



FRANCHISE DEVELOPMENT

April 2020

WHAT IS THE LEFTY'S BUSINESS OPPORTUNITY?



- ❑ **UNIQUE BRAND CONCEPT IN THE FAST-CASUAL DINING SPACE.**
- ❑ **THE MOST INNOVATIVE “CHEESESTEAK GRILL” FRANCHISE OPPORTUNITY IN THE INDUSTRY.**
- ❑ **UNRIVALED PASSION AND COMMITMENT FOR THE FRESHEST QUALITY INGREDIENTS, CLEANLINESS AND CUSTOMER SERVICE.**
- ❑ **HIGHLY DIFFERENTIATED FROM THE CLUTTERED FAST-CASUAL CONCEPTS OF CHICKEN, BURGERS AND PIZZA.**



THE LEFTY'S BRAND PROMISE



☐ **QUALITY GRADE A FOOD**

☐ **FIRST CLASS SERVICE**

☐ **EXCEPTIONAL CLEANLINESS**



WHY DO OUR CUSTOMERS CRAVE LEFTY'S



- ❑ **WE USE THE HIGHEST QUALITY AND FRESHEST INGREDIENTS.**
- ❑ **WE COOK OUR OWN CORNED BEEF.**
- ❑ **WE HAND-PATTY OUR OWN BURGERS.**
- ❑ **WE CUT AND GRILL OUR OWN ONIONS.**
- ❑ **OUR STEAKS ARE SEASONED WITH OUR PROPRIETARY MARINATION.**
- ❑ **ALL OF OUR RECIPES ARE PERFECTED IN-HOUSE, AND WE ARE ALWAYS INNOVATING WITH POPULAR NEW MENU OPTIONS.**



WHAT MAKES AN IDEAL LEFTY'S FRANCHISEE?



- ❑ **OWNER-OPERATOR**
- ❑ **BRAND AMBASSADOR**
- ❑ **EXTRAORDINARY WORK ETHIC
AND BURNING DESIRE TO SUCCEED**



WHAT FRANCHISEES SHOULD LOOK FOR WHEN PURCHASING A FRANCHISE

Three Questions To Ask



1. DO YOU BELIEVE IN THE CONCEPT?

- ***IS THE INDUSTRY STRONG?***
- ***IS IT FIRST-TO-MARKET?***
- ***IS IT A GAME-CHANGER?***



WHAT FRANCHISEES SHOULD LOOK FOR WHEN PURCHASING A LEFTY'S FRANCHISE:



2. DO YOU BELIEVE IN THE FRANCHISE LEADERSHIP?

- ***DOES THE LEADERSHIP HAVE FRANCHISE EXPERIENCE?***
- ***CAN THEY MOTIVATE?***
- ***DO THEY BELIEVE?***
- ***DO THEY HAVE THE RIGHT (OR LEFTY'S) WORK ETHIC?***
- ***ARE THEY WILLING TO INVEST THEIR OWN MONEY INTO THE BRAND?***



WHAT FRANCHISEES SHOULD LOOK FOR WHEN PURCHASING A LEFTY'S FRANCHISE



3. DO YOU BELIEVE IN YOURSELF?

- ***ARE YOU WILLING TO MAKE THE SACRIFICE?***
- ***ARE YOU WILLING TO FULLY COMMIT TO PUTTING THE WORK IN?***
- ***ARE YOU COACHABLE?***
- ***DO YOU ASPIRE TO PAY IT FORWARD?***



WHAT IS THE LEFTY'S SYSTEM AND CULTURE



OUR SYSTEM AND CULTURE ARE STRUCTURED AROUND THREE CORE THINGS

- ❑ *QUALITY GRADE A FOOD*
- ❑ *FIRST CLASS SERVICE*
- ❑ *EXCEPTIONAL CLEANLINESS*

OUR CULTURE IS KNOWN FOR A POSITIVE ENERGY WORK ENVIRONMENT.

WE CHOOSE TO BE THE MODEL OF WHAT A GREAT FRANCHISE SHOULD BE.



WHAT IS LEFTY'S COMMITMENT TO THE COMMUNITIES WE SERVE



- ❑ **FOCUSED ON PAYING IT FORWARD**
- ❑ **FIRST IN LINE TO SUPPORT COMMUNITY CHARITIES**

“My promise to all the communities we serve is that we will honor and give back as if it were our very own. We will participate in city traditions and functions with our quality food as we maintain our great reputation with local schools and fund-raising events. We guarantee to treat our Customers and Employees like family.”

-- Sam Berry, Founder of Lefty's Cheesesteaks



WHY BECOME A LEFTY'S FRANCHISEE



- ❑ **GROUND-BREAKING OPPORTUNITY.**
- ❑ **100+ YEARS OF FRANCHISING EXPERIENCE.**
- ❑ **OPPORTUNITY TO BE A FIRST-MOVER IN AN EMERGING FAST CASUAL DINING SPACE.**
- ❑ **HIGHLY-EFFICIENT PROPRIETARY OPERATIONAL MODEL.**
- ❑ **STRONG LUNCH, STRONG DINNER, STRONG CATERING OPPORTUNITIES.**
- ❑ **UNIQUELY STRUCTURED TO ATTRACT MULTI-UNIT OPERATORS.**



FEATURED BY

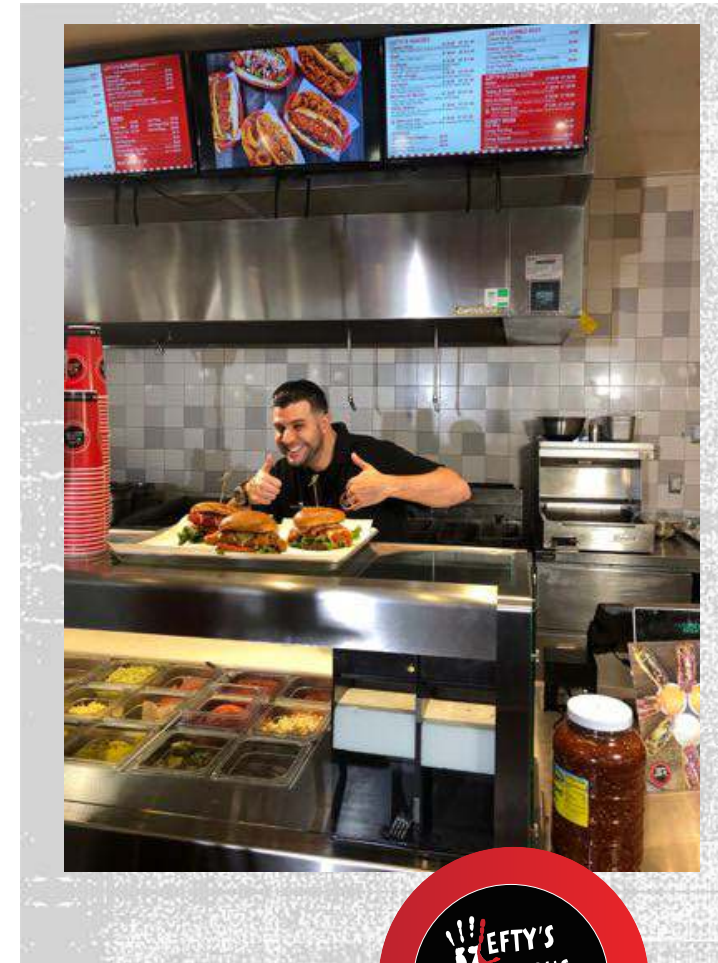
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SOCIAL MEDIA INFLUENCERS



COMPETITORS





LEFTY'S LOCATIONS



APRIL '20

15 MICHIGAN LOCATIONS

LIVONIA

29407 W 6 Mile Rd, Livonia, MI 48152

734-522-0555

DETROIT

1335 West 8 Mile Rd, Detroit, MI 48203

313-707-0978

WATERFORD

101 N Telegraph Rd, Waterford, MI 48328

248-977-3045

STERLING HEIGHTS

8200 15 Mile Rd, Sterling Heights, MI 48312

586-698-2344

YPSILANTI

4003 Carpenter Rd, Ypsilanti, MI 48197

734-677-7717

WHITE LAKE

5951 Highland Rd, White Lake 48383

248-714-9977

SOUTHFIELD

26587 Evergreen Rd, Southfield, MI 48078

248-327-7737

YPSILANTI 2

505 S Huron St, Ypsilanti, MI 48197

734-879-1000

MILFORD

131 S Milford Rd, Milford, MI 48381

248-714-8590

ANN ARBOR

3157 Ann Arbor Saline Rd, Ann Arbor, MI 48108

734-929-2122

WOODHAVEN

23382 Allen Rd, Woodhaven, MI 48183

734-931-5777

BRIGHTON

8726 W. Grand River Ave Brighton, MI 48116

810-588-4222

AUBURN HILLS

3909 Baldwin Rd, Auburn Hills, MI 48326

877-453-3897

TAYLOR

10271 Telegraph Rd, Taylor, MI 48108

313-436-4931

SOUTH WEST DETROIT

6171 Vernor Highway, Detroit, MI 48209

313-551-3930



**COMING
SOON**

**4 NEW
MICHIGAN
LOCATIONS**

**30270 Woodward Ave
Royal Oak, MI 48073**

**25225 Schoenherr Road
Warren, MI 48089**

**21427 Greater Mack
St. Clair Shores, MI 48080**

**31931 Gratiot Avenue
Roseville, MI 48066**





VISION OF PROJECTED LEFTY'S LOCATIONS

These projections include forward-looking statements about our strategies, our cost structure, financial outlook, capital resources, competitive factors, industry expectations, anticipated performance and outcomes and economic forecasts for the markets we serve and will serve.

Actual results may differ materially from those projected or implied in these statements because of the various risks and uncertainties.

Growth Timeline	Number of Open Locations at Year End
June 2020	16
Dec 2020	33 to 41
2021	85
2022	160
2023	260
2024	400
2025	550
2026	700
2027	900

FRANCHISEE DISCOVERY PROCESS



Five-Step Franchisee Discovery Process

1

**Vet the
Prospect**

——
**Franchise
Application**

2

**Franchise
Prospect
Receives FDD
and Signs
Receipt
→ 14 days**

3

**Franchise
Prospect
Schedules and
Attends
Discovery Day
and Tour in
Detroit MI**

4

**Franchise
Prospect
Qualifies to
meet with
Founder and
CEO for One-on-
One interview**

5

**Franchise
Prospect is
Approved.
Cities and
Markets selected**

EXECUTE FRANCHISE AGREEMENT DOCUMENTS

→ COLLECT FRANCHISE FEES AND SIGN WITHIN TWO WEEKS.



FRANCHISEE GRAND OPENING PROCESS



Four-Step Franchisee Location Store Opening Process





IT'S YOUR FUTURE. OWN IT.



Sam Berry

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