

## FRANCHISE INVESTMENT RANGE

INITIAL FRANCHISE FEE	\$25,000
REAL ESTATE LEASE (3 MONTHS)	\$7,500 - \$22,500
SECURITY DEPOSITS	\$3,000 - \$8,500
LEASE IMPROVEMENTS	\$75,000 - \$175,000
EQUIPMENT, FURNITURE & SIGNS	\$35,000 - \$50,000
POS / COMPUTER SYSTEMS	\$1,200 - \$2,400
VIDEO SURVEILLANCE SYSTEM	\$1,000 - \$4,000
INSURANCE	\$1,000 - \$2,400
PERMITS AND LICENSES	\$300 - \$600
INITIAL INVENTORY	\$5,000 - \$10,000
TRAVEL EXPENSES FOR TRAINING	\$2,500 - \$4,500
PROFESSIONAL FEES	\$500 - \$5,000
ADDITIONAL FUNDS	\$5,000 - \$10,000

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**TOTAL**     **\$162,500 - \$337,400**

## MARKETING

Our in-house marketing team works directly with social media companies, advertisement agencies, PR firms and online review management companies to provide you with a strategy to build brand awareness in your community.

- ▶ local marketing
- ▶ text message marketing
- ▶ social media & advertising
- ▶ out-of-the-box promotions
- ▶ new product development
- ▶ brand awareness
- ▶ grand opening support

**POKÉMOTO®**  
*Hawaiian Poké* 



[POKEMOTO.COM/FRANCHISE](https://pokemoto.com/franchise)



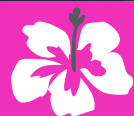
@POKEMOTO







## HOW IT STARTED



## REAL ESTATE



## STEPS TO SUCCESS

Thomas Nguyen founded Pokémoto in New Haven, CT in 2017. While living in Hawaii, he discovered and fell in love with traditional Hawaiian poké. He realized there was a gap in the New England market which is known for amazing seafood but was missing poké. Thomas gambled on a vacant location across from Yale University and risked it all! Luckily, it was a success and Pokémoto was born!

At Pokémoto, we understand that finding the right location for your new business is one of the most important steps in your journey.

Our site review process is designed to assist you through this critical stage.

After signing your franchise agreement, our real estate team will help you explore potential sites in your market by using Pokémoto site standards and industry criteria. We work together to identify 2 - 3 great options for your Pokémoto shop.

### SUPPORT

- Dedicated experienced support team.
- Technology-driven site selection assistance.
- Training and support every step of the way.
- Supply chain support.

### COSTS

- Discounted fee structure.
- Smaller footprint, lower rents.
- Budget-friendly build out & conversion costs.
- Affordable tech solutions.
- Group purchasing power.
- No expensive grills, fryers or hoods.

### MENU

- Highly customizable menu options.
- Innovative and proprietary recipes & sauces.
- Vegetarian and vegan alternatives, gluten-free, nut-free options.
- Fresh and quality ingredients prepared daily.
- Ongoing development of new Limited Time Offerings.
- Minimal cooking.

