



# Barbary Coast Merchants, LLC

Series C Round  
of Funding

# BARBARY COAST MERCHANTS, LLC

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Certain information contained in this Presentation constitutes “forward-looking statements,” which can be identified by the use of forward-looking terminology such as “projections,” “projected,” “ROI,” “re-energize,” “redefine,” “rid,” “align,” “rebuild,” “strengthen,” “expand,” “target,” “distribute,” “upgrade,” “refresh,” “should,” “assume” or “continue” or the negatives thereof or other variations thereon or comparable terminology. Additionally, any information presented under a header that includes any of the foregoing terms, or any variation thereof, are “forward-looking statements.” Due to various risks and uncertainties, actual events or results or the actual performance of Barbary Coast Merchants may differ materially from those reflected or contemplated in such forward-looking statements.

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# History of Amador



- **2009:** Original positioning of club named Wingtip
- **2012:** Move to 550 Montgomery St
- Financial troubles
- **2018:** New management team
- **2019:** Turnaround
- **2020-2022:** Pandemic
- **2022:** Asset purchase of club
- **2023:** Rename of the club to Amador
- **2024:** Start Buildout of the Bank at Amador
- **2025:** Buildout of The Bank at Amador Complete





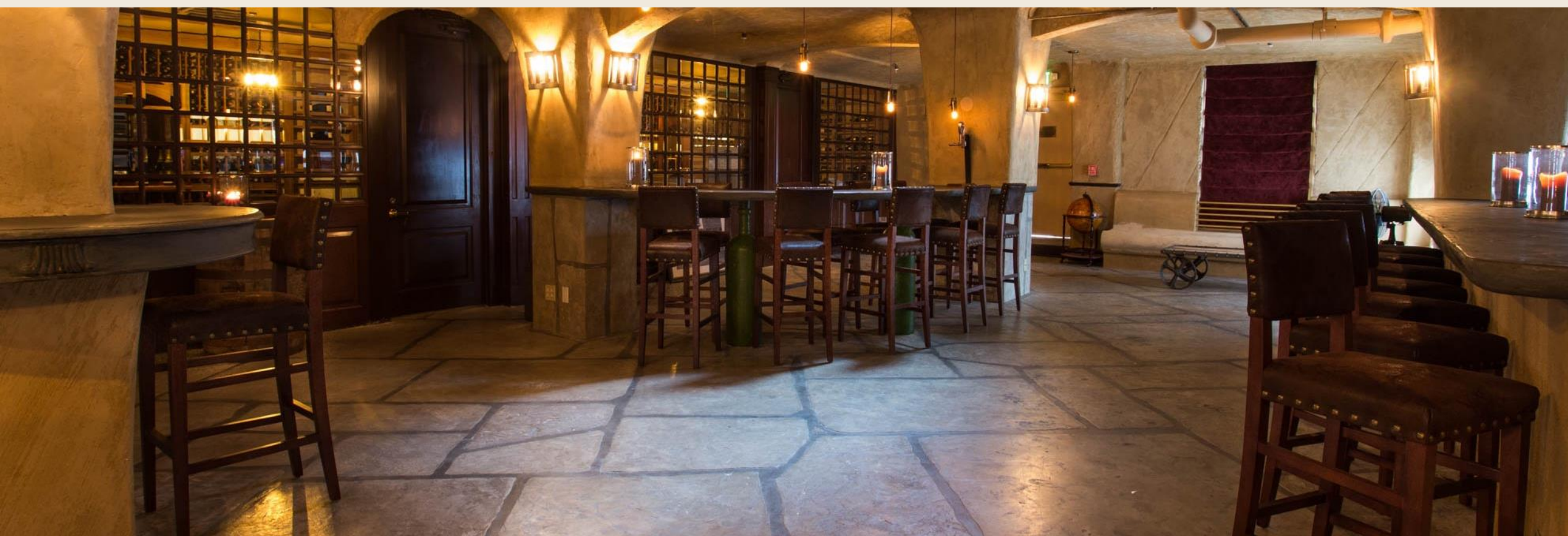
## Current State of Amador

- Membership down since the pandemic
- Restaurant and bar need a refresh
- Ground floor space misrepresentation of club
- Slow recovery



# Entering the Golden Era of Private Clubs

- Increased demand since pandemic
- New breed of clubs in NYC, LA, Chicago, SF & London
- New focus of clubs (hospitality / lifestyle / women / diversity and inclusion)
- Opportunity for Wingtip to connect with new/younger audience



“There’s certainly been a global yearning, post-lockdown, to reconnect, to exchange ideas, to feel rooted in the culture of a city, and, most of all, to feel a sense of community again.”

JENNIE ENTERPRISE, FOUNDER, CORE (NYC)

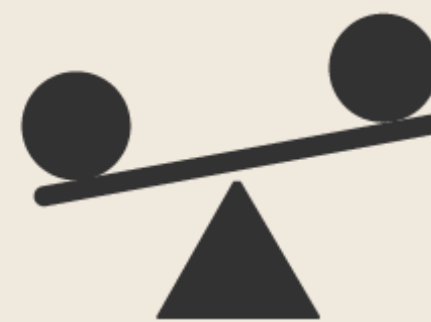


# Amador Objectives



## **Re-energize**

Boost membership  
and increase member  
engagement



## **Balance Membership**

80/20 men/women does not  
reflect balance in  
professional landscape of SF

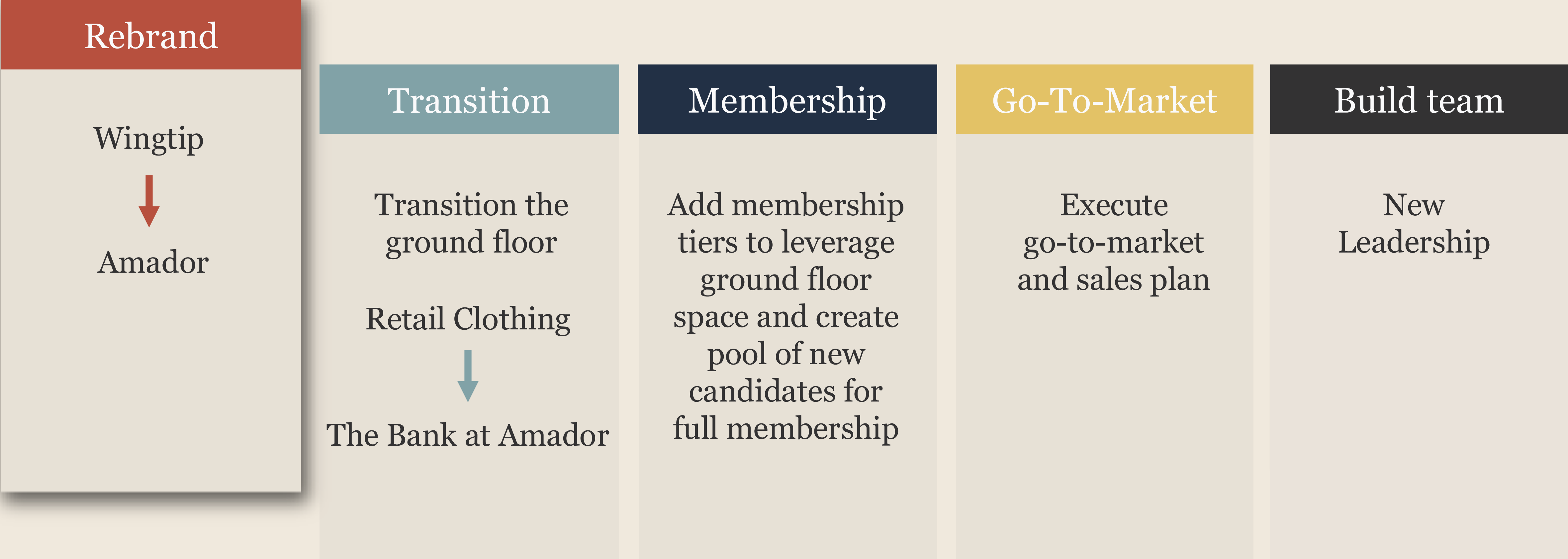


## **Expand facilities**

Ground floor public-facing  
part of club not  
representative



# Amador Strategic Plan





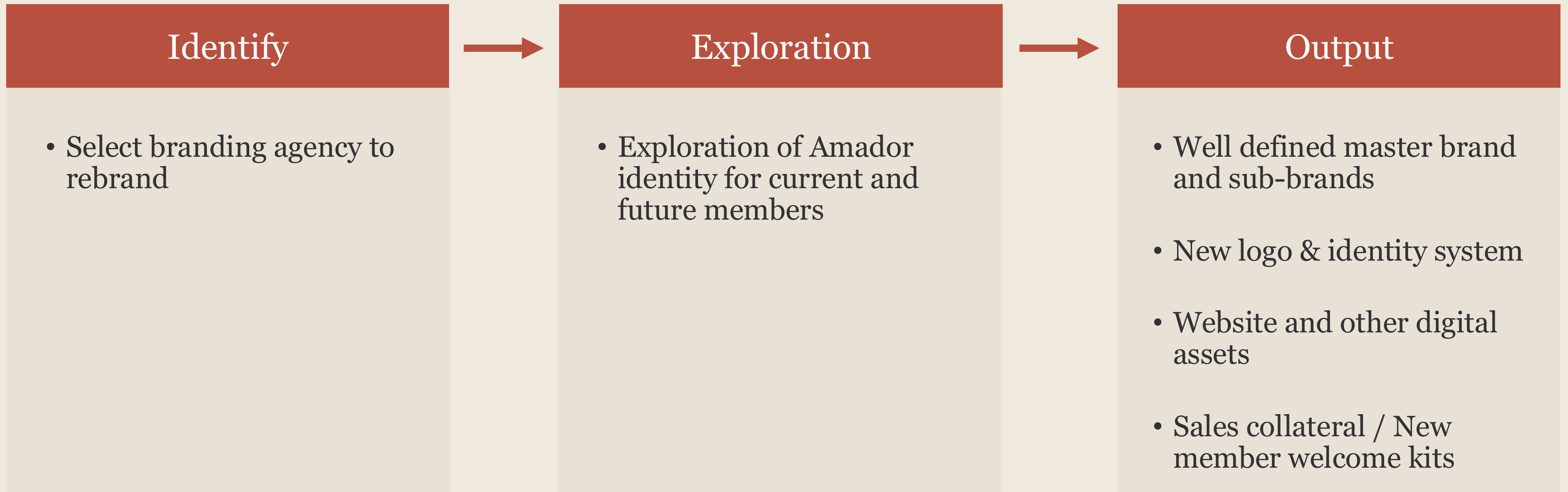


# Why Rebrand?

- Re-energize the club and boost growth
- Redefine the club to a new generation of potential club members
- Rid brand of men's clothing element
- Strengthen and rebuild vendor relationships
- Name should represent what the club stands for and bringing in a new environmental change



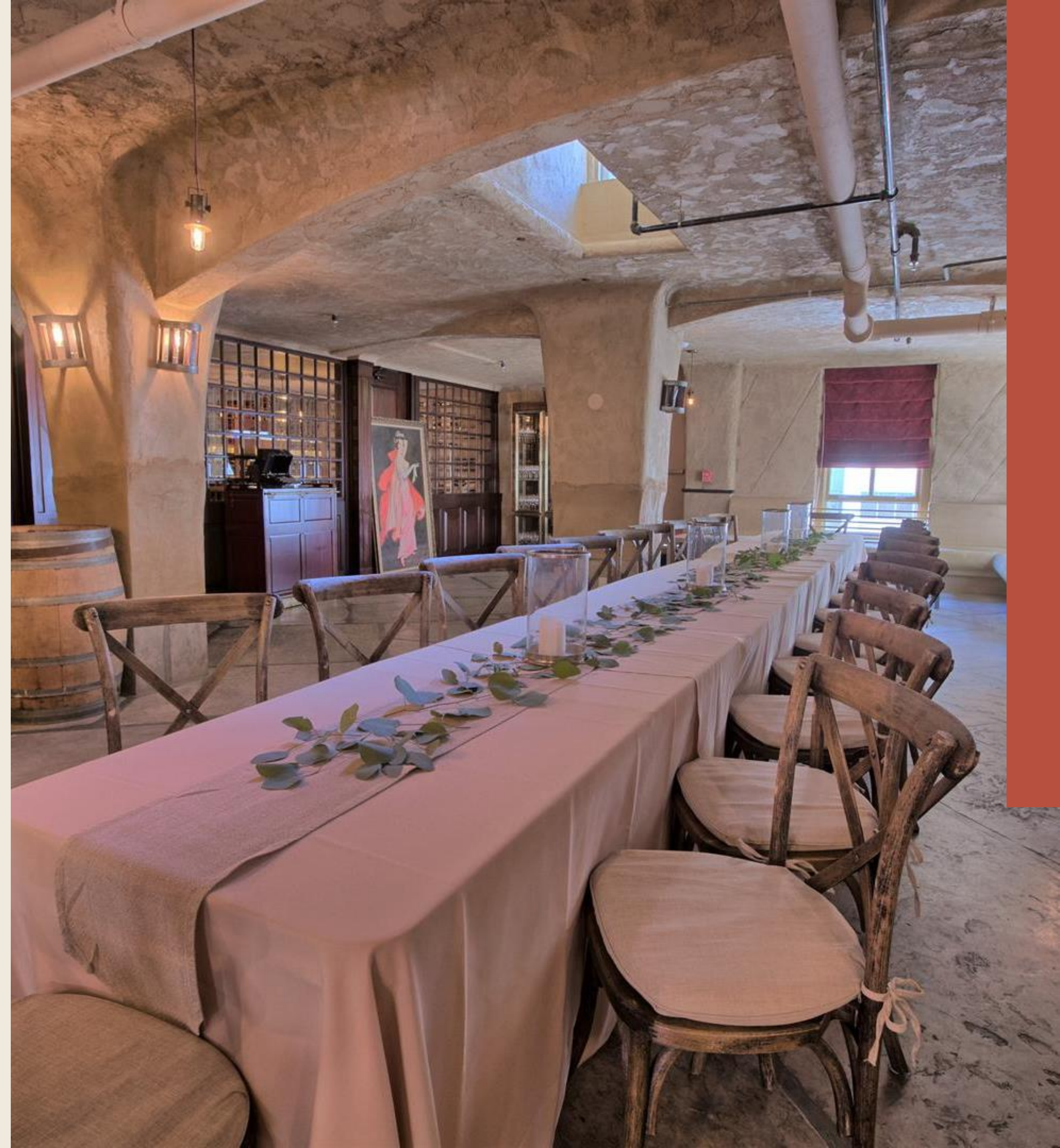
# Rebranding Exercise





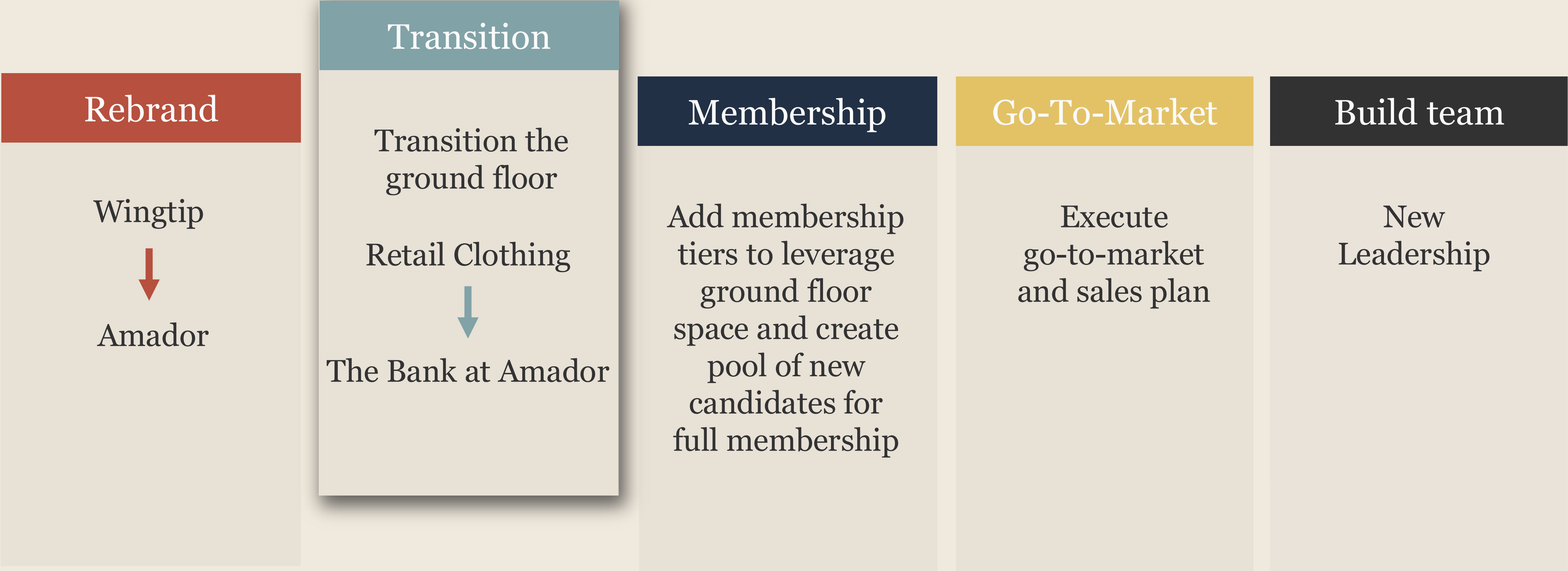
# Amador

- A social club for men and women in SF
- Inspired by memorable dining experiences
- Love of rare wines & spirits|
- Iconic locations that capture a city's history
  - First location of the Bank of Italy
  - Original offices of Bank of Italy / Bank of America
  - Amadeo Pietro Giannini was the founder of Bank of Italy / Bank of America
    - His nickname was Amador





# Amador Strategic Plan





# Ground Floor Transition

- Re-energize the club and boost growth
- Added visibility for club
- Public face of club to be more representative of new club brand
- Added revenue center with operational synergies
- Greatly expand pool of potential club members
- Magnet for Corporate Sponsorships





# The Bank at Amador



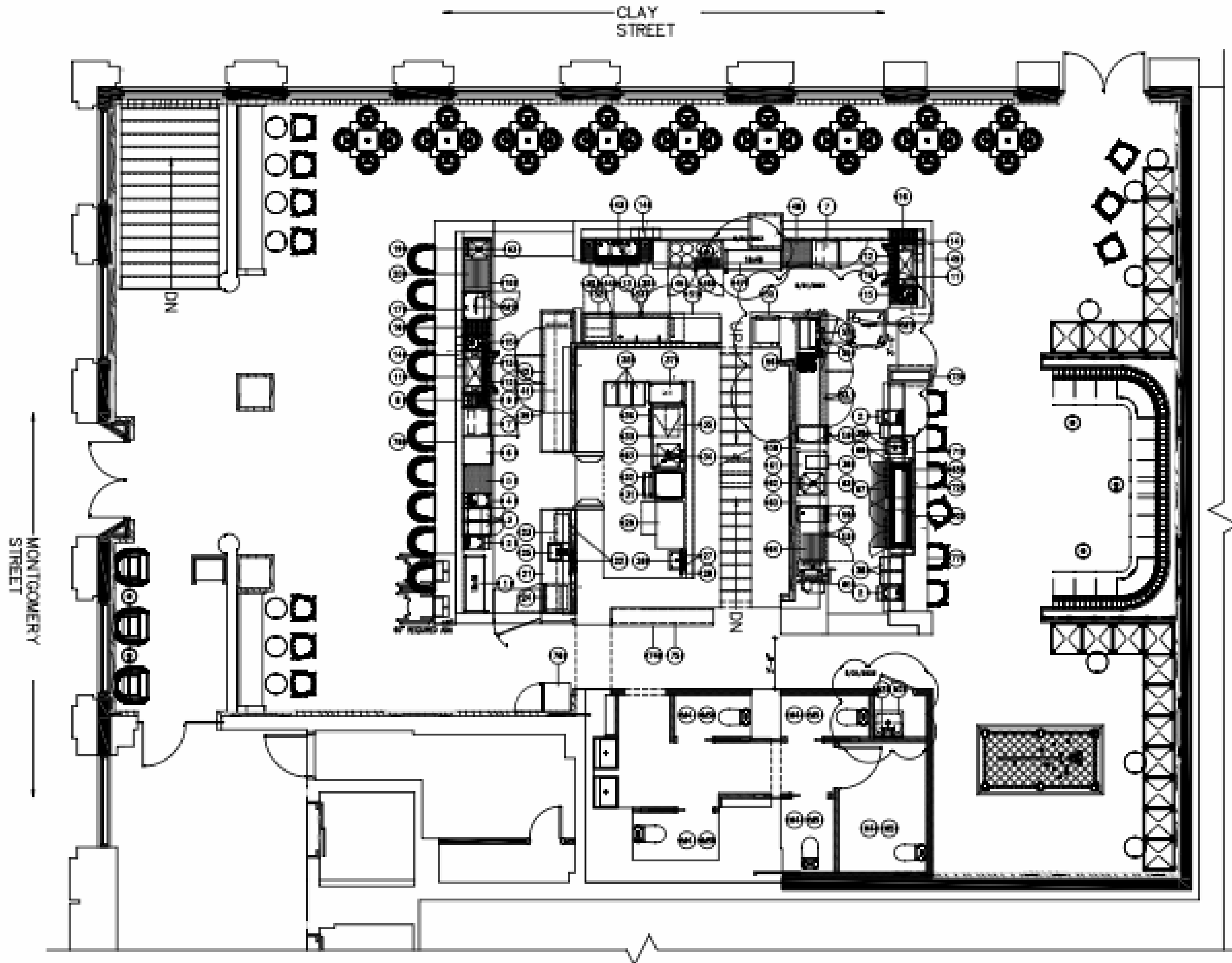
- Where SF young professionals (men & women) meet
- Cocktails are the main focus
  - Turn of the century cocktails
- Some rare and allocated spirits
- Reserve wines available by the glass
- Caviar Cart
- Light bites to whet appetite
- Meeting space during daytime hours



The Bank at Amador

# Floor Plan and Renderings



















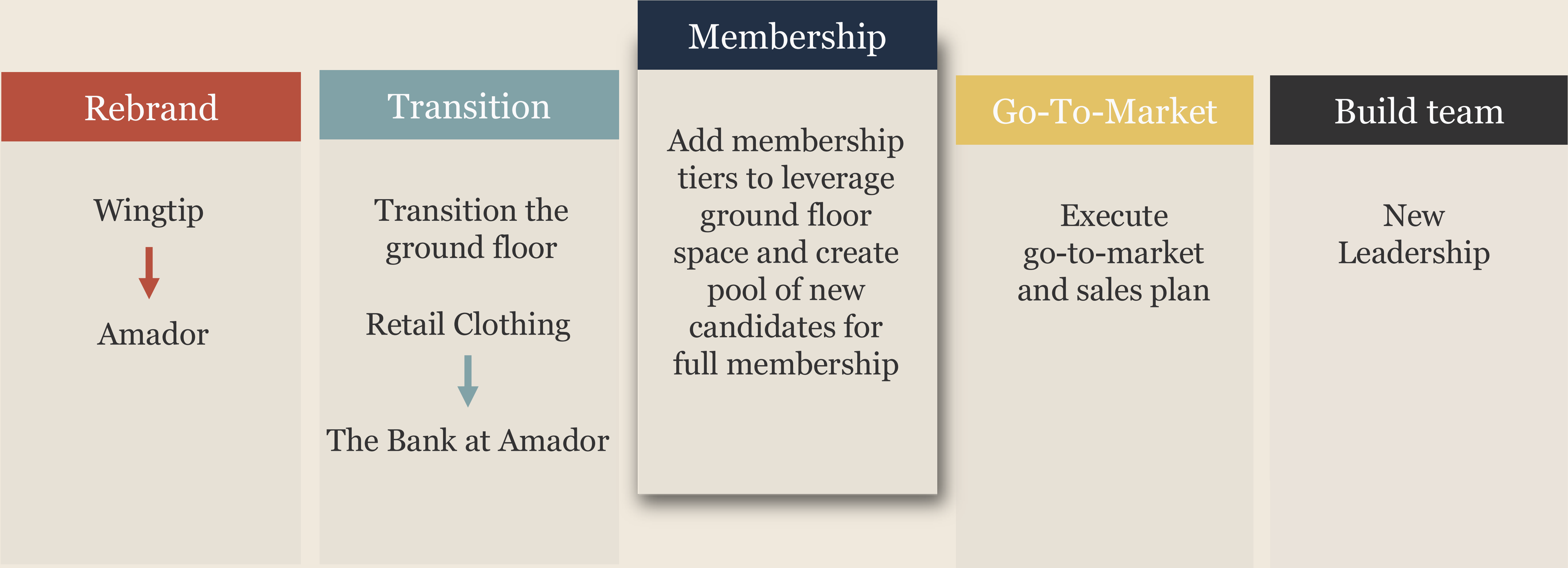








# Amador Strategic Plan



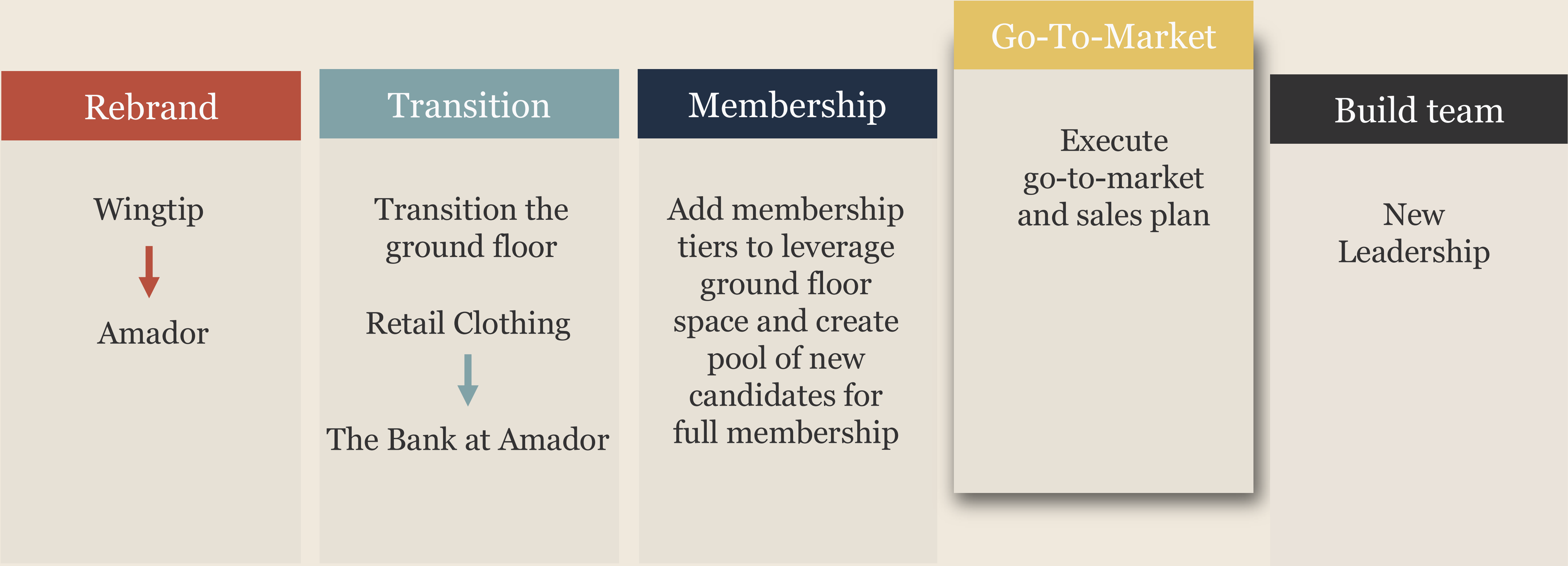


# New Membership Tiers

Tier	Club Access	Initiation	Monthly Dues	Corp Sponsored
Blue (local)	Unlimited Bank Unlimited Club	\$2,500	\$250	\$200
Red (social)	Unlimited Bank 6x Per Quarter Club	\$1,500	\$175	n/a
White (new)	Unlimited Bank 1x Per Quarter Club	\$2,500 (by corp)	n/a	\$75-\$50*
Green (new)	Bank Only	n/a	\$50	n/a



# Amador Strategic Plan





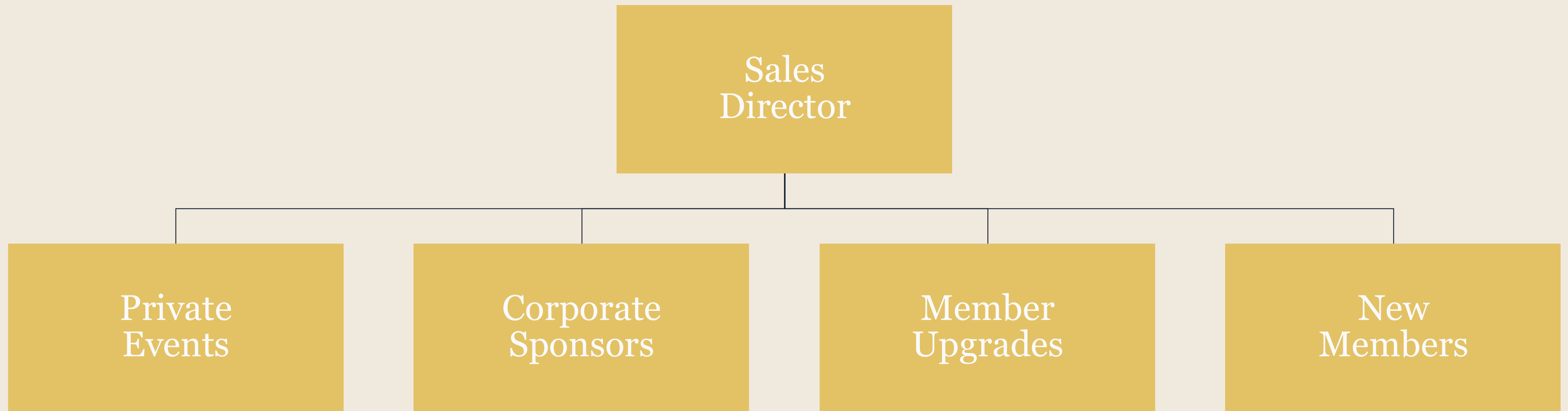
# Go-To-Market to Build Awareness



- Teaser campaign using window signage during construction
- Public relations and social media push
- Point of sale on ground floor
- Target HR Directors for corporate sponsorships
- Pre-sales promotion to max signups
- Online / Call Center



# Sales Plan





# Private Events

## Re-engage

Circulate updated sales collateral to current Private Event clients

## Sponsors

Book new corporate sponsors with \$2,500 credit

## Incentives

Member incentives to refer their company for private event





# Corporate Sponsors



- Target HR Directors starting with nearby companies and working outward
- Distribute new sales collateral
- 1 sale could equal 50-100 new members
- Incentive for employees to come back to the office
- New pool of customers for
  - Bar & Lounge
  - Lunch
  - Meeting space (bar & lounge during the day)



# Member Upgrades

- Upgrade button in app
- Emails generated by member activity
- Warm calling

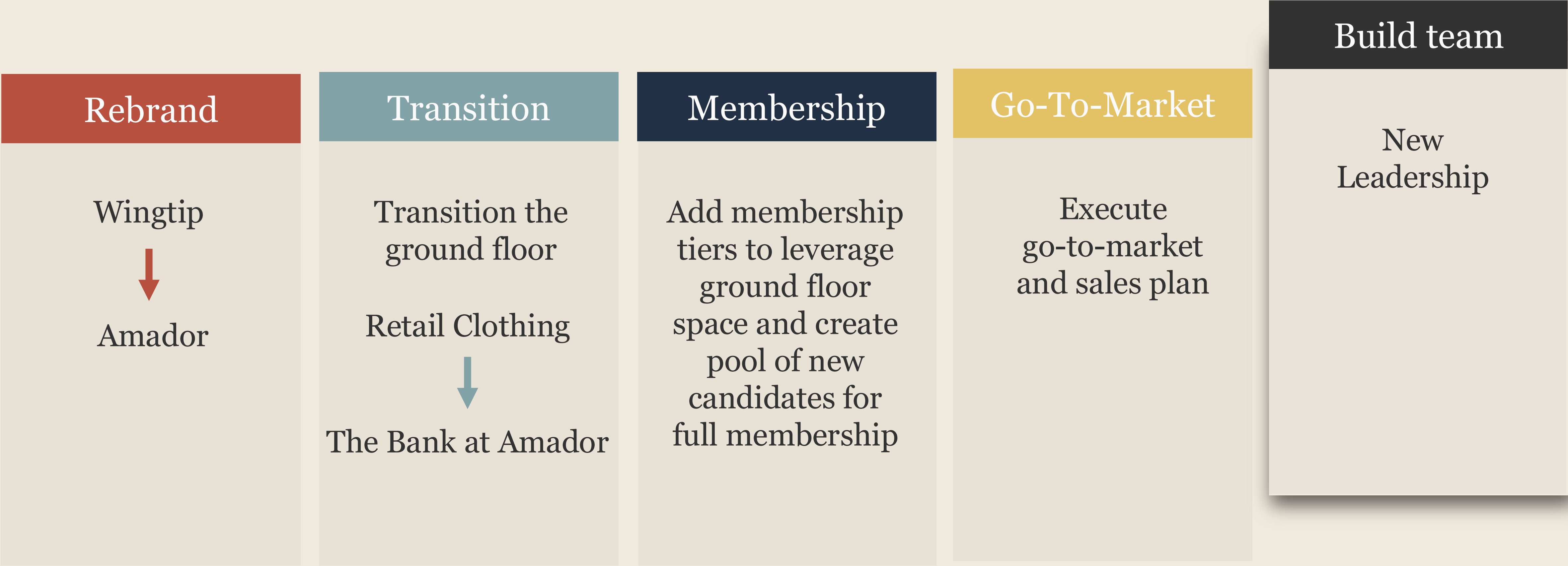
# New Members

- Field incoming requests through website
- Tours
- Interviews
- New Member packets





# Amador Strategic Plan





# New Leadership



**Jon D'Angelica**  
Founder & CEO  
District Restaurant Group  
(2006-Present)



Corbeaux

# Series C Funding



# Series C Funding

- Seek to raise \$2,500,000 in investment allocating up to 22% of Barbary Coast Merchants
- \$11.4M Valuation – Based on 3x projected earnings
  - Hospitality generally fetch up to 8x earnings

## Use of Funds:

- The Bank build out: \$1.65M
- Amador upgrades and refresh: \$200K
- Branding and marketing re-launch: \$150K
- Ongoing working capital: \$500K





# Financial Projections

- 2025 breakout year
  - Top line growth
  - Addition of Bar & Lounge revenue center
  - Significant growth in lower tier membership
- Rising tide lifts all boats (inter-relationship of revenue centers)
- 2025-2026 earnings growth driven by Membership revenue
- Membership #s plateau
  - Increase in investor dividends







# Assumptions Behind Revenue Growth

- Restaurant sales return to pre-COVID levels of \$1.6M by 2026
- Bar & Lounge rev per square foot range: \$379 - \$479 (\$1.25M-\$1.58M)
- Private Events growth of 68% from '24 to '25 (\$1.2M-\$2.0M)
- 2020 pre-COVID run-rate was \$3M
- Membership growth fueled by new tiers



# Benefits and Privileges of Investors



- Dividend Distributions
- Monthly dining credits
- Pro Rata Voting Rights



# Contact

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Thank you

