

The Successful Transition from One Paradigm to Another via a Revolutionary Star

Executive Summary

ParadigmStar, Inc.

ParadigmStar was founded in 2015 and our principal office and production is located in Florida. We are raising capital to build a local brewery and tasting room. Founded by Toochikwu Udeinya, the brewery has built its reputation as a local community business that utilizes local ingredients to produce its products.

Business Product

ParadigmStar produces three unique flavors that will be the foundation of the company. These different flavors were modified based on initial taste test of 200 individual within my ideal market. The main ingredient in each flavor is special in that it has never been used to produce any beverage.

The Company produces the following products:



Gold, my most popular product, it's delicious, unique taste, distinctive mint aftertaste, and scented flowery aroma is blended to perfection. The infusion of locally plucked grapes, honey, and oolong tea is an irresistible combination. This deep, robust, and favorable drink is perfect for any occasion.

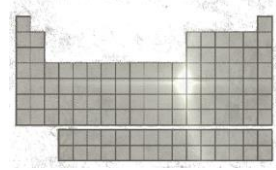


Platinum is our most aged spirit that we offer. The herbal infusion produces a sweet taste that will excite your whole body. The initial taste of peaches and deep red fruits suddenly with a hint of honey. The refreshing aftertaste of herbs and spices will leave you mesmerized.



Diamond is an excellent liqueur; a handcrafted spirit which is aged to perfection. The clarity and smoothness come from the ultra-pure distillery process that we utilize. The unique taste is delivered by the infusion of locally grown oranges, honey, and white tea leaves. This combination will stimulate your taste buds leaving you in a tranquil state of mind.

All of our products will thrive in the craft beer/spirit movement; we strive to maintain quality in all of our products. Our production is produced in small batches, with superior ingredients maintaining the esprit de corps of craft liquor.



The Market

We define our market as craft spirits, which the American Distilling Institute describes as spirits produced by an independently owned distillery with maximum annual sales of 52,000 cases where the product is physically distilled and bottled. Spirits have seen an uptick in market share over brewers for the fifth straight year (Kell, 2015). Distilled spirits has experienced its 17th year of growth. Continued interest in super-premium product and modernization of liquor laws throughout the States has contributed to this growth (Nedelka, 2014). By offering new and flavorful products that that have been a hit with consumers, the spirit market, in general, has been extremely popular in the past five years. The spirit market share stood at 35.2 percent in 2014, up from 34.7 percent a year ago (Kell, 2015). According to 2013 Beverage Information Group Handbook, the craft movement is driving this resurgence and growth in the market.

Craft beer's momentum continues to build with no signs of slowing," according to Adam Rogers, Manager of Information Services for the Beverage Information Group, Norwalk, Conn. "Today's consumer seeks a brew that is distinctive, region-based and high-quality with a compelling story, and craft breweries are more than willing to provide it. (Nedelka, 2014).

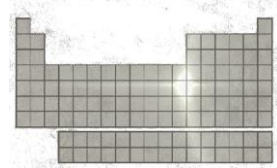
Competition

We compete directly with flavored liquors, liqueur, and flavored cognacs. Examples of my competitors are 20 Grand, Grand Marnier, Chambord, etc. and alternatives to our product include flavored whisky, vodka, and rum products. Our products are unique and superior because of the infusion of locally grown ingredients that never has been tried before. We have a competitive advantage because of our speed to market, locally tied operations, low production, and high quality.

Risk/Opportunity

The greatest risks associated with my business this moment are Federal in addition to State statutes. Alcohol products, production, and transactions are governed by a plethora of laws. Regulation influences distribution, labeling, advertising, credit, container, characteristics, alcoholic content, tax rates, and litter assessments (Yoast, 2004). We believe we can overcome these risks because of the overall influence of small business in the local communities and the fact that the alcohol industry is a powerful manipulation of Federal and State regulators.

Through extensive campaign contributions to members of both parties, at all levels of government, the industry maintains great political influence. Through its business presence in every community it maintains strong connections to local communities, state government and governing bodies at every level. Communities in need of new businesses in downtown areas often recruit or accept alcohol retailers to fill vacant store fronts.



Community organizations and colleges may turn to the industry for donations and sponsorship – and remain uncritical of the problems that alcohol creates. (Yoast, 2004).

Management Team

The management team is led by Chief Executive Officer Toochikwu Udeinya who founded the company in 2015. He received His Master in Entrepreneurship from the University of Western Carolina in 2015. He is currently a Officer in the United States Military proudly serving nine plus years.

Operations

We have one manufacturing facility located in Jacksonville, FL. We currently perform all of the bottling and labeling in house, while outsourcing the manufacturing of our bottles. As production increases I plan to hire more staff.

Capital Requirements

We are seeking \$100,000, which will enable us to maximize on procuring all the required production equipment up front instead of appropriating outdated and out of warranty equipment. We will also have the capital to advertise on a grander scale, which we have shown will boost our sales exponentially.

Financial Snapshot (Hypothetical)

In the most recent quarter our company had sales of [x], and net income of [y], compared to sales of [u] and net income of [v] in quarter

	Last Year	This Year	Next Year	Year Two
Sales:				
Cash:				
Assets:				
Book Value:				