

Bar-i
LIQUID ACCOUNTING

FRANCHISE GUIDE



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Bar-i

LIQUID ACCOUNTING



Bar-i Liquid Accounting is a specialized accounting business offering liquor inventory services to bars and other on-premise establishments in the hospitality industry.

Our wide range of clients including nationwide, regional and local restaurants and bars, use Bar-i products to perform liquor inventory in less time and to produce more detailed and accurate results that allow them increase profits significantly

Bar-i was started in May 2009 by Scott Douthitt and Jamie Edwards in Vail, Colorado. Scott has thoroughbred hospitality credentials with a degree in Hospitality Management from Penn State and over 25 years of industry experience including 10 years running the busiest restaurant in Vail (The Red Lion). Jamie has worked in hotels, bars and restaurants for 20 years and contributes financial know-how and programming abilities to Bar-i. He previously worked as a consultant in the financial services industry for industry leader Oliver Wyman. Scott and Jamie understand that the most important business asset we possess is our relationships with our clients and our emphasis on our clients' experiences with our products.

The best place to find further information is on our website:
www.bar-i.com.

FOUR SERVICE LEVELS

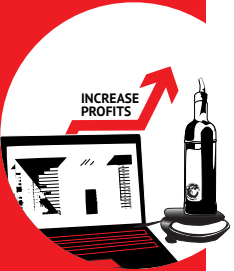


Bar-i Free Count is a genuinely free to use software application which serves to introduce prospects to Bar-i with zero cost. As of April 2015, it has been downloaded more than 1500 times.

Bar-i Speed Count was launched in 2015 and enables users to significantly increase inventory counting speed and eliminate multiple manual steps. Users weigh open bottles with our proprietary software, and scales (accurate to the 100th of an ounce) at a rate of one bottle per two seconds and count full items using voice.



Bar-i Speed Count Pro is unlike any other system available on the market. It borrows elements of DIY and full service inventory systems to create a hybrid system which combines unparalleled speed, effectiveness and value with a high service oriented user experience. Speed Count Pro users count inventory using our proprietary counting software then submit raw data automatically through the cloud. Inventory audit reports are completed remotely by Bar-i's independent experts saving our clients considerable time and ensuring the accuracy and independence of results. The value proposition of Speed Count is to provide an incredible incredibly easy-to-use system so that bars can precisely compare sales and actual product usage on a product by product basis. Speed Count Pro is a subscription service which creates sustainable revenue and reduces our clients' liquor cost by more than fifteen percent on average. Due to the ability to service clients remotely, Speed Count Pro is uniquely scalable, efficient, and profitable.



Bar-i also provides **Full Service Liquor Inventory Audits** in Colorado. For these clients, we physically go to the bar to count the inventory for our clients. This product currently represents around two thirds of our revenue. By franchising our business we intend to broaden the reach of Bar-i by having franchise partners provide a local sales presence and ability to perform full service audits across the nation.

Bar-i franchise partners will have the ability to offer these four products to customers in protected territories and, to a limited extent via Speed Count, outside these territories.

TRAINING



Pre-training-

Self study training modules and introductory sessions via web-meeting

Phase 1 training-

- 2 weeks of training in Colorado 4-6 weeks before franchise opening learning the Bar-i system on our existing clients in Denver and Vail

Phase 2 training-

- 1 week of additional training performing trials and client work for bars in the franchise partner's home territory

Ongoing training-

Online support via web meeting on an ongoing basis

SUPPORT



Bar-i franchise partners will receive expert support in a number of areas using self study modules, in-person training, and online web-meetings. Our utilization of specialized technology allows us to provide effective support instantly, more frequently, and at lower cost than alternatives in a number of areas:

-Business Setup and Training

-Operations

-Marketing & Sales

-Accounting and Legal

-Ongoing product research and development

TERRITORIES



Bar-i's Franchise partners will receive an **exclusive territory** containing approximately 500 on-premise licensed establishments. Additionally, franchise partners will enjoy a limited ability to service out-of-territory clients via our remote service, Speed Count Pro, thus further enhancing their ability to generate sustainable revenue. Early adopters will be able to form a territory in their home location and enjoy the virtually unrestricted ability to purchase additional neighboring territories to develop their businesses.

QUALIFICATIONS



The ideal candidate would possess a blend of the following:

- **Attitude**- clearly established track record of success demonstrating the correct mindset and determination to do whatever it takes to build your business
- **Bar management** and/ or ownership experience
- Polished **relationship management** & **customer service** skills
- **Physically capable** of counting bar inventory including ability to get down to ground level, climb ladders safely and move full beer kegs weighing ~160 lbs
- **Sales experience**- proven sales ability ideally in the hospitality industry and ideally prospecting for new accounts rather than servicing existing accounts
- Head for numbers & experience with Microsoft Excel

COSTS

ESTIMATED INITIAL INVESTMENT		
TYPE OF EXPENDITURE	LOW	HIGH
Franchise Fee	\$20,000	\$20,000
Real Estate/Rent	\$0	\$0
Signage	\$0	\$200
Training Expenses	\$2,120	\$2,500
Dues and Subscription	\$0	\$100
Computer Equipment and Software	\$2,000	\$3,000
Office Expenses	\$0	\$100
Furniture and Equipment	\$0	\$100
Vehicle	\$1,500	\$3,000
Inventory	\$0	\$0
Market Introduction	\$1,000	\$1,500
Insurance	\$500	\$1,000
Licenses and Permits	\$0	\$0
Legal and Accounting	\$1,000	\$2,000
Additional funds	\$10,000	\$20,000
TOTAL COSTS	\$38,120	\$53,500

NEXT STEPS



1. Complete a thorough review of our website, www.bar-i.com including a full review of the “Franchise” section
2. Submit an evaluation form including a cover letter and resume to jamie@bar-i.com
3. Schedule an initial consultation on Skype to meet Bar-i owners
4. Arrange for a discovery trip to Denver (2 days)
5. Review the Franchise Agreement
6. Join the Bar-i team