

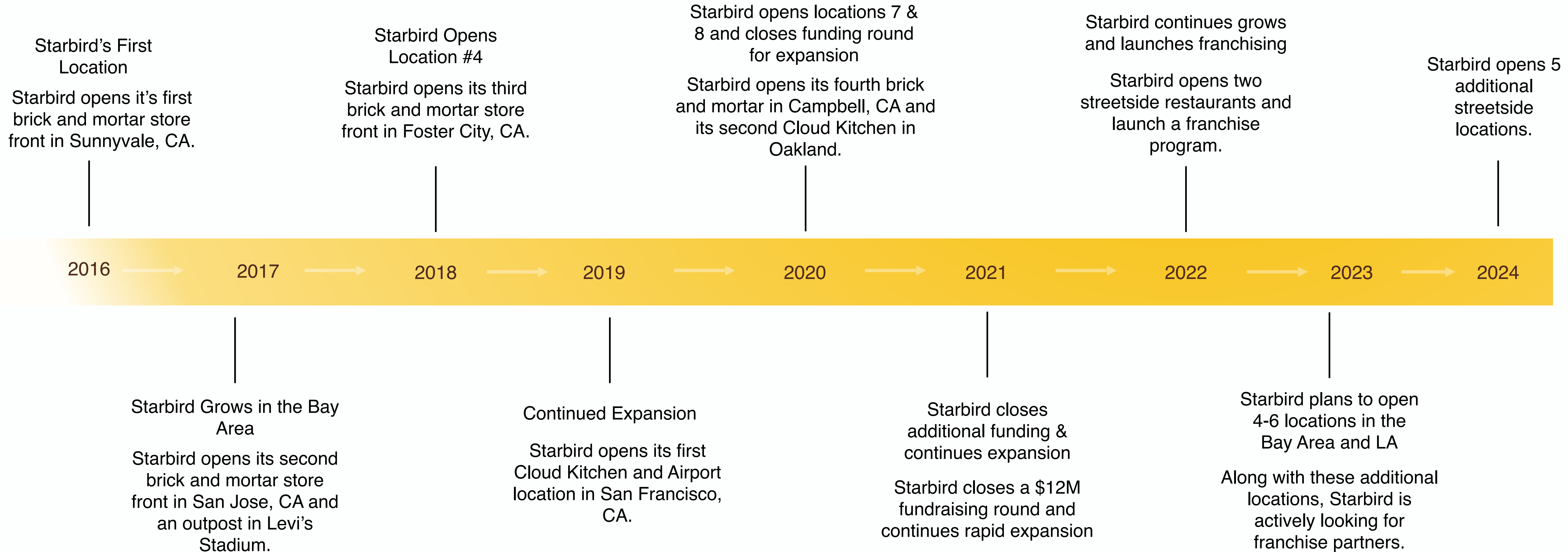
STARBIRD REAL ESTATE OVERVIEW - FRANCHISE

2024



WHO WE ARE

OUR STORY



WHO WE ARE

SUPER-PREMIUM FAST FOOD SINCE 2016

Born in San Francisco in 2016, Starbird is fundamentally changing the future of food by delivering perfectly crispy chicken and a tech-driven customer experience.

- Built upon pillars of culinary innovation, a frictionless service model and operational excellence.
- Successfully established a defensible pandemic-proof concept within the \$34 Billion US chicken marketplace.
- Grown rapidly through franchising in select U.S. markets.
- Proven leadership in the marketplace through utilization of multiple sales channels and national brand recognition.





WHO WE ARE

INNOVATIVE AND OPTIMIZED MENU

Serving the most crave-able chicken on the market

- Chicken never raised with antibiotics, always fresh, hand-breaded in small batches to ensure quality.
- Engineered menu supports both on & off-premise dining.
- Variety of offerings for multiple consumer need state: tenders, salads, sandwiches, tacos, wings and catering.
- Health-forward options for all: gluten-free, vegetarian, grilled, vegetable-centric, etc.
- Perfect for all day-parts.
- Unique and contemporary ingredients

WHO WE ARE

BOLD AND MODERN DESIGN

We create warm and inviting spaces for our communities.

Starbird's contemporary design – bright, contemporary fixtures, natural woods, and modern tile accents – creates a clean, vibrant and unique dining experience.

Packaging is eye-catching and Instagram-worthy, elevating both in-store and off-premise experiences.



WHO WE ARE

EXTERIOR DESIGN



COMMUNITY COMMITMENT



GIFT A MEAL PROGRAM.

Starbird partners with Gift a Meal in its local communities to fight hunger. Gusts can scan QR codes in the restaurant to participate.

COMMITMENT TO EDUCATION.

Starbird is committed to supporting education in its communities by supporting teachers in various ways throughout the school year.

FUNDRAISING PROGRAM.

Starbird partners with local schools to help raise money for different programs by donating a portion of sales.

FRONT LINE MEAL DONATIONS.

Starbird supported front line workers during Covid-19 and wild fire seasons, donating over 3,500.

OUR PROCESS



OUR PROCESSES

OPERATIONS

Starbird's operations and training teams focus on food quality execution, guest experience and speed of service:

- We have extensive training procedures which begin weeks before opening our doors to the public.
- We have operational audits done by our district managers on engagement a monthly basis. These reports are reviewed by our VP of ops and the entire ops team.
- We use many different feedback tools (Tattle and Merchant Centric) to continue to improve every month

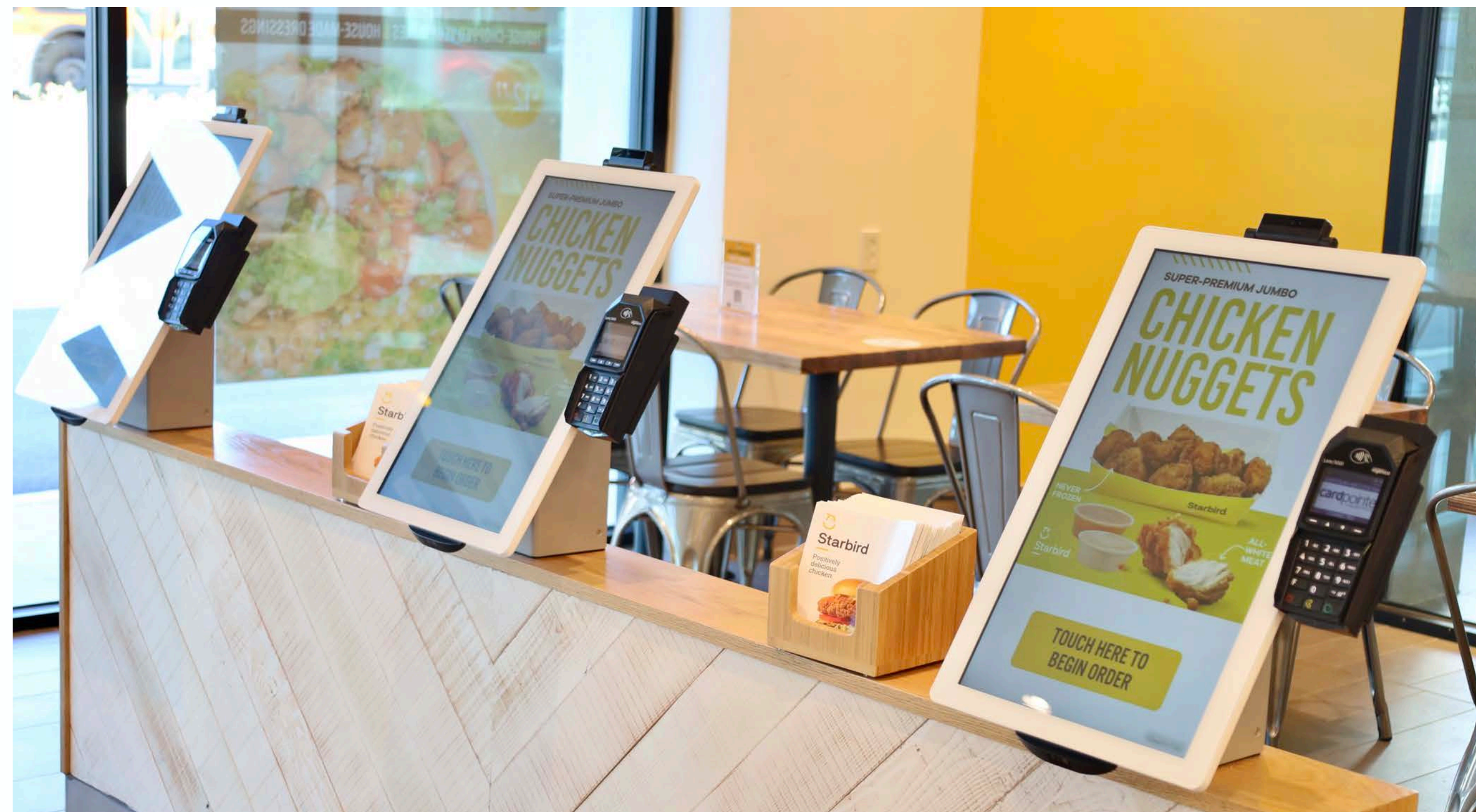


OUR PROCESS

TECH ENABLED CONVENIENCE

Starbird's frictionless tech stack rivals brands that are 10x its size.

- POS OLO ordering integration, no third party tablets in the restaurants.
- Kiosk ordering systems.
- Staggering loyalty growth in two years with more than 83k active members.



GRAND OPENING MARKETING



Social Media & Influencers

We target best in class influencers in each market we enter to engage on Instagram, Tik Tok and other social platforms. In our current locations, we have 150+ influencers per market.



Digital Ads

We use Google, Facebook, Instagram to increase brand awareness before, during and after restaurant openings. Our custom analytical dashboard allows us to track ROI.



LSM Community Engagement

We invest in free food for the community. We use traditional grass root marketing tactics to connect with the communities we inhabit. This includes local chamber of commerce, schools & non-profits.



3PD Promotions

We work closely with our delivery providers to run and track the best in-app promotions for quick and affordable customer acquisition.



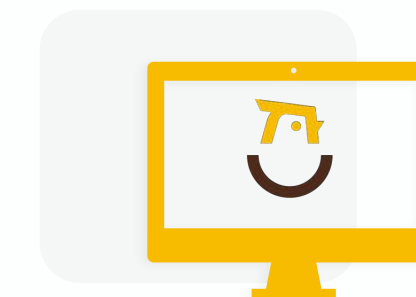
Mobile App & Loyalty

Through our CRM system, we configure automated campaigns to drive frequency. Our loyalty program drives trial and retention with constant engagement and tailored rewards.



Public Relations

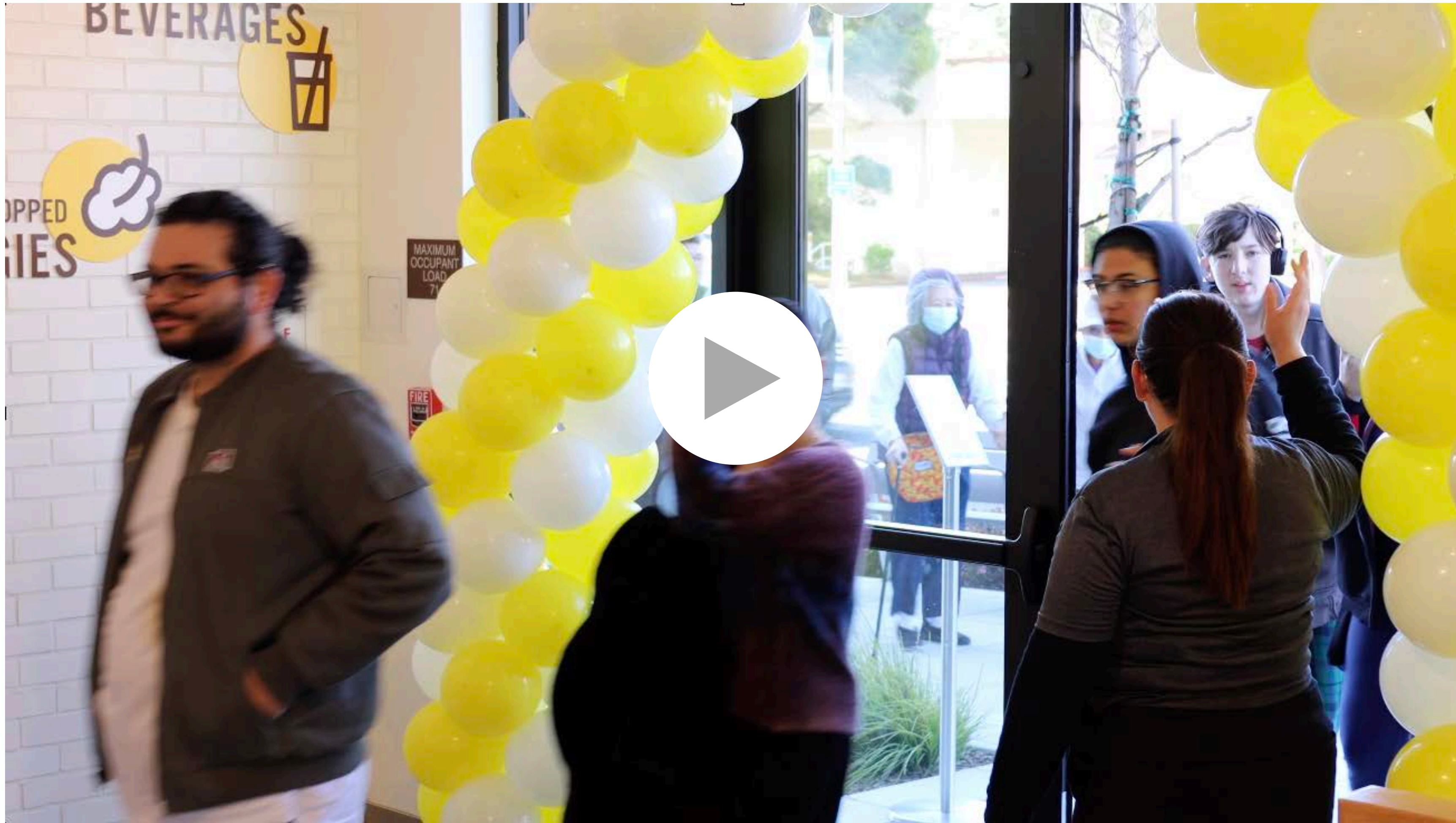
Our best in class PR firm has strong media relationships around the country and has proven their ability to place Starbird in the media for new store openings & growth.



Website

Our website is a digital billboard with more than 70k visitors per month. We use this as a way to target consumers.

GRAND OPENING MARKETING VIDEO



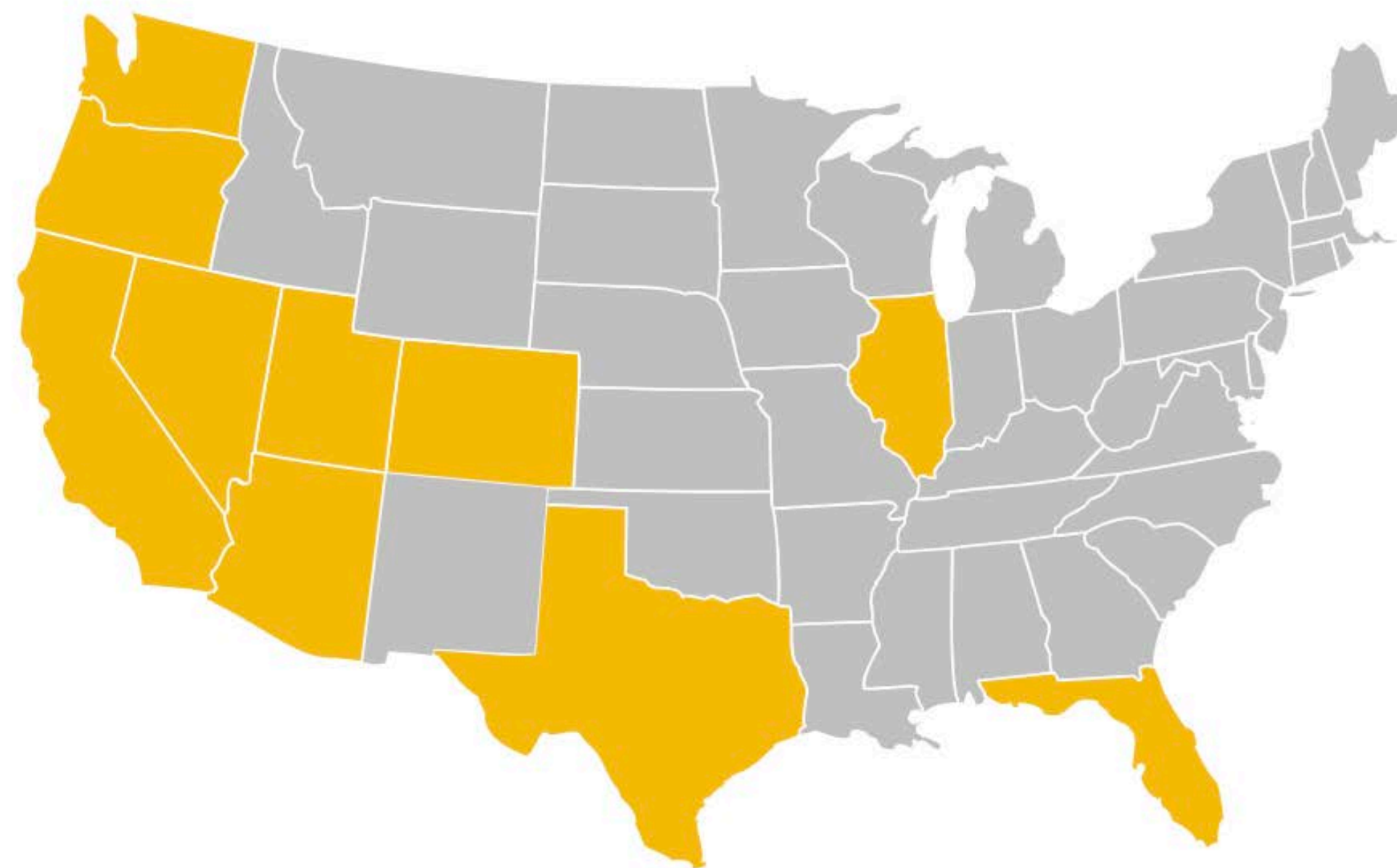
REALESTATE SELECTION



SITE CRITERIA

TERRITORIES AVAILABLE

- Phase 1
- Phase 2



- ✓ 1800-2300 sq. ft.
- ✓ End caps or stand alone building
- ✓ Outdoor patio +/- 500 square feet
- ✓ Good visibility, traffic and store access
- ✓ Short term curbside pickup parking (4 spaces) with additional overflow available.
- ✓ Affluent residential in close proximity
- ✓ Regional flair co-tenants preferred
- ✓ Daily use co-tenants preferred
- ✓ Substantial white-collar day population workforce within 1 mile radius

UTILITY REQUIREMENTS



- ✓ Plumbing: 4" sanitary waste line, 2" hot water line and 2" cold water line with minimum 60 psi static pressure.

- ✓ HVAC: Landlord shall provide and install an HVAC designed to a minimum of 1 ton per 150 sq ft., including all refrigerant lines, control wiring and thermostats.

- ✓ Exhaust: Landlord shall provide and install all shafts from the premises to the roof of the building.

- ✓ Electrical: Landlord shall provide 400 amps, 120/208 volt, 3 phase, 4 wire service terminated in the tenants space as where directed by tenant ready for distribution.

- ✓ Gas: Landlord shall provide and install a 2" gas connection separately metered and stubbed and capped to tenants space.

SALES AND PREFERRED DEMOGRAPHICS



Demographics

- ✓ Highly educated consumer
- ✓ Target age of 25-65
- ✓ Male and female 50/50 split
- ✓ Combined six-figure household incomes
- ✓ Active, upscale lifestyles
- ✓ Culturally diverse
- ✓ Suburban mid to high level home owners



Sales Data

- ✓ 50/50 lunch and dinner day part split
- ✓ Product mix lead by salads, tenders and sandwiches.
- ✓ Up to 50% off-premise sales
- ✓ High use of technology ordering
- ✓ Strong 3PD Partnerships

Representative results, your actual sales may vary.

PRESS



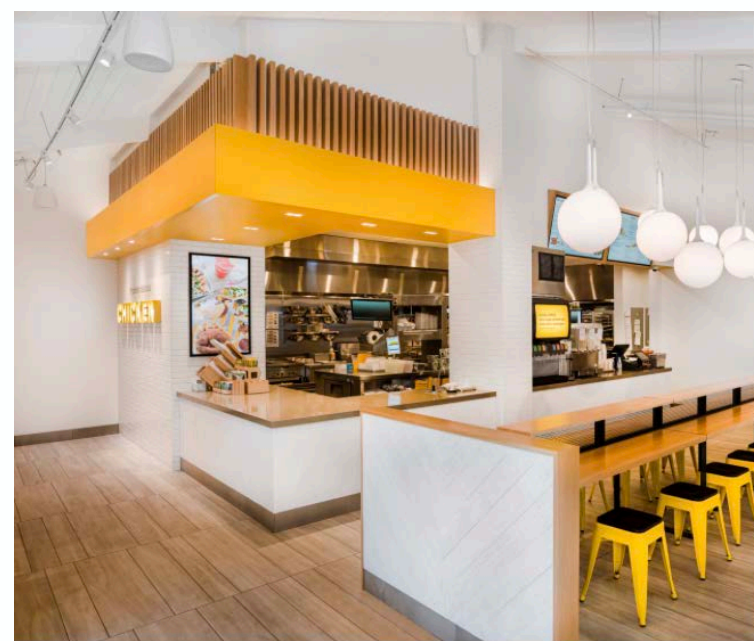
HOT OFF THE PRESS



September 23, 2022

This Buzzing Chicken Chain is About to Double in Size

[Read more](#)



September 23, 2022

Starbird Begins to Fulfill its Unit Growth Destiny

[Read more](#)



September 7, 2022

Starbird Announces National Franchise Program

[Read more](#)



August 17, 2022

Fried chicken near the beach

[Read more](#)



May 11, 2022

Franchising Takes Wing For Starbird

[Read more](#)



September 23, 2022

Chicken restaurant Starbird opening in Hermosa Beach in October

[Read more](#)



November 10, 2021

Fast Casual: Starbird Chicken raises \$12M



July 23, 2021

Fast Casual: Starbird Chicken Might Be a Golden Goose



July 15, 2021

Food on Demand: Starbird Flies High with Four Successful Virtual Concepts



May 25, 2021

Fast Casual: 2021 Fast Casual Top 100 Movers & Shakers



May 19, 2021

Fast Casual: Starbird Adding 9th Location



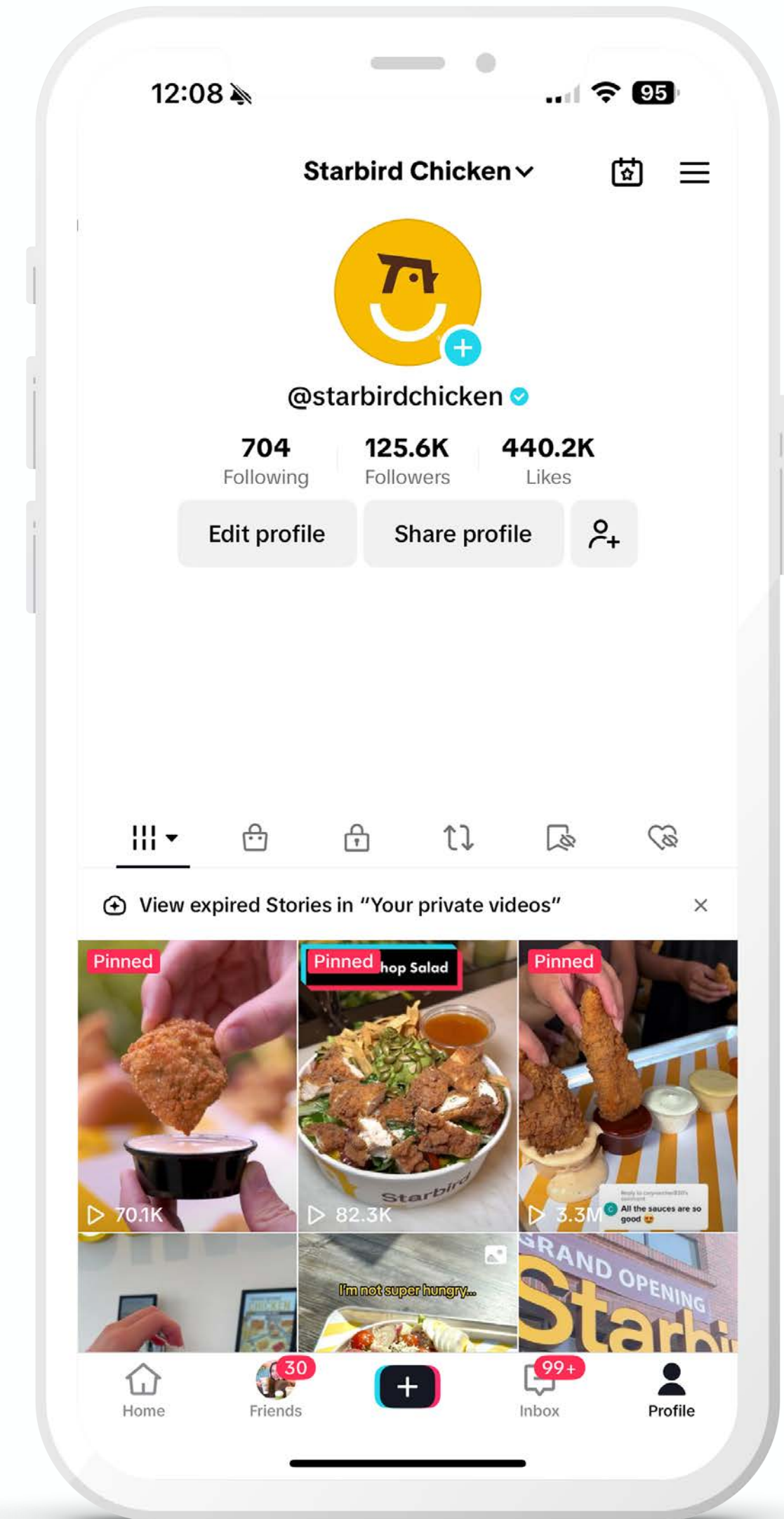
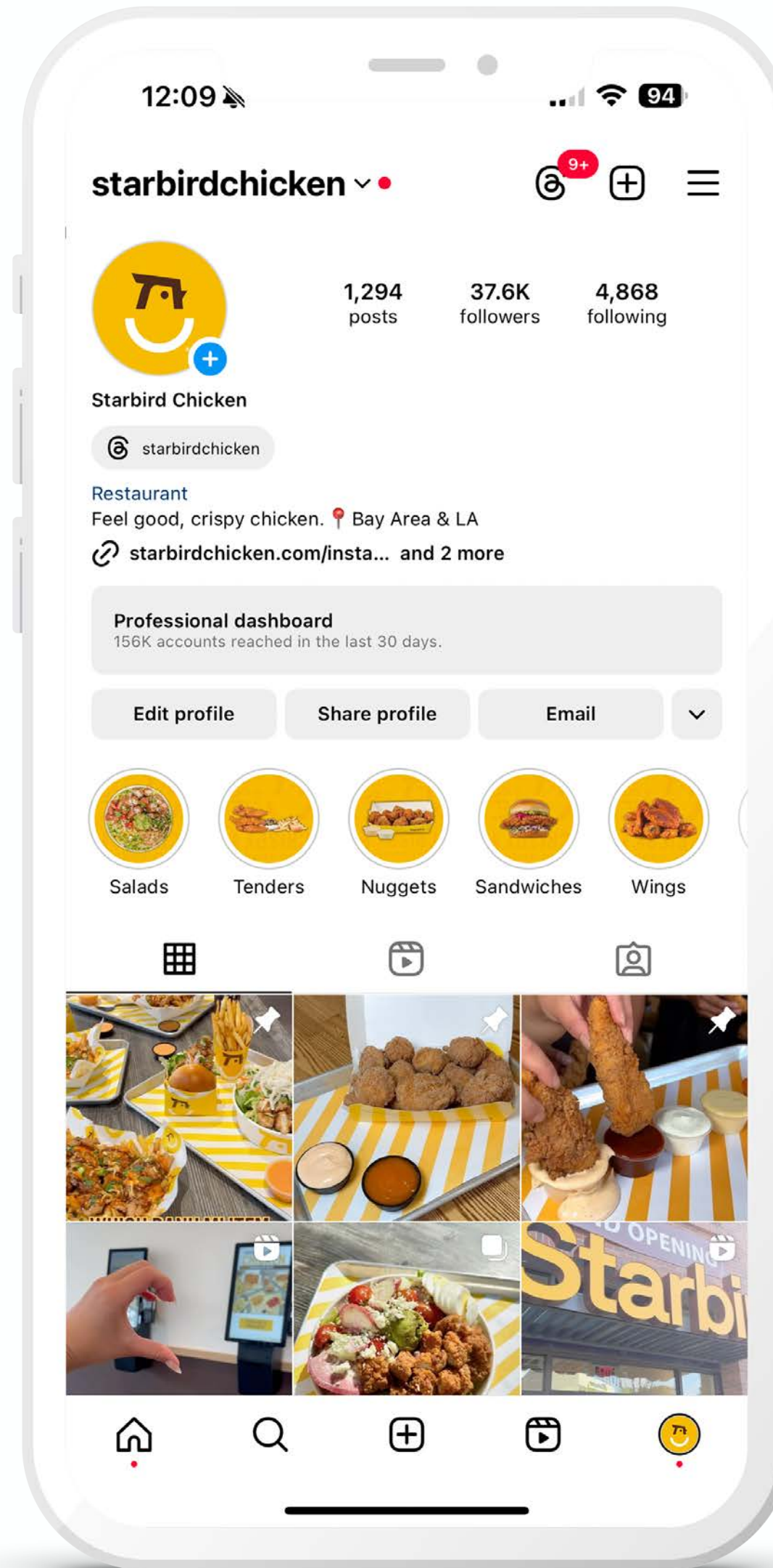
April 14, 2021

The Point News: Breaking Down the Bay Area's Best Fried Chicken

SOCIAL FOLLOWING

Starbird receives millions of views across their social media platforms and invests heavily in content creation.

- We have had multiple videos surpass 1 million views.
- We partner with leading content creators in our communities to spread the word across many social media platforms.



Positively delicious

CHICKEN

HAND CHOPPED
VEGGIES

HAND CRAFTED
BEVERAGES

SUPER PREMIUM
TOPPINGS

PICK-UP

HELLO
MARINA
DEL REY!

SIGN UP FOR SMS AND
EARN A REWARD!
SWISH READY

LEADERSHIP

LEADERSHIP

AARON NOVESHEN, FOUNDER & CEO

Aaron Noveshen is Founder & CEO of Starbird and brings unmatched restaurant experience for a concept at this stage.

A graduate of Berkeley Haas School of Business, Aaron has developed and scaled 25+ restaurant brands over 3 decades. He is the founder of The Culinary Edge, the nation's premier restaurant consultancy, having advised over half of the nation's top 10 grossing restaurant chains with menu strategy, culinary and operational solutions.

Aaron Noveshen is an industry leader in culinary innovation.

Aaron has presented on the restaurant industry at numerous conferences and events including the NRA, Global Restaurant Forum and Restaurant Leadership Conference.



GREG DOLLARHYDE, LEAD INVESTOR

Greg Dollarhyde is a pioneer in the fast-casual segment of the industry. He was the former Executive Chairman & CEO of Zoes Kitchen, a previously NYSE-listed, fast casual Mediterranean concept headquartered in Dallas, TX with more than 250 restaurants. As Chairman, he led the board in the IPO of Zoe's in 2014 and in negotiating the sale of the company to Ron Shaich and Cava in November 2018.

Additionally, Greg was the CEO of Baja Fresh, leading the sale of the company to Wendy's in 2002. Greg recently joined the board of directors and led an investment by Dollarhyde Investment Group IV in Blaze Pizza, one of the fastest growing restaurant companies in America.

Dollarhyde has been recognized in the "POWER 50" of the restaurant industry for two years in a row by Nation's Restaurant News.



KARP REILLY, LEAD INVESTING GROUP

Karp Reilly is an investment leader in restaurants, omni-channel retail and consumer packaged products. Lead by industry vets Allan Karp and Chris Reilly, Karp Reilly invests in ambitious, innovative and growth-focused companies. They thrive on a philosophy of investing in emerging brands that have embarked on a path of serious/sustainable growth and are looking for a long-term capital partner.

“Starbird has clearly demonstrated it can deliver premium, high-quality food and an unrivaled customer experience even in the most difficult operating environment,” said Ryan Greene, a Principal at KarpReilly.

KARPREILLY LLC

G R O W T H I N V E S T O R S





THANK YOU

starbirdchicken.com

@starbirdchicken

