

FLOUR HOUR Workshops

March 2, 2025

Ramz T.

Angel Investment Network

Subject: Investment Opportunity in Flour Hour Workshops

Dear Ramz,

Flour Hour Workshops was founded three years ago to bring the community of Gilbert, Arizona together through our baking workshops. It all started with a flour explosion during an afterschool baking session. The story made its way through school and parents were looking for similar activities for their children. It's been a wild baking adventure since. The ability to serve our community and local businesses with our unique hands-on workshops and baking classes, while fostering friendships and team building, has been the heart of our mission. We're one of four craft baking/cooking schools in the area and yet our workshops and services garner more than 33% of the market share in the first two years. However, with a limited budget for marketing and promotions to maintain the momentum, growth has slowed down without being able to reach a broader audience.

To reverse the slowing growth, we've explored a more comprehensive approach to marketing our company and services, by producing and placing ads outside of local cable and print ads. We anticipate that adding to our footprint will greatly improve our exposure to new audiences with the potential to convert to customers.

We're seeking an investment partner who will invest \$50,000 in Flour Hour Workshops that will be used on a robust ad and marketing campaign. Such a campaign using the broader reach of local programming and adding ads to our social media account will jump start the growth we desperately need. For your investment, we're prepared to offer a 30% stake in the company. With our ambitious campaign, our analysis indicates we could increase Our company is well suited for your investment portfolio as we're a hybrid of hospitality and the food and beverage industries. As we entered our second year, we entered the hospitality industry by not only hosting full-service workshops for varied audiences, but we're also hired out for corporate functions as a specialty event and dessert provider.

Proposed Plan for Marketing Outreach

Our current approach to marketing consists of social media posts on Facebook and Instagram, as well as local print ads and a single screen ad with limited release on the local cable station. We've been successful keeping the brand top of mind for the community and referrals have sustained us to this point.

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What we have to offer:

- Bake and Create Cupcake Workshops
- Baking Parties for all ages
- Corporate Events and Teambuilding Activities
- Decorating Classes
- Specialty Cake Workshops

With your help, we propose the following additions to our marketing approach:

- Produced ad on local Hulu/Disney+ streaming
- Google key words
- Instagram Ad
- Billboard Ad

The plan would be to launch each channel simultaneously to saturate the market for a period of six months. The cross-impressions are designed to generate buzz and drive traffic to the website and get phones ringing so the team can sell the experience. We plan to report on results monthly, analyze effectiveness at the three-month mark. Based on results, we can pivot the keyword and ad approach after three months. The target is a 40% increase in inquiries, workshop bookings, and “Workshop in a Box” sales. Our research indicates that with the increase in bookings and sales, we have the potential to increase our sales by 40% at the end of six months.

Proposed Marketing Campaign			
Advertising Channel	Budgeted Rate	Duration	Budgeted Subtotal
Hulu/Disney+ Ad	\$5,000 per month	6 months	\$30,000
Google Key Word	\$25 per day	180 days	\$4,500
Instagram Ads (6)	\$20 daily budget	180 days	\$3,600
Billboard	\$3,500	3 months	\$10,500
Projected Budgeted Spend Total			\$48,600

Proposed Campaign Timeline

The campaign kicks off with the billboard installation, three ad spots per specified time block each day on Hulu/Disney +, the first of 16 weekly Instagram paid ad posts, and the Google keyword paid search.

Month 1-3

Activate the campaign across all four channels. The billboard art, the streaming advertising spot, and Google key words will remain the same for the 6-month duration. A new Instagram ad will be posted every two weeks.

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Month 3-6

Based on results, activate the campaign across the remaining three channels. This includes the option to update the produced ad on Hulu/Disney+ and change the time block. New Instagram ads will continue to be posted every two weeks.

The Team Behind the Scenes

The dynamic team consists of an owner, founder, administrator, a marketing coordinator, and two-party team members. Each is a hobby baker who shares their passion for baking through their work. There is a combined 50 years of baking expertise among the team. While they each live the brand and are committed to seeing it continue to grow, their skills lean more into the production of the workshops and research and development. The latest product we're piloting is a Workshop in a Box concept that will enable us to serve a broader area when the marketing campaign is successful. Our marketing coordinator has a degree in marketing and will run point on all video production, ad creation and placement, including the billboard, to save on the added expense of hiring additional headcount to manage the larger marketing campaign.

An Investment in Flour

The Flour Hour Workshops has enjoyed being a favorite small business in the Gilbert community. We've enjoyed success hosting birthday parties, school parties, retirement parties, and corporate and team-building events in our immediate area. We're ready to share our passion for baking with new friends and neighbors and enjoy the boost in customers and the projected profits, and we need your help to make it happen. We would make a unique addition to your collection of investments with our baking workshops whose popularity can only continue to rise.

With the investment in our company, we can activate ads and marketing opportunities that have been just out of reach with our limited resources. In addition, these channels will add a level of maturity to the business and credibility to the brand as we prepare to take our brand on the road. Coupled with our profit forecasts, we're well positioned to offer a healthy return on your investment. We'd be happy to schedule a virtual proposal, share more about the vision for the future of the company and discuss what the impact your investment will have on the company.

With your investment, we can continue to bake it a great day.

Sincerely,
Stephanie Rausch
CEO, Founder
Flour Hour Workshops