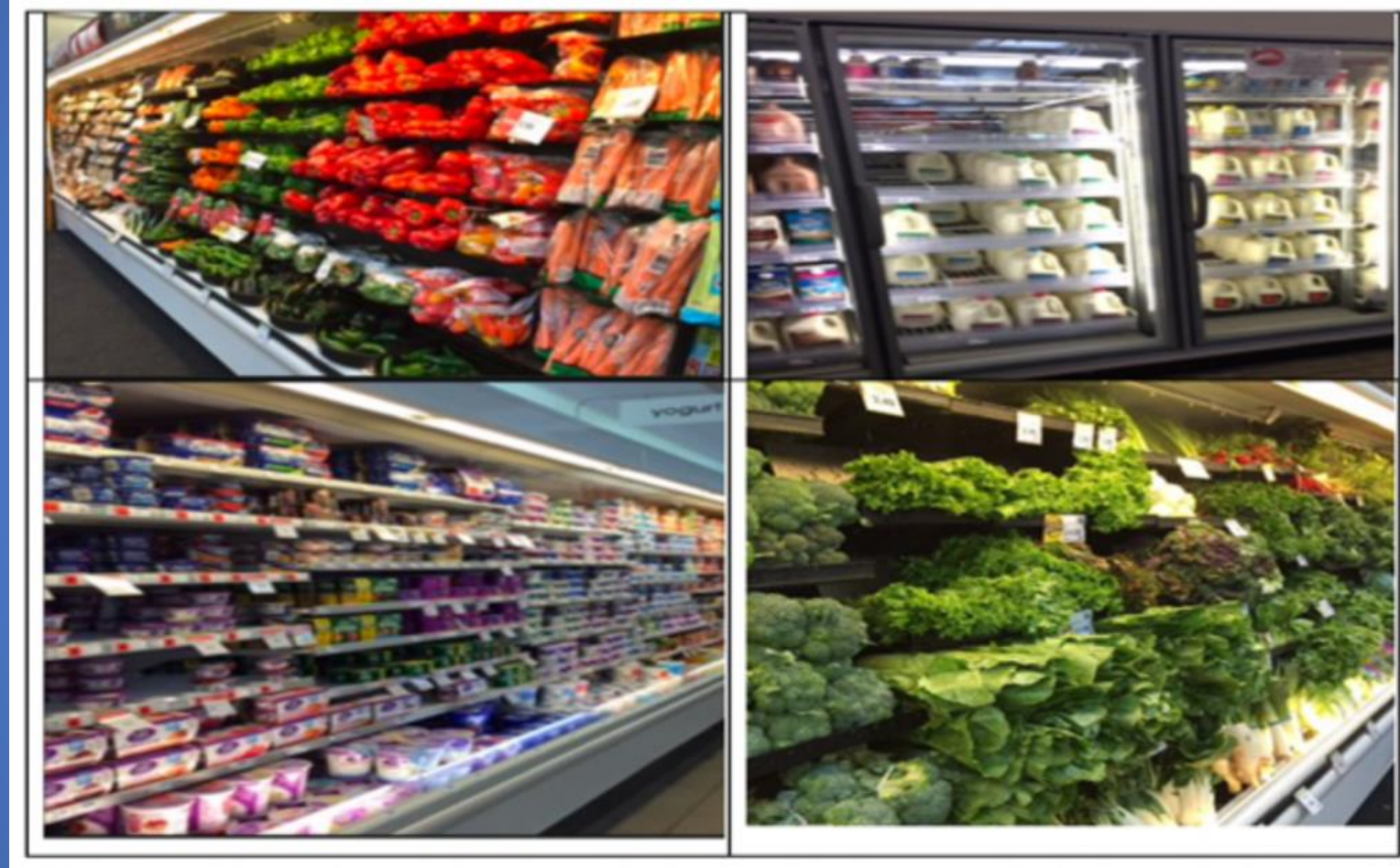
- East Wash corridor
- Healthy retail zone
- Minority majority
- Full neighborhoods blessings

➤ Building:

- Two stories & Basement
- About 3000, sq/ft per level
- 15-16 Parking spaces

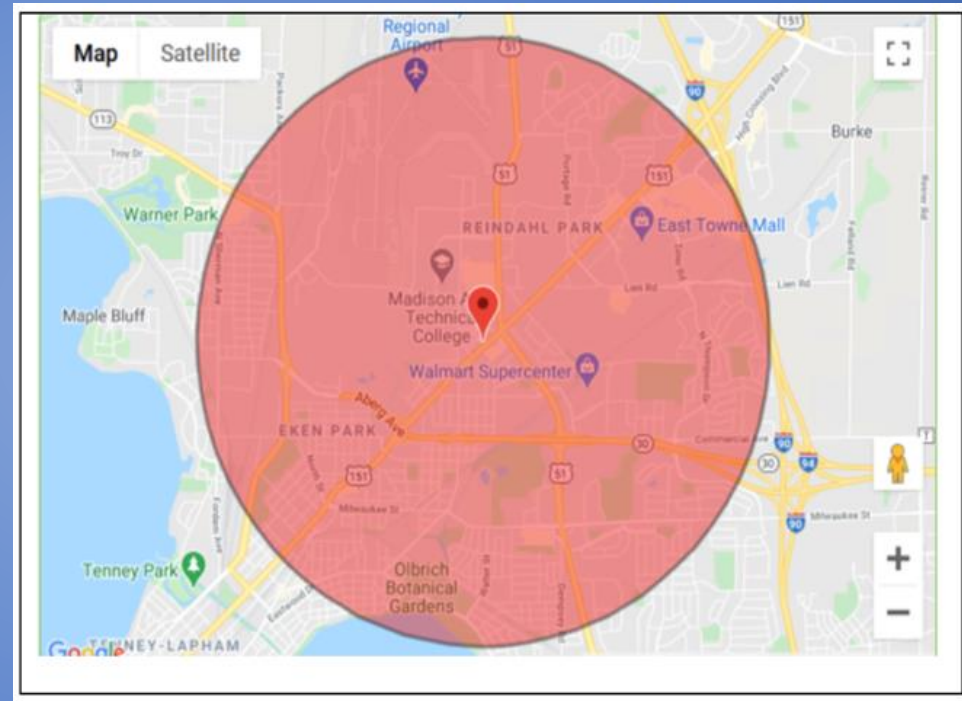


Proposed use:
From strip club to neighborhood grocery store



Geographic Territory

- East Washington
- North-East Side
- Within neighborhood
- Easy access
- Low/medium income
- High need for service



Market Analysis

Target customers: (I) Immediate Neighborhood (II) African community (III) Commuters

Competitor description

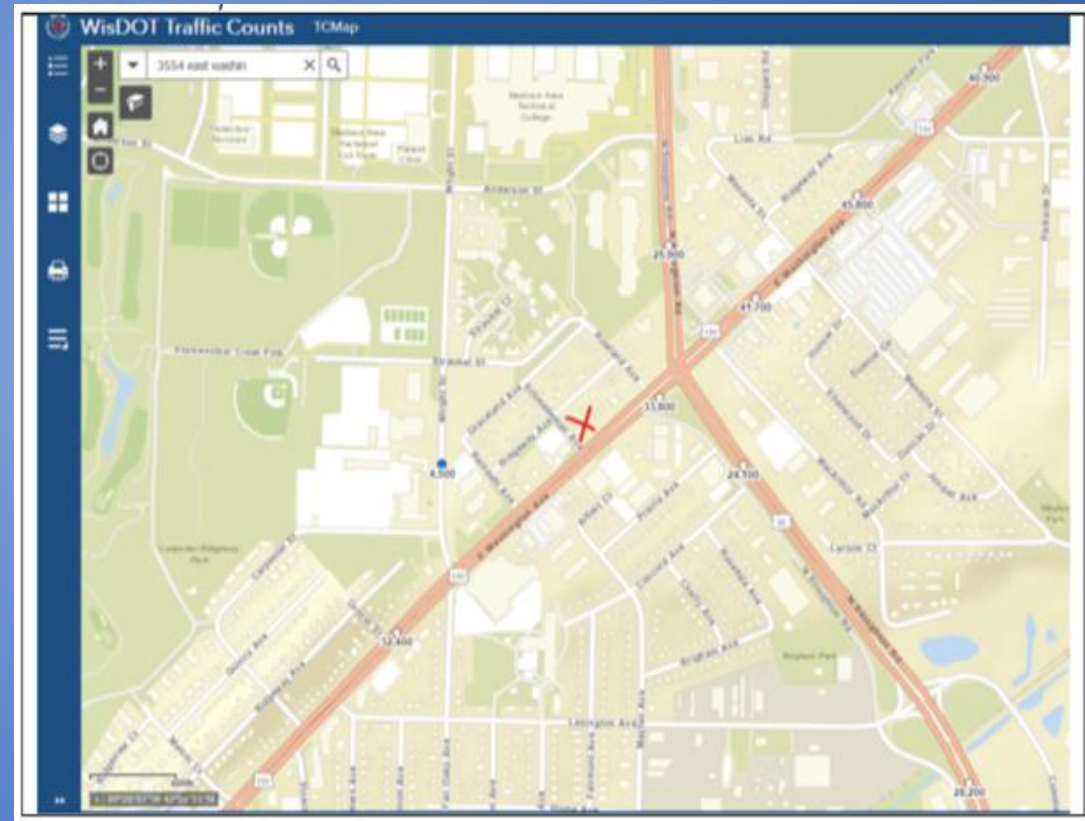
- ❖ Hyvee
 - ❖ Middle to high income
- ❖ ALDI
 - ❖ Lower income, less customer service
- ❖ Kwik Trip
 - ❖ Low income, basics & deli
- ❖ African & American
 - ❖ Textiles & nonperishable goods

Competitive Advantage

- ❖ **Decades of direct community involvement.**
 - ❖ Leadership roles and volunteering
- ❖ **Joint distribution networks**
 - ❖ Partnerships and bulk purchase
- ❖ **Owner manage with expertise and experience.**
 - ❖ Attention to details and savings
- ❖ **Driven and Determined to succeed.**
 - ❖ Sense of belonging
- ❖ **Community support**
 - ❖ Neighborhood & African community

Neighborhood Analysis: Reliable data bases, conservative estimates, verifiable

	A	B	C	D	E	F	G	H
1								
2								
3	Burke Heights							
4	Carpenter Rid	1328	https://www.city-data.com/neighborhood/Carpenter-Ridgeway-Madison-WI.html					
5	Eken Park	2510	https://statisticalatlas.com/neighborhood/Wisconsin/Madison/Truax/Population					
6	Hawthorne	1355	http://www.city-data.com/neighborhood/Hawthorne-Madison-WI.html					
7	Truax	3700	https://statisticalatlas.com/neighborhood/Wisconsin/Madison/Truax/Population					
8	Total Populat:	8893	Carpenter Ridgeway, Truax, Hawthorne, Eken Park					
9								
10								



Financial Analysis Neighborhood Revenue

	A	B
1		
2	Total Neighborhood Population	8893
3	% of population shop here	0.10
4	total shoppers	889.30
5		
6	Average Spend Per Grocery Visit	\$ 41.29
7	Average Visits per month	3
8	Months per year	12.00
9	Total Spend/person/year	\$ 1,486.44
10		
11	Total Neighborhood revenue	\$ 1,321,891.09
12		
13		
14		
15	Average Spend Per Grocery Visit	41.29
16	Average Grocery visits per month	6.7

Financial Analysis

African Community Revenue

	A	B
1		
2	Total African Association Population	2000
3	% of population shop here	0.10
4	total shoppers	200.00
5		
6	Average Spend Per Grocery Visit	\$ 41.29
7	Average Visits per month	3
8	Months per year	12.00
9	Total Spend/person/year	\$ 1,486.44
10		
11	Total Neighborhood revenue	\$ 297,288.00
12		
13		
14		
15	Average Spend Per Grocery Visit	41.29
16	Average Grocery visits per month	6.7

Financial Analysis Commuter Revenue

	A	B
1		
2	Daily Traffic Count	33,000
3	Days per year	365
4	Traffic count per year	12,045,000
5	% of drivers that shop here	0.01
6	total shoppers	330.00
7		
8	Average Spend Per Grocery Visit	\$ 41.29
9	Average Visits per month	3
10	Months per year	12.00
11	Total Spend/person/year	\$ 1,486.44
12		
13	Total Neighborhood revenue	\$ 490,525.20
14		

Projections Input Parameters

1	SUMMARY OF FORECAST VARIABLES					<i>Fill in yellow-highlighted cells only. Click on each tab to view and print.</i>						
2	<i>Fill in name of company</i>					:	:	:	:	:		
3	PAGE 1					:	:	:	:	:		
4	1 USES OF FUNDS (PROJECTED INITIAL INVESTMENT)					:	7 ASSUMED OPERATING EXPENSES					
5	Buildings			450,000		:	Payroll		111,280	:		
6	Site Improvements			200,000		:	FICA (SS & Medicare) @ 7.65%		8,513	:		
7	Office & Computer Equipment			50,000		:	FUTA (fed. unemployment tax @ est. .8%)		890	:		
8	Furniture & Fixtures			120,000		:	Workers' compensation insurance		2,000	:		
9	Vehicles			20,000		:	Liability insurance		-	:		
10	Leasehold Improvements			10,000		:	Property loss insurance		-	:		
11	Start-Up Costs			320,000		:	Health insurance		-	:		
12	Future Working Capital Needs (Cash)			100,000		:	Legal		5,000	:		
13						:	Accounting		10,000	:		
14	TOTAL USES OF FUNDS			1,270,000		:	Maintenance & Repairs		5,000	:		
15						:	Office Supplies		3,500	:		
16	2 ASSUMED EQUITY INVESTMENT %			10.00%		:	Advertising and Promotion		10,000	:		
17						:	Bank Charges		52,215	:		
18	3 SOURCES OF FUNDS (FUNDING FOR PROJECTED INITIAL INVESTMENT)					:	Licenses & Professional Fees					
19		% of Total	Principal	Rate	Term	Payment	:	10,000				
20	Bank Loan	62.44%	793,000	4.50%	25	(53,479)	:	Postage				
21	Owner's Equity	10.00%	127,000				:	100				
22	City of Madison COA Grant - Builc	17.72%	225,000				:	Donations				
23	City of Madison HRAP - Buildout,	9.84%	125,000				:	Rent - Office				
24							:	250				
25	TOTAL SOURCES OF FUNDS		1,270,000				:	Rent - Equipment				
26							:	2,000				
27	4 ASSUMED LIFE OF LEASE (YEARS)						:	Telephone				
28							:	500				
29	5 ASSUMED INFLATION RATES						:	Internet ISP Charges				
30	Operating Expenses			2.00%			:	600				
31	Annual units sold			1.00%			:	Utilities				
32	Annual price increase			3.00%			:	3,000				
33							:	Dues & Subscriptions				
34							:	500				
35	6 ASSUMED DAYS SALES OUTSTANDING IN ACCOUNTS RECEIVABLE						:	Travel				
36							:	500				
37	PAGE 2						:	Sales Taxes				
38	8 REVENUE ASSUMPTIONS						:	Misc. Expense				
39							:	1,000				
40	Product/Service #1						:	Property Tax				
41	<i>Fill in number of units sold in year one</i>						:	10,000				
42	<i>Fill in average \$ price/unit in year one</i>			\$:	COGS (inventory replacement)				
43	Total						:	1,253,164				
44							:	Operating Supplies				
							:	-				
							:	TOTAL				
							:	1,490,013				

Forecast statement

1	FORECASTED STATEMENTS OF INCOME (LOSS) AND CASH FLOW					
2	Fill in name of company					
3		Full Years ----->				
4	PAGE 4	1	2	3	4	5
5						
6	Product/Service #1	1,740,506	2,109,704	2,194,092	2,281,856	2,373,130
7	Product/Service #2	-	-	-	-	-
8	Product/Service #3	-	-	-	-	-
9	Product/Service #4	-	-	-	-	-
10	Product/Service #5	-	-	-	-	-
11						
12	Total Revenue	1,740,506	2,109,704	2,194,092	2,281,856	2,373,130
13						
14	Operating Expenses	1,490,013	1,770,604	1,837,662	1,907,326	1,979,701
15	% of Revenue	85.61%	83.93%	83.75%	83.59%	83.42%
16						
17	Operating Income	250,493	339,100	356,431	374,530	393,430
18	% of Revenue	14.39%	16.07%	16.25%	16.41%	16.58%
19						
20	Non-Operating Income (Expense)					
21	Interest Expense	(35,685)	(34,884)	(34,047)	(33,173)	(32,259)
22	Depreciation	(56,015)	(52,815)	(52,175)	(52,047)	(52,021)
23	Amortization	(21,333)	(21,333)	(21,333)	(21,333)	(21,333)
24						
25	Net Income	137,460	230,068	248,875	267,977	287,816
26						
27	Depreciation	56,015	52,815	52,175	52,047	52,021
28	Amortization	21,333	21,333	21,333	21,333	21,333
29	Principal Reduction	(17,794)	(18,595)	(19,432)	(20,306)	(21,220)
30	Accounts Receivable	(9,537)	(2,023)	(462)	(481)	(500)
31	Owners' Draw	(140,000)	(161,048)	(174,213)	(187,584)	(201,471)
32						
33	Total Cash Flow from Operations	47,477	122,550	128,277	132,986	137,979
34	memo: cumulative cash flow	47,477	170,028	298,304	431,290	569,269
35						

Neighborhood needs

Products & Services

- Variety of healthy foods
- Customers on the go deli
- Promote local products
- Partner with diverse distributors
- Provide delivery options
- Need for SNAP & EBT access

Channels & Distributions

- Mainly through retail store
- Online shopping
- Drive through pickup
- Home delivery
- Flexible based on demand

Neighborhood Feedback

Eken Park

- Too many fast food joints
- Transportation challenges for some
- Need for more neighborhood jobs
- Closes competition: Woodman's

Emerson East

- Similar to Ekan in Many ways
- Connected is to property owners within the community.
- Very excited and supportive.

Neighborhood Feedback

Darbo-Worthington

- **Minority-Majority**
- **Need for more jobs**
- **Partnership student training**
- **Need for more inclusion**
- **Closest competition: woodman's**

Truax - East Madison Community center

- **Connected us to local community**
- **Offered mailing platform**
- **Open to joint programming**
- **Closest competition: Kwik Trip**

Neighborhood Feedback

- **TRAC (Truax Resident Advisory Committee)**

- **Pat Hadden- president, Phone**

- **Bridget Rogers**
Joining Forces for Families

- **Mya Whitson**

- **CDA Service coordinators**

- **Corcoran, Janet**

- **Renee Robinson**

City Leadership

- Mayor Rhodes-Conway
- Alder Foster
- Alder Heck
- Alder Martin
- Alder Kemble
- Alder Abbas
- Many others

Organizations & Residents

- UW-Madison- SBDC
- BANK & MDC
- Mentoring Positives
- National Construction
- Targa Investment
- Residents

Other champions

- **Business Development**
 - **George Reistad**
 - **Michael Miller**
- **UW-Small Business Development Center**
 - **Amy Bruner Zimmerman**
- **BYLINE BANK**
 - **Rogette Koby**
- **Neighborhood associations**
- **African community**

QUESTIONS ??

