

# Investor Pitch: Café Noir – High-Margin Hybrid Lounge Opportunity

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## Financial Highlights – Up Front (What Investors Care About Most)

- **Targeted Gross Margin:90.5%** from Day 1 – driven by low-COGS recurring revenue
- **Year 1 Revenue:** \$462,370
- **Year 1 COGS:** Only \$43,913 (**9.5%** of revenue)
- **Break-Even:** Month 6
- **Positive Cash Flow:** Starting Month 7
- **5-Year Cumulative Net Profit:\$2,155,176**
- **Projected IRR:** 15-30% over 5 years

## Revenue Mix & Margins

Revenue Stream	% of Total	Gross Margin	Key Driver
Memberships	40%	95-98%	Recurring, near-zero variable cost
Retail (apparel, art prints)	25%	65-80%	Branded merchandise + limited-edition art
Events & Private Bookings	25%	85-92%	Low overhead tastings/corporate events
Core Sales (coffee, cigars, barber)	10%	70-85%	Premium markups
Weighted Average	100%	90.5%	Industry lounge benchmark: 60-70%

## 5-Year Net Profit Projection

Year	Revenue	Net Profit	Cumulative Profit
1	\$462,370	-\$63,657	-\$63,657
2	\$636,517	\$105,792	\$42,135
3	\$875,367	\$339,335	\$381,470
4	\$1,204,505	\$663,113	\$1,044,583
5	\$1,657,399	\$1,110,593	\$2,155,176

## The Investment Ask – De-Risked Structure

- **Targeted Capital:** \$381,500 (build-out + inventory)
  - \$268,000: Renovations & premium furnishings
  - \$113,500: Initial inventory
- **Equity Offered:** 25% for \$300,000 investment (terms flexible)
- **Founders Cover Rent:** \$2,000/month personally guaranteed – eliminates largest fixed-cost risk during launch

## The Opportunity

Café Noir is a 4,300 sq ft premium hybrid lounge in Macon's revitalizing Mercer Crossing area (3555 Mercer University Dr, Suite 106). We blend:

- Artisanal gourmet coffee & co-working
- Premium cigar/pipe lounge
- 4-station upscale barber shop
- Branded retail (apparel, art prints, accessories)

**Slogan:** *Sit, sip, puff, groom, and connect*

**Ownership:** Woman-, minority-, and disabled veteran-owned LLC

### **Revenue-Optimized Floor Layout**

The elongated former restaurant shell (~145 ft E-W × ~30 ft average N-S) is divided into four linear sections to maximize dwell time and high-margin sales:

1. **East/Entry Zone** (~1,100 sq ft): Front door opens directly to branded retail (impulse purchases), Cigar Life Art Gallery, and 50 ft coffee bar with 20-25 powered laptop stations.
2. **Mid – Barber Shop** (~1,200 sq ft): 4 premium stations, concierge desk, waiting area – separated from coffee by 8-10 ft decorative open-top partition (controls noise/odors).
3. **West/Rear – Main Cigar Lounge** (~1,300 sq ft): Glass-fronted humidor (high-margin inventory), shuffleboard, fireplace, 40-50 seats, TVs, zoned ventilation.
4. **Outdoor Patio** (800 sq ft): Covered extension for overflow and non-smoking events.

Central 6-8 ft walkway ensures smooth circulation; tech includes geofencing POS and multiple wall TVs.

### **Inclusive Appeal**

Full value for **women and non-smokers**:

- Unlimited artisanal coffee/mocktails
- Dedicated co-working zones
- Art-focused retail and events
- Adaptable grooming services → Membership ROI exceeds fee even without cigar or traditional barber use.

### **Why Macon? Why Now?**

- Mercer Crossing revitalization + proximity to Mercer University
- Underserved premium social lounge market
- Scalable model for future locations

### **Closing**

Café Noir combines **90.5% gross margins, recurring membership revenue, a revenue-optimized layout**, and **rapid profitability** in a de-risked structure (founders cover rent).

We are ready to launch. Invest \$300,000 for 25% equity and join us in building Macon's premier cultural and social hub — with strong financial returns.

Michael LeMay

CEO & CIO

Café Noir

