



Company Presentation  
December 2016



# Disclaimer

This presentation incorporates information from a private placement memorandum and contains forward-looking statements. All statements contained herein other than statements of historical fact, including statements regarding our future results of operations and financial position, our business strategy and plans, and our objectives for future operations, are forward-looking statements. The words “believe,” “may,” “will,” “estimate,” “continue,” “anticipate,” “intend,” “expect,” and similar expressions are intended to identify forward-looking statements. We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs. These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including those described in the “Risk Factors” section of the offering circular. Moreover, we operate in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. In light of these risks, uncertainties and assumptions, the future events and trends discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements.

All references to dollar amounts in the offering summary or to use of proceeds are subject to change pending a final offering.



# Offering Summary

<b>Issuer</b>	<b>Prince of Venice, LLC</b>								
<b>Security</b>	Class B Membership Interests								
<b>Offering Exemption</b>	Reg D 506(c) Private Placement (Accredited Investors)								
<b>Interests Outstanding Prior to Completion of Offering</b>	16,000 Class A Membership Interests								
<b>Pre-Offering Valuation</b>	\$4,000,000								
<b>Interests Offered</b>	800 (\$200,000 Minimum Offering) to 4,000 (\$1,000,000 Maximum Offering) Class B Membership Interests								
<b>Price / Investment Amount</b>	\$250 per Class B Membership Interest; \$10,000 Minimum Investment								
<b>Use of Proceeds</b>	<table><tr><td>(i) Truck Purchase and Build</td><td>(iv) Kitchen Materials and Equipment</td></tr><tr><td>(ii) Salaries</td><td></td></tr><tr><td>(iii) Sales, Marketing, and Public Relations</td><td>(v) Restaurant Remodeling</td></tr><tr><td>(iv) Rental Expense</td><td>(vi) General Working Capital</td></tr></table>	(i) Truck Purchase and Build	(iv) Kitchen Materials and Equipment	(ii) Salaries		(iii) Sales, Marketing, and Public Relations	(v) Restaurant Remodeling	(iv) Rental Expense	(vi) General Working Capital
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(iii) Sales, Marketing, and Public Relations	(v) Restaurant Remodeling								
(iv) Rental Expense	(vi) General Working Capital								
<b>Placement Agent</b>	Boustead Securities, LLC								
<b>First Closing Date</b>	December 30, 2016								



# Use of Proceeds

## Use of Proceeds

<u><i>Item</i></u>	<u><i>\$200,000 Raise</i></u>		<u><i>\$700,000 Raise</i></u>		<u><i>\$1,000,000 Raise</i></u>	
Truck #2 Purchase and Build	\$	90,000	\$	--	\$	90,000
Salaries	\$	36,000	\$	60,000	\$	118,000
Sales, Marketing, and Public Relations	\$	18,000	\$	18,000	\$	58,000
6 Months Rent	\$	--	\$	100,000	\$	100,000
Kitchen Materials and Equipment	\$	--	\$	200,000	\$	200,000
Restaurant Remodeling	\$	--	\$	200,000	\$	200,000
General Working Capital	\$	21,000	\$	62,000	\$	159,000
Offering Costs	\$	35,000	\$	60,000	\$	75,000
<b>TOTAL</b>	<b>\$</b>	<b>200,000</b>	<b>\$</b>	<b>700,000</b>	<b>\$</b>	<b>1,000,000</b>

# Company Overview

Like other frequent visitors to Los Angeles, Prince Emanuele Filiberto di Savoia has long enjoyed the city's food truck culture, yet noticed that - like a tortellini with nothing inside - there was something missing. Emanuele Filiberto, grandson of the last reigning king of Italy, has teamed with Alberto Bertocin of Padova, Italy, to fill this long-empty niche with the June 15 debut of Prince of Venice Food Truck.

Importing some of its ingredients from Italy, such as flour, olive oil or truffles, Prince of Venice sources most of its ingredients from local Southern California farms, focusing on organic produce, cage-free eggs and free-range meat. The menu will regularly rotate based on the availability of fresh and seasonal items, from produce such as zucchini to luxury ingredients like black or white truffles.

With its pasta shapes formed using the truck's on-board deluxe fresh-pasta machine, Prince of Venice launched with such dishes as: Maccheroni Tartufo, Creste Di Gallo, Casereccie Alla Riviera, Spaghetti Melanzane, Conchiglie Amatriciana, Cappellacci Di Vitello and much more!

Along with delicious handmade Italian desserts such as tiramisù, panna cotta and cannoli, Prince of Venice offers an assortment of beverages, including a leading brand of Italian water, San Pellegrino. Prince of Venice recently added a salad menu item, and will sell packages of its own, hand-made pasta for customers to make their own meals at home. The partners Emanuele Filiberto di Savoia and Paolo Lasagna di Montemagno envision expanding the menu, as well as the sale of packaged fresh pastas and sauces.

With its proof of concept in Los Angeles, and a dollop of bella fortuna, Prince of Venice will be rolled out to other markets across the U.S.



# Management

	Name	Title	Experience	Description
	Emanuele Filiberto di Savoia	Founder & CEO	20+ Years	<ul style="list-style-type: none"> <li>-Hedge fund department Republic National Bank of NY &amp; Bank Syz &amp; Co.</li> <li>-Created Italian cultural movement "Valori e Futuro"</li> <li>-Television and Cinema producer and TV host</li> <li>-Created "Prince Tees" fashion line, currently sold in over 10 countries</li> <li>-Created <i>Eccellenza Italiana</i>, a "Made in Italy" certification</li> </ul>
	Paolo Lasagna di Montemagno	Founder & COO	20+ Years	<ul style="list-style-type: none"> <li>-Founded a farm in the village of Petreto in 2016</li> <li>-In 2009 he sold Eutorist Serv-System S.P.A.</li> <li>-Became the owner of Eutourist Serv-System S.P.A. in 2008</li> <li>-In 2000 he became Chairman of the Board and CEO of Eutourist Serv-System S.P.A.</li> </ul>
	Robert (Bob) Bendik	Financial Advisor	30+ Years	<ul style="list-style-type: none"> <li>-Manager of Bendik Industries, LLC</li> <li>-Extensive experience within the Hospitality Industry</li> <li>-Authored and implemented computer software to streamline Accounting and Tax Reporting, participated in the opening of several restaurants in the Los Angeles and Las Vegas areas</li> </ul>
	Alberto Bertocin	Executive Chef	20+ Years	<ul style="list-style-type: none"> <li>-Received certification in Italian Cooking Techniques and Restaurant Management from the Culinary School IPSSAR Pietro d'Abano</li> <li>-Began working under Executive Chef Giacomo Pettinari in 2011 for the La Piazza Group</li> <li>-Joined Prince of Venice in 2016</li> </ul>



# Royal Heritage



The House of Savoy is one of the oldest royal families in the world, founded in year 1003 in the historical Savoy region. The House of Savoy-Carignano led the unification of Italy in 1861 and ruled the Kingdom of Italy from 1861 until the end of World War II. The Savoyard kings of Italy were Victor Emmanuel II, Umberto I, Victor Emmanuel III, and Umberto II (pictured right a young Emanuele Filiberto di Savoia with King Umberto II).

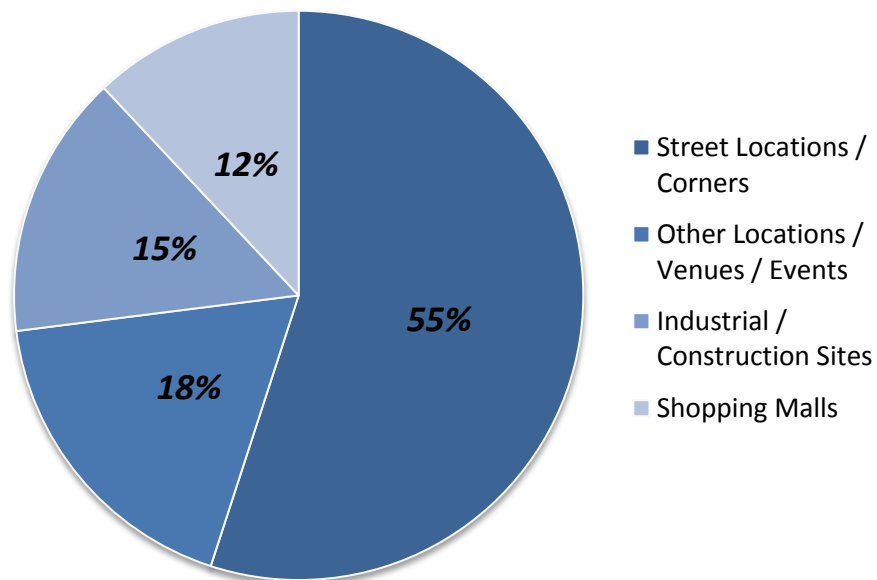
Emanuele Filiberto di Savoia infuses this royal heritage into the Prince of Venice Food Truck, offering only the highest of quality and delicious pasta dishes. The Prince of Venice Food Truck uses the Savoia family crest along with the moniker “Prince of Venice”, in which the rights of both have been licensed to Prince of Venice, LLC.



# Food Truck Industry – United States

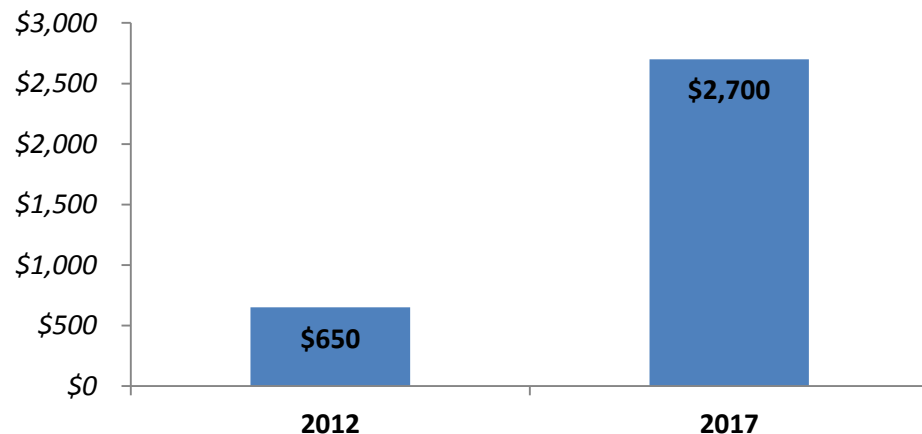
## 2015 Industry Statistics

### 2015 Revenues - \$1.2B



Total Number of Food Trucks in U.S.	4,130
Avg. Revenue Generated per Food Truck	\$290,556
Avg. Spending per Order at a Food Truck	\$12.40
Industry Revenue Increase from 2010 to 2015 per Year	12.4%

### 2017 Projected Food Truck Industry Revenue (in Millions \$USD)



Sources: <http://mobile-cuisine.com/trends/2015-food-truck-industry-statistics-show-worth-of-1-2b/>  
<http://gourmetstreets.com/wp-content/uploads/2013/12/Free-Food-Truck-Industry-Report-3.pdf>

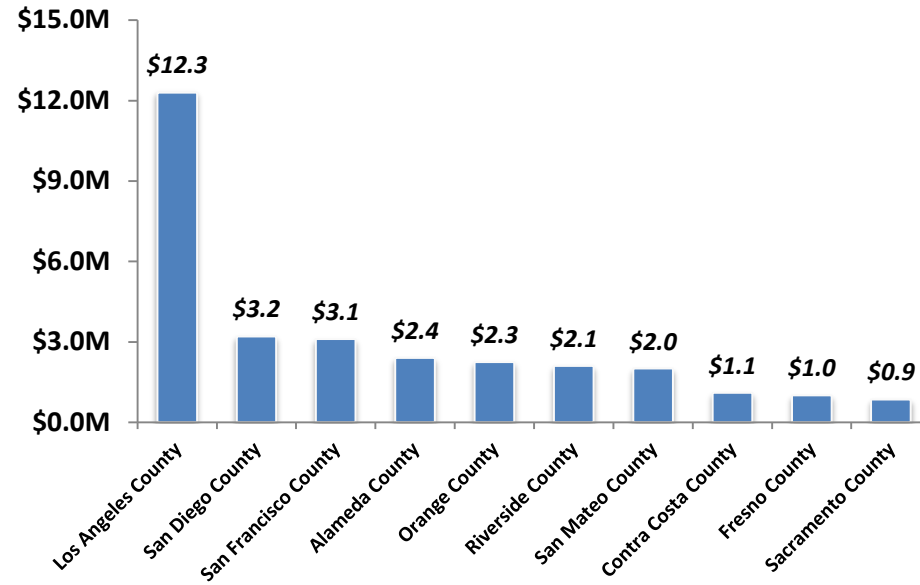


# Food Truck Industry – CA / Los Angeles

## 2012 California Statistics\*

Total Number of Food Trucks in CA	428
Total Revenue Generated in CA	\$162M
Avg. Revenue Generated per Food Truck in CA	\$378K
Total Number of Food Trucks in L.A. County	81
Total Revenue Generated in L.A. County	\$12M
Avg. Revenue Generated per Food Truck in L.A. County	\$148K
CA Revenue Increase from 2007 - 2012	62.1%

## Select 2012 Revenues by County\*



**Out of all reporting counties, Los Angeles county captured over 7.5% of state-wide revenues within the California food truck industry.**

Source: United States Census Bureau: Mobile Food Services, NAICS 722330 (\*2012 Latest Available Data)

# Products - Overview



**Prince of Venice combines the best locally sourced ingredients with the highest quality Italian imports to produce unrivaled flavors in their pastas.**

*On average, Prince of Venice offers an average of 12 daily pasta dishes on their menu. We focus on high quality, seasonal dishes that have the best flavors, bringing homemade Italian family heritage and cooking to the Streets of Los Angeles.*

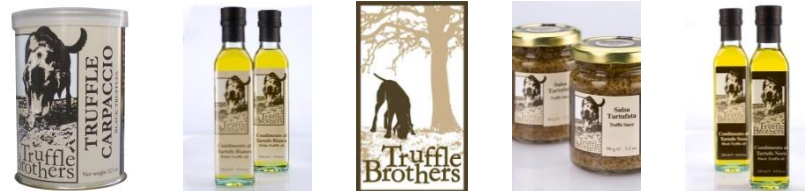
## **Locally-Sourced Ingredients**

Prince of Venice sources most ingredients from local Southern California farms, focusing on organic produce, cage-free eggs and free-range meat that not only improve taste, but are also usually much higher quality than store-bought ingredients.



## **Imported Ingredients from Italy**

Prince of Venice imports some of its most essential ingredients from Italy, such as flour, olive oil or truffles to produce true Italian flavors for an extraordinary dining experience.



# Products – Award Winning



## Best Food Truck

Awarded by Fondazione  
Triulza

*Consumer Quality  
Awards*



# Truck



**Prince of Venice designed its first truck with the thought of creating the first Italian gourmet food truck in the U.S. The truck captures the feeling of a family homemade Italian dinner like grandmother would cook. The viewing window is 10.75' x 2.5' and gives the customer an inside look into how fresh pasta is made.**

*The Prince of Venice food truck is 16 feet long and 7.5 feet wide with a Ford engine that runs on standard gasoline fuel. It houses a Pasta Extruder, a 4 burner range, a 2 burner range, and a Pasta Cooker with hinged lids, and other standard kitchen equipment. The truck can serve over 300 meals a day and accommodates 2 employees; a chef and a cashier.*

# Go to Market

## Traditional Media

VOGUE

L'Espresso  
The #1 source for all things Italian since 1908

Foodiamo  
Tracking the taste of Italy

Daily Mail  
.com

iHOLA!  
MEXICO

sinembargo.mx  
periodismo digital con rigor

theguardian

LOS ANGELES  
EATER

52 TELEMUNDO  
LOS ANGELES

BOSS  
MAGAZINE

W RADIO

GOOD  
DAY LA

ITALIA!  
Italy travel and life

The Telegraph

TOWN&COUNTRY

ANNE Sage

KCRW  
.com

L'HUFFINGTON POST  
IN COLLABORAZIONE CON IL Gruppo Espresso

Gala

Closer

KTLA  
5

VCE  
MUNCHIES

Food&Sens  
DANS L'UNIVERS DES CHEFS

Mashable

Wallis Annenberg  
Center for the  
Performing Arts

## Social Media

twitter

yelp

You Tube

FOODTRUCK  
fanatics



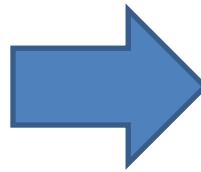
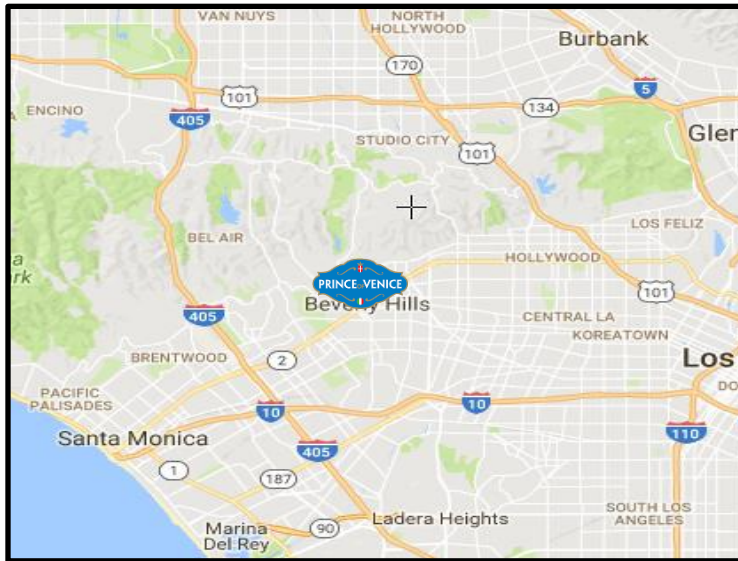
*Prince of Venice utilizes both traditional media and social media. This allows us to efficiently reach a broader audience and we have amassed over 3,500 followers over various social media platforms.*

# Expansion – Additional Truck

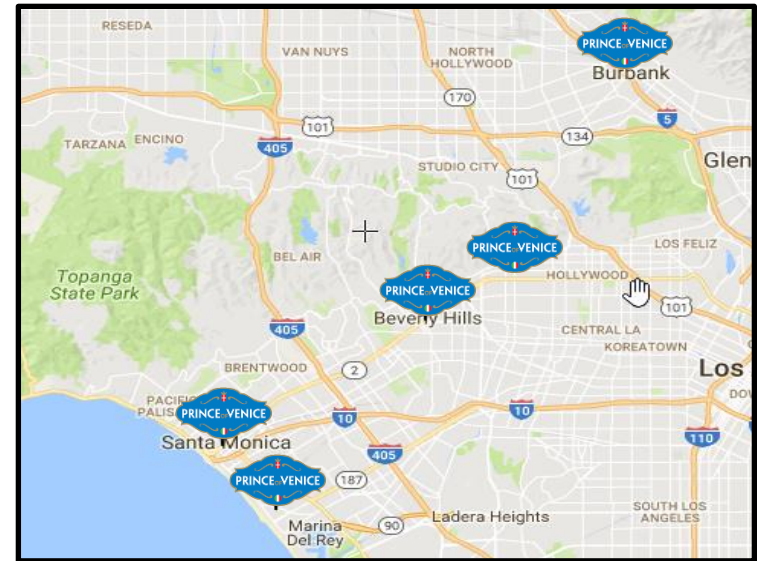
## **Additional Truck**

Prince of Venice, through this offering, will add an additional truck in order to better serve the greater Los Angeles area. Currently, Price of Venice serves the Beverley Hills area through its semi-permanent location at the Wallis Annenberg Center. With an additional truck, Price of Venice will be able to serve the Venice, Santa Monica, West Hollywood, and Burbank areas.

**Semi-permanent location – Wallis Annenberg Center**



**Wallis Annenberg Center + 2nd Truck & 4 Additional Areas**





# Expansion – Restaurant

## Development of Prince of Venice Restaurant

The ~45 seat restaurant will be a fresh pasta “laboratorio,” which will not only supply the trucks, but also sell fresh handmade pasta (which is typically in high demand) to hotels and other restaurants. The kitchen of the restaurant will prep supplies and food for the trucks, reducing our costs. The restaurant gives patrons the ability to enjoy a nice Italian family-style gourmet meal at a reasonable price. The kitchen will have an open floor plan, with a large viewing window so the public can see how the fresh pasta and sauces are made, while also serving Napoli-style pizza and other dishes. The restaurant will also contain a small shop that will sell pasta-related products to patrons and a take-out counter for those on the go.



*\*Artist Rendering – Actual build-out is dependent on final location and may vary.*

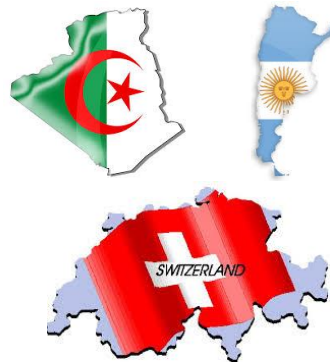


# Growth Ahead

## **Additional Potential Future Revenue Streams**

As the Prince of Venice expands, we will contemplate the following growths paths:

- Provide our products to hotels and other restaurants, specifically our own brand of pastas
- Create an online store in which we can sell pasta, sauces, and other products directly to consumers
- Repeat the business model of 2 trucks (or more) + 1 restaurant in other cities around the U.S., which allows us to reduce costs while enhancing revenues
- Franchising Opportunities: we are currently discussing franchising opportunities in Algeria, Argentina and Switzerland
- Distribute our products through high-end retail outlets, such as Whole Foods or Sprouts grocery stores



# Competition



Food Truck	Description
Kogi BBQ	Fusion of Mexican and Asian flavors, 4 trucks, 2 storefronts. <u>Locations served:</u> Los Angeles County, Orange County
Cool Haus	Gourmet Ice Cream Sandwiches, 10 trucks, 2 storefronts. <u>Locations served:</u> Los Angeles area, Dallas Ft. Worth, New York City
The Grilled Cheese Truck	Gourmet Grilled Cheese Sandwiches, 3 trucks. <u>Locations served:</u> Los Angeles Metro, Orange County, Ventura/Santa Barbara, Phoenix
Cousins Maine Lobster	Gourmet Lobster Dishes, 13 trucks, 1 storefront. <u>Locations served:</u> Most major CA cities, Atlanta, Dallas, Houston, Las Vegas, Nashville, Orlando, Phoenix, Raleigh, San Antonio

Compared to the competition, Prince of Venice is **unique** in that it offers the only way to eat fresh pasta in the street. Our royal branding will give the restaurant higher impact through the Prince of Venice intellectual property. Prince of Venice is known in the marketplace as the only food truck to offer truly fresh Italian style pasta dishes to the streets of Los Angeles.

Sources: <http://thegrilledcheesetruck.com/>, <https://eatcoolhaus.com/>, <http://kogibbq.com/>, <https://www.cousinsmainelobster.com/>



# Financials – Monthly Profit & Loss

## Prince of Venice, LLC

### PROFIT & LOSS

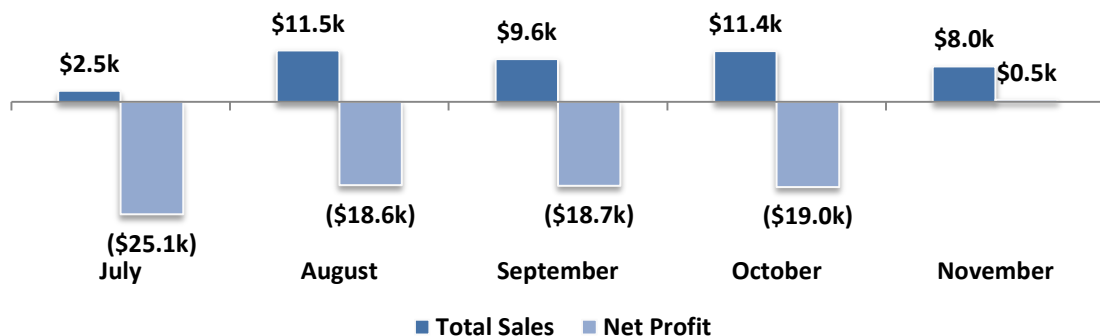
For the Months of July to November 2016

	July	August	September	October	November
<b>Total Sales</b>	\$2,484.69	\$11,501.58	\$9,620.83	\$11,376.76	\$7,991.49
Costs of Goods Sold	\$232.35	\$4,536.23	\$5,170.33	\$8,262.84	\$986.27
<b>Gross Profit</b>	\$2,252.34	\$6,965.35	\$4,450.50	\$3,113.92	\$7,005.22
Gross Profit Margin	90.6%	60.6%	46.3%	27.4%	87.7%
<b>Selling, General, and Administrative Expense</b>					
Salaries	\$5,627.82	\$9,172.70	\$9,298.32	\$10,965.78	\$5,425.76
Other Expenses	\$21,707.77	\$16,389.11	\$13,857.28	\$11,129.83	\$1,062.75
<b>Total SG&amp;A Expense</b>	\$27,335.59	\$25,561.81	\$23,155.60	\$22,095.61	\$6,488.51
<b>Net Profit</b>	(\$25,083.25)	(\$18,596.46)	(\$18,705.10)	(\$18,981.69)	\$516.71

## Commentary

Even though Prince of Venice has averaged a loss of about \$20k since July, we have turned profitable after only 5 months of operations.

With our strong brand awareness, we expect this trend in profitability to continue in future months.



# Financials – Proforma Profit & Loss

## Prince of Venice, LLC PROFORMA PROFIT & LOSS

*For the Years 2016 to Current and 2017*

	Jan. 2016 - Nov. 2016	2017 - Food Truck #1	2017 - Food Trucks #1 & #2	2017 - Food Trucks #1 & #2, Restaurant
<b>Sales</b>				
Lunch	\$12,777.24	\$97,200.00	\$133,200.00	\$505,200.00
Evening	\$25,455.11	\$168,468.00	\$243,468.00	\$793,628.00
Delivery / Takeout	\$4,743.00	\$86,800.00	\$92,300.00	\$152,900.00
<b>Total Sales</b>	<b>\$42,975.35</b>	<b>\$352,468.00</b>	<b>\$468,968.00</b>	<b>\$1,451,728.00</b>
<b>Costs of Goods Sold</b>				
Costs of Goods Sold	\$19,489.92	\$113,782.10	\$148,732.10	\$443,560.10
<b>Gross Profit</b>	<b>\$23,485.43</b>	<b>\$238,685.90</b>	<b>\$320,235.90</b>	<b>\$1,008,167.90</b>
<i>Gross Profit Margin</i>	<i>54.6%</i>	<i>67.7%</i>	<i>68.3%</i>	<i>69.4%</i>
<b>Selling, General, and Administrative Expense</b>				
Salaries	\$40,490.38	\$148,230.00	\$199,730.00	\$350,570.00
Other Expenses	\$97,698.73	\$32,220.00	\$43,145.00	\$169,145.00
<b>Total SG&amp;A Expense</b>	<b>\$138,189.11</b>	<b>\$180,450.00</b>	<b>\$242,875.00</b>	<b>\$519,715.00</b>
<b>Net Profit</b>	<b>(\$114,703.68)</b>	<b>\$58,235.90</b>	<b>\$77,360.90</b>	<b>\$488,452.90</b>
<i>Net Profit Margin</i>	<i>-266.9%</i>	<i>16.5%</i>	<i>16.5%</i>	<i>33.6%</i>

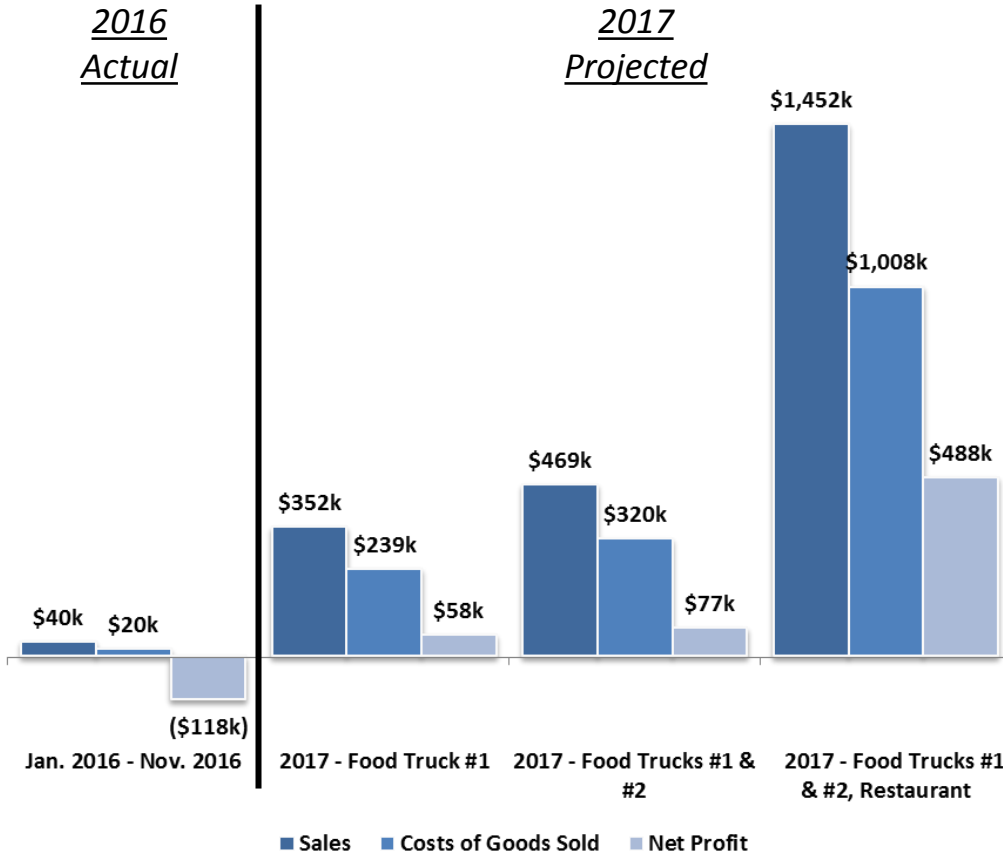
NOTE: 2017 projections constitute forward-looking information.



# Financials – Proforma Profit & Loss

2016  
Actual

2017  
Projected



## Commentary

With a \$1M raise, Prince of Venice projects increasing revenues by over 35x while increasing Net Profit to almost \$500k.

NOTE: 2017 projections constitute forward-looking information.







Thank You

