



Investment

If you meet the requirements and qualifications for owning a DOUBLEDAVE'S PIZZAWORKS franchise, and are accepted by our Board of Directors, your financial requirements are:

On Signing the Franchise Agreement

An investment of \$30,000 for the DoubleDave's Pizzaworks franchise rights provides you:

- Grant of an Exclusive Territory
- Site Selection & Lease Negotiation
- Architectural Drawing Planning Assistance
- Owner/Manager/Employee Franchise Training Program
- Grand Opening Assistance for your Restaurant
- In-Field Operations Support and Training Updates
- DoubleDave's Pizzaworks Restaurant Operations Manual
- Use of the DoubleDave's Pizzaworks Name, Marks and Systems

Before Opening for Business*

An additional investment is required to open your DoubleDave's Pizzaworks franchise:

Expenses	Lease or Conversion	
	Low	High
HARD COSTS		
Leasehold Improvements*	\$180,000	\$210,000
Landlord Finish Allowance*	<35,000>	<50,000>
Lease Deposits	5,000	10,000
Furniture, Fixtures & Equipment	100,000	135,000
Point of Sale System	18,500	18,500
Signage	7,500	12,500
Permits (Beer & Wine)	2,500	3,500
Opening Inventory & Services	7,500	7,500
SUBTOTAL	<u>\$286,000</u>	<u>\$347,000</u>
SOFT COSTS		
Promotional & Pre-Opening Expenses	\$ 10,000	\$ 10,000
Travel & Living Costs While Training	3,000	3,000
Professional Fees	2,000	2,000
Working Capital	30,000	30,000
Franchise Fee	<u>30,000</u>	<u>30,000</u>
SUBTOTAL	\$ 75,000	\$ 75,000
TOTAL (Including Franchise Fee)	<u>\$361,000</u>	<u>\$422,000</u>

Royalty and Advertising Contribution

Royalty: 5% of your Gross Sales.

Advertising: 4% of your Gross Sales. You apply it to your Local Advertising. We also have the right to add 1% for a regional/national advertising fund which we control and apply to advertising.

*Items 5, 6, and 7 of the disclosure document should be consulted for a more detailed description of your total estimated initial investment and other costs and expenses associated with the ownership and operation of your DoubleDave's Pizzaworks franchise. Typical lease space is 3,500 square feet. Average for leasehold improvements may range from \$45 to \$60 or more per square foot, usually negotiated with a landlord allowance ranging from \$10 to \$20 or more per square foot. Hard Costs are reasonable estimates based on our regional experience. Prices will vary in different territories.

Dave Sez.... Be mindful that in planning your own DoubleDave's Pizzaworks, you will probably be low in some categories, and higher in others, which will make your final cost between the low and high totals.