



Black Mountain Franchise
An enhanced Artisan Coffee Experience

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Our supply of quality premium coffee bean combined with the purity of water sourced from Montenegro produces an artisan coffee taste which will appeal to any discerning coffee lover.

High-quality water is essential for brewing excellent coffee. Our pure water sourced from the mountains of Montenegro & specifically for coffee preparation, enhances the taste and quality of the coffee experience.





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OUR PLAN

- Black Mountain Franchise will promote, source and supply the natural pure mineral water offered by Montenegro
- Black Mountain Franchise will develop with an already established expert coffee retailer based in Montenegro
- Black Mountain franchise will use AI and develop an app to build a global coffee loving community, showcasing our coffee expertise and the touristic experiences of Montenegro
- Black Mountain promotes the uniqueness and future economic growth of Montenegro to a global market
- Overseas local market franchisees can enhance the success of the business in diverse regions.
- We are targeting 25 franchisees
- We will focus on the USA (10), UK (10) ROW (5)
- We will build the Black Mountain Franchise brand and exit to a larger group or fund after 3- 5 years.



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SCALABILITY

- Franchising allows for rapid expansion with reduced capital investment compared to opening company-owned outlets.
- Franchisees bring local market knowledge and customer relationships,
- Use our own branding and socials in the form of short vids, content generation, news, on platforms X, Tick Tock & Insta
- 2 light touch PR events each year in New York & Dubail (pop up stalls at franchise events)
- Face to face relationship building with decision makers in Franchise Associations, Coffee conventions.
- Build network of sponsors though our international network of contacts
- PR release in choice European and US media



DETAILS OF BLACK MOUNTAIN FRANCHISE

FRANCHISEE ACCESS & BENEFITS

- Access to ALL Black Mountain supply and distribution chain
- World renowned pure water sourced from Montenegro - distribution & delivery
- Roasted coffee bean and/or raw bean supply and delivery
- Long life dairy (and non dairy) supply & delivery
- Coffee equipment and accessories for stock at discounted rates
- Special one off investment of a Coffee roasting machine
- Access to online training
- Community website sponsorship
- Community social media campaigns
- Once a year trip to Montenegro for on site factory and outlet visit & meet the team
- Access to global network of coffee enthusiasts and industry professionals



Our supply of quality premium coffee bean combined with the purity of water sourced from Montenegro produces an artisan coffee which will appeal to any discerning coffee lover.

ROYALTY FEE & FRANCHISE FEE ASTRUCTURE €

SET UP & YEARLY COSTS



SET UP COST

Franchise Fee (Year 1)	€ 20,000
Investment in Coffee Roaster	€ 30,000
	<hr/>
	€ 50,000

ROYALTY FEES

- 3%- 5% of gross sales

FRANCHISE FEE

€ 9,000	Advertising Fees
€ 6,000	Technology Fees
€ 2,000	Training/Support Fees
€ 3,000	Legal & compliance fees
<hr/>	
€ 20,000	

- 3 year franchise term , with renewal after year 3 for a yearly basis
- Year 1 franchise fees are pro rated from date of joining

- Royalty fees are due every year

- Renewal Fees: 10% of the initial franchise fee.

- Ffranchise fees are due each year



Purity of Montenegrin water combined with the quality of artisan coffee will appeal to all coffee lovers.



Montenegro is known for its pristine natural springs and high-quality bottled water, and several water brands from the country have received awards and recognition for their purity, taste, and overall quality.

Aqua Bianca

Renowned for its exceptional purity, sourced from deep underground springs in Montenegro's mountainous regions. It has a balanced mineral composition that makes it both refreshing and healthy.

Aqua Bianca has received accolades for its smooth taste and high-quality standards in international water tasting competitions.

Rada

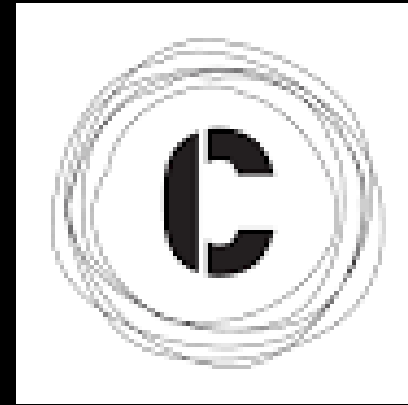
Sourced from the Rada spring in the northern part of Montenegro, an area known for its untouched nature. The water is praised for its balanced mineral content and its slightly alkaline pH, which is said to support health and hydration.

Rada has earned multiple awards in international water competitions, particularly for its clean taste and health benefits.



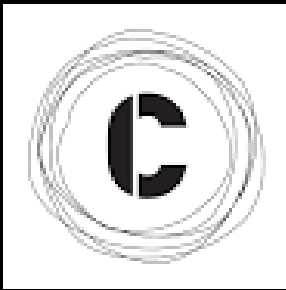
High quality pure mineral water sourced ONLY from Montenegro





Our artesian coffee experts based in Montenegro





Montenegro's fastest growing coffee roaster and retail coffee brand



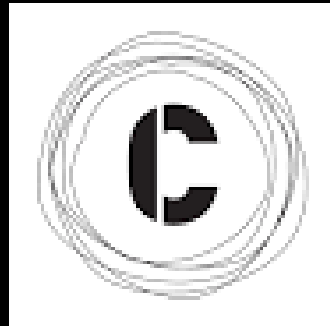
- Expansion into Serbia and Croatia has made this brand an exciting business
- Expansion to 15 outlets in Montenegro Capital City, Podgorica
- Servicing an addressable Balkan market of 25m people who's appetite for coffee is out stripping supply.
- Fully working factory operations established in Croatia.
- Preferred Balkan distributor with famous and established Italian coffee partners specializing in providing coffee beans, (roasted or raw), long life diary and non diary mixtures, coffee accessories & syrups and much more.

IN-STEAD
OF M.L.K

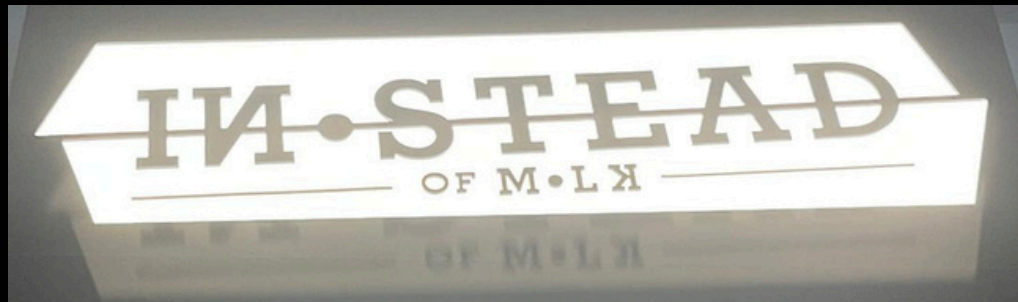
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1905

BIALETTI





Raw & Roasted coffee beans sourced through our global partners in Kenya, India, Columbia, Ethiopia and much more
Supplied in minimum order kilos



Long life dairy and non dairy liquids for coffee preparation from our established partners - sold in minimum order lites



Pure mineral water only sourced from Montenegro - sold in minimum order litres.



Mixtures, syrups, mixes for coffee enhancement from our established partners - sold in number of items



Coffee accessories from our established partners - sold in number of items



**BLACK MOUNTAIN
FRANCHISEE
ACCESS TO OUR
SUPPLIERS**

- Coffee roasting machine is an investment as an Artesian coffee retailer.
- Our premium coffee roaster is one of the best on the market



- Full specification available upon request on our website.

CAPITAL INVESTMENT, DIVIDENDS & VALUATIONS

CAPITAL INVESTMENT

• Stock of coffee roasters	125,000
• Development of factory tours	6,250
• Development of franchise pack	12,500
• Development of brand and website	125,000
• Development of app	80,000
• Development of marketing	25,000
• Working capital for 7 months	481,278
	€ 855,028

Capital Investment required for a 40% Equity stake in the business.

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	
	€	€	€	€	€	
• TOTAL INCOME	664,163	2,303,125	1,845,400	1,928,265	1,935,404	
• TOTAL OPERATING COSTS	817,905	911,323	929,309	947,655	966,608	
• EBITDA	(410,558)	663,890	627,561	683,144	669,902	€ 661,000
• DIVIDEND YIELD %	-19.2%	31.0%	29.3%	32.0%	31.3%	
• EQUITY DIVIDEND	NIL	265,556	251,024	273,258	267,961	€ 1,058,000
• MARKET CAPITAL VALUE	608,793	1,253,462	1,231,664	1,265,014	1,257,069	
• EQUITY ROI	30.6%	133.8%	130.1%	135.5%	134.2%	

40 % EQUITY SHARE ON EXIT (SALE)	€ 2,116,000
TOTAL CASH DIVIDENDS	€ 1,058,000
TOTAL RETURN ON INVESTMENT	€ 3,174,000

ROI (%) 371%

AVERAGE 5 YEAR EBITDA FOR VALUATION of PE x 8	€ 661,000
EXIT VALUATION (ESTIMATED)	€ 5,300,000
40% EQUITY SHARE	€ 2,116,000

MINIMUM TOTAL 5 YEAR CASH DIVIDENDS FOR EQUITY INVESTOR



Black Mountain App

Black Mountain App



Essential for an app to keep

- Track of data
- Franchisee details
- Franchisee news and updates
- Special offers
- Financial status
- Social media
- Sponsors
- Influencers
- Stock
- Location

ROADMAP - PRESENT TO MONTH 36

- Seed capital for MVP & working capital
- Exec Team in place ✓
- Web App design dashboard - done ✓
- MVP (Web App) design - WIP ✓
- Branding strategy - WIP ✓
- Website (landing) - WIP ✓
- Tech talent identified (Europe) ✓

- Continual App improvements
- Franchisee on boarding continues
- Sponsors on boarding continues
- Branding & socials increases
- Merchandising launch
- Ongoing Testing & UX (Bug fixes)
- Reinvest profits into development
- TARGET 25 FRANCHISEES

- Merchandising expands to ROW
- PR Event in New York, Dubai
- Continual App improvements
- KPI & data monitored for incremental monetization

- Exit business to larger group
- Multiple of 5 to 8 x EBIT profits
- Extract dividend for investors
- Investors return (ROI) is consolidated.
- Branding & socials increases
- Event in New York, Dubai



PRESENT

MONTH 12

MONTH 30

MONTH 48



MONTH 6

MONTH 24

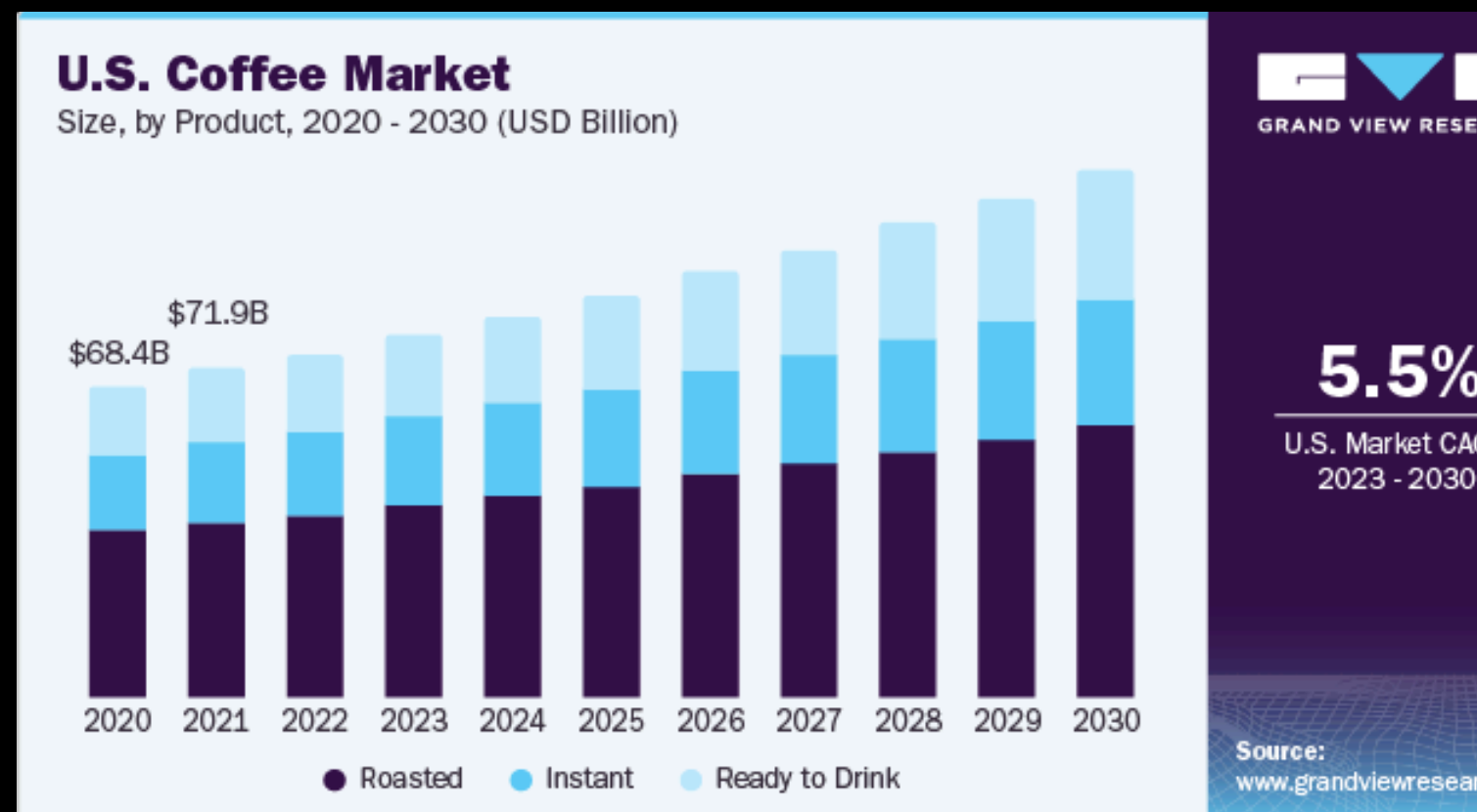
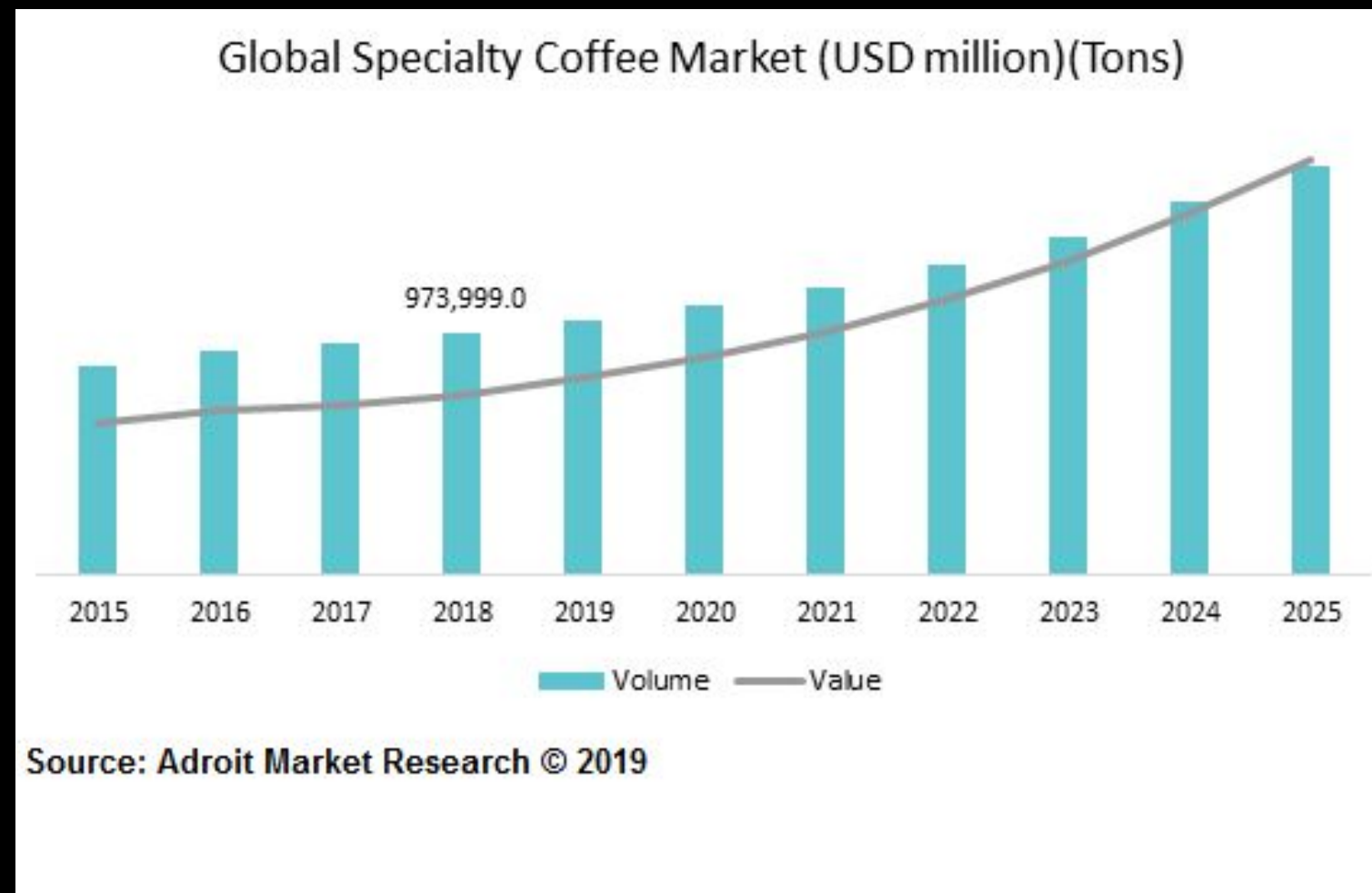
MONTH 36

- Testing UX, UA
- App development complete
- Sponsors on boarding continues
- Branding & socials builds
- Website (landing) complete
- Raise further capital for future runway
- App product launch
- TARGET 7 FRANCHISEES

- Assoc. on boarding continues
- Sponsors on boarding continues
- Branding & socials increases
- Merchandising expands to UAE
- PR Event in New York, Dubai
- Continual App improvements

- Exit business to larger group
- Multiple of 5 to 8 x EBIT profits
- Extract dividend for investors
- Investors return (ROI) is consolidated.
- Branding & socials increases

COFFEE INDUSTRY TRENDS



- Growing disposable incomes, changing consumer lifestyles, and the strengthening coffee culture among consumers worldwide contribute to the overall industry expansion.
- Data and trend analysis all indicate an upward trajectory of market growth across the globe.
- Franchise coffee brands are many and the USP of Black Mountain will ensure a poll position in expansion both offline and online.
- We are the only franchise which is using the natural assets of Montenegro in pure water and the experience of an established and growing expert coffee retailer



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