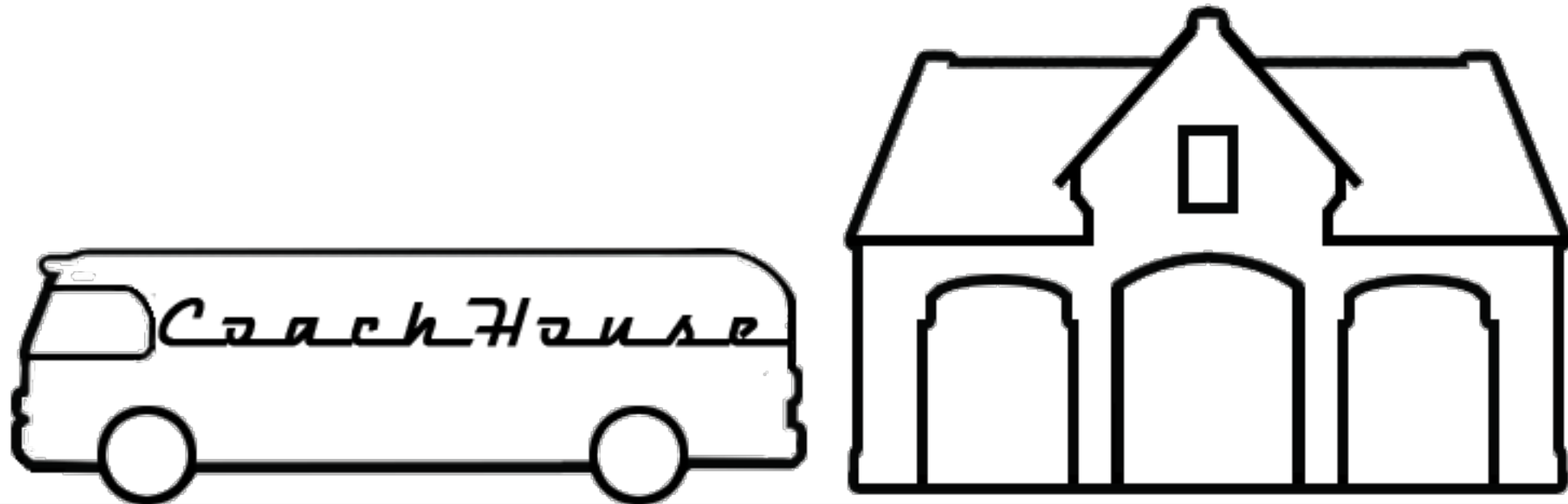


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# Coach House

Golden Age Livery — 21st Century Technology



## PROBLEM - CONSCIOUS GROUP LOGISTICS



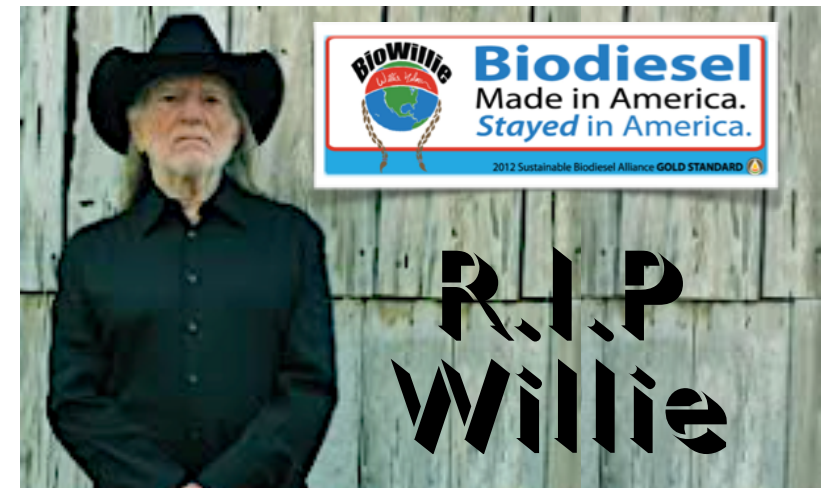
1. Toledo sits at the center of a very large logistical metropolis
2. Many regional organizations and corporations use group transportation services
3. Operating a modern charter bus service is prohibitively expensive and ecologically insensitive — a boring and crowded space

## SOLUTION TO THE PROBLEM - A GREEN BUS



There are an abundance of old transit buses and coaches available for restoration at very low cost.

Recent developments in alternative fuel and filtration allow older diesel engines to run economically on less polluting fuels including biodiesel blends and recycled biofuels (lubricating oils, vegetable oils).

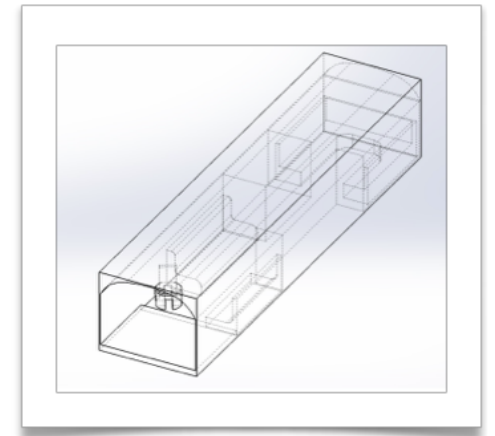


# SOLUTION IMPLEMENTED - RESOURCES OBTAINED



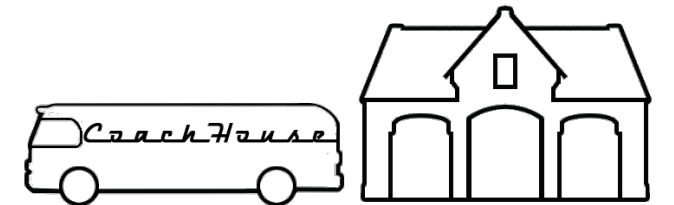
## Human

- Recruit Electrical, Mechanical, Chemical, and BioEngineering students to make restoration/retrofit plan; vest equity partners in NewCo
  - ★ Sulaiman Mustapha, Ethan Simmons, Hunter Rupp, Thomas Walbom, Blaine Luszczak, Evan Nichols; Scott McIntyre, Eli Roth



## Physical

- Retrofit/prototype a vintage, historical bus
  - ★ 1959 General Motors PD-4104, 6-cylinder Detroit Diesel, operational
- Arrange indoor location to fabricate furniture and customize coach
  - ★ UT Facilities Barn, Ottawa Park (\*larger plan incl. ops/storage facility)

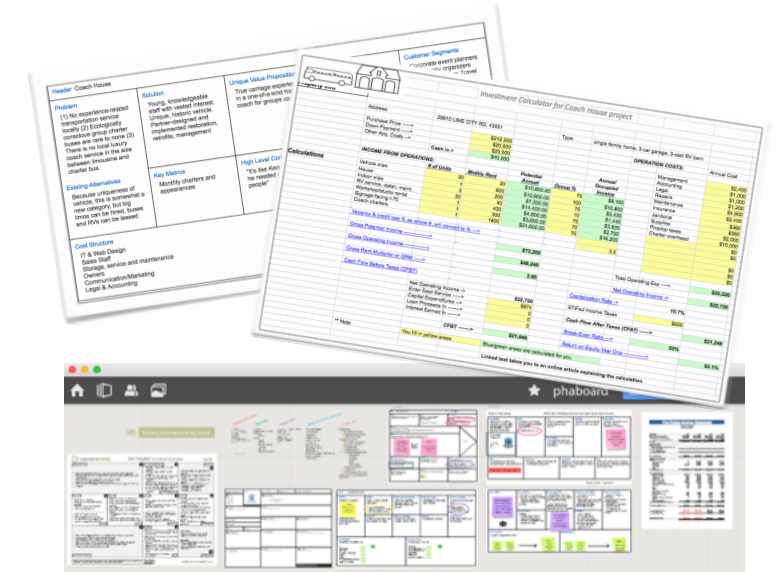


# CONSUMER / MARKET



◎ NW Ohio / SE Michigan has wealth of colleges, universities, congregations, corporations, production companies, alumni groups, extended families...all needing group transportation

★ VIP events, ceremonies, outings, airport runs, location shoots, picture cars, fundraisers



◎ RV / coach touring is a growing activity among massive and retiring Baby Boomer generation

★ Family reunions, designated-driver nights out, weekend retirements!

# COMPETITORS - STALE



- ⦿ Chartered carriers - transit buses, 70+ seats
- ⦿ Van conversions
- ⦿ National operators
- ⦿ Out-of-town/state operators
- ⦿ Limousine services
- ⦿ RV rentals

toledo - <http://trinitytransportation.com>

saginaw - <http://www.bluelakes.com>

columbus - <http://buckeyecoach.com>

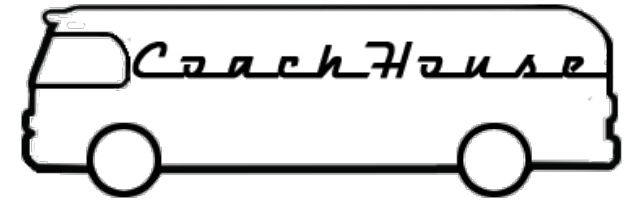


# ECONOMIC MODEL



## Luxury Charter Coach Service

- Offering historic one-of-a-kind group transportation in an ecologically sensitive fashion—a tribute to the region's hard working, industrious past
- Vintage luxury carriage can inspire memories lasting a lifetime
- Corporations enjoy good PR for supporting a homegrown, ecologically friendly business
- Great for football tailgates and other community gatherings
- Student operated



# BUSINESS MODEL CANVAS



<p><b>Header</b> Coach House</p>				
<p><b>Problem</b></p> <p>(1) No experience-related transportation service locally (2) Ecologically conscious group charter buses are rare to none (3) There is no local luxury coach service in the size between limousine and charter bus.</p>	<p><b>Solution</b></p> <p>Young, knowledgeable staff with vested interest. Unique, historic vehicle. Partner-designed and implemented restoration, retrofits, management</p>	<p><b>Unique Value Proposition</b></p> <p>True carriage experience in a one-of-a-kind historic coach for groups up to 15</p>	<p><b>Unfair Advantage</b></p> <p>Highly attractive vehicle. Very few of these buses were ever made (5000), much fewer were original coaches, much less preserved and converted.</p>	<p><b>Customer Segments</b></p> <p>Corporate event planners Community organizers Charter operators Travel agents</p>
	<p><b>Existing Alternatives</b></p> <p>Because uniqueness of vehicle, this is somewhat a new category, but big limos can be hired, buses and RVs can be leased</p>	<p><b>Key Metrics</b></p> <p>Monthly charters and appearances</p>	<p><b>High Level Concept</b></p> <p>"It's like Kennedy's limo...if he needed one for 15 people"</p>	
<p><b>Cost Structure</b></p> <p>IT &amp; Web Design Sales Staff Storage, service and maintenance Owners Communication/Marketing Legal &amp; Accounting</p>			<p><b>Revenue Streams</b></p> <p>Pretty much charters and photo shoots.</p>	



# PROJECTED PRO FORMA YEAR 1

## 53% RETURN ON EQUITY



Property Info		Investment Calculator for Coach House project						
Address:	29810 LIME CITY RD, 43551	Type:	single family home, 3-car garage, 3-stall RV barn					
Purchase Price ---->	\$212,000					<b>OPERATION COSTS:</b>	Annual Cost	
Down Payment ---->	\$20,000					Management	\$2,400	
Other Acq. Costs -->	\$20,000					Accounting	\$1,000	
<b>Cash In &gt;</b>	<b>\$40,000</b>					Legal	\$1,000	
<b>INCOME FROM OPERATIONS:</b>	<b># of Units</b>	<b>Mnthly Rent</b>	<b>Potential Annual</b>	<b>Occup %</b>	<b>Annual Occupied Income</b>	Repairs	\$1,200	
<b>Calculations</b>	Vehicle slips	30	30	\$10,800.00	75	\$8,100	Maintenance	\$4,800
	House	1	900	\$10,800.00	100	\$10,800	Insurance	\$2,400
	Indoor slips	3	200	\$7,200.00	75	\$5,400	Janitorial	\$360
	RV service, detail, maint.	30	40	\$14,400.00	10	\$1,440	Supplies	\$360
	Workshop/studio rental	1	400	\$4,800.00	75	\$3,600	Prop/op taxes	\$2,000
	Signage facing I-75	1	300	\$3,600.00	75	\$2,700	Charter overhead	\$10,000
	Coach charters	1	1800	\$21,600.00	75	\$16,200		\$0
	Vacancy & credit loss % as whole #, will convert to % -->					3.5		\$0
	Gross Potential Income ----->			\$73,200				\$0
	Gross Operating Income ----->			\$48,240			Total Operating Exp ---->	\$25,520
	Gross Rent Multiplier or GRM ---->			2.90			Net Operating Income ->	\$22,720
	Cash Flow Before Taxes (CFBT)						Capitalization Rate ->	10.7%
	Net Operating Income ->			\$22,720			ST/Fed Income Taxes	\$600
	Enter Debt Service ---->			\$874			<b>Cash Flow After Taxes (CFAT) ----&gt;</b>	<b>\$21,246</b>
	Capital Expenditures -->			0			Break-Even Ratio ---->	55%
	Loan Proceeds In ----->			0			Return on Equity Year One ----->	53.1%
	Interest Earned In ----->			0				
	<b>CFBT -----&gt;</b>			<b>\$21,846</b>				
** Note	You fill in yellow areas			Blue/green areas are calculated for you				
				Linked text takes you to an online article explaining the calculation.				

# NEXT STEPS

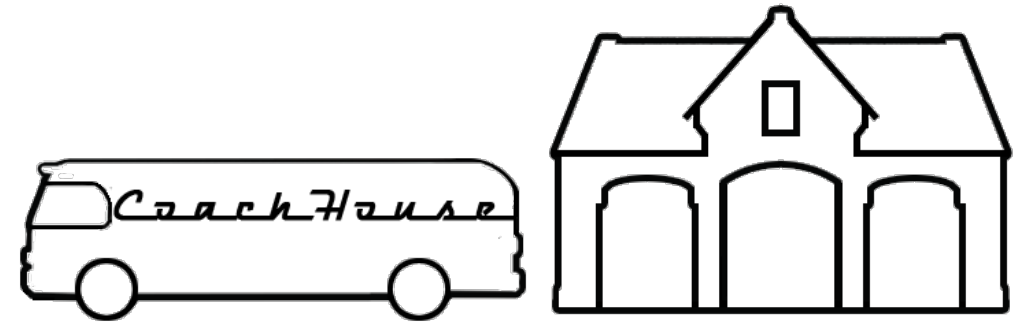


## 1. INCORPORATE & CAPITALIZE

- Raising \$20,000 for 24% share

## 2. RETROFIT

- \$15,000: solar panels, fuel filter, interior build-out, mechanical/exterior inspection/service



## 3. MARKET

- \$5000 website



CONTACT



THANK YOU FOR YOUR TIME AND CONSIDERATION

Coach House

1510 N. Westwood - suite 2045a  
Toledo, Ohio 43607

Scott McIntyre: [mc@phabriq.com](mailto:mc@phabriq.com) - (419) 530-6068

Sulaiman Mustapha: [EIR@phabriq.com](mailto:EIR@phabriq.com) - (419) 690-6883