



The Nitty -Gritty

A RARE & UNIQUE WINDOW OF ARBITRAGE || INVESTIR GAGNANT 2.0

Westernston, Inc,
October 2019



The \$500 Guarantee

Find another similar opportunity...

- >> Similar in scope, structure and arbitrage
- >> Similar in size
- >> Similar in ROI potential
- >> Similarly priced to start



Perfect For...

Unsuitable For...

Total portfolio of at least \$150,000

Portfolio Size

If participating in this deal would be larger than 10%

Investing for the long-term. Can wait 10+ years for exit.

Need to Divest

Invest mostly short to mid-term and can't wait 10+ years.

Have a moderate appetite for reasonable risk, higher yield.

Appetite for Risk

Super conservative & risk-averse - invest small or not at all.

Focus on CASHFLOW as well as CAPITAL GAINS.

Cashflow & Hard - Equity Focused

Need the book value of the owner's equity to be greater than price



Nothing to do, completely hands-off.

Co-Invest with Westernston & Inside ALPHA



Small Business Acquisition (currently underway)

- ✓ Restaurant, Cafe, Coffee Shop or Diner with EBITDA of at least \$250,000.
- ✓ P/E of no more than 6.5 or 7 (Could be as low as 5)
- ✓ In the city that never sleeps... New York.



(Minimum \$10,000 investment)

What you should expect...

R.O.I. Projections

\$100,000

Yearly
Cashflow

From 15% to 20%

\$15,000 to \$20,000

Retained

About 40%

\$6,000 to \$8,000

Dividend

Min. target 9% (increasing)

\$9,000 to \$12,000



Westernston
focuses on
CONSISTENCY

How we expect to grow...

Growth Projections

\$100,000



Small Hinges
Swing BIG Doors

Price Increment <
Marketing <
Customer <
Newsletter

Local Ads <
Creative Angles <

EBITDA Growth	Target 5% per annum	\$750 to \$1,000
Dividend	Approximately 5%	\$10,000 to \$10,500...
Capital Gains	Min. target 10% (inc.)	\$259,374 (10 years)



*The Ultimate Business Growth
Equation...*

$$(LTV - CoA) \times \#oC = \$\$\$$$

The little hinges that swing big doors...

1% Revenue Growth through price rise
\$2M Revenue, \$200k EBITDA
\$2.02M Rev. => \$220K EBITDA

1 Extra Visit Per Year...
4 times -> 5 times
25% rev. growth => 25% - 50%

NEW CUSTOMERS/CLIENTS

Local Marketing, Loss Leaders
1% New Clients => 3% to 10%

SUBSCRIPTION MODEL

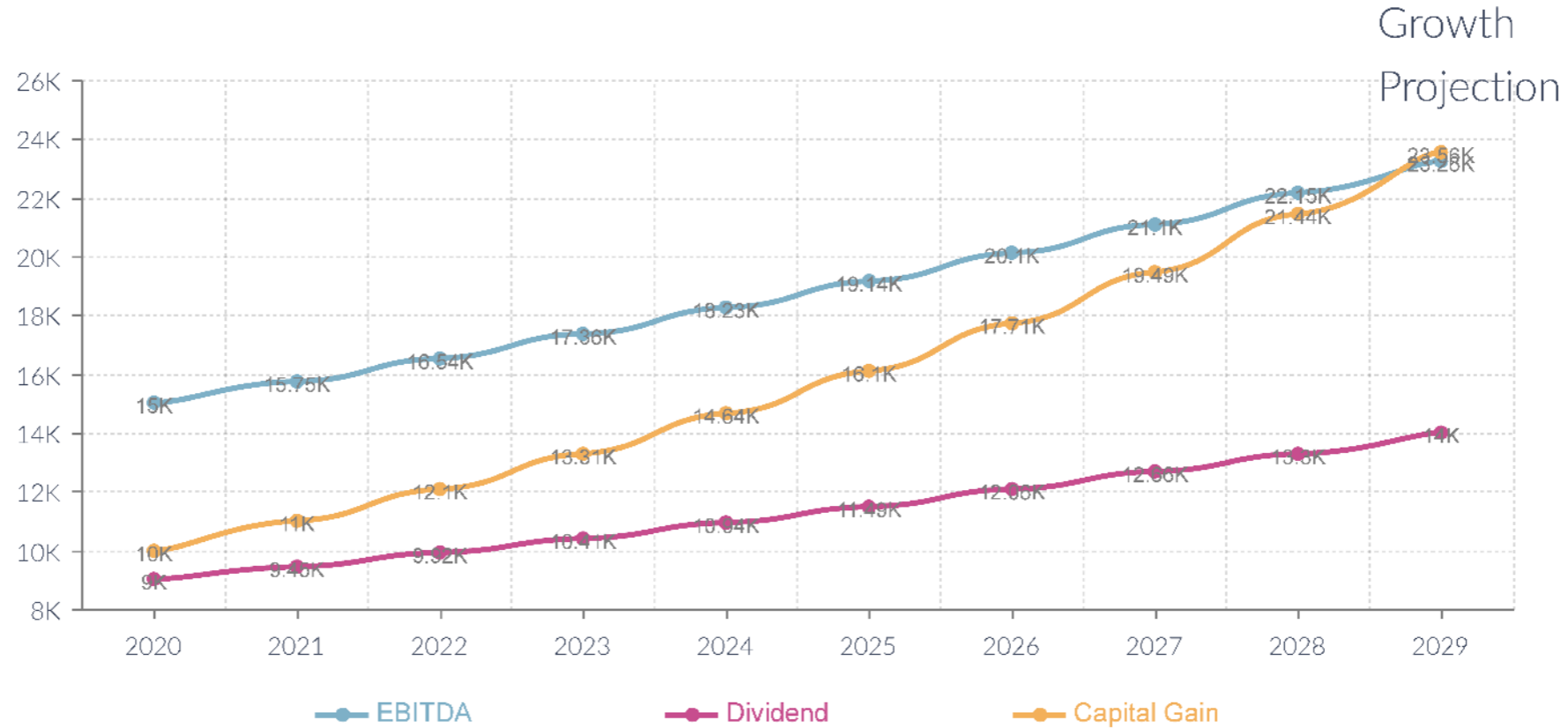
Delivered to your doorstep
every x days/weeks/months



P/E Multiplier For Exponential C.G.

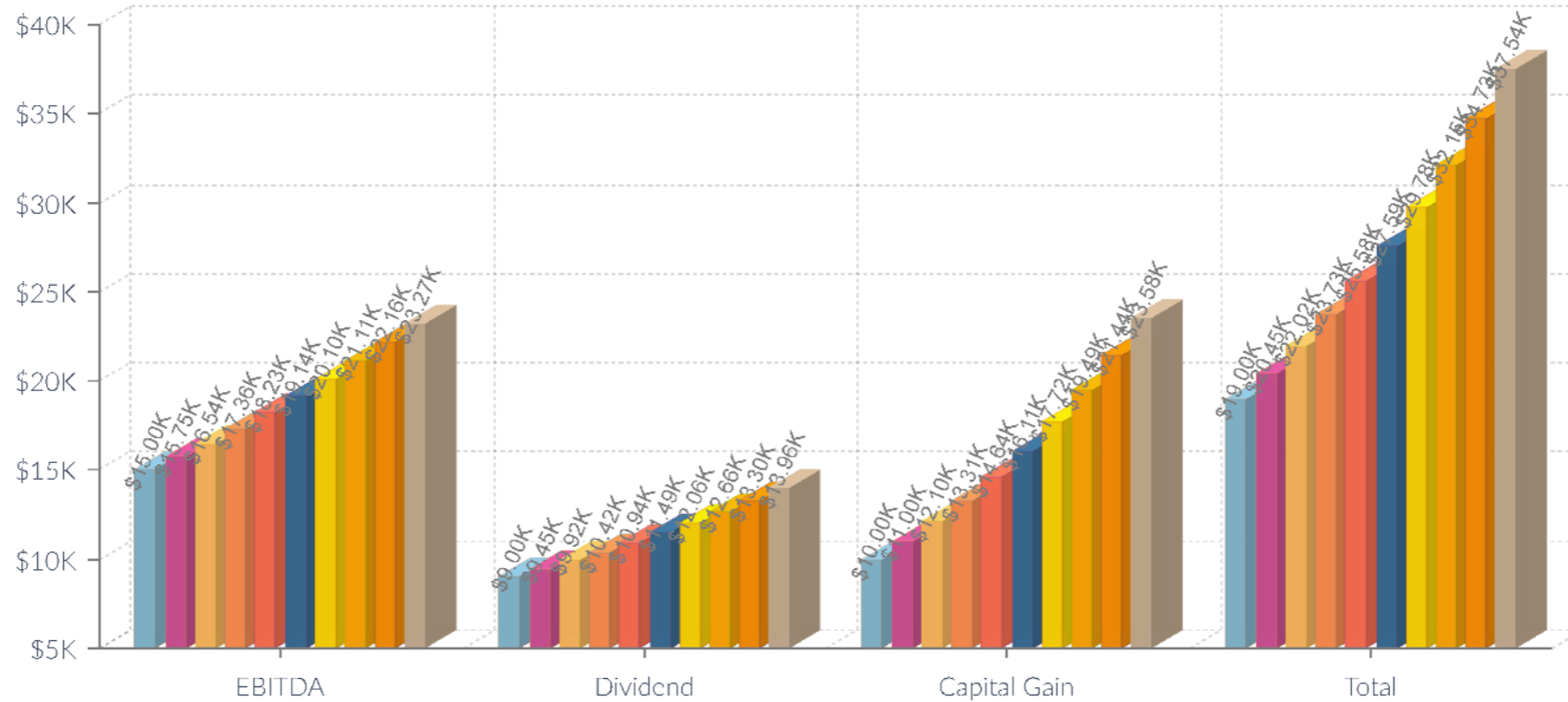
- 1: Take 4 businesses with EBITDA of \$250k for total \$7 million.
- 2: Grow EBITDA by 5% p.a. each
- 3: Do it consistently for 10 years => \$400,000 each
- 4: Co-brand and place under umbrella corporation with EBITDA \$2million
- 5: Sell to institutional buyer at P/E of 14 => \$28M

Your \$100,000 Investment



"Retained earnings are used for, and contribute to rapid business growth"

Your \$100,000 Investment over 10 years



Total rate of return grows. Total Internal Rate of Return over 10 years (until EXIT) is approximately **21%**.

Risk Mitigation

Money Management / Kelly

p = 60%

q = 40%

r = 21% over 10 years = 5.72

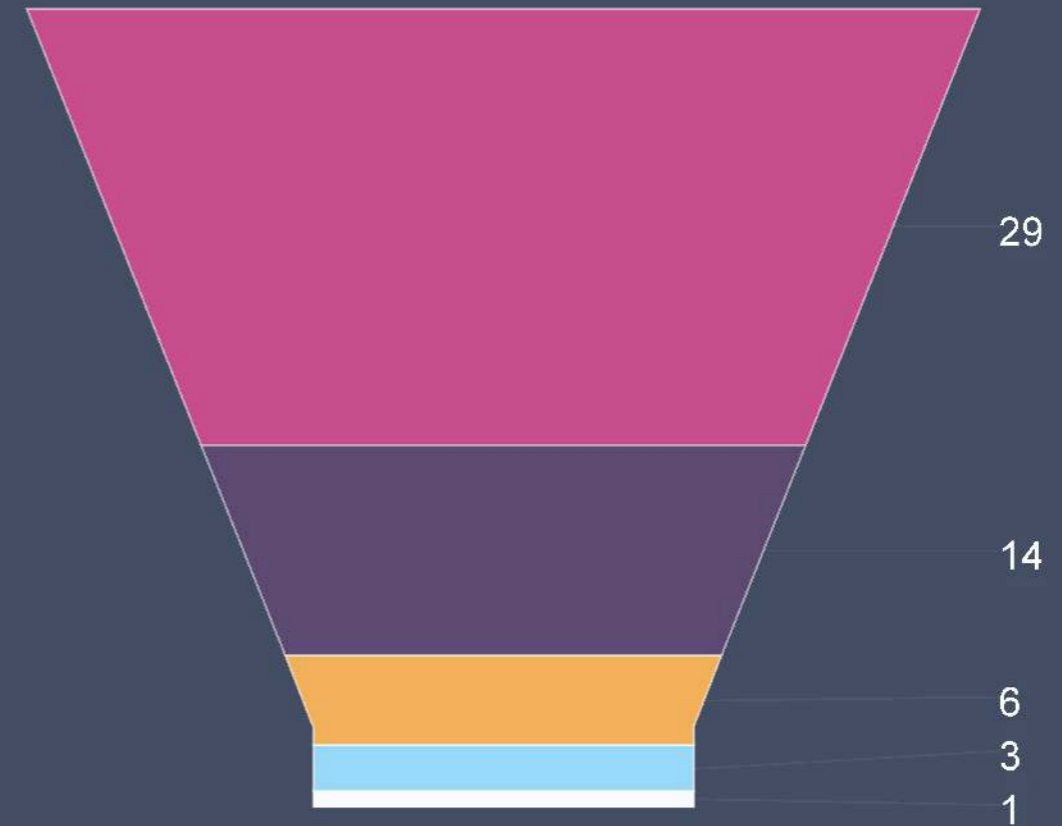
Allocation = $p - (q/r)$
= 60% - (40%/5.72)
= 53%

Westernston Recommends

*Up to **10%** of your portfolio*

Why We Are Looking At Multiple Small Businesses

- Funnelling...



▼ Interesting Businesses	29
▼ Serious Prospects	14
▼ Primary Offer Acceptance	6
▼ Due Diligence Acceptable	3
▼ Final Closing	1





Why We Are Looking At Multiple Small Businesses

- Funnelling...
- Negotiation Fallout, Due Diligence Fallout, Even Closing Fallout.
- Prevent Wastage of Time.
- Buying Power. Buyer's Market. We Can Walk Away From The Deal, And We Will If Needs Be.
- Advantage #1: Strike the iron when it's hot.
- Advantage #2: Give them no time to re-think their decision.
 - They are boxed into a situation, and we are capitalizing on it.
 - This applies to the entire market, so cold feet are quite common.
- If we raise more than we need, we add the cash to the business' balance sheet. Not likely, Westernston's stock varies.



\$1.8 Million Revenue,
\$320k EBITDA.



Located in a landmark building
in UES. Colleges/Hospitals



Very strong team (newest
employee hired 6 years ago)

80 year old coffee
shop and diner in
Upper East Side
(NYC)



Subscription Model -
Freshly Roasted Coffee.



A simple 1% per year price
rise, portions are huge



Focus on takeout, delivery
and catering business.

80 year old coffee
shop and diner in
Upper East Side
(NYC)

THE
OPPORTUNITIES
FOR GROWTH



Trademark brandname,
expand brand.



Simplified menu. It's HUGE.
Use 80/20 to simplify.



Additional (simple) keto
menu. Additional ad revenue.

80 year old coffee
shop and diner in
Upper East Side
(NYC)

MORE
OPPORTUNITIES
FOR GROWTH



\$2.1 Million Revenue, \$330k EBITDA. (\$50k franchising)



NYU Campuses, Hostels and private accommodations.



Easy to train team on the menu and simple preparation.

Poke outlet located right next to UNION SQUARE



Currently offers no desserts or beverages. No extras.



Currently does not accept cash payments, CC fees.



Easy franchise-ability. Simple and quick setup, high returns.

Poke outlet located
right next to
UNION SQUARE

GROWTH
OPPORTUNITIES



Company #3: High-End Mexican Food Restaurant

- Located near Central Park South, very close to Trump International Hotel (\$600 standard room with special deal, featured in "The Tower Heist") - Columbus Circle location
- High-end clientele and high-end cuisine.
- \$2.55 Million Revenue, \$360k EBITDA
- 4/5 rating or higher on Yelp, Facebook, Google etc.
- Solid team, with 1 new hire could be almost completely operationally "free"
- Opportunity #1: 2% price rise leads to 15% EBITDA rise.
- Opportunity #2: Make it BYOB to further increase prices by 3% to 4%.
- Opportunity #3: SUBSCRIPTION box: Ready to go meals
- Opportunity #4: Special KETO Menu.



The Nitty Gritty || Offer Details

- \$10,000 minimum.
- \$1,000 gets you 1 share of stock. So minimum is 10 shares of stock.
- Total capitalization (including working capital and deposits) varies between \$1.6M and \$2.1M. This depends upon the final closing price.
- Total number of shares would be 1600 to 2100 accordingly.
- 12% administrative fee applies (due diligence costs, closing costs, third party costs). 10% for former investors.
- We accept USD (Wire transfer). EUR, GBP, CHF attract upto 1% surcharge from the bank for currency conversion. (Separate wiring instructions)
- Pledge -> Contract Sign (72 hours) -> Wire transfer (4 business days)
- Expecting to close the deal end of October to mid November



DIVIDENDS (Structured)

- Westernston, Inc. retains common stock
- You get Class-A shares of stock as investment
 - Dividend priority (10% of par/face value) & Liquidation rights only
 - NOT an alphabet stock in terms of voting rights (no extra voting rights)
- One voting right per share of stock - common of Class-A





WHY WESTERNSTON, INC.



SPECIALIZATION

- Business System Architecture
- Deep advertising & marketing
- Brand Equity Development



WHY THIS MODEL

Luck = Right Place at the Right Time.

The current window of opportunity (demographics) aligns perfectly with Westernston's visions & specialization.

Fungibility

We focus on target companies rather than target clients.

Our ten year plan



10 year *Masterplan*

Use private equity model on smaller, more abundant deals...

- Focus on restaurant and retail industries.
- Focus on New York and Pennsylvania (Philadelphia) regions.
- Acquire up to 4 businesses with scalability. Asset heavy base.
- Develop a singular, large brand with systemized operations.
 - Slow, but steady and sure harnessing of media & endless marketing campaigns
 - Focus on steady marketshare growth, and brand equity development.
- Sell to a strategic buyer. If not, to a private equity firm for a significantly exponential growth factor...



Strategically speaking, it would make far more sense for Westernston to pick one or two brands and focus intensively on growing those instead of spreading out.

LAKSHAY BEHL, CHIEF SYSTEMS ARCHITECT



WESTERNSTON'S
VISION

BRIEF INTRODUCTION

- Business Systems Architect for small and medium businesses selling non-commodity and self-branded products and/or services.
- One of the highest paid consultants in the world for business systems architecture.
- Product launch specialist with several six figure and some seven figure product launches.
- Advisor to and orchestrator of programs, shows and album launches with musicians, including Pt.VishwaMohan Bhatt, a grammy-award winning musician.
- “Nobody has ever seen product packaging that markets itself so well and evokes such a response from just holding it in their hands.”
- Also worked with politicians under Non-Disclosure, many of whom are now making an impact on the global scale.
- My personal investment ROI over the last four years is upwards of 72% a year.



We have some nifty tricks up our sleeves

- Marketing angles and stories.
 - LVMH: LV, Dior, Sephora, Fendi, Givenchi and many, MANY more
 - TAG Heuer began as Uhrenmanufaktur Heuer AG, founded in 1860 by Edouard Heuer in St-Imier, Switzerland. In 1985 TAG Group purchased a majority stake in the company, forming TAG Heuer.[1] In 1999 French luxury goods conglomerate LVMH bought nearly 100 percent of the Swiss company.
 - Why? For the story...
- Use each acquisition to build up or borrow from a story that can be used.



Tricks of the trade: Synergy & USP

- Centralized relations with:
 - Vendors and suppliers
 - Service providers
 - Accounting and taxes
 - Pre-prep
 - Cross promotion between retail and restaurant divisions (in-house JV)
- USP Development
 - Stories to USP's
 - Additional centralized USP's
 - Development of subscription models

All's well that ends well...

EBITDA

Internal focus on growth and systemization. Branching out and systemization.

Much higher P/E

Sell the entire cluster for at least 12-15x the total (grown) EBITDA.

EBITDA STACKING

Buy at a lower P/E. Increase EBITDA & cluster under umbrella corporation, unified brand

Example...

Buy 4 with \$250k at 7x: \$7M
Sell 6 with \$6M at 14x: \$84M



EXIT PLAN



Questions: Email
support.me@westernston.com



Tomorrow: FAQ: Send in your
questions today.



Wednesday: Pledging starts,
keep an eye on your inbox

WHAT'S NEXT