

prison  
entrepreneurship  
program

**Business Plan Competition  
September 19, 2025**

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Colosseum Cuisine

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# *Colosseum Cuisine*

Business Plan  
September 2025

*Nigel*  
Owner & Founder

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## EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																					
<ul style="list-style-type: none"><li>Introduce a new food and beverage concept to general admission in major venues/arenas/stadiums that departs from the cheap staples</li><li>Current fans and stadium-goers are limited in choices and quality of food and beverage that doesn't align with their entertainments</li></ul>	<ul style="list-style-type: none"><li>Transform stadium dining into something faster, fresher, and far more profitable while offering a refined menu of artisanal food and handcrafted beverages</li></ul>	<ul style="list-style-type: none"><li>Elevated food items that are unique and regionally relevant while remaining compact, portable, and seat-friendly</li><li>Handcrafted, pre-batched beverages of a draft system to create quick-pour</li><li>Utilize frictionless checkout systems and cashless transactions</li></ul>																																					
Customers	Differentiators	Extras																																					
<ul style="list-style-type: none"><li>Captive audience of venue attenders who create foot traffic in the thousands in front of our storefront</li><li>Those seeking to match the premium stadium prices with the quality of their offerings</li><li>Middle to high end clientele desiring the best of the stadium GA</li></ul>	<ul style="list-style-type: none"><li>Chef driven food specifically and intentionally for the arena environment,</li><li>Pre batched, handcrafted beverages and crafted</li><li>Technological integration frictionless payments minimize wait times, streamline operations, and generate valuable data about fan preferences and traffic patterns</li></ul>	<ul style="list-style-type: none"><li>Strategically positioned to embrace the evolving demand for high quality, locally relevant, and operationally efficient food and beverage</li><li>Local flavors, unique concepts,</li><li>A deep emphasis on hospitality</li></ul>																																					
Marketing	Start-up Costs	Financials & Extras																																					
<ul style="list-style-type: none"><li>In stadium paid promotion</li><li>Attractive and inviting branding with storefront and packaging</li><li>Fan engagement online with social media campaigns and challenges</li><li>Strategic partnerships with other companies and offering with a stadium presence</li><li>Pop ups at tailgates outside of venues and fan celebrations</li></ul>	<table><tr><td>Owner investment - cash</td><td>\$ 90,000</td></tr><tr><td>Owner investment - equipment</td><td>-</td></tr><tr><td>Vehicle and/or equipment loan</td><td>93,250</td></tr><tr><td>Start up financing</td><td>266,750</td></tr><tr><td><b>Total startup costs:</b></td><td><b>\$ 450,000</b></td></tr></table>	Owner investment - cash	\$ 90,000	Owner investment - equipment	-	Vehicle and/or equipment loan	93,250	Start up financing	266,750	<b>Total startup costs:</b>	<b>\$ 450,000</b>	<table><tr><td colspan="3">Year one summary income statement:</td></tr><tr><td>Sales</td><td>\$ 873,900</td><td>100%</td></tr><tr><td>COGS</td><td>192,600</td><td>22%</td></tr><tr><td>Gross profit</td><td>681,300</td><td>78%</td></tr><tr><td>Overhead</td><td>303,700</td><td>35%</td></tr><tr><td>Pretax income</td><td>377,500</td><td>43%</td></tr><tr><td>Tax expense</td><td>94,300</td><td>11%</td></tr><tr><td>Owner withdrawals</td><td>44,000</td><td>5%</td></tr><tr><td>Net income</td><td>\$ 239,100</td><td>27%</td></tr></table>	Year one summary income statement:			Sales	\$ 873,900	100%	COGS	192,600	22%	Gross profit	681,300	78%	Overhead	303,700	35%	Pretax income	377,500	43%	Tax expense	94,300	11%	Owner withdrawals	44,000	5%	Net income	\$ 239,100	27%
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## TEAM LEADERSHIP STATEMENT

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### **CEO: Nigel**

Nigel brings over a decade of experience assisting in turning a business from a concept to a flourishing establishment. He specialized in hospitality venues, from fine dining restaurants and bars, to nightclubs, and upscale lounges. His vast knowledge of cuisine, tenure in hiring and training, and multi-faceted role in bringing entertainment spaces to life supplies both breadth and depth to the team.

### **COO: Damien**

Damien has excelled as both a fiber optic technician and automotive salesman. He thrives in the field and has a deep understanding of both infrastructure and customer satisfaction. His 4 years in sales and client generation adds to the backbone of a company eager to supply an excellent product to the right customer.

### **CFO: Martin**

Martin has spent over 5 years dedicating his all to home construction and remodeling. With experience in plumbing, electrical work, and transforming showers, kitchens, and patios. He brings an unmatched work ethic and hands-on approach to problem solving. His ability to get the job done on time and on budget is a critical team element.

### **CMO: Juan**

Juan has talents as a machine maintenance mechanic, telecom technician, and property surveyor. His technical knowledge adds proficiency and know-how to the groundworks of a successful business. He specializes in repairs and identifying small before they become real problems.



Colosseum Cuisine,  
Nigel, Damien, Martin, Juan

## **PRODUCT/SERVICE OFFERING**

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Colosseum Cuisine will offer an elevated food and beverage option to the general admission captive audience of major sporting events. 100% of the revenue will be generated from our F&B sales. Traditional full kitchen vendor space, kiosk and carts and aisle offered products are all avenues of reaching targeted customers. Sales space is not limited to major league sports but also minor league and college stadiums. We strive to offer better food and drink choices at a higher price point to those in a general admission seating. Colosseum cuisine isn't limited to a single menu, style or specific offerings. We are philosophy of choice able to be modified and catered for specific events, venues and environments and occasions. The common thread that will connect all of our products and service is that they will be of a higher quality and more refined nature than of the usual occupants of event space. Tailored, rotating menus, high end ingredients that justify the price point, efficiency of service with an emphasis on time consolidation is what will have people thinking of us ahead of the game to come. We are a venue feature. We strive to quickly expand from market entrance to many stadiums and sports venues nationwide to provide the best while our customers enjoy the best. There is no limit on quality and everyone should have the option to indulge.

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Nigel, Damien, Martin, Juan

## **MARKET/INDUSTRY**

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Area fare, or food and beverages sold in sporting arenas, accounts for well over \$1 billion annually. As new cities receive sports teams and NIL deals expand college sports programs, this lucrative market continues to expand and grow. People are increasingly driven by the power of choice and are becoming more informed to make selections beyond the industry standard. Colosseum Cuisine offers a new and exciting choice. Sports are played year round and major cities have multiple major league, minor league, and expansive college stadiums in which to serve as primary venue, and outside tailgating, cost structure is determined by product sold. Each stadium holds tens of thousands of people who are potential customers. Arena prices are already expected as a cost associated with a day at the ball park and a quality offering capitalize on matching a project to the associated price.

## **COMPETITION**

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This is plenty of direct completion in plain view as vendor space is setup adjacent to other offerings, but customers far outnumber the amount of service and product providers. Extensive lines are an extremely common sight as needs cannot be met quickly enough, Colosseum Cuisine is being marketed to general admission customers where fast food and cheap staples are rampant. Household name like McDonalds, Dominoes, Jack in the Box, hot dogs, pretzels, popcorn, and beer found in gas stations are items expected to be consumed at a premium. Each passing guest will be confronted with the opportunity to experience something new and add a unique element to the arena/sporting venue experience. Customers are already paying above average cost for food and beverages, now they have the chance to feel justified in the purchase.

## **DIFFERENTIATION**

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These are gourmet offerings in a marketplace saturated with fast food and cheap offerings. Large corporate offerings have a rigorous product approval process, whereas a smaller entrepreneurial firm such as Colosseum Cuisine can rapidly change offerings to match customer desire, seasonality, environment, sporting occasion, regional tastes, and venue location. We don't offer a single product, but a single quality level- high. This is a fare philosophy. Employees are often contracted or part time workers, sporadic event staff that receive no specialized or formal training. With an upscale background, I'm bringing the essence of quality to every point of sale and interaction throughout the process from introduction to farewell. There will be clear separation from fast food competitors.

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## **MARKETING STRATEGY**

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### **PRICE:**

Similar to movie theater food and beverages in sporting stadiums are charged at a premium. It is an associated cost with the entertainment experience as a whole. We plan to match a quality gourmet product at a premium price to justify stadium cost. Food and beverages will be marked with cost plus pricing taking into account margins. Food prices will be above the average for stadium staples. Beginning at \$15-\$18 for food items and \$12-\$16 for beverages. This will be a cashless enterprise allowing only card square tap to pay and virtual payment. The volume and speed of interactions discourage cash. Virtually all revenue will be generated from product sold.

### **PLACE:**

The vast majority of business will be conducted in fixed locations within sporting stadiums. We will occupy both full kitchen vendor space as well as adjacent beverage carts. Those two experiences will be unique and separate. This allows each space to be specialized to a specific function to maximize customer reach in each category. Ease of point of sale process and item read notifications allow for customers to quickly travel between both food and beverage locations. We will only be in general admission to have the largest of customer groups within stadiums there will be a limited presence outside of stadiums at tailgating events, sports space, and pop up events.

### **PROMOTION:**

Initial primary method of promotion will be signage to lure the large amount of foot traffic maneuvering to and from their assigned seats, there are more people desiring service than vendors able to adversely provide them service with appropriate standards. We will partner with the resident stadiums for in house promotion through jumbotron/ large screen banner offerings at tailgates and parallel sporting celebrations to offer product to the very clientele that would be entering the stadium. Viral marketing schemes utilizing social media platforms.

## **VISION AND OBJECTIVES**

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### **TWO MONTHS BEFORE STARTING:**

- Permits and certificates (TABC, food establishment permit, food handlers, sales tax
- Hiring and training of staff
- Form LLC, create necessary accounts, acquire insurance where needed, be a sole entity
- Rent/lease initial equipment
- Perform pop up events to aid in promotion, quality control, and staff cohesion.

### **FIRST TWO MONTHS AFTER STARTING:**

- Develop and thoroughly analyze metrics to refine business and sales approaches
- Collect data on flagship location to present to other stadiums I similar area
- Continuing monitor staff, product quality and customer experience to create optimal sales and concept continuation

### **FIRST YEAR:**

- Expand into serval stadiums within general location to have larger market share
- Begin social media campaign for eventual viewer participation of similar customers
- Explore other regional markets and offerings

### **SECOND YEAR:**

- Enter new regional market with unique tailored menu offerings
- Seek partnerships with tangential sports markets for related promotion
- Continue to analyze and refine business strategy through established metrics

### **FIFTH YEAR:**

- Convert equipment rentals/leases into purchases and add to business assets held
- Focus on national and league wide presence in selected sport categories

### **TENTH YEAR:**

- Prepare harvest plan
- Ensure expanded business still adheres to the standards and vision a decade in as they were with creation.

### **PHILANTHROPY:**

Donate unsold food to local food drives and benefits. Feed the homeless, and contribute to the initiatives combating hunger, set aside funds to target food deserts

### **COMMUNITY IMPACT:**

Develop a community presence in all markets we operate in as an entity not just there reap but to combat hunger as a whole. Known in the stadium for providing a quality and exemplary product known in the community for providing to those that need it the most. Funds allowed to target food deserts, areas of the nation who do not have easy access to nutritional food and grocery stores providing adequate produce.

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# START-UP COST

Owner's name	Nigel
Company name	Colosseum Cuisine
<b>NAICS Business Classification</b>	
Sector (general classification)	72 Accommodation and Food Services
Sub-sector (more specific classification)	

## Start-up Costs

Year 1

### Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1
marketing, business cards, fliers	30,000
cell phone purchase	500
car/truck down payment, if leased	3,000
permits	25,000
supplies, office & misc.	500
Staff and training	40,000
Initial Inventory	50,000

Cash needed for start-up expenses 149,000

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	3,000	17,000	20,000
company trailer			
computer, printer, fax	250	1,250	1,500
Kitchen Equipment/POS/Kiosks		75,000	75,000
			-
			-
building/office deposit		N/A	N/A
beginning cash balance	204,500	N/A	N/A
Cash needed for start-up assets	<u>207,750</u>	<u>93,250</u>	<u>96,500</u>

60 assumed life (months)  
1,608 monthly depreciation

**Total start up cost** 450,000

### Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	90,000	20%
Vehicle loan and other equipment debt (see note 7 for financing)	93,250	21%
Startup financing, if applicable (for example Kiva loan)	266,750	59%
Outside equity investment, if applicable		0%
<b>Total start up cost, total sources</b>	<u><u>450,000</u></u>	100%

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# FINANCIALS STATEMENT (PRO FORMA)

**Nigel dba Colosseum Cuisine**  
**EOU, Financing, and Payroll Assumptions**  
**Year 1**

## Assumption 6 - Revenue Model (Economics of One Unit)

Product name	Product 1				Product 2				Product 3			
	Astronachos				Nashville sanwich				Freckled pepper			
Product description	out of this world nachos ft. Triple Z BBQ Brisket & local cheese.				Nashville, TN Hot chicken sandwich w/ house made pickles, slaw				Base spirt, strawberry halapeno lime			
Price per unit	16.99 100%				15.99 100%				14.99 100%			
Cost of <u>one</u> unit												
Non-owner payroll exp.	-				-				-			
Non-owner payroll tax	-				-				-			
cost 1 description	Triple Z Brisket				chicken				base			
cost 2 description	Tortilla chips				pickles				strawberry			
cost 3 description	cheese				cabbage				lime			
cost 4 description	herbs & toppings				Hawaiian				jalapeno			
Total variable costs	5.29 31%				3.85 24%				1.90 13%			
<b>Gross profit per unit - what you see on income statement</b>	11.70 69%				12.14 76%				13.09 87%			

	Start-up Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Astronachos sold		1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	16,500
Nashville sanwich sold		1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	16,500
Freckled pepper sold		2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	22,000
total revenue		\$ 79,450	\$ 79,450	\$ 79,450	\$ 79,450	\$ 79,450	\$ 79,450	\$ 79,450	\$ 79,450	\$ 79,450	\$ 79,450	\$ 79,450	\$ 873,950
total cost of sales		\$ 17,510	\$ 17,510	\$ 17,510	\$ 17,510	\$ 17,510	\$ 17,510	\$ 17,510	\$ 17,510	\$ 17,510	\$ 17,510	\$ 17,510	\$ 192,610
total income statement gross profit (excludes owner labor)		\$ 61,940	\$ 61,940	\$ 61,940	\$ 61,940	\$ 61,940	\$ 61,940	\$ 61,940	\$ 61,940	\$ 61,940	\$ 61,940	\$ 61,940	\$ 681,340

## Assumption 7 - Financing

		Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Equipment financing, see Start-up Costs sheet		amortization schedule											
Amount borrowed	\$ 93,250	principal, beginning	93,250	91,913	90,570	89,220	87,864	86,500	85,130	83,753	82,369	80,978	79,580
Interest rate (example 8%)	6.0%	interest expense	466	460	453	446	439	433	426	419	412	405	398
Loan term (# of months)	60	principal payment	(1,337)	(1,343)	(1,350)	(1,357)	(1,363)	(1,370)	(1,377)	(1,384)	(1,391)	(1,398)	(1,405)
Monthly payment	1,803	principal, ending	91,913	90,570	89,220	87,864	86,500	85,130	83,753	82,369	80,978	79,580	78,175
Start-up financing, see Start-up Costs sheet													
Amount borrowed	\$ 266,750	principal, beginning	266,750	266,750	266,750	266,750	266,750	266,750	261,918	257,059	252,170	247,254	242,308
Interest rate (example 8%)	7.0%	interest expense	-	-	-	-	-	1,556	1,528	1,500	1,471	1,442	1,413
Payback period (# of months)	48	principal payment	-	-	-	-	-	(4,832)	(4,860)	(4,888)	(4,917)	(4,945)	(4,974)
Grace period (months pay delay)	6	principal, ending	266,750	266,750	266,750	266,750	266,750	261,918	257,059	252,170	247,254	242,308	237,334
Monthly payment	\$ 6,388												

## Assumption 8 - Payroll, nondirect

	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
# of employees	10	10	10	10	10	10	10	10	10	10	10	
avg hours each employee(s) worked per month, not in EOU above	30	30	30	30	30	30	30	30	30	30	30	
average per hour wage	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	
salary expense, excluduing payroll taxes	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	33,000

## Assumption 9 - Equipment Purchases, after start-up

Description	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year

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**Nigel dba Colosseum Cuisine**  
**Projected Income and Cash Flow Statements**  
**Year 1**

	Assump- tions	Start-up Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	First Year	% of Total Revenue
Revenue	2														
Astronachos	6	-	25,485	25,485	25,485	25,485	25,485	25,485	25,485	25,485	25,485	25,485	25,485	280,335	32%
Nashville sandwich	6	-	23,985	23,985	23,985	23,985	23,985	23,985	23,985	23,985	23,985	23,985	23,985	263,835	30%
Freckled pepper	6	-	29,980	29,980	29,980	29,980	29,980	29,980	29,980	29,980	29,980	29,980	29,980	329,780	38%
Total revenue		-	79,450	79,450	79,450	79,450	79,450	79,450	79,450	79,450	79,450	79,450	79,450	873,950	100%
Cost of Goods Sold	2														
Astronachos	6	-	7,935	7,935	7,935	7,935	7,935	7,935	7,935	7,935	7,935	7,935	7,935	87,285	10%
Nashville sandwich	6	-	5,775	5,775	5,775	5,775	5,775	5,775	5,775	5,775	5,775	5,775	5,775	63,525	7%
Freckled pepper	6	-	3,800	3,800	3,800	3,800	3,800	3,800	3,800	3,800	3,800	3,800	3,800	41,800	5%
Total COGS		-	17,510	17,510	17,510	17,510	17,510	17,510	17,510	17,510	17,510	17,510	17,510	192,610	22%
Gross profit		-	61,940	61,940	61,940	61,940	61,940	61,940	61,940	61,940	61,940	61,940	61,940	681,340	78%
Expenses	2														
Auto or truck lease		3,000												3,000	0%
Depreciation	3	-	1,608	1,608	1,608	1,608	1,608	1,608	1,608	1,608	1,608	1,608	1,608	17,692	2%
Gasoline & fuels		-	150	150	150	150	150	150	150	150	150	150	150	1,650	0%
Insurance - bonding		-												-	0%
Insurance - vehicle		-	200	200	200	200	200	200	200	200	200	200	200	2,200	0%
Interest - equip & start up	7	-	466	460	453	446	439	1,989	1,954	1,918	1,883	1,847	1,811	13,666	2%
Marketing		30,000												30,000	3%
Office - rent		-												-	0%
Office - insurance		-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000	1%
Office - telephone		-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Office - utilities		-												-	0%
Payroll - not owner and not in COGS	8	-	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	33,000	4%
Payroll taxes (9%)	6 & 8	-	270	270	270	270	270	270	270	270	270	270	270	2,970	0%
Permits		25,000												25,000	3%
Supplies		500	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	14,250	2%
Tax service		-												-	0%
Telephone - cellular		500	50	50	50	50	50	50	50	50	50	50	50	1,050	0%
Start-up expenses		90,000	-	-	-	-	-	-	-	-	-	-	-	90,000	10%
point-of-sale		-	200	200	200	200	200	200	200	200	200	200	200	2,200	0%
inventory		-	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	55,000	6%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		149,000	13,295	13,288	13,281	13,274	13,268	14,817	14,782	14,747	14,711	14,676	14,640	303,777	35%
Taxable profit (loss)	1	(149,000)	48,645	48,652	48,659	48,666	48,672	47,123	47,158	47,193	47,229	47,264	47,300	377,563	43%
Tax (expense) benefit	1		-	-	-	-	(23,574)			(35,369)			(35,448)	(94,391)	-11%
Owner's withdrawals	1	-	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(44,000)	-5%
Net profit (loss)		(149,000)	44,645	44,652	44,659	44,666	21,099	43,123	43,158	7,825	43,229	43,264	7,852	239,172	27%
Depreciation	3	-	1,608	1,608	1,608	1,608	1,608	1,608	1,608	1,608	1,608	1,608	1,608	17,692	
Equipment purchases	3	(96,500)	-	-	-	-	-	-	-	-	-	-	-	(96,500)	
Principle, equipment loan	7	93,250	(1,337)	(1,343)	(1,350)	(1,357)	(1,363)	(1,370)	(1,377)	(1,384)	(1,391)	(1,398)	(1,405)	78,175	
Repay debt financing	7	266,750	-	-	-	-	-	(4,832)	(4,860)	(4,888)	(4,917)	(4,945)	(4,974)	237,334	
Owner contribution	3	90,000	-	-	-	-	-	-	-	-	-	-	-	90,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		204,500	44,917	44,917	44,917	44,917	21,344	38,530	38,530	3,161	38,530	38,530	3,081	565,873	
Cash, period start		-	204,500	249,417	294,334	339,252	384,169	405,513	444,042	482,572	485,733	524,262	562,792	-	
Cash, period end		204,500	249,417	294,334	339,252	384,169	405,513	444,042	482,572	485,733	524,262	562,792	565,873	565,873	

Colosseum Cuisine,  
Nigel, Damien, Martin, Juan

