

Page 1 provides 60-second understanding of the opportunity

60 Second Header

The heading above the volume chart is designed to make it easy to understand in 60 seconds

Quick Read on what it will take to develop and ship the innovation - and what has been done to make it proprietary.




Mobile Wood- Fired Pizza Cart

mobile wood- fired pizzas for professional chefs

A mobile wood- fired oven, incorporated as part of a self- contained cart that provides fast throughput, unique cooking versatility and easy operation.

Sales MATRIX

Details how much the invention will sell based on the assumptions on page 2, independent research on the core idea and the marketing assumptions on page 4.

Annual Sales Forecast for USA * 				Innovation Status		Idea
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling	Development Status	Proprietary Protection Status	Concept Score
Ultra Low	\$1	\$130,000	\$730,000	5 of 5 Shipping & Selling	5 of 5 Granted Patent Claims	37 29 is Average
Low Support	\$1.7 M	\$3.6 M	\$6.6 M			
Medium Support	\$14.6 M	\$24.5 M	\$38.9 M			
High Support	\$41.9 M	\$68.5 M	\$105.5 M	Remaining Time & Cost to First Sale		
Ultra High	\$76.3 M	\$125.8 M	\$194.1 M	< 6 months	< \$10k	

Mobile Wood- Fired Pizza Cart - mobile wood- fired pizzas for professional chefs

Final Decision Maker: Caterers, Resorts and Food Service Entrepreneurs

The Vengo/ SOLO Mobile Wood- Fired Pizza Cart is the only patented, mobile wood- burning oven on the market. The cart is designed for ease-of- use in transportation, set- up and operation, allowing maximum flexibility in the ability to locate (on- site) at many diverse venue and event locations.

The oven's unique design (40- inch diameter) has the ability to cook at high temperatures (800-1000 degrees) in maximizing heat retention and throughput while maintaining the highest food quality. Up to 4 pizzas (10- inch) can easily be accommodated in the oven at one time, cooking in approximately 2-3 minutes. The entire cart is custom- fabricated with food- grade stainless steel in providing durability and sleek appearance and is also registered and compliant with several major health departments.

The cart's design is ideal for both public vending or private events in accommodating small or large venues, and can be efficiently staffed with one or more operators depending on the size of the event. There are no utility requirements as oven cleanly and efficiently burns 2-3 pieces of standard firewood (18-20 inches in length) per hour. The cart/ oven can be set- up and ready to operate and within one hour of arriving at any event and the cart can be shut down, hooked up and ready- to- go at the end of an event in less than 20 minutes.

The cart can cook 3-4 pizzas (up to 10" pizza) at one time as the overall throughput can be 30-50 pizzas per hour depending on the skill level of operator(s). Based on this throughput, the average recognized gross revenue is dependent on the event size and pizzas produced.

For private events, pricing is similar to a caterer and priced on a per person basis. For example, a party of 200 people served for a two- hour period at a private venue (\$10/ person average) would yield \$ 2,000 in gross revenue for the event. Smaller groups warrant a higher price per person as parties under 100 people average \$ 15- 20 per person for the same serving time period. Pricing will vary based on various markets and is competitive with caterers as the uniqueness of the cart and high- end quality gourmet pizzas produced have established a strong reputation in this market.

Additional information, photos and testimonials can be found at the SOLO Pizza website at www.pizzacart.net.

\$19,700.00 for one cart

Seeking: Research

☒ Email Inventor(s)
 ☒ Link to Website With More Info
 ☒ Link to YouTube Video
 ☒ Inventor(s) Open to Consulting Requests
 ☒ Agree to use Fair Contract
 ☒ Invention can be exported

* Consumption sales forecast. Does not include "Random" events or inventory. Fill : Forecast is for Year 1 for Large or Year 2 for Small Companies. Forecast should be read as ... With Low marketing support there is an 80% odds of achieving sales of at least...

Listing #: USA.75.USA.72.120108.001

Page 1 of 5

Date Posted: 2009-03-18

©2008, Eureka! Institute. All Rights Reserved. Patents Granted or Pending Eureka! Ranch International www.EurekaRanch.com (513) 271-9911

Powered by
MERWYN
Business Simulation

Idea

Score on the core idea as described by the inventor.

Scores range from 10 to 90. The number represent an odds of sustained success. NOTE: Most ideas get LOW scores - especially at the start - so you need to have some patience with this.

Page 3 of the report details the sales potential if the concept scores is increased by 20 points.

WHO buys WHAT

Who the product is for (Final decision maker) and WHAT the product is described in simple language.

Quick LINKS

You can contact the inventor, watch you- tube videos, or visit their website if available.

Page 2 provides the assumptions used to create page 1

Assumptions that drive the forecasts

This chart details what the inventor is assuming as a most likely value for each of the key inputs.

Confidence

The inventor's confidence in values at this point in time.

Innovation Status

Details on the development status and proprietary protection.

Inventor's Commentary

Here you can check the inventor's thinking and reasonableness for each estimate.

Concept Diagnostics

The idea as described on three dimensions

Overt Benefit, what's in it for the final decision maker,
Reason to Believe, why should a final decision maker believe that the benefit can be delivered
Dramatic Difference, the overall benefit and reason to believe difference.

The odds of various concept scores. The closer the numbers are to one another, the more clearly the concept is communicated.

Report Assumptions and Inventor(s) Commentary				
Assumptions	"Most Likely" Estimate	Confidence	Inventor(s) Commentary Data Source or Basis for Assumptions	
Purchasers	100,000	40%	based on what Cookshack estimates is the number of pizza places and caterers	
Revenue per First Purchase	\$19,700.00	70%	First time purchasers have historically purchased one unit however the opportunity to market to larger distributors could develop first-time purchases of multiple carts	
% that will Repeat	10%	20%	our market has been the chef or food service employee that has tired of 80 hour weeks in traditional restaurant setting. As of now, those entrepreneurs have needed one	
Number of Annual Repeats	1	50%	No independent operator has yet purchased multiple units. We have become very successful and considering expanding and territories by operating multiple units	
Revenue per Repeat Purchase	\$34,000.00	50%	A distributor that purchases multiple units would provide for repeat revenue on a going-forward basis. Restaurant chains/ large regional caterers could profit from multiple units	
Reseller (Trade) Margin	N.A.	N.A.		
Producer Profit (EBITD)	15%	60%	Based on average Mobile food service and metal manufacturing from the Almanac of Business and Industrial Financial Ratios	

Innovation Status		
Development Status	5 of 5 Shipping & Selling	Product is fully patented.
Cost to First Sale (remaining)	< \$10k	90%
Time to First Sale (remaining)	< 6 months	90%
Confidence in Concept Claims made in description	90%	We have been operating and selling the carts for over fifteen years and our current operators in the field will serve as testimonials in sharing their success operating their carts
Proprietary Protection Status	5 of 5 Granted Patent Claims	The patent covers all components of the custom-built cart and self-contained oven including all solid-fuel/ coal-fired ovens placed on a mobile platform.

Concept Score & Diagnostics				
Merwyn Concept Score With Confidence Bands			Concept Diagnostics	
Pessimistic 80% odds of at Least	Most Likely 50% odds of at Least	Optimistic 20% odds of at Least	Percentile Group	
27%	37%	47%	Bottom 40%	Red
			Middle 40%	Yellow
			Top 20%	Green
			Overt Benefit	Red
			Reason to Believe	Red
			Dramatic Difference	Yellow

Listing #: USA 7.5 USA 7.2 120108.001
©2008, Eureka! Institute. All Rights Reserved. Patents Granted or Pending Eureka! Ranch International www.EurekaRanch.com (513) 271-9911

Page 2 of 5

Date Posted: 2009-03-18

Page 3 gives added details & forecasts for alternate scenarios


Inventor's Sales Goals

The inventors expectations for sales.

Picture

See what it looks like

Inventor(s) Sales Goals			
Minimum Goal	\$5 M	Current GOAL	\$10 M



The SOLO Pizza Cart has been featured at several major venues and notable corporate events including AmeriPrise Financial and Whole Foods in Pittsburgh, PA (pictured above).

Inventor(s) Commentary:
We have been manufacturing, and more importantly using, the cart for many years. We can easily handle parties from 50 to 1000 people by merely adjusting the number of ovens and the support staff. At a major golf event, we provided pizzas, in a lunch buffet setting, to over 1000 people in only 3 hours. On a smaller scale, pizzas are custom prepared for each individual's taste. The "wow" factor is substantial when guests realize that they have received exactly what they requested, and in less than 3 minutes from order to delivery. Caterers, hosts and party planners are willing to pay for this kind of custom service and presentation.

CURRENT SALES FORECAST			
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$1	\$130,000	\$730,000
Low Support	\$1.7 M	\$3.6 M	\$6.6 M
Medium Support	\$14.6 M	\$24.5 M	\$38.9 M
High Support	\$41.9 M	\$68.5 M	\$105.5 M
Ultra High	\$76.3 M	\$125.8 M	\$194.1 M

If MARKETING CONCEPT Improved (Increase Concept Score by +20 Points)			
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$2	\$190,000	\$1.1 M
Low Support	\$2.6 M	\$5.6 M	\$10.2 M
Medium Support	\$23.8 M	\$38.5 M	\$59.1 M
High Support	\$66.9 M	\$108.1 M	\$159.7 M
Ultra High	\$124.4 M	\$198.9 M	\$293.2 M

If PRODUCT/ SERVICE Improved (Increase Repeat Rate & Number of Repeats by 30% and Revenue Per Purchase 20%)			
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$1	\$150,000	\$890,000
Low Support	\$1.9 M	\$4.2 M	\$8.2 M
Medium Support	\$17.0 M	\$28.9 M	\$47.0 M
High Support	\$48.5 M	\$80.5 M	\$129.4 M
Ultra High	\$88.2 M	\$147.6 M	\$238.9 M

If MARKETING CONCEPT and PRODUCT/ SERVICE Improved (Increase Concept +20 Points, Repeat Rate & Number of repeats by 30% and Revenue per purchase 20%)			
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$2	\$230,000	\$1.4 M
Low Support	\$3.0 M	\$6.7 M	\$12.5 M
Medium Support	\$27.6 M	\$45.9 M	\$72.5 M
High Support	\$78.9 M	\$126.9 M	\$195.4 M
Ultra High	\$143.1 M	\$234.6 M	\$358.3 M

Listing #: US/A.72.120108.001
©2008, Eureka! Institute. All Rights Reserved. Patents Granted or Pending Eureka! Ranch International www.EurekaRanch.com (513) 271-9911

Page 3 of 5

Date Posted: 2009-03-18

Inventor Commentary

The inventors opportunity to explain additional details as well as other applications for the invention.

Alternative Development Scenarios

What if things were different? See the sales forecast for other scenarios compared to the original.

Here you can see what impact you could have on sales forecasts if you invested money in additional development of the marketing concept and or product/service.

Marketing Concept Improved, shows you how much sales would increase if you significantly improved the concept description (by 20 points).

If Product/Service Improved, which increases repeat rate and number of repeats by 30% and revenue per purchase by 20%.

If Marketing Concept and Product/Service Improved, which increases the concept score by 20, number of repeats by 30%

Page 4 Fair Market Royalty Forecast & added details

Fair Market Royalty

A good starting point for negotiations between a singular buyer and seller.

Annual Inventor Royalty

Takes annual sales and the royalty rate and calculates the inventor's royalty revenue.

Also includes a 3-year value which we consider an appropriate buy out value.

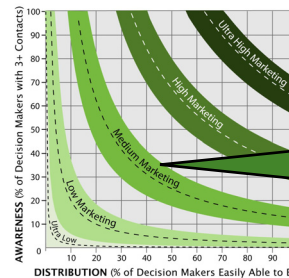
Additional Details				
Fair Market Royalty (%)				
	Conservative - 80% Odds Royalty Percentage	Most Likely - 50% Odds Royalty Percentage	Aggressive - 20% Odds Royalty Percentage	
At CURRENT State & Status	2.3%	3.1%	4%	
Sales & Marketing Support Level	Annual Inventor Royalty Revenue			3 Year Value to Inventor If 50% Odds
	80% Odds	50% Odds	20% Odds	
Ultra Low Support	\$3,100	\$8,200	\$15,000	\$24,000
Low Support	\$54,000	\$110,000	\$180,000	\$320,000
Medium Support	\$400,000	\$710,000	\$1.1 M	\$2.1 M
High Support	\$1.1 M	\$2.0 M	\$3.0 M	\$5.9 M
Ultra High Support	\$2.1 M	\$3.6 M	\$5.4 M	\$10.8 M

Sales and Marketing Support Assumptions

Here are our assumptions for each marketing support level.

Sales & Marketing Support Level Assumptions				
Sales & Marketing Support Level	Sample Numbers	% Aware x % Distribution (Aware & Able)	Inventor Estimate of Odds	
	% Distribution	% Awareness		
Ultra Low Support (Word of Mouth)	5%	3%	0.2%	90%
Low Support (Small Company)	20%	10%	2%	80%
Medium Support (Medium Sized Company)	50%	25%	13%	50%
High Support (Large Company)	75%	45%	34%	10%
Ultra High Support (Mega or Niche)	90%	70%	63%	10%

Graph of EQUIVALENT (Awareness x Distribution) Combinations



Graph of Sales and Marketing Levels

This helps you find out what sales and marketing level you best fit into based on your expected awareness and distribution percentages.

Industry Codes

What NAICS industry codes apply to this innovation

NAICS Industry Codes For This Innovation	Patent Numbers that apply to the Product/Service	Inventor(s) PEDIGREE
72233 - Mobile Food Services	6199549	Years EXPERIENCE in related industry: 20
Manufacturing	D 398,432	GRANTED Patents: 1
		Licensing Deals SIGNED: 0
		Innovations that have SHIPPED: 1

Patent Numbers


Here are the patent numbers supplied by the inventor, so you can look up the patents that apply to this innovation



Inventor's Pedigree

Learn more about the inventor. The two most important factors are: Licensing Deals Signed and Innovations that have Shipped.

For USA Patents: Utility Patent = 7 digit number, Design Patent starts with 'D', Provisional Patent starts with 'PP'. Provisional Application "61/xxx,xxx", Non provisional application "12/xxx,xxx", Design patent application "29/xxx,xxx".
CAUTION: This Merwyn Business Simulation Research Report includes no warranty or guarantee. Results and opinions should be considered rough estimates only and are based on inventor-supplied data and simplified modeling methods. If you are looking to invest, distribute, purchase or become involved with this innovation, in any way, we strongly urge you to validate the inventor data and sales forecast BEFORE committing yourself or your resources. Merwyn Research, Inc. shall not be responsible for any liability or damages arising out of the failure to perform such investigation and validation. Check the concept description, product, pricing, or input assumptions will almost certainly change results.

Page 5 - Very rough forecasts for other countries



Additional Forecasts for Other Countries							
Annual Sales - Probability Forecast - for Canada 				Annual Sales - Probability Forecast - for United Kingdom 			
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 60% odds of selling	Aggressive 20% odds of selling	Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 60% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$0	\$14,000	\$81,000	Ultra Low	£0	£13,000	£74,000
Low Support	\$180,000	\$400,000	\$740,000	Low Support	£170,000	£360,000	£670,000
Medium Support	\$1.6 M	\$2.7 M	\$4.3 M	Medium Support	£1.5 M	£2.5 M	£3.9 M
High Support	\$4.6 M	\$7.6 M	\$11.7 M	High Support	£4.2 M	£6.9 M	£10.6 M
Ultra High	\$8.5 M	\$13.9 M	\$21.5 M	Ultra High	£7.7 M	£12.7 M	£19.5 M

Assumptions: exchange rate of \$1.00 US = \$1.01083 CAN; population of 33,390,141

Assumptions: exchange rate of \$1.00 US = £0.50458 UK; population of 60,776,238

Listing #: USA.75 USA.72.120108.001
Page 5 of 5
Date Posted: 2009-03-18

©2008, Eureka! Institute. All Rights Reserved. Patents Granted or Pending Eureka! Ranch International www.EurekaRanch.com (513) 271-9911

Other Countries

This section tells you the potential annual sales for other countries such as Canada and the UK. This is a translated forecast for other countries based on a VERY ROUGH Translation based on their currency and population.

Overtime this page will include many additional countries and great sophistication.