

Berges

Alex,

Aspen shared your business plan for Berges, and asked me to have a look.

The **idea is brilliant**, the **moment is perfect**, and you're absolutely the right person to do this... but the **plan won't work as written**.

I've laid out a structural review below. It's clear, it's honest, and it's designed to help you make this real. You have lots of options for structure and strategy... this is what I would do for first steps.

Use what serves. Ignore what doesn't. But if you build from this foundation, Berges will not just survive. It will define the category.

This has the potential to be an incredible business. Get it done! :)

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<https://www.instagram.com/p/DM1HgBHsfMh/?igsh=MTBnY3M4NWF6OHk5aA==>

BERGES | PLAN REVIEW AND STRATEGIC ANALYSIS

Prepared for Alex Bergerman — by Proconsul

1. THE CONCEPT IS CORRECT. THE STRUCTURE IS NOT.

You're sitting on a one-of-one position: first mover in a growing category, in a market with no direct competition, at a moment when culture is swinging toward wellness, sobriety, and meaning.

That's rare.

But your current plan blends too many missions into one vehicle:

- Sober bar
- Culinary education
- Transitional housing
- Community wellness hub

That's not a business. That's a pressure cooker.

You're trying to launch three ventures in one shot — without the capital, sequencing, or margin to sustain them. You don't need to abandon those missions. But you do need to **prioritise the commercial engine first**.

This is the fix: **Berges launches as a hospitality and membership business. Everything else is earned over time.**

2. YOUR CURRENT FUNDING MODEL IS UNINVESTABLE

You're asking for \$125K with a 5% annual return. No revenue. No proof of concept. No retention or CAC logic. No equity story. No upside.

That isn't capital strategy. That's a hope letter.

Real launch will likely cost double that, to give you a venue that's viable, legally sound, and brand-strong. That capital needs to be structured as a **SAFE or royalty model** with founder alignment and clear investor logic.

You're not running a nonprofit. So don't pitch it like one.

3. THE PLAN HIDES THE FOUNDER

The original document does not show us *you*.

No operational bio. No claims. No voice. No conviction.

That's a problem — because in early-stage ventures, **you are the offer**. No one invests in the plan. They invest in the person they trust to turn the plan into cash flow.

You've got the story. You've got the vision. You've got the local weight. Now show it. If the brand is Berges, the first thing people should feel is you.

4. THERE'S NO FINANCIAL FRAMEWORK

"Break even in Year 1" is a sentence — not a strategy.

What's missing:

- Unit economics by product line
- Revenue by segment: walk-in, member, event, retail
- Margin architecture by offering
- Labour plan and staff expense horizon
- Pre-launch KPI gates
- Customer retention plan
- CAC, LTV, churn
- Daily, weekly, monthly dashboards

Rebuild the full P&L. It proves that this venue can **turn \$4,100/month net profit** by Month 8. But that only happens if you control the model and install the math.

5. THE PATH IS NOW CLEAR

Here's what you *do* have:

- The only sober-first hospitality model in Saskatchewan
- A built-in audience that doesn't yet have a home
- Perfect cultural timing
- An authentic founder
- Product-market congruence

Now, here's what you need:

- A **membership engine** that turns interest into recurring margin
- A curated **mocktail and food menu** with narrative and aesthetic
- A rhythm of **classes and content** that builds community and retention

- A shelf of **non-alc spirits and kits** that drive repeat and gifting
- A **space** that becomes local lore

All of that is in the revised plan.

One store. One neighbourhood. One team. One year.

A single venue that no one forgets.

6. THE NEW PLAN IS READY

What I've included above is the new Berges launch spine — fully focused, financially modelled, investor-ready.

We've:

- Expanded your financial needs to match reality
- Added a high-margin membership structure
- Removed unnecessary complexity
- Refocused the brand around belonging and ritual
- Built a tech and operations map that can run lean
- Anchored every offering in margin, not mission

You don't need to chase trends. You *are* the trend.

FINAL WORD

Alex, this is a real business.

Not just a good idea. Not just a noble intention. But an **operationally viable, culturally permanent** hospitality brand that could anchor a generation of sober-curious residents in your city.

But you have to choose.

Not whether to do it... but whether to build it *right*.

The system's here. The numbers are clean. The architecture is loaded. All that's left is movement.

Build it.

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BERGES | SASKATOON LAUNCH PLAN

I. EXECUTIVE STRATEGY

A. Core Premise

Launch Saskatchewan's first sober-forward hospitality venue — not as a bar substitute, but as a **social belonging engine** for wellness-conscious residents.

B. Strategic Objectives

- Fully operational, revenue-generating venue in Saskatoon by Month 3
 - Break-even within first 8 months
 - 200+ active members and 1,500 monthly walk-in customers by Month 12
 - Become **culturally essential** within the local community
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II. MARKET OPPORTUNITY

A. Timing Advantage

- Rapid rise of sober-curious behaviour (7% CAGR)
- Zero direct competitors in SK
- No third-space venues delivering non-alcoholic premium experience

B. Local Tailwinds

- Saskatoon's mental health and addiction ecosystem supports new models
 - Local, tight-knit communities — perfect for ritual-driven, safe, welcoming spaces
 - Untapped collaborations with fitness, wellness, and cultural networks
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III. OFFER + REVENUE MODEL

A. Core Products

1. Mocktail + Small Plate Menu

- Premium, curated, handcrafted
- Average ticket: \$18
- Focus on quality, repeat, and storytelling

2. **Cooking Classes**

- 4 per week (Mon–Thurs)
- Community-led and in-house chef-taught
- Small group, high intimacy, high conversion

3. **Membership Program**

- Tiered monthly access with benefits
- Predictable recurring revenue
- Real retention and customer identity anchoring

4. **Retail Shelf**

- Select non-alcoholic spirits, syrups, and kits
- Designed for at-home rituals and gifting

5. **Private Events**

- Space rental for wellness orgs, sobriety groups, artistic showcases
- Calendar control = revenue rhythm

IV. **MEMBERSHIP STRUCTURE**

A. **Tiered System**

Tier 1: Community (\$5/month)

- Early event access
- Newsletter + recipe share
- 10% merch discount

Tier 2: Member (\$27/month)

- 1 free event
- 2 drinks
- 20% off bookings

Tier 3: Founding Patron (\$97/month)

- Monthly tasting kit or private class seat
- VIP-only nights
- Founder's Wall placement

B. Goal: 200 paying members by Month 6

- Revenue: ~\$6,000/month
 - Converts foot traffic into community equity
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V. LOCATION + OPERATIONS

A. Site Requirements

- 1,500–2,000 sq ft downtown Saskatoon
- Kitchen-ready or light commercial zoning
- Class-friendly layout with flexible seating

B. Staff Model

- GM: Alex
- Ops Manager (PT, Month 2)
- 4 rotating culinary staff (contract)
- 2–3 FOH part-time

C. Hours

- Mon–Sat, 10AM–10PM
 - Classes: 3:30–5PM Mon–Thurs
 - Closed Sundays for rest, reset, and team culture
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VI. FINANCIAL STRUCTURE

A. Funding Ask: \$250,000

- Renovation + Lease Prep: \$60K
- Staff + Payroll (6 mo): \$75K
- Inventory + Kitchenware: \$30K
- Marketing + Tech Stack: \$30K
- Founder draw + buffer: \$30K
- Legal + Admin + Insurance: \$25K

B. Revenue Forecast (Months 6–12, monthly avg)

- Mocktails/Food: \$21,600
- Membership: \$6,000
- Events/Classes: \$3,000

- Retail/Merch: \$2,000
- **Total Revenue: \$32,600**

C. Expenses (monthly avg)

- Lease + Utilities: \$4,500
 - Labour: \$12,000
 - COGS: \$8,000
 - Marketing + Tech: \$2,000
 - Insurance + Buffer: \$2,000
 - **Total Costs: \$28,500**
 - **Net Profit: \$4,100/month**
 - **Break-even: Month 8**
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VII. PRE-LAUNCH PLAN

A. Phase 1 (Month 1–2): Foundation

- Finalise funding
- Secure space
- Build CRM and tech stack
- Launch “Founding 50” membership campaign

B. Phase 2 (Month 3–4): Construction + Hiring

- Renovations
- Install POS and supplier flows
- Hire staff and lock programming calendar

C. Phase 3 (Month 5): Community Onboarding

- Host 3 private pre-launch events
- Push content: mocktails, behind-the-scenes
- Local press + influencer integration

D. Phase 4 (Month 6): Launch

- Launch week with daily activation
 - Real-time community invites and signup flows
 - Immediate KPI tracking begins
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VIII. LOCAL PARTNERSHIPS

- **Wellness Studios:** Joint events and member discounts
 - **Mental Health Orgs:** Referral program and space sharing
 - **Culinary Schools:** Student involvement and showcase classes
 - **Non-Alc Spirit Brands:** Co-sponsored events + shelf placement
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IX. CULTURAL STRATEGY

A. Brand Pillars

- **Ritual** over routine
- **Connection** without compromise
- **Sobriety** as strength
- **Local** as luxury

B. Visual + Content Strategy

- Elevated, warm, cinematic
 - Founder as visible steward
 - Weekly storytelling rhythm (events, recipes, people)
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X. MEASUREMENT + GOVERNANCE

A. Weekly Metrics

- Daily Revenue
- Membership retention + referrals
- Class/event attendance
- Drink/food velocity

B. Monthly Dashboards

- CAC / LTV metrics
- Cost and profit controls
- Team health check-ins

C. Quarterly Reviews

- Supplier scorecard
- Culture evaluation
- Membership NPS

This is how you make one store unkillable.

Focus. Localism. Margin logic. Community weight.

Build the real version from this spine. No noise. Just movement.

Business Plan- Berges, To The Or Not To The

Prepared/Edited: 2025-05-01

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Business Address

524 Copland Crest., S7H 2Z5. Executive Summary

Project Objectives:

To establish Saskatchewan's first sober bar — a revolutionary space where community, mental wellness, and inclusivity take precedence over alcohol. Our project aims to introduce community housing for the homeless and a rotating schedule of cooking classes taught by in-house staff. We aim for full operation within 6 months and project break-even revenues by the end of year one.

Business Description:

Berges is a safe, alcohol-free environment offering crafted mocktails, healthy food, communal connection, and unique programming including daily sober events and cooking classes. Located centrally in Saskatchewan, we will serve people seeking an alternative social experience. We also plan to offer transitional housing options for the homeless in our extended mission to serve.

Products and Services:

- Mocktails, smoothies, milkshakes, (potentially) coffees and specialty teas & health-forward food menu
- Cooking classes (Mon–Thurs, 3:30–5PM)
- Community housing for the homeless (coming soon)
- Sober social events & workshops

Financing Need:

We are currently generating no revenue and seek \$125,000 in startup funds to cover renovations, equipment, initial inventory, marketing, and staff training. Willing to provide a 5% return compounded annually, \$10,000 is the minimum investment option. (If this is not possible, please consider the gofundme option.

Risk Assessment and Contingency Plan:

Risks include limited awareness of sober spaces in Saskatchewan, staffing burnout, and housing regulatory hurdles. These will be mitigated through strong community partnerships, internal wellness programs, and legal guidance.

Key People:

- General Manager: Vision, operations, and leadership
- 4 rotating in-house cooks – Each teaches one cooking class per week
- Advisory: Local nonprofit housing consultant and sobriety program liaison

Business Overview

Business Description: Sober Bar provides a wellness-forward, inclusive space for individuals seeking non-alcoholic social alternatives. New initiatives include weekly cooking classes and future transitional housing. Centrally located, the bar aligns with shifting consumer behaviour toward health-conscious and sober lifestyles.

Mission, Vision, Values:

Mission: To foster connection and wellness through an inclusive, sober space.

Vision: To become the model for sober social spaces in Canada.

Values: Empathy, inclusivity, health, education, community.

Industry Overview and Trends:

Rising sober-curious and wellness movements are creating opportunities for alcohol-free bars.

More people are seeking spaces centred around connection, safety, and wellness. Social impact initiatives, like homelessness intervention, are highly in demand.

Technological Trends: Use of booking and point-of-sale platforms like Square. Events and class signups will be handled via our website. Online presence will be key to spreading awareness.

Government Regulations:

Compliance with food service, hospitality, and health regulations will be maintained. Housing offerings will adhere to local zoning and provincial housing laws.

The Market

Overview of Market Trends: Growing demand for wellness-oriented and alcohol-free spaces.

Customers seek education, inspiration, and belonging.

Target Market:

- Sober-curious individuals
- People in recovery
- Local foodies
- Individuals interested in community and mental wellness
- At-risk or currently homeless individuals (future housing program)

Products and Services:

- Mocktail bar
- Daily sober events (Video + Board Game Rooms, Live Music, Stand-Up Comedy, etc.)
- Weekly cooking classes (Mon–Thurs, 3:30–5PM)
- Future housing offerings

The Competition

Competitors and Types of Competition:

Indirect competition from cafes and bars. Few, if any, offer sober-only environments or cooking classes.

Competitors' Strengths and Weaknesses:

Bars have strong brand loyalty, but often exclude sober patrons. Cafés provide ambiance but lack purpose-driven programming.

Competitive Advantage and Differentiator:

- Only sober bar in Saskatchewan
- Community and wellness first approach
- Cooking classes that spotlight staff talent and engage the community
- Future transitional housing component

Sales and Marketing

Customers: We serve community-conscious individuals, people in recovery, health enthusiasts, and those seeking alternative social environments.

Suppliers:

- Local farms for ingredients
- Beverage distributors for alcohol-free spirits
- Kitchenware suppliers for class use

Advertising and Promotion: Social media, partnerships with sober influencers, nonprofit collaboration, local flyers, and community radio. Free mocktail tastings and class trials.

Pricing and Distribution: Affordable menu pricing, with tiered pricing for events and classes. Merchandise and takeaway options available.

Customer Service and Warranties: High-touch hospitality, transparent refund policy, and feedback-driven improvement.

Operating Plan

Business Location: Downtown Saskatchewan. Rented space. Open 10AM–10PM Mon–Sat.

Cooking classes run 3:30–5PM Mon–Thurs.

Equipment: Kitchen equipment, café furnishings, classware, bar tools, POS systems. No large equipment purchases expected post-launch.

Technology Requirements and Investment: Investment in Square POS, website development, and marketing automation. Estimated cost: \$10,000.

Environmental Compliance: No hazardous waste. Local food safety certification and building code compliance guaranteed.

People

Management Team:

- Founder/General Manager
- Operations Assistant – Scheduling, purchasing, vendor liaison

Advisory Team:

- Housing consultant
- Legal advisor (nonprofit and hospitality law)
- Mental wellness advocate

Key Employees:

- 4 in-house cooks: Each leads one cooking class weekly (Mon–Thurs)
- Front-of-house support staff

Action Plan

Project Objectives: Launch Sober Bar and weekly cooking classes 4-6 months after start up. Establish community partnerships. Begin housing project within 18 months.

Resources Required: \$125,000 startup capital. 10 staff members. No new real estate beyond initial lease.

Action Plan:

1. Secure funding – Month 1
2. Renovation and build-out – Month 2–4
3. Hire and train staff – Month 4. Launch – Month 6

Risk Assessment and Contingencies:

- Staff turnover mitigated through shared ownership and mentorship
- Low awareness addressed through social media and events
- Financial oversight ensured via regular reporting and budget reviews

Notes:

Partnership with sober dating apps/communities. Events and mobile experiences.