



MERWYN
101

Concept Test

Eureka! Ranch International
Mobile Wood-Fired Pizza Cart
Concept 1000000000-1010
March 22, 2011

Mobile Wood-Fired Pizza Cart
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) 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 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 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 go 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 skill level of the 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

OVERALL PROBABILITY OF SUCCESS

Benefit **PROMISE** (Overt Benefit) ● ● ●
Product/Service **PROOF** (Real Reason to Believe) ● ● ●
Clarity of **UNIQUENESS** (Dramatic Difference) ● ● ●

3 7 %
Average Score = 29

Concept Description

This is the marketing message used to persuade a person to purchase a unit. These words are used to calculate the concept score below.

Unit Price

Ideas need to include the cost to the purchasers in order to include price and value into the calculation.

Concept Score

Overall Probability of Success ranges from 10 to 90. The number represents the odds of sustained success. NOTE: Most ideas get LOW scores - especially at the start - because most ideas fail. Average is 29 and then goal is to score above 50, so odds are in your favor.

Concept Diagnostics

The idea as described on three dimensions:
Benefit PROMISE, what's in it for the final decision maker. Why do they care?
Product/Service PROOF, why should a final decision maker believe that the benefit can be delivered?
Clarity of UNIQUENESS, how clearly is the difference between this product and the competition or closest alternative communicated?