

# Mad Dash

Niche Concepts LLC

CONFIDENTIAL PRIVATE PLACEMENT MEMORANDUM

This Memorandum is dated February 1, 2015

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By accepting this Memorandum you agree to maintain in confidence the information set forth herein, and to delete/destroy this document in any and all forms in the event that you do not elect to participate in the Offering.

This Memorandum has been prepared on a confidential basis solely for the benefit of a limited number of selected potential Investors in connection with the private placement of the subject securities. This Memorandum is not to be reproduced or redistributed.

15 Units of Class B Membership Interest



*"Mad Dash is an exciting new concept which has been nurtured and perfected for the last 5 years; MD now delivers a whole new dimension to the pizza production and dining experience, and with the new popularity of the fast casual segment, it is now ready to grow".*

*- Ralph Roberts, Previous CEO American Restaurant Group/Black Angus Restaurants*

# Table of Contents

SECTION 1 – SUMMARY OF THE OFFERING .....	8
SECTION 2 – FORWARD - LOOKING STATEMENTS .....	10
SECTION 3 – WHO MAY INVEST .....	11
SECTION 4 – CERTAIN RISK FACTORS .....	14
SECTION 5 – USE OF PROCEEDS .....	20
SECTION 6 – BUSINESS .....	21
SECTION 7 – MANAGEMENT OF THE COMPANY .....	25
SECTION 8 – RESTRICTIONS ON TRANSFER OF CLASS B UNITS .....	26
SECTION 9 – CERTAIN TAX CONSIDERATIONS.....	27
SECTION 10 – THE OFFERING .....	31
SECTION 11 – CERTAIN FINANCIAL INFORMATION.....	32
SECTION 12 – ADDITIONAL INFORMATION .....	32

# Table of Tables

TABLE 1. SOURCES AND USES.....	21
TABLE 2. MEMBER SHARE PRIOR TO CLASS B OFFERING .....	23

# Exhibits

A - BUSINESS PLAN.....	BP33
B - OPERATING AGREEMENT.....	OA77
C - SUBSCRIPTION AGREEMENT.....	SA88

# Mad Dash



## CONFIDENTIALITY DISCLAIMER

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This Business Plan (the “Plan”) is confidential and has been prepared solely for informational purposes by Niche Concepts LLC, (The Company) a California limited liability company that owns the Mad Dash restaurant located at 2391 Cohasset Road, Chico, CA 95926.

An interested party, by accepting delivery of this Plan, agrees: that all of the information contained herein is confidential; that the recipient will treat such information confidentially; and that the recipient will not directly or indirectly duplicate or disclose this information without the prior written consent of the Company. Recipients who do not desire to invest in the Company agree to return this material promptly to replace with 90 days and destroy any and all electronic copies

The information herein has been prepared to assist interested parties in making their own evaluation of the Company. In all cases, interested parties should conduct their own investigation and analysis of the data set forth in the Plan. This Plan includes certain statements, estimates, and projections provided by the Company with respect to the anticipated future performance of the venture.

The statements, estimates, and projections are based on various assumptions by management that may or may not prove to be correct. Such assumptions are inherently subject to significant uncertainties and contingencies, many of which are beyond the control of the Company. No representation is made, and no assurance can be given, that the Company will attain such results. Actual results are likely to vary, perhaps materially, from the projections.

Plan written and presented by:

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*tm*

## EXECUTIVE SUMMARY

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### **Business Concept and Operating Model**

**Overview:** *On December 5th 2009, Mad Dash Pizza opened as the nation's first Quick Bake Pizza (QBP) focused restaurant. Pioneering and adapting new technologies, Mad Dash is able to bake a fresh, made-to-order, live yeast personal pizza in two minutes. During the first week of operation, the Mad Dash concept received national press coverage through CNN news. Having reached profitability and two plus years of solid growth, (30%+ YOY 2015), the Company intends to build upon the successes of their Quick Service Restaurant (QSR) concept and move into the exploding Fast Casual (FC) QBP market. The Company plans for 5 company owned and 18 franchised locations over the next 6 years.*

**Value Proposition:** The keystone for the concept relies on the ability to produce a *quality* product in a limited service area, *quickly!* Prior to Mad Dash, this was not feasible in the pizza industry. The average time to produce a quality, fresh and customized pizza (14 minutes) was longer than the patience of a typical drive thru or walk up patron. New cooking technology and methods now allow for single sized pizzas, individually customized, to be baked to order in two minutes or less. Mad Dash Pizza was originally developed as a drive through QSR. Five years later, the core ideas of Mad Dash QBP are sprouting up throughout the nation as FC concepts, fostering a new and quickly developing food service category. As the original pioneer of QBP, with five years of operational history and double digit growth, Mad Dash is uniquely positioned for success within the early stages of this new category.

**Management:** Management will be the responsibility of founder Aaron Souza. Aaron has over 20 years of experience in food service and business management at the entrepreneurial and corporate levels. Aaron was a founding partner in the Green Planet Juicery, a four-unit, QSR restaurant chain. Aaron also served as the national business analyst for the 101 unit Stuart Anderson's Black Angus Restaurant chain. As the Managing Member, Mr. Souza, is the visionary behind the business plan, it's marketing, operations and product development. Mr. Souza has developed and nurtured the project from its initial conception.



## Legend

- ① Patio / Pickup Space
- ② Billards
- ③ Service Area
- ④ Quick Bake Hearth Oven
- ⑤ Prep Area
- ⑥ Beer & Wine Bar
- ⑦ Atmosphere

### Appendix A

Mad Dash Pizza  
Fast Casual Concept Diagram

### CLIENT

Aaron Souza  
Niche Concepts, LLC  
DBA, Mad Dash Pizza

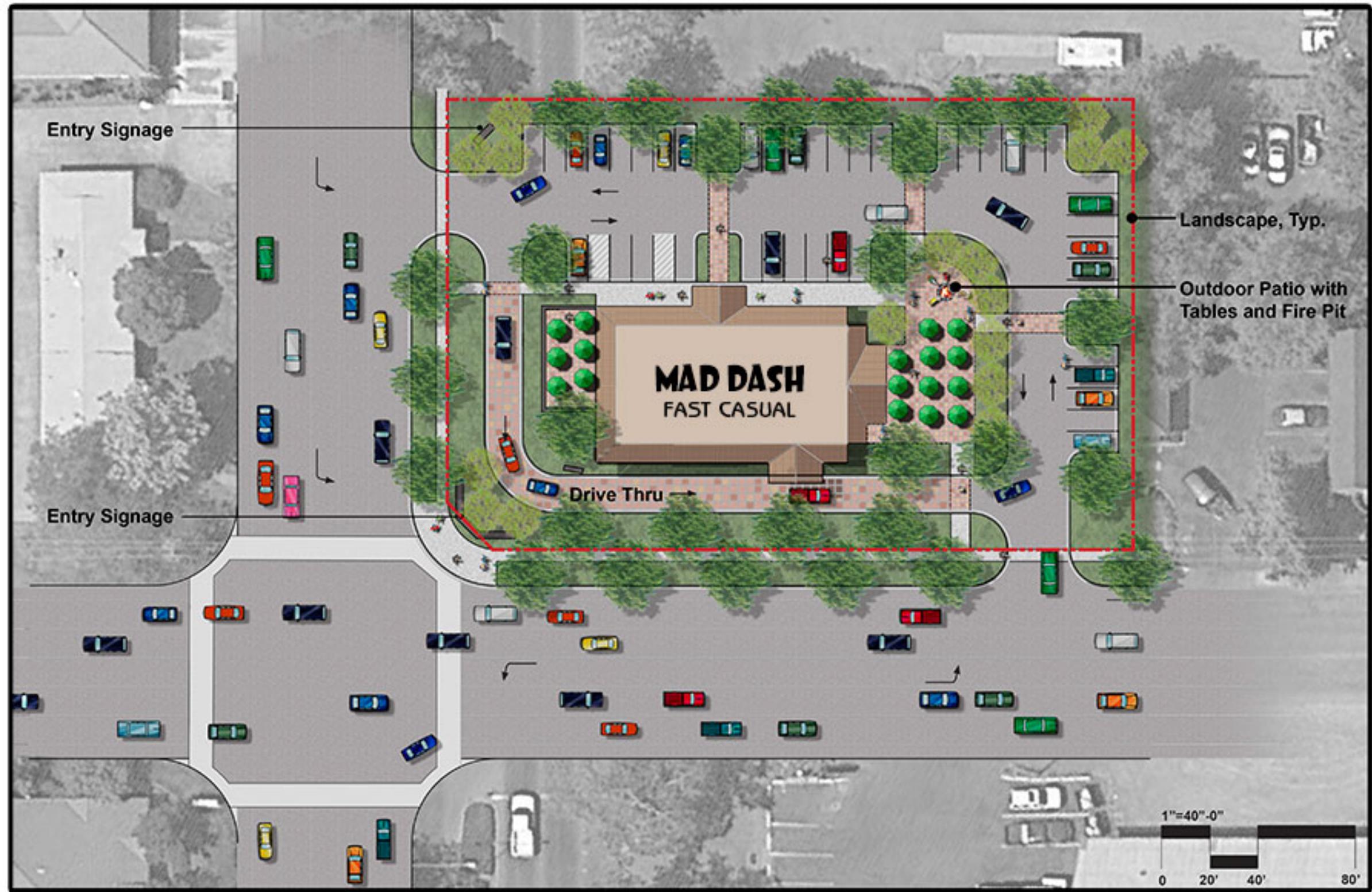
**3DFX DESIGN**

1612 Sunset Ave  
Chico, CA 95926  
530.682.0535  
www.3dfxdesign.com

## MAD DASH PIZZA

Fast Casual Concept Diagram





# MAD DASH

## CONCEPTUAL SITE PLAN - FAST CASUAL

1/2 acre site approx  
2,000-3,000 sq. ft. Building

# SUPPORTING ARTICLES & INFORMATION

# Mad Dash

CHOW



### Redefining fast food

**Dashing preconceptions at Mad Dash Pizza (& Wings)**

Taking a lunch break in the shade on Mad Dash's patio.  
PHOTO BY JASON CASSIDY

**E**very now and then, something will come along in one's life to shatter any preconceived notions he or she may have about a particular subject. In the case of Mad

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Dash Pizza—the drive-through pizza-and-wings kiosk on Cohasset Road, next to Dutch Bros. Coffee—my experience-proven belief that fast food is junk food had to be completely set aside.

Mad Dash's food is on the whole other end of the food spectrum from junk food—it is freshly prepared and made with high-quality ingredients. The satisfaction I got eating at Mad Dash recently was easily worth the risk I took of bicycling along the bike-unfriendly route down Mangrove Avenue and over Highway 99 to get from downtown Chico to the little restaurant.

★★★★

**Mad Dash Pizza**  
2391 Cohasset Road  
899-1010  
www.maddash  
pizza.com

Hours: Wed.-Sat.,  
11 a.m.-11 p.m.;  
Sun.-Tues.,  
1 a.m.-10 p.m.

On my first visit, I was pleased to find that, not only were there two walk-up windows in addition to two drive-throughs, but Mad Dash—which opened in December 2009—has also provided two tables with chairs, and shade umbrellas for diners who aren't in such a mad dash to leave.

It was hot at lunchtime, and Jimi Hendrix's "Let Me Stand Next to Your Fire" was appropriately playing from the outdoor speaker system as I bit into one of my Double Dash Buffalo Bleu Cheese chicken wings (\$2.49 for three pieces or \$2.25 if added to a personal-pizza lunch). The Double Dash is at level two on Mad Dash's five-level heat scale for wings. I steered clear of the "competition-level"—the Final Dash, and the After Dash (with 150,000 Scovilles of heat).

★★★★★  
EPIC  
★★★★  
AUTHORITATIVE  
★★★  
APPEALING  
★★  
HIS MOMENTS  
★  
FLAWED

I also ordered a Veggie Roast personal pizza (fresh roasted green and red bell peppers, red onion and zucchini) and a medium raspberry iced tea (\$6.49 for both).

The wings were meaty and delicious; the commmeal-dusted pizza crust cradling the nicely roasted vegetables, three cheeses and tasty red sauce made from fresh, vine-ripened tomatoes crackled satisfyingly when I bit into it. And the order was ready

quickly—in just a few minutes.

On visit No. 2 (another hot day, another mad dash over the freeway on my bike), I ordered a create-your-own personal pizza, choosing Canadian bacon, fresh mushrooms and fresh basil for my toppings. The toppings list includes feta cheese, artichoke hearts, roasted garlic, and more. I chose the regular red sauce once again (other options: spicy red, creamy garlic and pesto), and a side-dip of habanero ranch dressing. Create-your-own pizzas, which include one topping plus a dip, are an affordable \$4.99; extra toppings are 50 cents each. To drink, I ordered a "fire-dasher" (6-ounce) milkshake made from freshly squeezed orange juice and real vanilla ice cream (99 cents).

Once again, my food was ready in minutes and tasted great (and Mad Dash's sassy habanero ranch, made from scratch, is perfect for crust-dipping). My milkshake, besides being delicious, was the cutest I have ever seen; in its squat little cup with a short hot-pink straw sticking out of it, it looked like a cupcake.

"We make our dough daily. We make our own sauce," said owner/chef Aaron Souza after I complimented him on his food. Souza, who stressed that Mad Dash is not a franchise, focuses on made-to-order personal pizzas, he pointed out, rather than pizza by the slice that ends up sitting under heat lamps waiting to be purchased.

Mad Dash's pizza dough is the result of a delayed-fermentation process, which results in the crust's "complex, artisan-bread flavor," Souza said. His newfangled oven cooks the stone-baked pizzas in two minutes, thanks to a combination of high-temperature infrared radiant heat with a blast of high-speed convected air at the end to crisp the crust.

Souza will soon add a Farmers' Market pizza to his menu on Sundays, made with fresh toppings from the Saturday farmers' market.

"One of my biggest challenges has been getting the word out that we make really great food—fast," said Souza.

I'll attest to that.

## **CHICO'S MAD DASH NOMINATED FOR RESTAURANT AWARD FOR POINTING OUT PROBLEM**

CHICO — Local eatery owner Aaron Souza's focus was creating a quick, made-fresh pizza that stayed hot longer, but that journey has him in line for a national restaurant award. Souza designed and owns Mad Dash Pizza, a drive-up on Cohasset Road where customers can order a variety of personal pizzas, done in two minutes. Souza spent a long time finding the right kind of oven that didn't cook the taste out of the pizza, yet worked properly in a drive-up setting.

Components were found from a company in Nashville, Tenn., that Souza said did the trick. However, after repeated use, the oven "failed" and Souza made due with another product. During a surprise visit to Chico, Advanced Composite Materials — the manufacturer of the original component used by Mad Dash — stopped to check on the product, only to find Souza not using it because of its problems. But Souza was willing to talk about the issues he saw and possible solutions. The designer listened, and redesigned the system, confirming Souza's theories on the problems. Souza got back a unique piece of equipment that integrated his ideas in a superior oven.

The company took it a step further, by nominating Souza for the "national operator innovations award" through the National Restaurant Association. Cathy Burge of Advanced Composite Materials said she believes Souza will likely get the award. "He has a system that no one else has," Burge said. Regarding the award, "This is a big deal," she told the newspaper when she was in town to film Souza and his redesigned pizza process.

Souza said he was thrilled with the nomination, whether or not he gets the award, which will be made during the national association's award ceremony in May.

Mad Dash opened in 2009 on Cohasset Road, next to Dutch Bros. Coffee and Kmart.

## **MAD DASH, COLLEGE STUDENTS COOK UP BIDWELL MANSION FUNDRAISER**

CHICO — Blend principles of business, pizza and Bidwell Mansion, and you have a fundraising competition now occurring with Mad Dash Pizza and Chico State University marketing students. Mad Dash owner Aaron Souza is working with an advanced marketing class at the university, broken into teams and charged with designing pizzas and promotions to benefit Bidwell Mansion. Souza explained his pizza drive-through operation to the class, then challenged each team to come up with an original pizza and plan a promotion. Their sales will directly benefit Bidwell Mansion.

Souza created a Donald Trump's "Apprentice"-like challenge, stressing business procedures and principles. About 20 Chico State marketing students divided into four teams have designed and are advertising the new pizzas: Bidwell Burger pizza, Annie's Fresh Italian, Bidwell Greek, and Annie's Pesto Garden. The personal pizzas sell for about \$6.50 each, and all proceeds past costs will be donated to the effort to keep the mansion open.

Senior Chris Faridniya of the Dough Boys said his team's pizza is more unusual because it tastes like a hamburger. Trying for more of a cheesesteak taste, the team substituted ground beef to come up with a unique flavor. Majoring in recording arts, Faridniya said he found Souza's marketing savvy valuable, especially when Souza shared what worked and didn't work for him.

Which of the four teams earns the most money for Bidwell Mansion will win. The pizzas are only sold at Mad Dash. In an email, Souza said he hopes to give the students a "hands-on, real world meaningful experience." "It's been a breath of fresh air working with Bill McGowan's entrepreneurship students." The winning team will receive some money as well. The pizza fundraiser will extend through March.

## MAD DASH PIZZA CELEBRATES FIVE YEAR ANNIVERSARY

CHICO — There were days that Aaron Souza thought would be his last as a business owner, but the Chico founder of Mad Dash Pizza and Wings failed to fail. It was to the point that he had to work two other jobs, because he couldn't pay himself out of the pizza drive-through earnings. But his confidence in the pizza and the process kept him going.

That was five years ago, and Souza says, "It's starting to get fun. We're able to do things we couldn't do before." And there's a discussion about expanding from its one location.

Not only did Souza choose a profession with very little margin — the food business — but he also unveiled a new concept that took a while to catch on. People couldn't believe pizza could be ready in less than five minutes and not be cardboard hard or chewy.

In short, Mad Dash is drive-through pizza, baked from scratch with fresh ingredients and ready in three minutes — just about the time it takes to order, drive up to the window and pay. It's a ten-inch personal pizza size, but is enough to share with two. The only location is adjacent to Dutch Bros. Coffee at Cohasset and Pillsbury roads in north Chico. "The acceptance has been phenomenal," said Souza, celebrating his fifth year, which can be a pivotal mark for new businesses.

In many ways, the pizza is like others — steamy hot in flavors like pepperoni and chicken, plus spicy wings too. But then the selection takes a sharp turn. One version features Santa Maria style barbecue sauce from his grandfather's recipe; another is an elegant one, with horseradish sauce and steak. There's roasted veggies for the vegetarian and "3 Little Pigs" for the meat lover, with bacon, sausage and ham. Other flavors on the menu are pesto pine nut, Caribbean jerk and "Angry Bird" with spicy red sauce and chicken. There's also gluten-free dough, using a mixture of rice and potato flours.

Three months after opening, Souza realized what he was up against. It really wasn't perfecting his equipment or process, but in educating pizza lovers to try his. "People thought it was frozen dough because it's so fast." What makes the difference is the 1,000-degree burners in the ovens.

"Over the last two years, we've had substantial growth, and these past 12 months have been phenomenal." It's a time to look at new options. A sit-down restaurant is among the considerations and seems to be supported by investors he's contacted, along with the idea for a franchise.

He points to his nine-member staff, including a manager there from the start, as reasons for success. "The employees are having fun; the staff is energized," said Souza, who was born in Gridley. His parents own Vagabond Rose art gallery in downtown Chico. "We have solid growth now. It's a good feeling."