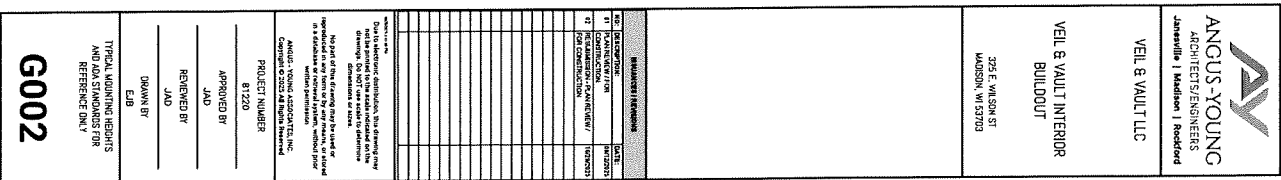
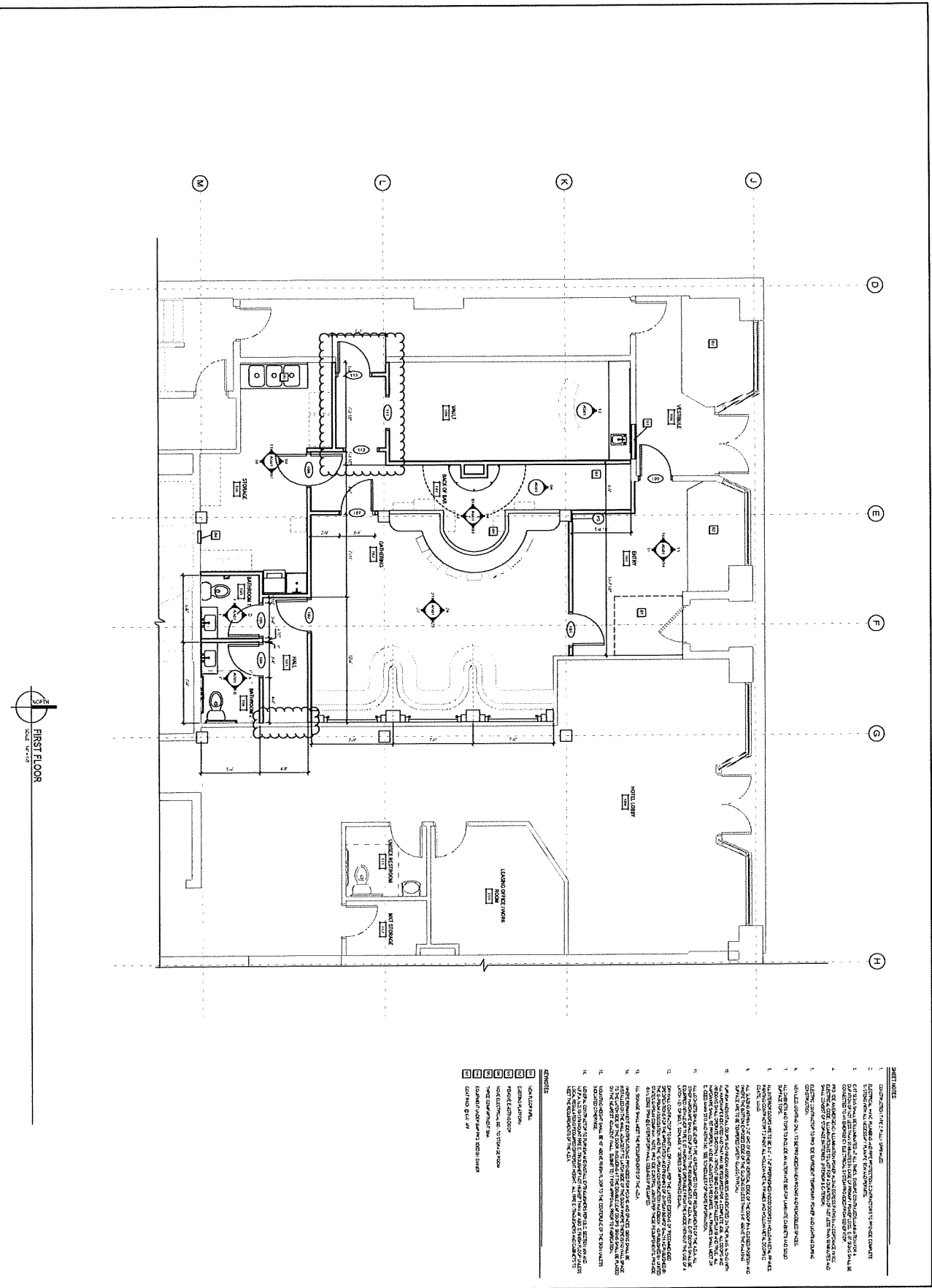


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| 10 | NON-CLERICAL |
| 11 | CLERICAL POSITION |
| 12 | PROBABLE EMPLOYMENT |
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| 14 | TRAVEL COMPANIONSHIP |
| 15 | EMPLOYMENT BACKGROUND CHECK ON ALEX |
| 16 | COURT REPORTER |

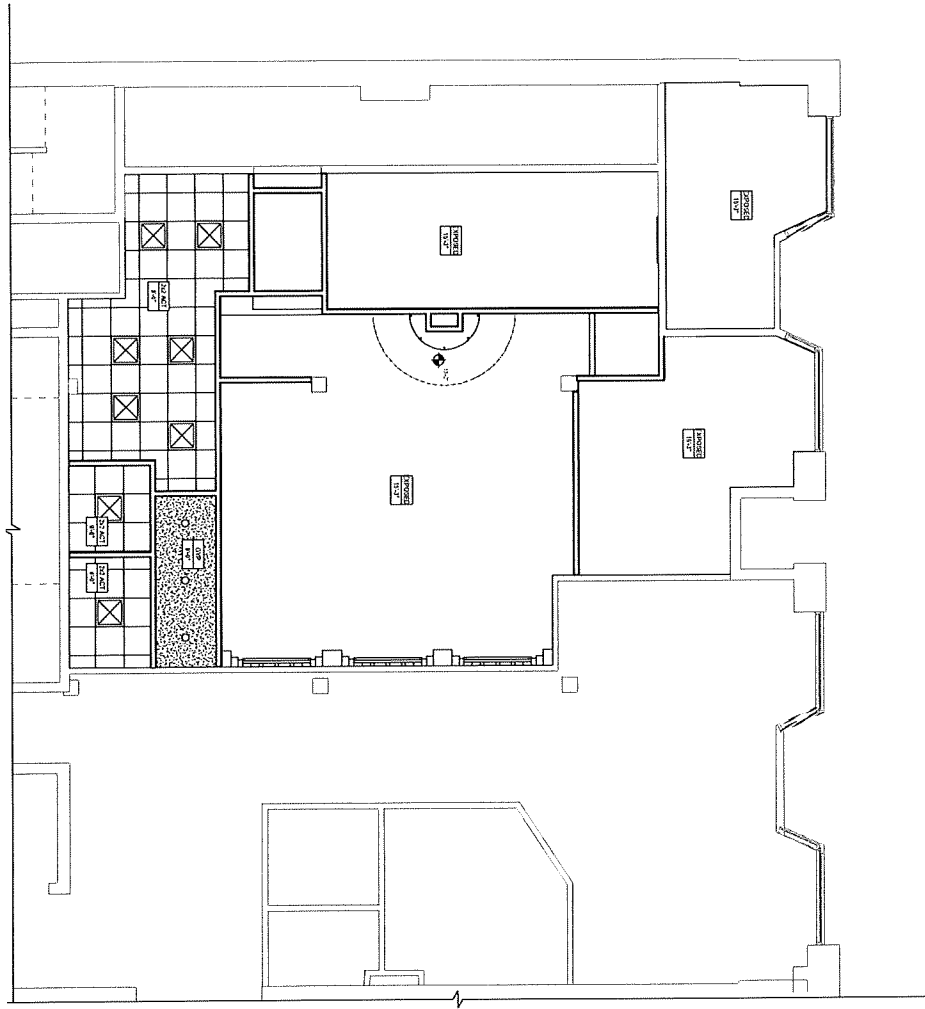
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325 E. WILSON ST
MADISON, WI 53703



ANCUS-YOUNG ARCHITECTS/ENGINEERS Janesville Madison Rockford	
VEIL & WALL INTERIOR BUILDOUT	
205 E. WILSON ST. MADISON, WI 53703	
PROJECT NUMBER 81220	
APPROVED BY JAO	
REVIEWED BY JAO	
DRAWN BY EAB	
FIRST FLOOR PLAN	
A101	




 NORTH
 FIRST FLOOR REFLECTED CEILING PLAN
 1/8" = 1'-0"

1. What is the purpose of a business plan? (10 marks)
2. List the key components of a business plan. (10 marks)
3. Explain the importance of market research. (10 marks)
4. Describe the different types of business financing. (10 marks)
5. Discuss the role of a business plan in fundraising. (10 marks)
6. Evaluate the effectiveness of a business plan. (10 marks)
7. Identify the challenges of writing a business plan. (10 marks)
8. Provide a conclusion and recommendations. (10 marks)



ANGUS-YOUNG
ARCHITECTS/ENGINEERS
Janesville | Madison | Rockford

VEIL & VAULT LLC

**VEIL & VAULT INTERIOR
BUILDOUT**

325 E. WILSON ST
MADISON, WI 53703

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PROJECT NUMBER

8122

APPROVED

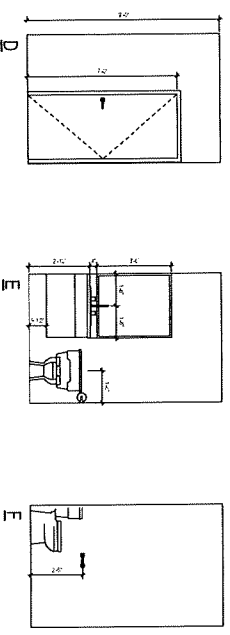
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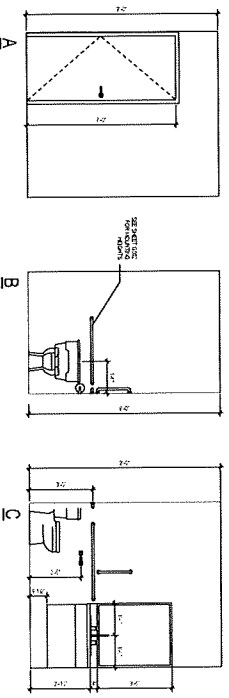
FIRST FLOOR
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21 BATHROOM 1
SCALE: 3/8"=1'-0"

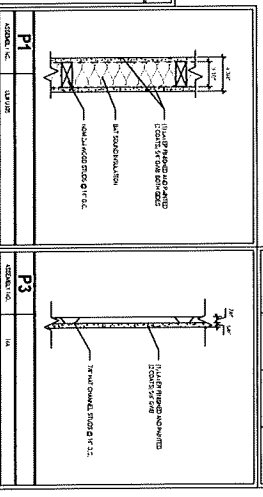


22 BATHROOM 2
SCALE: 3/8"=1'-0"



WALL TYPE NOTES

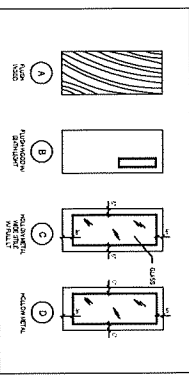
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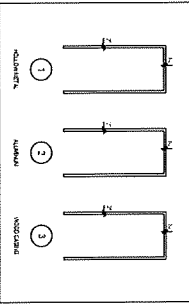
WALL TYPE	THICKNESS	FINISH	NOTES
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P2	12"	CONCRETE	SEE A301 FOR WALL TYPE NOTATION.
P3	12"	CONCRETE	SEE A301 FOR WALL TYPE NOTATION.

WALL TYPE	THICKNESS	FINISH	NOTES
P1	12"	CONCRETE	SEE A301 FOR WALL TYPE NOTATION.
P2	12"	CONCRETE	SEE A301 FOR WALL TYPE NOTATION.
P3	12"	CONCRETE	SEE A301 FOR WALL TYPE NOTATION.

DOOR TYPE



FRAME TYPE



A301

APPROVED BY
JAD
REVIEWED BY
JAD
DRAWN BY
EJB
SCHEMATIC

PROJECT NUMBER
81220

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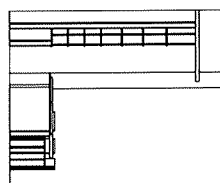
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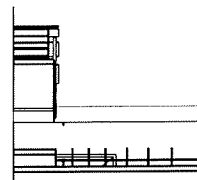
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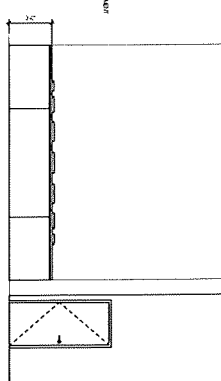
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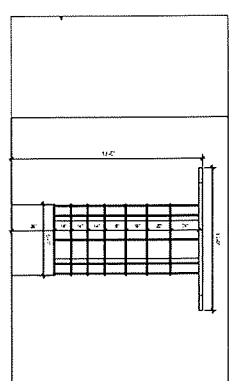
04
A501



02
A501 BEHIND BAR LOOKING SOUTH
SCALE 1/8" = 1'-0"



03 BEHIND BAR LOOKING EAST
A501 25.46 10.15



01 BEHIND BAR LOOKING WEST
A501 22-2 14-14

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PROJECT NUMBER

872220

APPENDIX

100

3116

REVIEWED

JAD

DRAWN BY

EJB

INTERINO ELEV

INDICATOR CREDIT

•

A

How

VEIL & VAULT

SIGNATURE CLASSIC COCKTAILS

WHISKEY & BOURBON

BOULEVARDIER _____ \$15

Bourbon • Campari • Sweet Vermouth *A rich, spirit-forward classic*

PAPER PLANE _____ \$16

Bourbon • Aperol • Amaro Nomino • Lemon

GOLD RUSH _____ \$14

Rye • Cognac • Sweet Vermouth - *Brrrigh clean, and quietly powerful*

VIEUX CARRE _____ \$16

New Orfeans tradition with layers of *spice*, warmth, and charm

GIN CLASSICS

LAST WORD _____ \$16

Gin • Green Chartreuse • Maraschino • Lime *Equal parts balance —*

BEE'S KNEES _____ \$14

Prohibition favorite, elegant in its simplicity *and natural sweetness*

CORPSE REVIVER NO. 2 _____ \$15

Zesty, bright, and perfectly calibrateevd — *the ultimate pre-dinner cocktail*

AVIATION _____ \$15

Floral and sophisticated, with notes of cherry blossom and chrus

ELEGANT & OTHER SPIRITS

SIDECAR _____ \$15

Elegant and tart — a timeless blend of citrus and warmth

PISCO SOUR _____ \$14

Silky and aromatic with a creamy citrus lift

Company Description

A. Ownership Information

Veil and Vault LLC is owned by Ace McCarty, Courtney McCarty and Dan Hamm. This limited liability corporation will be formed independently of Nitro, LLC to ensure both financial and operational separation of existing and future business owned by the McCarty's and any potential stakeholders.

B. Mission Statement

"Transcend the ordinary"

At Veil and Vault, every cocktail is a masterpiece, meticulously crafted with premium and local ingredients paired to innovative techniques which engage the senses and ignite the imagination. We are dedicated to providing an intimate, immersive atmosphere where the spirit of the Prohibition era is celebrated through sophistication, exclusivity, and a relentless pursuit of excellence.

C. The Vision

Veil and Vault envisions establishing itself as a trailblazer within Madison, WI, by filling a notable void in the city's nightlife and culinary scene. As craft cocktails continue to rise in popularity across the United States, marking their presence in every major city with high-experience offerings, Madison remains a largely untapped market with only a handful of craft cocktail locations. Recognizing this gap, Veil and Vault aims to introduce an unparalleled speakeasy and high-experience craft cocktail lounge to the area. This endeavor is not just about serving exquisite drinks; it's about crafting an immersive experience that transports patrons to a bygone era of mystery and exclusivity, while showcasing the artistry and innovation behind each cocktail. Through Veil and Vault, we seek to bring a slice of the burgeoning national trend of speakeasies and high-quality craft cocktails to Madison, making it a destination for both connoisseurs and those looking to explore the rich, intricate world of mixology in a setting that feels both exclusive and welcoming.

D. Products and Services

Afternoon Operations

As part of the operational planning for our speakeasy, the afternoon preparation routine has been meticulously structured to ensure a seamless transition into the evening's service, providing an unparalleled experience for our guests. This period is critical for setting the tone and ensuring operational excellence. It begins with the thorough setup of the bar, involving a detailed inventory check, strategic placement of liquors and mixers for efficient access, and polishing of glassware to ensure each piece sparkles under the dim, ambient lighting characteristic of our establishment. There will be a heavy focus on preparation of fresh goods for use in the menu items, such as syrups, tinctures, infusions, batched cocktails, and elaborate garnishments.

While bar and kitchen staff are engaged in prep and setup, our host will be stationed in the boutique storefront to engage with walk-in guests, selling and serving items such as macaroons, bottles of wine, and cocktail kits. This ensures the boutique operates as both a standalone retail experience and as a discreet gateway to the speakeasy, maintaining the sense of discovery for those who realize there is more hidden behind the walls.

Evening Operations

Veil and Vault will serve curated craft cocktails designed hand-in-hand with leading industry experts. Veil and Vault qualifies to obtain a Class B Combination license from the City of Madison to serve Liquor, Beer, and Wine. Veil and Vault will employ two bartenders and two server/hostesses. Menus will change seasonally, and both alcoholic and non-alcoholic options will be offered. Hours of operation will be from Wednesday to Saturday. Hours 5pm to 1am.

Accompaniments

Veil and Vault will feature a thoughtfully crafted small plates menu designed to complement and enhance the cocktails we serve. Guests can enjoy these elevated bites alongside a dedicated cocktail menu, offering a wide variety of creative craft cocktails to suit every palate.

Our food and drink program will be available during all days of operation, providing a consistent and elevated experience for every guest. Each visit will also include a complimentary non-alcoholic welcome drink, both included in the 2-drink minimum per person.

Veil and Vault will be hidden behind a boutique storefront, offering guests an added layer of intrigue and discovery in true speakeasy fashion. The boutique will sell thoughtfully curated items such as macaroons, bottles of wine, and cocktail kits to-go, serving both as a standalone retail space and a subtle entry point to the hidden lounge.

The Veil and Vault boutique will serve as both a revenue driver and brand extension, offering a curated selection of premium products that mirror the exclusivity of the speakeasy. The boutique will highlight signature macaroons, wines, and cocktail kits that allow guests to take a piece of the experience home while also acting as the discreet entry point to the lounge. This ensures a balance of retail revenue and guest intrigue, while reinforcing our identity as a lifestyle destination rather than just a bar. Complementing the retail program, the food menu will be carefully curated to pair seamlessly with cocktails, featuring rotating small plates and shareables designed in collaboration with local chefs and purveyors. This culinary focus provides guests with an elevated, holistic dining experience, increases average check size, and strengthens Veil and Vault's differentiation in a competitive market where most competitors remain food or beverage centric but rarely both.

E. Channels of Distribution

Veil and Vault will operate as a direct-to-consumer speakeasy bar, offering an elevated craft cocktail experience designed to engage the senses and provide a must-try experience. Alongside our cocktails, we