

*Revolutionizing Delivery-First Dining  
Through Scalable Virtual Quick Service  
Restaurant Licensing*

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May 2025

**EpiCore**  
**VIRTUAL BRANDS**  
**YOUR KITCHEN. OUR BRANDS.**  
**SIZZLING PROFITS.**



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# The Problem

## **Restaurant Kitchens Are Underutilized**

- 80% of independent restaurant kitchens lack modern branding or digital sales channels
- Restaurants are struggling to grow their businesses post pandemic

## **Delivery Brands Are Underdeveloped**

- Consumer demand for delivery continues to grow, but many restaurants lack resources to scale
- Most restaurants have a singular focus to online delivery

**Canada's virtual QSR brand market lags far behind the U.S. – fragmented and under optimized**



# The Solution

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## **We License Virtual QSR Brands to Existing Kitchens**

EpiCore develops & licenses virtual quick service restaurant brands that include:

- ❖ Professionally designed brands and identities
- ❖ Delivery platform integration with Uber Eats, DoorDash, and Skip The Dishes
- ❖ Menu development, recipes, systems and packaging
- ❖ Full training with SOPs, marketing toolkits, and 24/7 support
- ❖ Monthly performance data and analytics review

### **Our Virtual Brands are:**

Asset-light, scalable and profitable for both EpiCore and our partner kitchens



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# Our Brands

## Launch Ready Brands

**Chimi Bandido** – Unapologetically bold, street-chimichangas, born from the barrio and built for delivery, the brand fuses Latino flavors with an outlaw spirit.

**Soda's Gourmet Burgers**– Soda's isn't just a burger joint, it's a full-throttle time machine to the golden age of jukeboxes, chrome bumpers, and shake-sipping daydreams .

**Spud Stop** – Fully loaded baked potatoes and crispy skins reimaged for the on-the-go era. Think food truck energy meets retro diner charm.

**Tortazo** – tortilla-focused street food brand that brings the bold energy of Latin sandwiches to the modern QSR scene.

**The Sandwich** – This ain't your Mom's sandwich. This is a bold, Gen Z-focused virtual QSR brand that fuses street culture with comfort food.

**StreetHub** - Allows consumers to select different brand offerings, in one delivery order with one delivery fee, arriving with the same driver.

*Future brands in development. All concepts are designed for speed, modular ingredients, and partner profitability.*

- ✓ Built for delivery apps
- ✓ Easy integration into existing kitchen workflows
- ✓ Branded packaging
- ✓ Unique concepts with back stories

# Market Opportunity

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## Virtual Restaurants: The Future of Dining

Canadian Food Delivery Market: **\$8B in 2025. Projected to reach \$28.6B by 2030, growing at a CAGR of 7.7%**

Global virtual restaurant market growing at **20%+ CAGR, projected to reach \$1T by 2030**

**U.S. leaders** like Virtual Dining Concepts, The Local Culinary and Nextbite have proven business models

**Canada is wide open** for QSR brand-focussed licensing, especially in mid-size cities

EpiCore will target 5 pilot kitchens in the first quarter, **with a focus on national scaling in Years 2 - 5**

# Business Model

## How EpiCore Makes Money

### **Brand Licensing Subscription**

Monthly Recurring Revenue (MRR) from partner kitchens

### **Packaging/Food Sales**

Markup on branded packaging and proprietary food products

### **Marketing Add-ons**

Loyalty programs, local campaign support and Influencer marketing

### **Exclusive Territory Licenses**

Premium for brand exclusivity in delivery territory

*High-margin, low-overhead, multi-brand ecosystem*

## How Partners Make Money

### **Increased Delivery Revenue**

By adding virtual brands partners can double or triple their 'back door' revenue

### **Flow Through Profits**

No extra rent, utilities, staff or fixtures required. Revenue flows through at 70%+

### **Utilizing Expertise to Grow**

The benefits of franchising without the fees and royalties

### **Prep, Package, Handoff, Repeat**

Follow the system and reap the rewards

*Turn unused capacity into unlimited opportunity*

# Go-To-Market Plan

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## Launch Strategy – June 2025 to May 2026

- ✓ Develop & Launch 3 virtual brands, with another 2 in 90 days
- ✓ Test Market 5 partner kitchens in Vancouver and Kelowna, BC (independent restaurants, cafes, hotels)
- ✓ Implement and refine SOPs, packaging, marketing playbooks
- ✓ Launch pilot campaigns (Delivery Platforms, Meta Ads, Google, influencer bundles)
- ✓ Add 3-4 partner kitchens per month in Year 1, throughout the BC market.

# Financials & Use of Funds

**Funding Round:** \$50,000 CAD (Convertible Debt – 25% annual ROI)  
**Term:** 24 months | Optional equity conversion

## Use of Funds:

Corporate & Brand  
Development – \$25K

Platform & POS  
Integration – \$5K

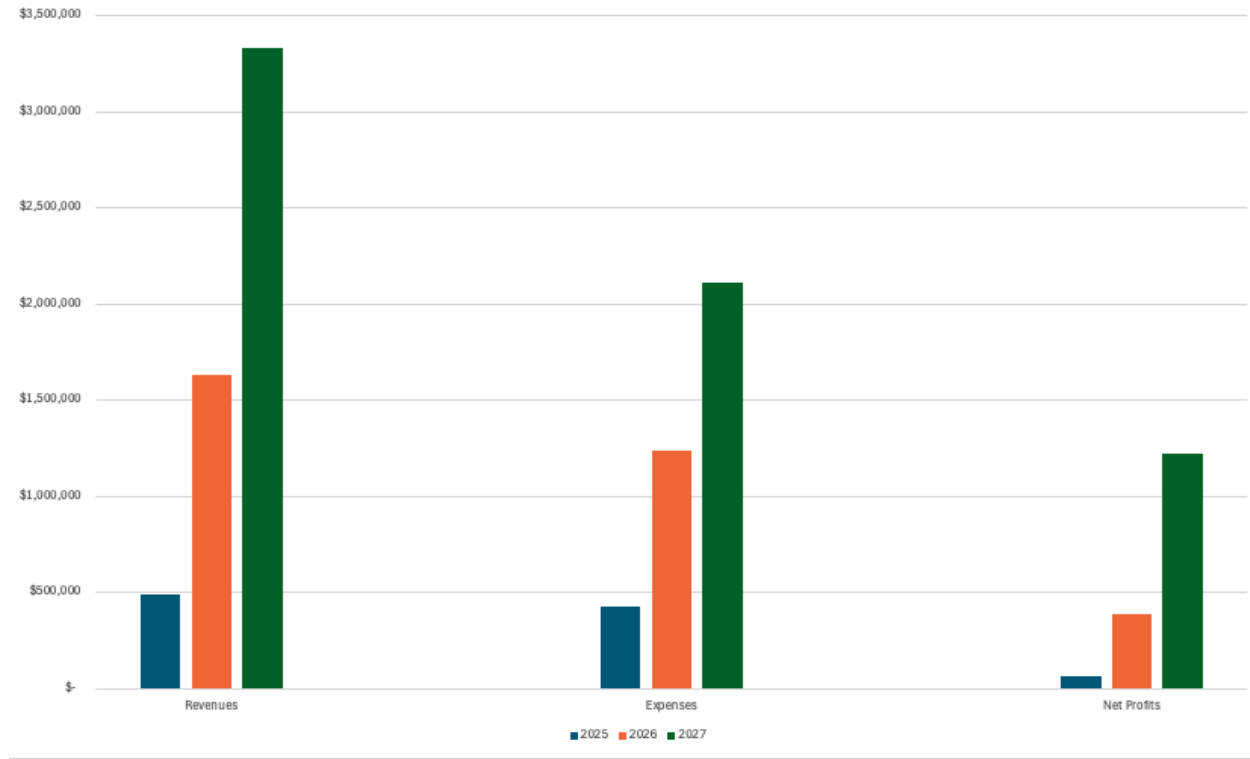
Marketing & Launch  
Campaigns – \$10K

Legal/IP & Licensing –  
\$5K

Pilot Packaging &  
Design – \$5K

Early Revenue: \$715K Year 1 Revenue, with a 12.1% EBITDA  
\$25K MRR projected from 45 kitchens in Year 1

EpiCore Virtual Brands  
3 Year Income and Expense Projections



This chart outlines the summary of our 3-year income and expense projections, focusing on the growth of revenues and net profits. For a comprehensive set of financial projections please contact us and we will be happy to review them with you.

# 3 Year Income and Expense Projections

# The EpiCore Team

## **David Chadwick; President + Co - Founder**

Foodservice entrepreneur with over 40 years of 'hands on' experience in restaurants, franchising, brand development, virtual dining, financial management and operational support systems.



## **Kris Lawrie; Co - Founder**

Executive Chef and Restaurant professional with over 20 years of direct experience in developing brands and creating operational efficiencies in successful restaurants.

*Lean support team, built to scale fast with fractional specialists*





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## The Ask

### Join EpiCore Brands as an Early Investor

Raise

**\$50,000 CAD**

**\$2,500 Minimum Subscription**

Structure

**Convertible Debt Note**

Term

**24 Months - Fixed**

ROI

**25% Annual Simple Interest**

Options

**Conversion to Equity at end of term or Receive ROI payout**

**Be a founding investor in Canada's next great food-tech venture.**

Let's book a 15-minute call:

[EMAIL](#) | [BOOK MEETING](#) | 672.890.2334



Our mission is to  
revolutionize the  
foodservice business  
– one restaurant at a  
time!

**EpiCore**<sup>🔥</sup>  
VIRTUAL BRANDS