

EXECUTIVE SUMMARY

Baked Lab is an innovative bakery specializing in high-quality pastries, a thriving wedding cake business, and community baking workshops. Located in Madison, WI, The Baked Lab blends classic flavors with modern aesthetics, creating a unique brand experience under the mission: *"Classic treats. Modern vibes."*

With a strong commitment to inclusivity and equity, we are now expanding by leasing and renovating a historic 1926 building on Atwood Avenue that has been vacant for nearly a decade. This expansion will allow us to scale production, enhance customer experience, and deepen community engagement. To support this growth, we are seeking financing to fund the renovation, additional equipment acquisition to compliment our already functional commercial equipment,, and working capital.

Products

Behind every occasion is a story. That sentiment remains true in the dessert world, as well. It's been said by many people in a number of ways, "The shortest distance between two people is a well-told story," and The Baked Lab believes strongly in food's ability to tell stories, break barriers, build bridges and unite.

The Baked Lab is a small-batch, From-Scratch bakery offering a variety of wedding/celebration cakes, Varying desserts, a small selection of savory items, wine and beer, and community-focused baking workshops. We believe that your cake should taste as good as it looks and that means real ingredients, including all the butter and sugar your heart can handle.

Industry Considerations

According to the america bakers society, "Bakers are found in all 50 states, in the District of Columbia and Puerto Rico. The baking industry employs almost 800,000 skilled individuals, generates over \$42 billion in direct wages, and has an overall economic impact of over \$186 billion."

According to an IBISWorld Report, "The market size of the Bakery Cafes in the US has grown at a 5.0% CAGR between 2018 and 2023." and continues to trend upwards. In a world of uncertainty, dessert brings joy and a sense of short-term escapism.

From our humble start in 2019 to our current operation, we have seen significant growth year after year and anticipate this trend to continue. The Baked Lab looks to continue exploring ways in which to elevate our community through increased engagement opportunities, locally sourced hand-crafted products, and local collaborations.

Future of the Company

Over the past several years, Baked Lab's revenue has grown from \$39,676 in 2021 to just under \$192,000 in 2024. We are excited to embark on our next chapter, moving from our hidden studio kitchen to a well-accessible storefront in a thriving neighborhood. We see a bright future for our business with continued growth, new job opportunities, and many more community connections in the years to come.

COMPANY OVERVIEW

Business Name:

The Baked Lab

Business Structure:

LLC (Limited Liability Company)

Location:

Current location: Main Street Industries, 931 E. Main St., STE 18, Madison, WI 53703

Planned location: 1926 Building on Atwood Avenue, Madison, WI

Owner:

Shawn J. Bolduc, Master of Fine Arts in Performing Arts Management, with 9+ years of experience in arts administration and a strong background in marketing and audience engagement.

Mission Statement:

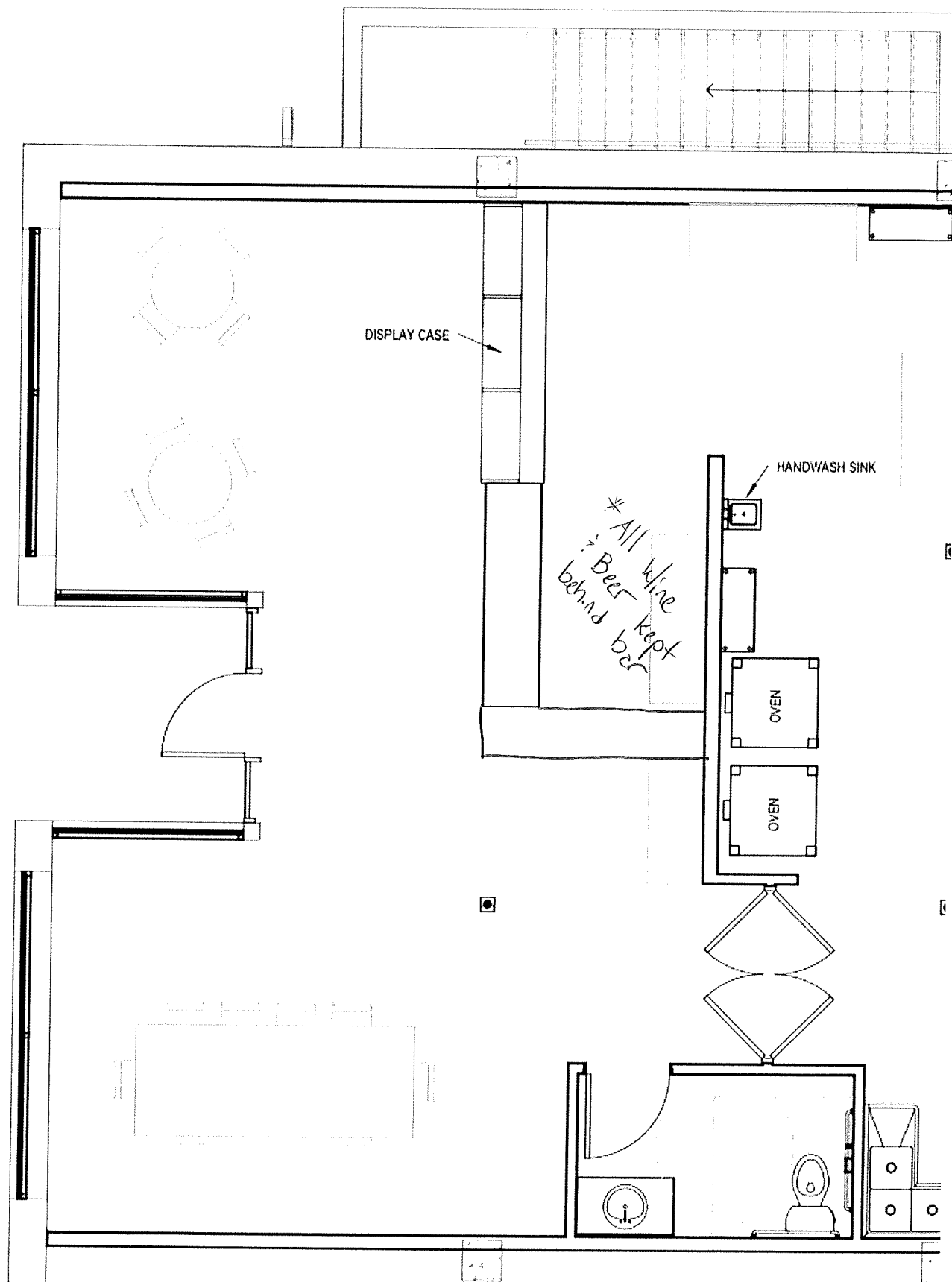
Classic treats. Modern vibes.

Vision Statement:

To create an inclusive, innovative bakery experience that fosters community connections through exceptional pastries, customized wedding offerings, and interactive workshops.

Core Values:

- **Quality & Innovation** – Unique, high-quality baked goods with a contemporary twist.
- **Community Engagement** – Educational workshops and community-driven initiatives.
- **Inclusivity & Equity** – A business model that prioritizes diverse representation and fair workplace practices.



BKD LAB MENU

DESSERTS

Cake Slice	9.00
Brownies & Bars	5.00
Cookies	4.50
Pate au Choux	5.50

COFFEE

Americano	5.00
Cappuccino	4.50
Espresso	3.50
Latte	5.50
Macchiato	4.50
Cortado	5.25

WINE & BEER

Moscato d'Asti	11.00
<i>Pairs with our seasonal pavlova</i>	
Late Harvest Riesling	12.00
<i>Pairs with our creme brulee</i>	
Ruby Port	12.50
<i>Pairs with our brownie</i>	
Pedro Ximénez Sherry	12.50
<i>Pairs with our sticky toffee pudding</i>	