### **WNYMM Pitch Deck Kit: 2829 Niagara St.**

This document provides all the necessary content, data, and visuals to create a comprehensive Google Slides presentation for potential partners.

### **Branding & Design**

* **Logo:**
* **Color Palette:**
  + **Primary Blue:** #003366 (For headlines, accents)
  + **Accent Gold:** #FDB813 (For call-outs, key numbers)
  + **Neutral Gray:** #F5F5F5 (For backgrounds)
  + **Text Color:** #333333 (For body text)

### **Slide-by-Slide Content**

#### **Slide 1: Title Slide**

* **Headline:** A New Model for Development: The 2829 Niagara St. Project
* **Sub-headline:** A Partnership Opportunity with the WNY Makers Model
* **Image:**

#### **Slide 2: The Vision**

* **Headline:** Creating Tonawanda's Premier Waterfront Destination
* **Body:** We are transforming 1.31 acres of prime waterfront land into a landmark mixed-use community. The 2829 Niagara St. project will feature approximately 130 units, blending high-end residential living with vibrant commercial spaces and modern hospitality suites.
* **Image:**

#### **Slide 3: The Opportunity: A High-Demand Market**

* **Headline:** Capitalizing on Proven Demand
* **Key Stat:** Comparable new luxury units in the area command **$2.00 - $2.94+ per sq. ft.** in monthly rent.
* **Body:** The local market has a limited inventory of high-end, water-view properties. This scarcity creates a significant opportunity for a development that offers premium amenities and a modern lifestyle.
* **Image:**

#### **Slide 4: The Financial Snapshot**

* **Headline:** A Profitable, High-Equity Project
* **Key Numbers:**
  + **Projected Gross Sale:** **$39.2M**
  + **Total Projected Costs:** **$27.4M**
  + **Gross Profit Potential:** **$11.7M**
  + **Projected Profit Margin:** **~30%**
* **Body:** This project is structured for significant profitability, with a financial model that ensures success is shared among all contributors.
* **Image:** A simple bar chart created in Google Slides showing "Total Costs" vs. "Projected Gross Sale."

#### **Slide 5: The Solution: The WNY Makers Model**

* **Headline:** A Smarter, Fairer Way to Build
* **Core Concepts (use icons for each):**
  + **Equitable In-Kind Investment:** Your work is your equity.
  + **Debt-Free Structure:** We build without bank loans, reducing risk for everyone.
  + **Accelerated Timelines:** Faster to build, faster to profit.
  + **Direct Profit Share:** All partners share in the success.
* **Image:** Use icons within Google Slides to represent each concept (e.g., a handshake for equity, a shield for debt-free, a fast-forward symbol for timelines).

#### **Slide 6: How You Get Paid: The Profit Waterfall**

* **Headline:** A Clear and Fair Path to Returns
* **Body:** Our transparent, three-tier waterfall ensures all partners are repaid before profits are distributed.
* **Content (can be a simple graphic):**
  + **Tier 1: Return of Capital:** All partners (cash & in-kind) get their initial contribution value back first.
  + **Tier 2: 8% Preferred Return:** An annualized return rewarding early participation.
  + **Tier 3: Pro-Rata Profit Split:** All remaining profits are shared based on ownership percentage.
* **Image:** A simple 3-step vertical graphic created in Google Slides.

#### **Slide 7: A Destination for Living and Wellness**

* **Headline:** Unmatched Amenities for a Modern Lifestyle
* **Body:** The 2829 Niagara St. project is more than just a building; it's a destination. With on-site amenities like a spa, restaurant, salon, and health bar, we are creating a vibrant community that will attract residents and visitors alike.
* **Image:** A collage of the interior renderings:
  + [Spa & Wellness Center](https://www.google.com/search?q=https://i.imgur.com/69968bb.jpeg)
  + [Cafe / Health Bar](https://www.google.com/search?q=https://i.imgur.com/2a59713.jpeg)
  + [Restaurant](https://www.google.com/search?q=https://i.imgur.com/0b315a6.jpeg)
  + [Salon](https://www.google.com/search?q=https://i.imgur.com/d55f561.jpeg)

#### **Slide 8: The Partnership Opportunity**

* **Headline:** We're Building a Super Team
* **Call to Action:** We are seeking partners for [Specify the role, e.g., Legal Counsel, Architectural Design, Concrete Supply].
* **Body:** Join us as a vested partner. Your expertise is your equity. You will share directly in the success of this landmark, community-focused project.
* **Image:**

#### **Slide 9: Next Steps**

* **Headline:** Let's Build the Future Together
* **Contact Information:**
  + [Your Name]
  + [Your Title]
  + [Your Email]
  + [Your Phone Number]
* **Call to Action:** Schedule a follow-up meeting to discuss the valuation of your in-kind contribution and review the Master Partnership Agreement.
* **Image:**