



FRANCHISE HOLDING COMPANY PITCH DECK

WE ARE BUILDING **A \$1B+ GLOBAL FRANCHISE PLATFORM** THROUGH ACQUISITIONS, ROLL-UPS, AND INTERNATIONAL EXPANSION.



Taco Bell



Jersey
Mike's Subs



Dunkin'

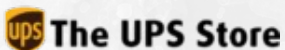


POPEYES

Popeyes
Louisiana Kitchen



Ace Hardware



The UPS
Store



Culver's



Wendy's



Kumon



Hampton
by Hilton

WHY THIS MATTERS:

- Traditional investments like bonds and Certificate of Deposits yield **4–5%** at best.
- Stock markets remain volatile and unpredictable.
- Investors are actively seeking stable, cash-flow driven alternatives.

OUR EDGE:

- Proven model leveraging franchises with **90%+ survival rates.**
- Small Business Administration-backed leverage and alternative financing companies allow acquisitions with just **10–15% equity.**
- Roll-up strategy increases Earnings Before Interest, Taxes, Depreciation, and Amortization and valuation multiples.

COMMITMENT:

- **Target Return on Investment: 10–20%+ annually.**
- Transparent reporting & conservative leverage.
- Vision to take the holding company public via Initial Public Offering/Special Purpose Acquisition Company by 2030.

FEE STRUCTURE

- Zero management fees.
- Zero hidden fees.
- We only succeed when our investors succeed.
- Targeting **12–25% annual investor returns.**
- We are personally invested in every acquisition, ensuring full financial alignment.

Our performance-based structure guarantees transparency, shared risk, and complete alignment of interests with our investors.

PROBLEM

- Global investors hold **\$10T+ in low-yield assets.**
- Bonds and Certificate of Deposits produce only **4–5% annually.**
- Stock markets are volatile, with downturn risks.
- Investors lack access to, high-yield alternatives.

DATA: Average United States investor portfolio underperforms inflation-adjusted needs.

Federal Reserve (FRED); Morningstar Investor Returns (2024)

SOLUTION

- Franchise Holding Company model engineered for stability + growth.
- Acquire proven, cash-flowing franchise units.
- Execute roll-ups to maximize Earnings Before Interest, Taxes, Depreciation, and Amortization and valuation.
- Use Small Business Administration leverage for efficient capital deployment.

Investor Capital → Acquisitions → Cash Flow → Initial Public Offering/Exit (London Stock Exchange (LSE), Toronto Stock Exchange (TSE): Investor Capital → Acquisitions → Cash Flow → Initial Public Offering/Exit.

MARKET OPPORTUNITY

- United States **franchise industry** exceeds **\$700B** and grows at **5% annually**.
- Over **700,000 franchise** establishments in the United States
- Stable demand across Quick Service Restaurant, logistics, childcare, and healthcare.

Total Addressable Market: \$700B | Serviceable Available Market: **\$150B** | Serviceable Obtainable Market: **\$20B** (initial focus).

WHY FRANCHISES?

- Franchise survival rates are ~90% vs ~20% for startups.
- Resilient during economic downturns.
- Backed by strong consumer demand (UPS, Quick Service Restaurants, Popeyes).
- Easier financing via Small Business Administration programs and alternative financing resources.

Survival Rate (Franchise vs Startup).

BUSINESS MODEL

- Acquire high-cash-flow franchise units using Small Business Administration leverage and Alternative financing sources ie HNW, Accredited Investors, Young Professionals (**10–15% equity down**).
- Consolidate into a diversified holding company structure.
- Revenue streams: cash flow, management fees, equity growth.
- Monetize via Initial Public Offering, Special Purpose Acquisition Company, or secondary buyout.

FINANCING OPTIONS

FINANCING STRATEGY FOR ACQUISITIONS:

- Small Business Administration financing – leverage 10–15% equity down for cash-flow positive units.
- Capital placement agents – partner with institutional firms to raise structured equity and debt capital.
- High net worth individuals and family offices – private investors seeking stable, high-yield alternatives.
- Private equity co-investment – strategic partnerships for larger roll-ups and cross-border deals.
- Securities offerings – Regulation D 506(c) accredited investor raises; future Regulation A Tier 2 for broader participation.

COMPETITIVE LANDSCAPE

- Traditional Private Equity focuses on tech, real estate, or venture.
- Few players target franchise roll-ups with alternative financing leverage.
- Our Moat:
 - Alternative financing expertise.
 - Multi-sector scalability.
 - Global arbitrage opportunities.

Comparison available in : Us vs Traditional Private Equity vs Venture Capital.

PitchBook; Preqin; Crunchbase

GO-TO-MARKET STRATEGY

- **Year 1:** Acquire flagship United States franchises.
- **Year 2:** Build regional clusters for operational efficiency.
- **Year 3:** Roll-up multi-sector franchises (Quick Service Restaurant, logistics, healthcare).
- **Year 4+:** Global expansion using cross-border capital.



EXECUTION PLAN

Four Phases of Growth:

1. Acquisition of strong single-unit franchises.
2. Roll-up strategy across multiple territories.
3. Diversification into complementary sectors.
4. Exit via Initial Public Offering/Special Purpose Acquisition Company or secondary buyout.

Key Performance Indicators available in : Units acquired, Earnings Before Interest, Taxes, Depreciation, and Amortization targets.

GLOBAL STRATEGY

- Foundation in United States franchise markets.
- Expansion into Europe & Middle East.
- Arbitrage opportunities in South Asia.
- Partnerships with global investors.

Expansion Regions: United States, Europe, Middle East, South Asia.

FINANCIALS (PROJECTIONS)

- Year 1: **\$5M revenue | \$1M Earnings** Before Interest, Taxes, Depreciation, and Amortization.
- Year 3: **\$25M revenue | \$5M Earnings** Before Interest, Taxes, Depreciation, and Amortization.
- Year 5: **\$75M revenue | \$15M Earnings** Before Interest, Taxes, Depreciation, and Amortization.

ASSUMPTIONS:

- **20%+ margins.**
- Steady roll-up growth.

FUNDING ASK & USE OF FUNDS

Raise: \$10M under Reg D 506(c).

USE OF FUNDS:

- **60% Franchise Acquisitions.**
- **20% Expansion & Operations.**
- **10% Advisory & Compliance.**
- **10% Working Capital.**

Small Business Administration Lending Guidelines; Securities and Exchange Commission Reg D 506(c)

ROADMAP

- **2025:** Initial acquisitions, investor onboarding.
- **2026:** **20+ units** under management.
- **2027:** **\$50M+ valuation**, multi-sector diversification.
- **2028:** Global expansion into Europe & South Asia.
- **2029:** Initial Public Offering/Special Purpose Acquisition Company listing, investor liquidity event.

TEAM

- **FOUNDER:** Fasil Stariha Moghul – Accounting, Franchising, Real Estate.
- **ADVISORY BOARD (IN-PROGRESS):** Franchise executives, Small Business Administration experts, Private Equity leaders.
- **FUTURE HIRES:** COO (operations), CFO (finance), VP Growth (expansion).

ADVISORY BOARD (IN PROGRESS)

Currently in discussions with:

- Franchise executives.
- Small Business Administration lending experts and Alternative financing companies.
- Private equity leaders.


GOAL: Build a world-class advisory team.

Franchise Executives, Small Business Administration Experts, Private Equity Leaders (discussions)

COMPLIANCE & RISK MITIGATION

- Securities and Exchange Commission filings (Reg D 506(c)).
- Quarterly investor reporting.
- Conservative debt ratios.
- Diversified portfolio of franchises.
- Transparent communication.

INVESTMENT THESIS

- United States Government **Bonds: ~4.5%.**
- Certificate of Deposits: **~5.4%.**
- Equities: **~10%** (volatile).
- Real Estate: **~5–7%.**
- **Our Model:** Targeting **12–25%+** Return on Investment .

Federal Reserve (Government Bonds); FDIC (Certificate of Deposit Rates); S&P 500 Historical Returns; Driven Brands Initial Public Offering

VISION

Build a \$1B Franchise Holding Company .

- Acquire high cash-flow franchises (UPS, Crumbl, Popeyes).
- Execute roll-ups to scale revenue and Earnings Before Interest, Taxes, Depreciation, and Amortization.
- Expand into Europe, Middle East, and South Asia.
- Initial Public Offering/Special Purpose Acquisition Company exit strategy by 2030.



ABOUT ME

Fasil Stariha Moghul

- 🌐 Global Citizen
- 🧑‍💼 Franchise Investor
- 📖 Lifelong Learner

Background in Accounting, Franchising, and Real Estate.

🎓 University of Minnesota – 2010 Graduate.


🎓 Saint Mary's University of Minnesota – Accounting Graduate, 2018.

Focused on global growth and acquisition entrepreneurship.

JOIN THE JOURNEY

Be part of the next great franchise holding company.

- Download investor deck.
- Schedule a call.
- Participate in the 506(c) raise.

 Let's build the future together!

Contact: Fasil@FlexibleIndustry.com | +1 (612) 434-7455

SOURCES & REFERENCES

- Federal Reserve
- Morningstar Investor Returns (2024)
- International Franchise Association (IFA) 2024 Outlook
- IBISWorld: United States Franchise Market Size
- Small Business Administration Loan Program (7a)
- FRANdata Reports
- PitchBook / Preqin / Crunchbase
- McKinsey, Bain & PwC Franchise & Roll-Up Insights
- Franchise Disclosure Documents (UPS, Crumbl, Popeyes, Popeyes)
- S&P 500 Historical Returns; FDIC (Certificate of Deposit Rates)
- Driven Brands Initial Public Offering Case Study
- Securities and Exchange Commission Reg D 506(c); FINRA Disclosure Standards

