



EXECUTIVE SUMMARY

Standard Ridge is a unique and multifaceted venue located in the countryside, offering a picturesque setting for weddings, special events, and agritourism. The venue doubles as a meadery, producing high-quality, handcrafted meads.

WEDDING INDUSTRY:

The wedding industry continues to grow, with the average cost of a wedding reaching \$30,000. The wedding venue market is currently experiencing steady growth, with a projected market size of \$298 billion by 2023. The demand for unique and upscale wedding venues is also on the rise, as more and more couples are looking for personalized and intimate experiences for their special day. Standard Ridge offers a unique and intimate setting for weddings, with stunning views, versatile indoor and outdoor spaces, and top-notch catering options.

MEAD INDUSTRY:

The mead industry is experiencing a resurgence in popularity, with a compound annual growth rate of 17.5% over the past five years. As one of the few meaderies in the area, Standard Ridge is well positioned to capture this growing market, offering a variety of meads to meet the diverse tastes of customers.

AGRITOURISM:

In addition to weddings and mead production, Standard Ridge offers unique spaces for agritourism, including a working farm. This allows visitors to experience the rural lifestyle and learn about agriculture, making Standard Ridge a top destination for eco-tourism.

MARKET CAP:

With its growing wedding and mead industries, as well as its unique agritourism offerings, Standard Ridge has the potential to capture a significant share of the market. The venue is equipped with a highly experienced team, ensuring top-notch service and quality, and is poised for success in the thriving wedding, mead, and agritourism industries.



REVENUE MODEL

All services will be offered through an online booking system and mobile app to improve customer convenience and streamline the event planning. The venue can charge rental fees for weddings and event bookings, including the use of the facility and mead tastings. They can also offer the option to purchase mead bottles or packages for events. In addition, the venue can generate revenue through campground and lodging fees, offering camping and lodging options to guests attending events or visiting the mead production facility. By offering a combination of event rental fees, product sales, services, and camping/lodging options, the venue can maximize its revenue potential and provide a unique experience for its customers.

MANAGEMENT TEAM

The company is led by an exceptional management and director team, all of whom have a proven history of execution and leadership in business. Standard Ridge President Dayton Ricketts has 15+ years Web-design, Digital and Brand Marketing experience. And Ruth Brennan, has a unique international multi-sector profile of leadership in start-up. Ruth Brennan brings 35 years of experience in finance, accounting and management.

FINANCIAL PERFORMANCE

Standard Ridge is an exceptionally well-positioned company with conservative projected gross revenues of over \$300,000 by 2027, representing less than 0.1% of the estimated \$5B Wedding Event market in Canada. The majority of the revenue is derived from servicing Western Canada market. The company expects to achieve 79% gross margins on its current service offerings. With EBITDA levels over 33%. Conservative company valuations of \$1M at year 5 are possible using a 10 x EBITDA multiple



FINANCIAL SNAPSHOT

Standard Ridge

Year/Particular	2023	2024	2025	2026	2027
Net Revenue	83,500	197,000	234,200	279,104	332,756
Cost of Goods	20,410	40,759	48,422	57,677	68,731
Opex	53,600	98,350	108,150	111,550	114,950
Net Income	9,490	57,891	77,628	109,877	149,075
EBITDA	9,490	75,891	95,628	127,877	167,075

FINANCING

Standard Ridge is in the process of completing a round of financing with the goal of raising up to \$ 150,000. Terms:

- \$150,000 loan is secured with redeemable preferred shares for 36 months, with an annual interest of 12% payable by yearly.

USE OF PROCEEDS

The funds raised will allow Standard Ridge to build the necessary infrastructure to support the operations. This may include the construction of the venue space, the creation of a mead production facility, and the development of campground and lodging options. The funds will also be used to purchase equipment and supplies required for mead production, as well as event setup and hosting.

Once the infrastructure is in place and the venue is operational, bookings can begin. The rental fees charged for event bookings, along with product sales from mead tastings and purchases, and additional services such as catering, will provide a steady stream of revenue to support the ongoing operations of the venue. The venue's campground and lodging options can also generate additional income, making it a multi-faceted business that can offer a unique and memorable experience for its customers.

Investing in the infrastructure of the venue will allow the business to be sustainable and profitable, ensuring the success of the wedding venue and meadery, and enabling it to provide a unique and memorable experience for customers.