

ENLIGHTEA HOLDINGS, INC.

EXECUTIVE SUMMARY



EnlighTea™
C A F E

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What Starbucks is to coffee, we are to tea....
We are EnlighTea Cafe committed to opening 1000+ tea cafés
sharing more love, light and luxury throughout the world

EXECUTIVE SUMMARY

Company Overview

EnlighTea Holdings, Inc. DBA EnlighTea Café is a blend of three models, Starbucks model, TEAVANA Retail model and BOBA Tea Shop models, taking the best and most profitable aspect of each model to provide what we call an “EnlighTea® Experience” to produce Massive PROFITS and ROI for our investors and shareholders for years to come.

Our “EnlighTea® Experience” Model has been BETA tested in 4 different key markets for one year with Founders contribution of research, testing, development and \$500,000 in cash and labor.

This allowed us to prove our licensed model, ensure profitability, provide realistic financial projections, reduce risks for future investors/shareholders and secure a long, sustainable and profitable future for the company and its stakeholders as we position the company to go IPO for global expansions within 5 years.

Enlightea Café distinguishes itself from other retail beverage companies by providing the best possible “enlightening tea experience”. We offer a higher level of consciousness, enlightenment and social experience and remain committed to spreading “Love, Light and Luxury”

The Opportunity

Tea is the second most popular and consumed beverage in the world, following only water. EnlighTea Cafe is poised to create a unique experience around a product that is healthy, natural, rich in history and culture, and offers tremendous variety and complexity.

Americans consume over 200 million cups of teas per day. 87% of Millennials who are a primary target market, drink sweet ice tea, a staple of our portfolio of tea products. Starbucks acquired Teavana, a major tea retailer in the US, for \$620 million for only 350 locations. Our goal is to open 1000 tea café locations. David’s Tea, a Canada based Tea Retailer, went IPO in 2015 and their IPO stock spiked over 40% from \$19/share to \$27/share within a week.

Today, tea is more frequently associated with health and wellness than other beverages. Match this with our very marketable Love, Light, Luxury EnlighTea® brand, a well-tested and developed model, and experienced and committed management and business Team, we are positioned to take advantage of the overall global tea trend. We plan to experience massive growth and sustainable profits for years to come, similar to what Starbucks accomplished in the specialty coffee industry 30 years ago.

Quick Facts

Management:

James Pham, CEO
Michael Jacobs, CFO
Yoichi Kato, COO
Elizabeth Pham, VP Product Development

Products and Services:

Premium Tea by the serving
Premium Loose Leaf Teas
Bottled Tea Beverages
Tea Accessories
License Fees
Franchise Fees

Primary Target Market:

Millennials (ages 18-35)
College and High School Students (ages 14-21)
Main Stream America

Legal Organization:

Nevada C Corp

History:

Formed in 2014 after 8 years of market research and successful prototypes

Investors:

Founder’s Investment:
\$500,000

Use of Funds:

Establishment of corporate Infrastructure
First three company-owned locations first year
Marketing
Working capital

Projected Profit Centers

1. Retail Tea Café locations: 1 million per year per location 40% profit margin x the number of tea café locations
2. Licensed EnlighTea Café locations: \$10K - \$50K per license fee per 5 years plus profits from products and services
3. Franchise: \$50k-\$200k fee plus 8% gross revenue royalty
4. Amazon Product Line: \$10K per month per product up to 100 products.
5. Online Sales: \$100K - \$1 M in revenues per year.
6. Special Events: \$1K - \$5K revenue per event
7. Bottled Distribution: \$500K - \$3M revenues per year
8. Wholesale: \$500K-\$1M revenues per year
9. Loose Leaf Distribution: \$50K - \$1M revenues to retail outlets per year

** Projected profit centers are financial goals the company seeks to achieve within five years after raising 1st and 2nd round of capital.*



Management Team

The initial management team consists of:

- James Pham, President/Chairman/CEO,
- Michael Jacobs, Chief Financial Officer,
- Yoichi Kato, Interim Chief Operations Officer; and
- Elizabeth Pham, Vice President and Secretary.
- John Hughes, Director of Sales and Marketing.

Our primary team is complemented by more than a dozen leading professionals, including attorneys, franchise experts, marketing gurus, and business advisors including: Gene Landrum, Founder of Chuck E. Cheese; Brian Smith, Founder of UGG Boots; Mark Siebert, Founder/CEO, IFranchise Group; Berny Dohrmann, Founder/Chairman of CEO Space International and many more.



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Our Plans

Our primary focus is opening 1,000 tea cafes in the U.S. in the coming decade. Our growth is divided into four phases:

- In the first year, we plan to open three cafes and build our systems for rapid expansion
- In the second year, we intend to open 10 cafes and prove our systems
- In years three through five, we expect to open 87 more cafes (for 100 total). In year five, we anticipate opening three new cafes a month.
- In years six and beyond, we expect to accelerate our pace of opening new cafes on our way to 1,000 cafes.

While most of our cafes will be in leased properties, we plan to purchase buildings and land for our kitchen / distribution centers and approximately 25% of our cafes. The number of purchases will depend on the capital raised and finding great opportunities. We also plan to license and franchise our tea café and brand as well as implement the other profit centers after raising our first and/or second round capital.

Our Financial Projections

Our initial conservative projections based primarily on our Tea Café model profit center are as follows:

	Year One	Year Two	Year Three	Year Four	Year Five
Revenues	\$911,994	\$5,827,194	\$22,221,476	\$58,933,064	\$113,429,140
Gross Profit	(\$70,190)	\$897,071	\$5,978,451	\$20,750,053	\$45,736,727
Operating Income	(\$508,540)	(\$287,145)	\$2,879,841	\$13,731,401	\$32,645,178

This is not an offering of securities - see separate offering documents for details.



Premium Loose Leaf Tea ... Coming Soon To A City Near You



An Enlightening Tea Experience

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