



## **Disclaimer**

### **Forward-Looking Statements**

Certain information set forth in this presentation contains “forward-looking information”, including “future-oriented financial information” and “financial outlook”, under applicable securities laws (collectively referred to herein as forward-looking statements). Except for statements of historical fact, the information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of Morty’s Bark & Brew (the Company); (ii) execution of the Company’s vision and growth strategy, (iii) sources and availability of third-party financing for the Company’s projects; (iv) completion of the Company’s projects that are currently underway, in development or otherwise under consideration, and (v) future liquidity, working capital, and capital requirements. Forward-looking statements are provided to allow potential investors the opportunity to understand management’s beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment.

These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements.

Although forward-looking statements contained in this presentation are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. The Company undertakes no obligation to update forward-looking statements if circumstances or management’s estimates or opinions should change except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.

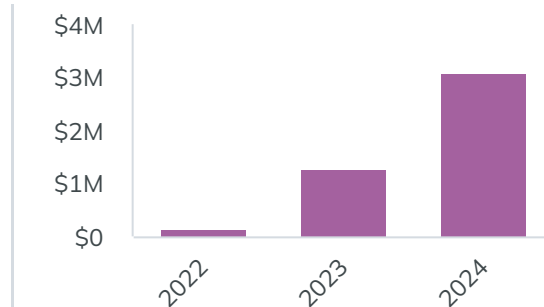
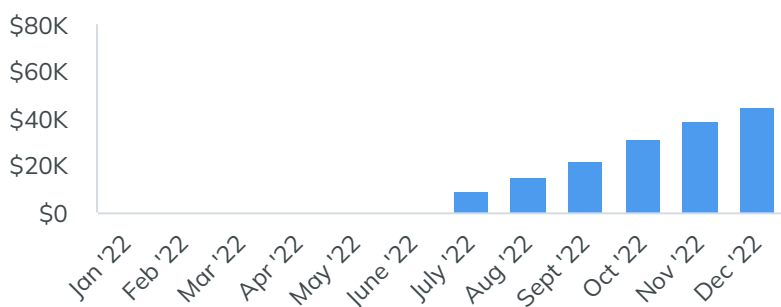
Morty’s Bark & Brew Management

# Morty's Bark and Brew

2022-2024 Forecast  
Original

Generated March 11, 2022

# Revenue (1 of 2)



Revenue	2022	2023	2024
Day Visit (one time)	\$17,400	\$45,000	\$60,000
Unit Sales	1,740	4,500	6,000
Unit Prices	\$10	\$10	\$10
Monthly Subscriptions (unlimited visits)	\$72,511	\$526,526	\$793,055
Customers at start		366	974
Churn rate	10%	10%	10%
Signups	450	1,425	1,500
Recurring Charge	\$60	\$60	\$60
Annual Subscriptions (unlimited visits)	\$21,292	\$198,620	\$397,759
Customers at start		225	803
Churn rate	10%	10%	10%
Signups	225	600	600
Recurring Charge	\$365	\$365	\$365
Dog Food Sales	\$9,750	\$36,000	\$45,000
Unit Sales	1,300	4,800	6,000
Unit Prices	\$7.50	\$7.50	\$7.50
Human Food Sales	\$6,500	\$24,000	\$30,000
Unit Sales	1,300	4,800	6,000
Unit Prices	\$5	\$5	\$5
Beverage Sales	\$15,600	\$57,600	\$72,000
Unit Sales	1,300	4,800	6,000
Unit Prices	\$12	\$12	\$12
MBB Merchandise	\$12,375	\$54,000	\$108,000
Unit Sales	275	1,200	2,400
Unit Prices	\$45	\$45	\$45
Special Events	\$7,500	\$30,000	\$30,000

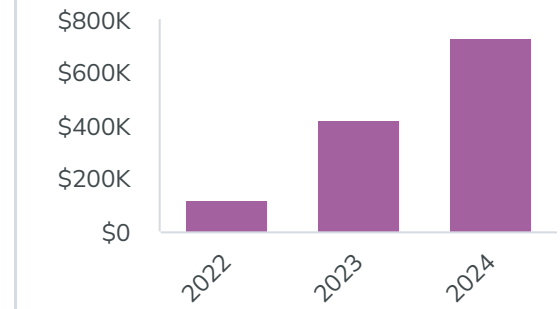
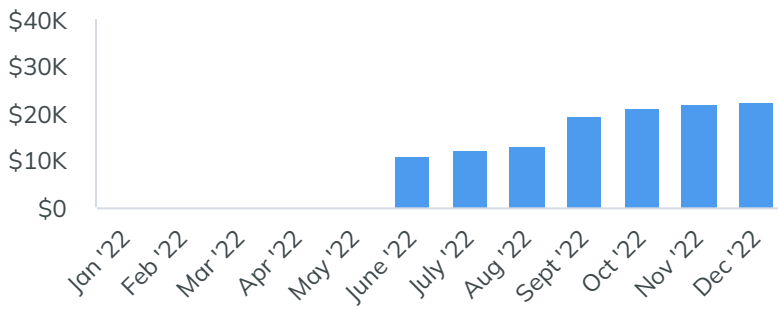
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# Revenue (2 of 2)

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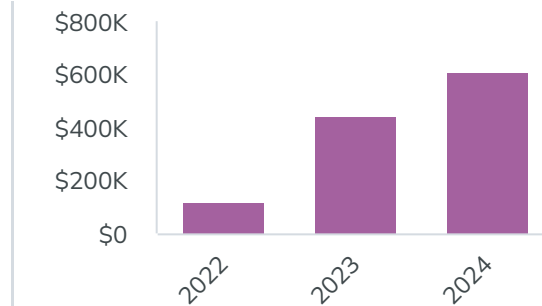
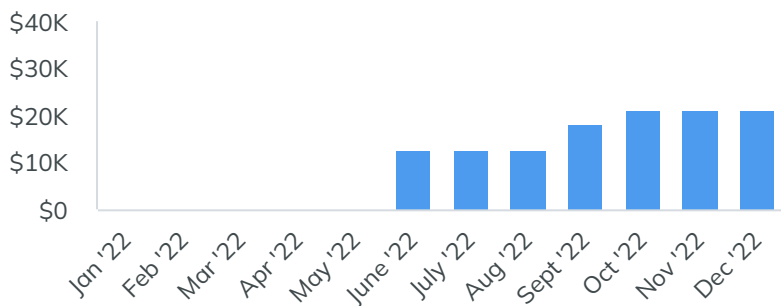
Revenue	2022	2023	2024
Healthy Dog Subscriptions		\$239,634	\$1.3M
Customers at start			5,171
Churn rate		2%	2%
Signups		5,600	18,000
Recurring Charge		\$9	\$9
Web Based Product Sales		\$30,000	\$60,000
Franchise Fees		\$37,970	\$179,856
Customers at start			1
Churn rate		1%	1%
Signups		1	4
Up-Front Fee		\$35,000	\$35,000
Recurring Charge		\$1,000	\$1,000
<b>Totals</b>	<b>\$162,928</b>	<b>\$1.3M</b>	<b>\$3.1M</b>

# Direct Costs



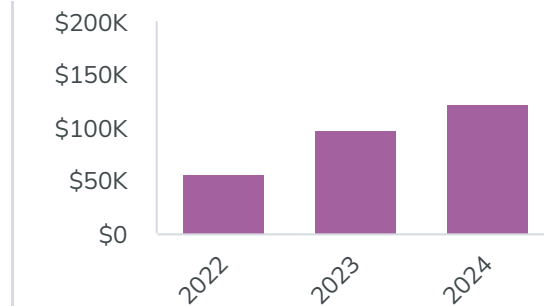
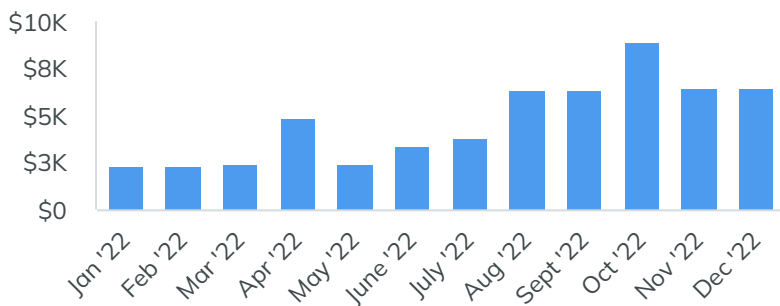
Direct Costs	2022	2023	2024
Dog Food Sales	\$3,900	\$14,400	\$18,000
Human Food COGS	\$3,250	\$12,000	\$15,000
Beverage COGS	\$4,680	\$17,280	\$21,600
MBB Merchandise	\$6,188	\$27,000	\$54,000
Special Events	\$3,750	\$15,000	\$15,000
Healthy Dog Subscriptions		\$23,963	\$132,676
Web Based Product Sales		\$15,000	\$30,000
Franchise Fees		\$18,985	\$89,928
Direct Labor	\$100,440	\$275,875	\$355,188
Salaries and Wages	\$83,700	\$229,896	\$295,990
Outdoor Staff (3.5)	\$40,500	\$111,240	\$143,220
Indoor Staff (3.5)	\$43,200	\$118,656	\$152,770
Employee-Related Expenses	\$16,740	\$45,979	\$59,198
<b>Totals</b>	<b>\$122,208</b>	<b>\$419,503</b>	<b>\$731,391</b>

# Personnel



Personnel	2022	2023	2024
<b>Head Count</b>	<b>3.79</b>	<b>10.79</b>	<b>13</b>
Average Salary	\$26,280	\$34,604	\$38,965
Revenue Per Employee	\$42,989	\$118,568	\$238,648
Net Profit Per Employee	(\$25,042)	\$39,491	\$118,033
<b>Direct Labor</b>	<b>\$100,440</b>	<b>\$275,875</b>	<b>\$355,188</b>
Salaries & Wages	\$83,700	\$229,896	\$295,990
Outdoor Staff (3.5)	\$40,500	\$111,240	\$143,220
Indoor Staff (3.5)	\$43,200	\$118,656	\$152,770
Employee-Related Expenses	\$16,740	\$45,979	\$59,198
<b>Other Labor</b>	<b>\$19,080</b>	<b>\$172,181</b>	<b>\$252,665</b>
Salaries and Wages	\$15,900	\$143,484	\$210,554
CEO/Owner (0.83)	\$7,500	\$60,000	\$120,000
General Manager (0.67)		\$60,000	\$60,000
Admin Support (0.69)	\$8,400	\$23,484	\$30,554
Employee-Related Expenses	\$3,180	\$28,697	\$42,111
<b>Totals</b>	<b>\$119,520</b>	<b>\$448,056</b>	<b>\$607,853</b>

# Expenses



Expenses	2022	2023	2024
Advertising & Marketing	\$1,500	\$9,000	\$24,000
Auto Expenses	\$0	\$0	\$0
Bank Charges	\$815	\$6,396	\$15,513
Computer & Internet Expense	\$1,200	\$1,200	\$1,200
Dues & Subscriptions	\$4,900	\$8,400	\$8,400
Insurance Expense	\$660	\$1,320	\$1,320
Licenses & Permits	\$5,040	\$5,040	\$5,040
Office Supplies & Expense	\$300	\$300	\$300
Office Repair & Maintenance	\$1,500	\$1,500	\$1,500
Meals & Entertainment	\$300	\$300	\$300
Professional Fees - Admin	\$0	\$0	\$0
Professional Fees - Legal	\$2,400	\$2,400	\$2,400
Professional Fees - Finance	\$14,400	\$14,400	\$14,400
Professional Fees - Other	\$0	\$0	\$0
Facility Maintenance	\$12,500	\$30,000	\$30,000
Travel Expense	\$5,000	\$10,000	\$10,000
Telephone Expense	\$1,200	\$1,200	\$1,200
Utilities	\$2,100	\$3,600	\$3,600
Website Expense	\$1,500	\$1,800	\$1,800
Other Expense	\$1,200	\$1,200	\$1,200
<b>Totals</b>	<b>\$56,515</b>	<b>\$98,056</b>	<b>\$122,173</b>

# Assets

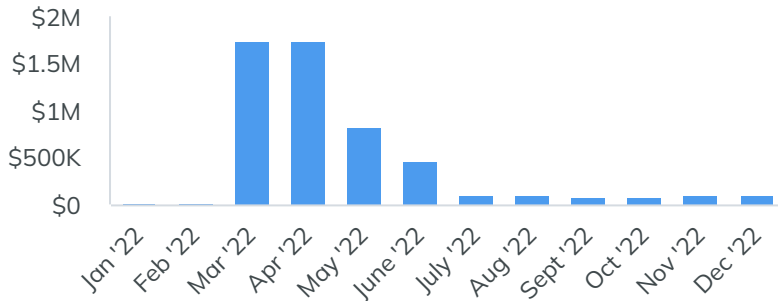
Excluding cash, accounts receivable, etc.

Assets	2022	2023	2024
<b>Long-term assets</b>	<b>\$1.6M</b>	<b>\$1.6M</b>	<b>\$1.6M</b>
Property Acquired	\$685,000	\$685,000	\$685,000
Property Renovation and Construction	\$700,000	\$700,000	\$700,000
Capital Equipment	\$194,583	\$184,583	\$174,583

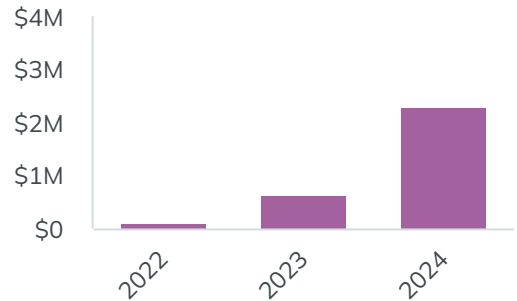


# Financing (1 of 2)

Projected cash in 2022



Cash at year's end



Financing	2022	2023	2024
<b>Amount received</b>	<b>\$1.7M</b>		
Crowd Funding Investment	\$250,000		
Land & Bldg Loan	\$582,250		
Renovation and Construction Loan	\$595,000		
Capital Equipment Loan	\$160,000		
Working Capital Loan	\$150,000		
<b>Payments</b>	<b>\$91,206</b>	<b>\$121,608</b>	<b>\$121,608</b>
Land & Bldg Loan	\$30,636	\$40,848	\$40,848
Principal Paid	\$8,950	\$12,466	\$13,104
Interest Paid	\$21,686	\$28,382	\$27,744
Renovation and Construction Loan	\$31,302	\$41,736	\$41,736
Principal Paid	\$9,141	\$12,732	\$13,384
Interest Paid	\$22,161	\$29,004	\$28,352
Capital Equipment Loan	\$15,273	\$20,364	\$20,364
Principal Paid	\$9,429	\$13,134	\$13,805
Interest Paid	\$5,844	\$7,230	\$6,559
Working Capital Loan	\$13,995	\$18,660	\$18,660
Principal Paid	\$9,068	\$12,575	\$13,153
Interest Paid	\$4,927	\$6,085	\$5,507
<b>Balance</b>	<b>\$1.5M</b>	<b>\$1.4M</b>	<b>\$1.3M</b>
Short-Term Debt	\$50,907	\$53,446	\$56,112
Land & Bldg Loan	\$12,466	\$13,104	\$13,774
Renovation and Construction Loan	\$12,732	\$13,384	\$14,068
Capital Equipment Loan	\$13,134	\$13,806	\$14,512
Working Capital Loan	\$12,575	\$13,153	\$13,757
Long-Term Debt	\$1.4M	\$1.3M	\$1.3M
Land & Bldg Loan	\$560,834	\$547,730	\$533,956
Renovation and Construction Loan	\$573,127	\$559,743	\$545,675

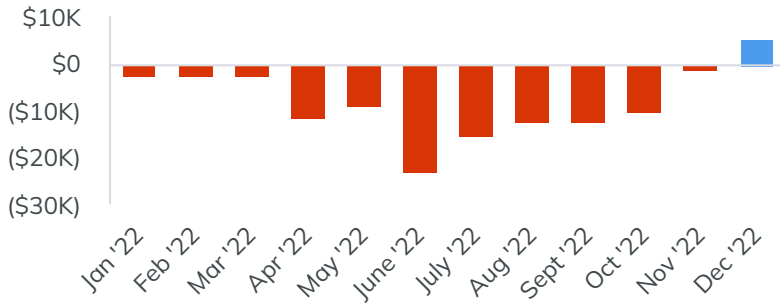
# Financing (2 of 2)

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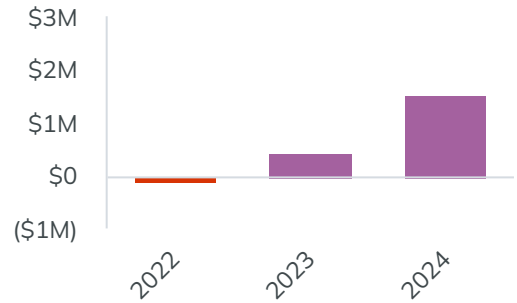
Financing	2022	2023	2024
Capital Equipment Loan	\$137,437	\$123,632	\$109,120
Working Capital Loan	\$128,357	\$115,204	\$101,447

# Projected Profit & Loss (1 of 3)

Net profit in 2022



Net profit by year



Projected Profit & Loss	2022	2023	2024
<b>Revenue</b>	<b>\$162,928</b>	<b>\$1.3M</b>	<b>\$3.1M</b>
Day Visit (one time)	\$17,400	\$45,000	\$60,000
Unit Sales	1,740	4,500	6,000
Unit Prices	\$10	\$10	\$10
Monthly Subscriptions (unlimited visits)	\$72,511	\$526,526	\$793,055
Customers at start		366	974
Churn rate	10%	10%	10%
Signups	450	1,425	1,500
Recurring Charge	\$60	\$60	\$60
Annual Subscriptions (unlimited visits)	\$21,292	\$198,620	\$397,759
Customers at start		225	803
Churn rate	10%	10%	10%
Signups	225	600	600
Recurring Charge	\$365	\$365	\$365
Dog Food Sales	\$9,750	\$36,000	\$45,000
Unit Sales	1,300	4,800	6,000
Unit Prices	\$7.50	\$7.50	\$7.50
Human Food Sales	\$6,500	\$24,000	\$30,000
Unit Sales	1,300	4,800	6,000
Unit Prices	\$5	\$5	\$5
Beverage Sales	\$15,600	\$57,600	\$72,000
Unit Sales	1,300	4,800	6,000
Unit Prices	\$12	\$12	\$12
MBB Merchandise	\$12,375	\$54,000	\$108,000
Unit Sales	275	1,200	2,400
Unit Prices	\$45	\$45	\$45
Special Events	\$7,500	\$30,000	\$30,000
Healthy Dog Subscriptions		\$239,634	\$1.3M
Customers at start			5,171

# Projected Profit & Loss (2 of 3)

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Projected Profit & Loss	2022	2023	2024
Churn rate		2%	2%
Signups		5,600	18,000
Recurring Charge		\$9	\$9
Web Based Product Sales		\$30,000	\$60,000
Franchise Fees		\$37,970	\$179,856
Customers at start			1
Churn rate		1%	1%
Signups		1	4
Up-Front Fee		\$35,000	\$35,000
Recurring Charge		\$1,000	\$1,000
<b>Direct Costs</b>	<b>\$122,208</b>	<b>\$419,503</b>	<b>\$731,391</b>
Dog Food Sales	\$3,900	\$14,400	\$18,000
Human Food COGS	\$3,250	\$12,000	\$15,000
Beverage COGS	\$4,680	\$17,280	\$21,600
MBB Merchandise	\$6,188	\$27,000	\$54,000
Special Events	\$3,750	\$15,000	\$15,000
Healthy Dog Subscriptions		\$23,963	\$132,676
Web Based Product Sales		\$15,000	\$30,000
Franchise Fees		\$18,985	\$89,928
Direct Labor	\$100,440	\$275,875	\$355,188
Salaries & Wages	\$83,700	\$229,896	\$295,990
Outdoor Staff (3.5)	\$40,500	\$111,240	\$143,220
Indoor Staff (3.5)	\$43,200	\$118,656	\$152,770
Employee Related Expenses	\$16,740	\$45,979	\$59,198
Gross Margin	\$40,720	\$859,847	\$2.4M
Gross Margin %	25%	67%	76%
<b>Operating Expenses</b>	<b>\$75,595</b>	<b>\$270,237</b>	<b>\$374,837</b>
Salaries & Wages	\$15,900	\$143,484	\$210,554
CEO/Owner (0.83)	\$7,500	\$60,000	\$120,000
General Manager (0.67)		\$60,000	\$60,000
Admin Support (0.69)	\$8,400	\$23,484	\$30,554
Employee Related Expenses	\$3,180	\$28,697	\$42,111
Advertising & Marketing	\$1,500	\$9,000	\$24,000
Auto Expenses	\$0	\$0	\$0
Bank Charges	\$815	\$6,396	\$15,513
Computer & Internet Expense	\$1,200	\$1,200	\$1,200
Dues & Subscriptions	\$4,900	\$8,400	\$8,400

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# Projected Profit & Loss (3 of 3)

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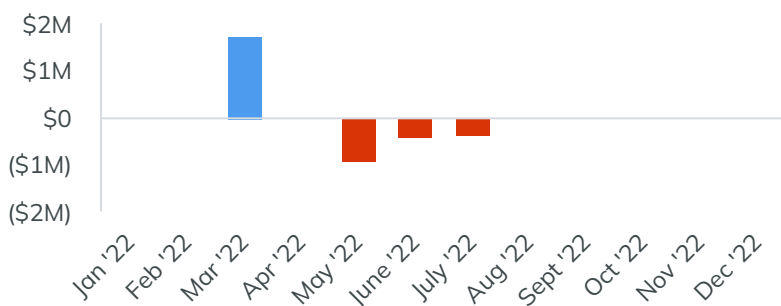
Projected Profit & Loss	2022	2023	2024
Insurance Expense	\$660	\$1,320	\$1,320
Licenses & Permits	\$5,040	\$5,040	\$5,040
Office Supplies & Expense	\$300	\$300	\$300
Office Repair & Maintenance	\$1,500	\$1,500	\$1,500
Meals & Entertainment	\$300	\$300	\$300
Professional Fees - Admin	\$0	\$0	\$0
Professional Fees - Legal	\$2,400	\$2,400	\$2,400
Professional Fees - Finance	\$14,400	\$14,400	\$14,400
Professional Fees - Other	\$0	\$0	\$0
Facility Maintenance	\$12,500	\$30,000	\$30,000
Travel Expense	\$5,000	\$10,000	\$10,000
Telephone Expense	\$1,200	\$1,200	\$1,200
Utilities	\$2,100	\$3,600	\$3,600
Website Expense	\$1,500	\$1,800	\$1,800
Other Expense	\$1,200	\$1,200	\$1,200
<b>Operating Income</b>	<b>(\$34,875)</b>	<b>\$589,610</b>	<b>\$2M</b>
Interest Expense	\$54,619	\$70,701	\$68,162
Income Taxes	\$0	\$82,800	\$383,606
Depreciation and Amortization	\$5,417	\$10,000	\$10,000
Total Expenses	\$257,838	\$853,241	\$1.6M
Net Profit	(\$94,910)	\$426,109	\$1.5M
<b>Net Profit %</b>	<b>(58%)</b>	<b>33%</b>	<b>49%</b>

# Projected Balance Sheet

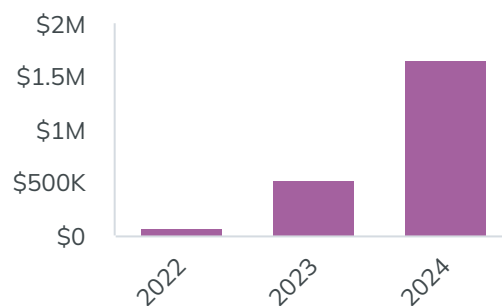
Projected Balance Sheet	2022	2023	2024
<b>Assets</b>	<b>\$1.7M</b>	<b>\$2.2M</b>	<b>\$3.9M</b>
<b>Current Assets</b>	<b>\$109,563</b>	<b>\$640,767</b>	<b>\$2.3M</b>
Cash	\$109,563	\$640,767	\$2.3M
Accounts Receivable	\$0	\$0	\$0
<b>Long-Term Assets</b>	<b>\$1.6M</b>	<b>\$1.6M</b>	<b>\$1.6M</b>
Long-Term Assets	\$1.6M	\$1.6M	\$1.6M
Accumulated Depreciation	(\$5,417)	(\$15,417)	(\$25,417)
<b>Liabilities &amp; Equity</b>	<b>\$1.7M</b>	<b>\$2.2M</b>	<b>\$3.9M</b>
<b>Liabilities</b>	<b>\$1.5M</b>	<b>\$1.6M</b>	<b>\$1.7M</b>
<b>Current Liabilities</b>	<b>\$111,741</b>	<b>\$260,282</b>	<b>\$430,093</b>
Accounts Payable	\$0	\$0	\$0
Income Taxes Payable	\$0	\$51,711	\$133,994
Sales Taxes Payable	\$0	\$0	\$0
Short-Term Debt	\$50,907	\$53,446	\$56,112
Prepaid Revenue	\$60,833	\$155,125	\$239,988
<b>Long-Term Liabilities</b>	<b>\$1.4M</b>	<b>\$1.3M</b>	<b>\$1.3M</b>
Long-Term Debt	\$1.4M	\$1.3M	\$1.3M
<b>Equity</b>	<b>\$177,650</b>	<b>\$603,759</b>	<b>\$2.1M</b>
Paid-In Capital	\$250,000	\$250,000	\$250,000
Retained Earnings	\$22,560	(\$72,350)	\$353,759
Earnings	(\$94,910)	\$426,109	\$1.5M

# Projected Cash Flow

Cash flow in 2022



Cash flow by year



Projected Cash Flow	2022	2023	2024
<b>Net Cash from Operations</b>	<b>(\$31,100)</b>	<b>\$582,112</b>	<b>\$1.7M</b>
Net Profit	(\$94,910)	\$426,109	\$1.5M
Depreciation and Amortization	\$5,417	\$10,000	\$10,000
Change in Accounts Receivable	\$0	\$0	\$0
Change in Accounts Payable	\$0	\$0	\$0
Change in Income Tax Payable	(\$2,440)	\$51,711	\$82,283
Change in Sales Tax Payable	\$0	\$0	\$0
Change in Prepaid Revenue	\$60,833	\$94,292	\$84,863
<b>Net Cash from Investing</b>	<b>(\$1.6M)</b>		
Assets Purchased or Sold	(\$1.6M)		
<b>Net Cash from Financing</b>	<b>\$1.7M</b>	<b>(\$50,907)</b>	<b>(\$53,446)</b>
Investments Received	\$250,000		
Change in Short-Term Debt	\$50,907	\$2,539	\$2,666
Change in Long-Term Debt	\$1.4M	(\$53,446)	(\$56,112)
Cash at Beginning of Period	\$25,000	\$109,563	\$640,767
Net Change in Cash	\$84,563	\$531,204	\$1.7M
<b>Cash at End of Period</b>	<b>\$109,563</b>	<b>\$640,767</b>	<b>\$2.3M</b>