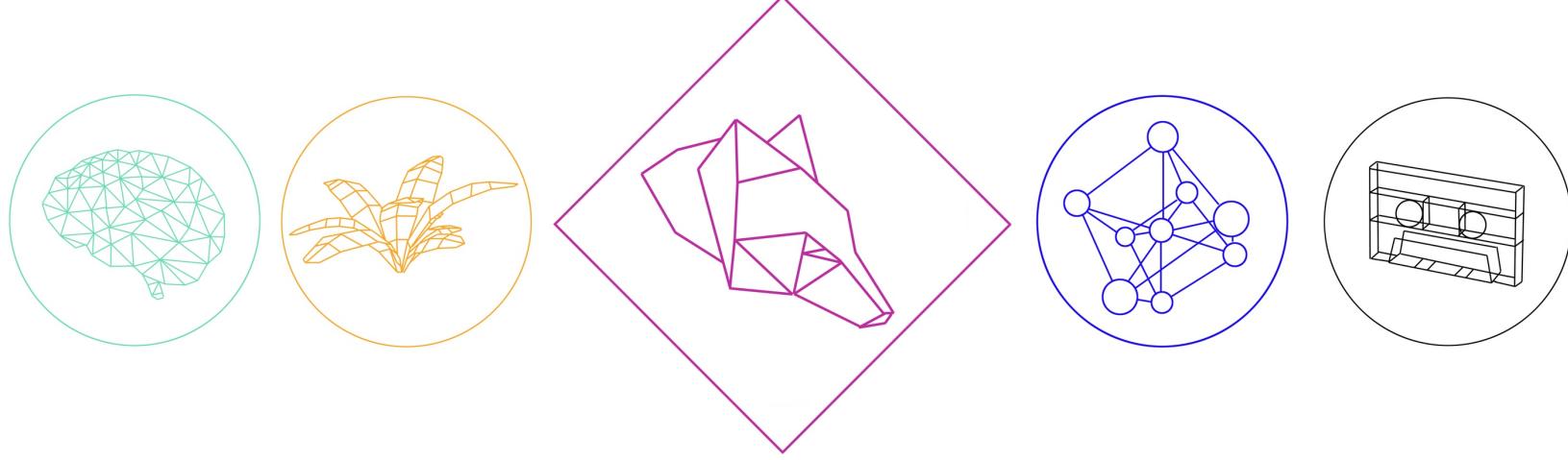


# EXECUTIVE SUMMARY

## *Welcome to Free House*

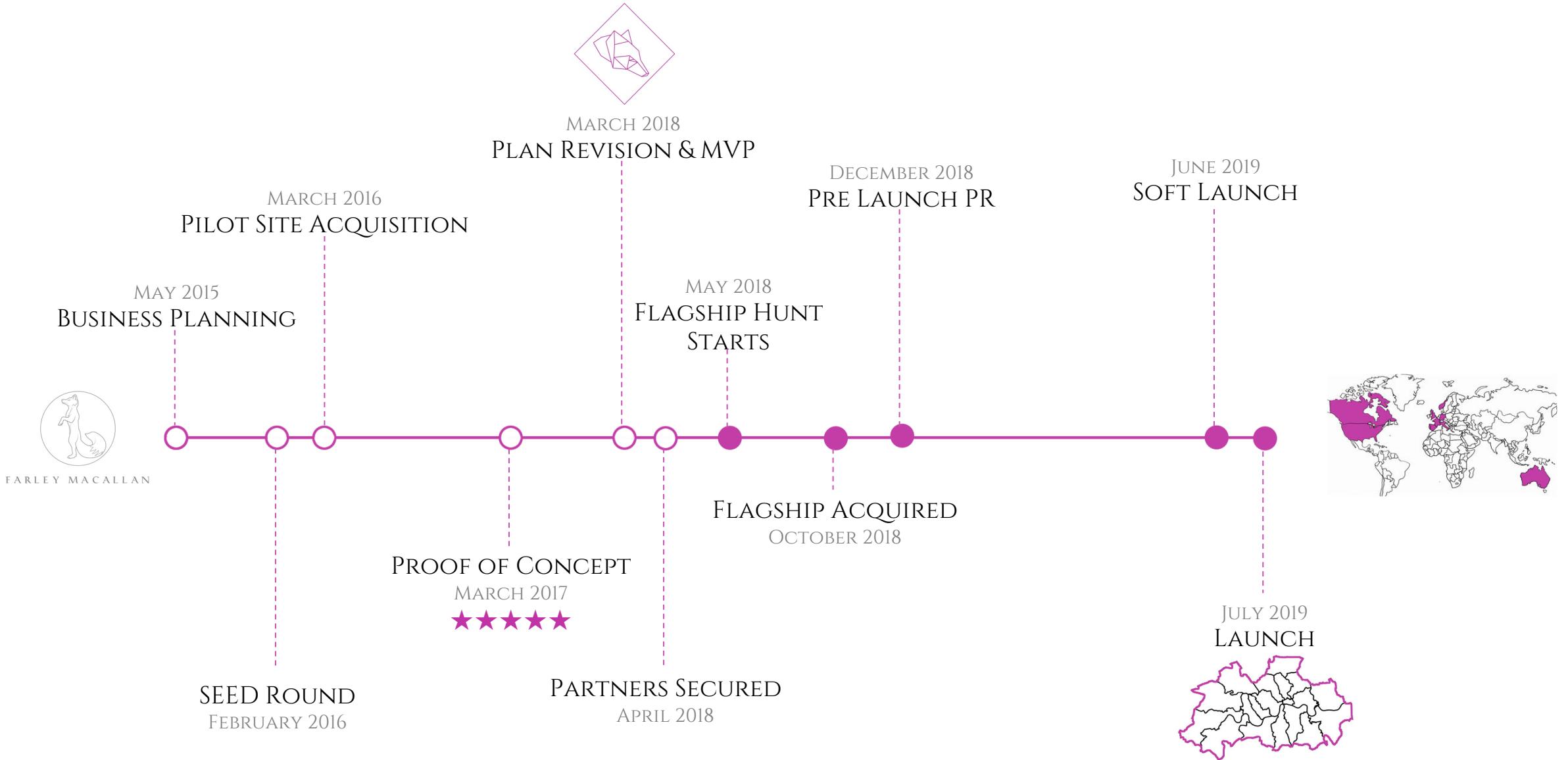
Free House is a rewards-based, inclusive members club with its own currency, a global brand and the first of its kind we are at the centre of three major global movements; Environmental Health, through our carbon free dining, dietary sensitive menus and limiting single use plastic. Mental Health through our promotion and building of communities aimed at curing social disconnect. And Distribution of Wealth, through our use of blockchain technology aimed at creating the best value for shareholders and customers alike. The current industry's most relative offering is in need of reinvigoration and with the demise of the fast casual restaurant brand and the largely untapped and lucrative millennial market, we aim to make the most of the opportunity by expanding rapidly and globally. Each Free House venue is recognised for its ethical contribution, style and most of all community, by tailoring venues to communities in order to ensure each unit has an instant and loyal customer base. With a prolific team that boasts huge personal brand equity, a wealth of knowledge and proven success at the highest level in one of the most challenging and diverse city's in the world we are at an advantage, able to set the growth curb steep as we challenge the industry's best and become your prescription of much needed community.

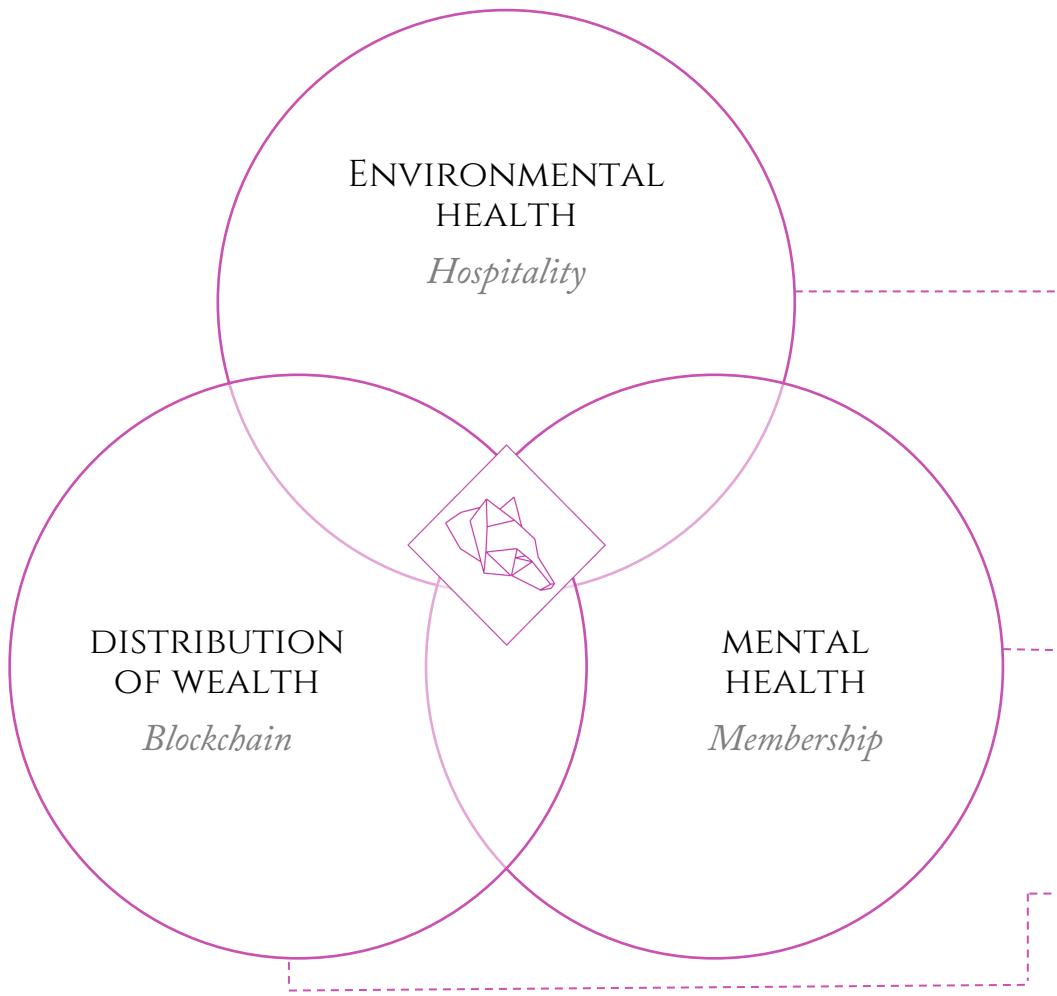


# F R E E   H O U S E

*The Inclusive Members' Club with The World's First Social Currency*

Jan - 2018





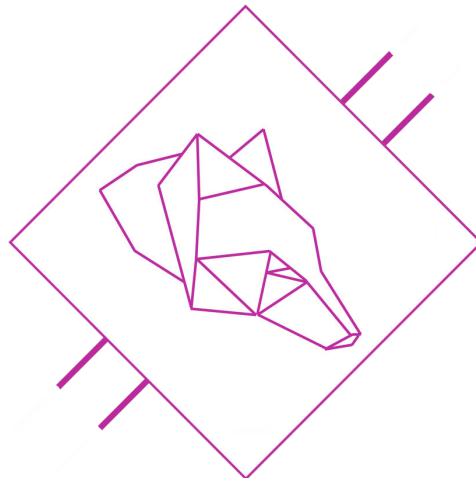
## HOSPITALITY FOR THE PEOPLE

### *Brand Values*

**Environmental Health** – We strive to be good for the environment, with no single use plastic, minimal beef produce, green utilities and partnerships with sustainably sourced produce and charities such as Carbon Free Dining, we aim to be positive for the environment without limiting choice.

**Mental Health** – With such a steep rise in urban loneliness and social disconnect we are pro mental health, providing a social service that improves mental wellbeing through community support and social interaction. With so many turning to digital forms of social interaction people are suffering from growing mental health problems due to becoming segregated from the real world.

**Distribution of Wealth** – We believe in the ethical value of the Blockchain. A democratic, community driven, “power to the people” idea that has sparked the largest distribution of wealth in human history, we believe in the power of the blockchain and embrace the movement.



# FROM HACKNEY TO THE GHERKIN

## *The Story So Far*

In December 2015 our Founder, Luke Ramsden successfully pitched to Martin Bikhit (Owner of Kaye & Co, properties) to open a new type of members club and set out looking for a space to introduce the concept to the market. With an initial pledge of 500k they sought out modest properties with high footfall in Marylebone, Fitzrovia and Kings Cross. Then, after pitching the concept to Portman Estates Luke won a new, shell condition, 25yr lease on Blandford Street in Marylebone opposite The Chiltern Firehouse. Luke then however decided that such a postcode would require considerably more capital and so opted for smaller sites located in East London due to the typically braver demographic. After finding 177 Morning Lane on a Gumtree ad Luke opted for a smaller raise and negotiated a zero premium, low deposit space at the expense of a full-lease to start a short-term Pilot site. This meant that Luke and Martin parted ways and new Investors Tara Bahia and Krishna Jinka backed the venture.

After leaving a trail of jam packed brunches, critically acclaimed food and drink and a unique events calendar at 177 Morning Lane, the then named “Farley Macallan” started raising finance after being accepted on CrowdCube. This experience introduced the investment world to Luke and after meeting a series of HNW’s and sophisticated investors (many of whom are on our advisory board) opened up a wide array of investment opportunities, prompting Luke to pull the CrowdCube pitch at 87% funded and seek larger investment capital and expertise to support a more rapid scale up through the lessons learnt with the pilot.

Now having partnered with Ameiva Mack, Avenue Hospitality Consultants and Discover Blockchain we have unlocked the true potential of the enterprise and have allocated a fundraising target to match the sheer scope and scalability of the business. With a fantastic group of partners and a truly scalable concept we aim to be an international brand within 5 years.

## THE PROBLEM

### *What's the Name of Your Local?*

The humble 'Local' used to be the heart and soul of a community - a place to have fun with friends, celebrate your successes, share your woes and claim respite from daily stress and strain. But in London alone, we have lost 81 local pubs *per year* since 2001, to date, that's 1,296 community hubs gone in the past 16 years. This is coupled with the loss of community hubs like day centres, libraries, leisure centres and long-standing independent cafes, bars and restaurants. Compounding the problem is that we are now so reliant on technology to communicate that we are starting to forget what in-person contact with like-minded people actually feels like. More and more of us are feeling disconnected in our areas of London now our friends are no longer 'around the corner'. We've lost our sense of 'belonging'.

Loneliness is as bad for you as smoking 15 cigarettes a day - Holt-Lunstad, 2010

Livestock production is responsible for 18% of total greenhouse gases

“The fact that we communicate more and more online as opposed to face to face means that relationships are more ambiguous than ever,” - Dr Martin Graff

More than nine million of us say that we always, or often, feel lonely – Theresa May

if you spend over two hours a day on social networks, your chances of feeling socially isolated are twice as high

Epidemic of loneliness, estimating it costs £6,000 per person in health costs

There are an estimated 1.2 million people in the UK who have "chronic" loneliness

## THE SOLUTION

### *Tackling Urban Loneliness*

Free House is a multi-faceted new type of club, a beautiful merging of a traditional country pub and a modern private members club. An **inclusive** concept that removes the pretence and faff that surrounds the worlds current antiquated offering. We are **reinventing the local** by fostering a regular through a reward-based membership using our own "**LOCALS**" tokens as the vehicle; a coveted regular is rewarded for their patronage through discounted food and beverage, access to free events such as tastings and fashion shows and preferential bookings; all sent to their digital wallet. **Your membership card becomes your ticket to a community that urban areas are lacking.**

## MOTHER BRAND - HQ



Luke Ramsden  
*Founder*



Tara Bahia  
*CTO*



Richard Eversden  
*Dir of Ops*



Reece Williams  
*NED of Marketing*

## SUB BRAND PARTNERS



Tara Bahia  
*KPMG*  
Brain Trust



Sebastian Merry  
*Magpie*  
Concept Kitchen



Andy Mil  
*The Cocktail Trading Co*  
The Ecologist



Richard Eversden  
*Cura*  
Public Space



Olly Brading  
*The Cocktail Trading Co*  
The Ecologist

## FOUNDING AFFILIATES



**Dimitris Gyftopoulos**  
*Al Zayani*  
Property Financier



**Simon Bowden**  
*Simon Bowden*  
Architect and Interior



**Sebastian Gaik**  
*Avenue Hospitality*  
Property & Roll Out



**Sebastien Ameiva**  
*Ameiva Mack*  
Fundraising



**Melissa Yacoub**  
*Discover Blockchain*  
*ICO Partner*

## ADVISORY BOARD



**Phil Cameron**  
*No.1 Traveller*



**Ben Acheson**  
*Skyline Startups*



**Emma Birley**  
*Bacchus PR*



**Dan Feaheny**  
*FinTech Advocate*

# LUKE RAMSDEN

*“Good ideas come to life when the hemisphere's come together”*

Luke started his career in London in the private members club **Home House** as a barista in 2007 and 4 years later opened the newly acquired No 21, Luke then opened Home House's latest venture, The Vaults, as General Manager at the tender age of 25. Luke's next career move was a slight change in demographic yet a similar challenge in the high profile **The Arts Club, Mayfair**. After restructuring the 3.5m per annum site's operations and advertising strategy he left in search of accountability working for more independent brands such as **The Rushmore Group** (Milk and Honey, Giant Robot) and **Urban Leisure Group** (Central & Co, Graphic), here Luke became solely accountable for each business, reporting directly to ownership.

Luke started his own restaurant/bar with the brand Farley Macallan at the age of 29, launching with just 45k and opening in just 11 days, the space achieved real success with rave reviews from London's press and customers alike, culminating in winning Time Out's bar of the week in May 2017. The 18-month term gave Luke the opportunity to demonstrate not only his operational flare at managing and maintaining a business but also in starting up and growing a business with limited resources.

Some of Luke's achievements include becoming the youngest ever Head of Department at Home House, breaking all sales records in the first 6 months at Urban Leisure Group and being featured in the book *Hospitality Heroes* alongside some of London's hospitality greats.





BEVAN  
KIDWELL



OSWALD  
MURDOCK



استثمارات الزيانى  
ALZAYANI INVESTMENTS

CURA  
DINING & EVENTS



AMIEVA  
MACK PLC

sb

DISCOVER  
BLOCKCHAIN

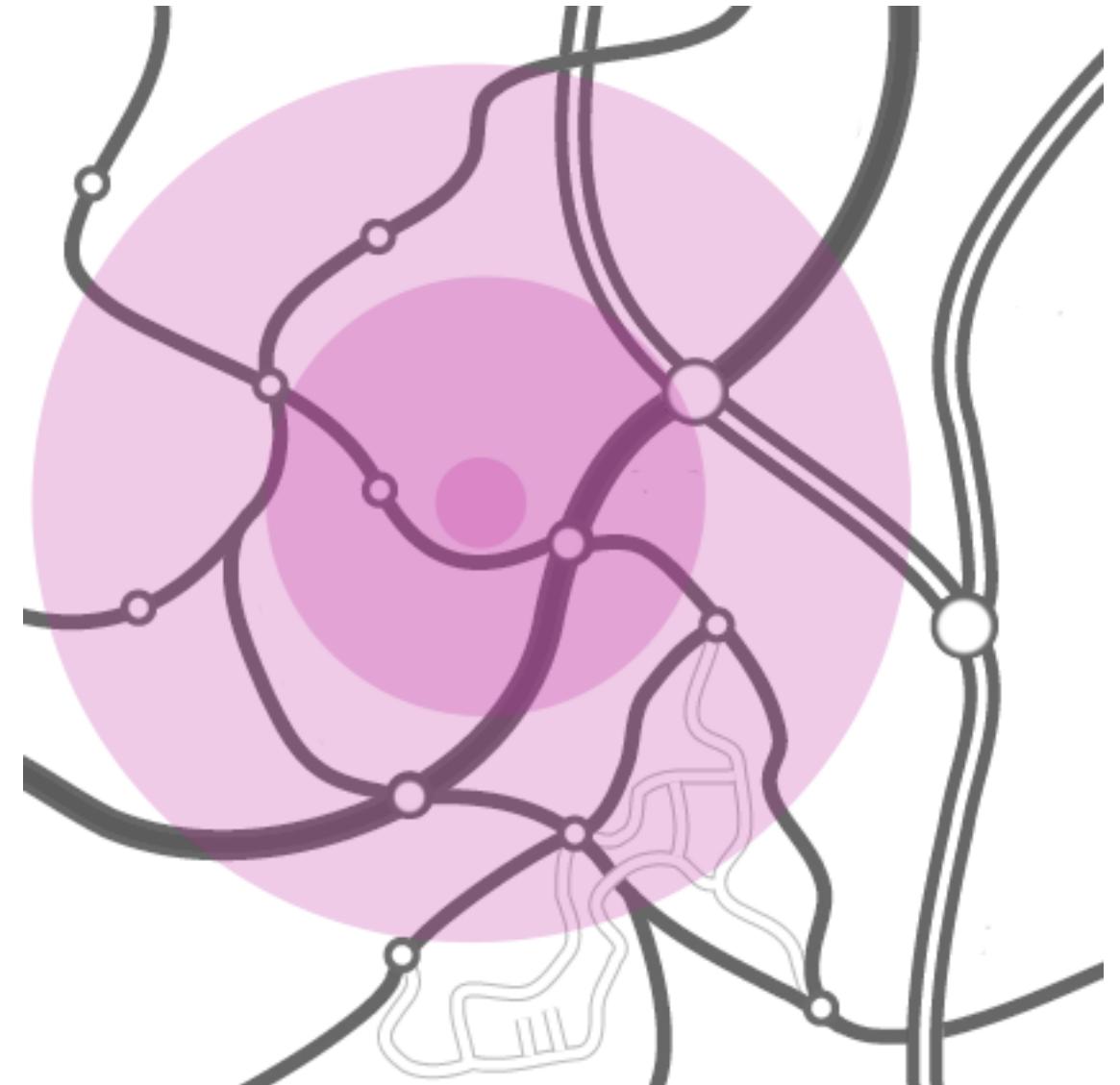
^  
bacchus



## MARKETING STRATEGY

**Location, Location, Location.** Plenty of bars and restaurants succeed despite major flaws to their offering simply because of a combination of a great license and location. Using this philosophy, we have tailored the design, offering and sub brand **concepts to be flexible enough to work for many demographics and in many different locations.** Our industry experience means we are able to tailor concepts to suit any unit, making location priority one. Whether it's a One Iota in a Dalston basement or a Concept Kitchen in Marylebone, we are able to adapt and make the most of a property opportunity.

We've targeted specific areas for the flagship that we believe are up and coming areas that will provide a lot of natural growth and that are more conducive to up and coming independent brands, however the brand is flexible so we are able to consider a broad spectrum of opportunities.



## CUSTOMER ANALYSIS

A cross section of Free House's clientele is; 20-45 years old, Males and Females whose values and beliefs are: Equality, outgoing, fair prices, and appreciation of knowledge. The target audience is a broad selection of people; they work hard through the week, but never too hard, they enjoy the real things in life, like spending quality time with friends. They love the frills, as they are an expression of creativity but understand the true value in them. They are explorers who aren't afraid to try something new, but they also miss the homely feel of a community. They like to be fully submersed in an experience. Their hobbies include the gym, the arts, food and drink, advertising, media, marketing, writing, music.



# OPPORTUNITY – TREND REPORT

## *The Demise of fast casual*

As the casual branded dining sector suffers its worst ever slump, the industry starts to reflect on "what the hell happened" with household names such as Jamie's Italian, Prezzo and Byron all suffering catatonic losses and in some cases, fatal. Consumer trends has never been under such scrutiny and the frontrunner for fronting the blame is predictable brands that lack the "wow" factor that will get consumers out of their homes. As UberEATS and Deliveroo take their slices of the hospitality industry customers need more than good reliable food to get them to leave their homes. After all time out isn't a nourishment necessity but a social one. The brands surviving such turmoil are new, unique offerings that are fluid and ever changing to keep up with a frantic demand for something new to show with the millennial favorite "instagrammable" photo opportunity. So what will get us to leave our homes? Community and entertainment. Roger Wade, founder of Box Park said "as an industry we are seeing a shift towards a more social eating set up, Mark Fox, CEO of Bill's stated to stay relevant to millennials they are plotting smaller "local" sites. Mr. Hyam, editor of CODE magazine stated "the shift is being driven by millennials, who "are not only doing it from a health point of view but from a sustainable and ethical point of view" all reinforcing the evidence that there is a large demand for venues that do more than just serve food.

BARBECOA

jamie's  
ITALIAN



PREZZO

HANDMADE  
BURGER CO

BYRON

# THE MILLENNIAL PROBLEM

## *Key Market*

Social Responsibility for a generation so connected they're becoming more alone, the problem of a generation. As social media and tech become more and more prevalent in our lives and accountability for tech companies comes slower than Mark Zuckerberg's resignation, the onus of fixing the mistakes made by generation X/Y's abuse of hyper connectivity falls on the shoulders of the millennials, a generation that grew up in a false reality of social media and nurturing a digital self making them the most connected yet isolated generation in history. With the plethora of research supporting the notion that we experience the same chemical reactions in the brain when we receive a notification as an alcoholic or drug addict getting a hit, we prescribe these slot machines in the millennials pockets in the hope that they won't depend on them for a dose of dopamine when faced with times of strife. Symptoms of tech addiction (now recognized by the NHS) include a higher risk of dementia, heart disease and depression, it is comparable to obesity or smoking 15 cigarettes a day and yet there is no legal age limit to buy an iPhone. The Millennial generation are in need of human interaction and with tech taking the human out, we are putting the human in.

TECH DEPENDENCE

SOCIAL ISOLATION

ADDICTION

FREE HOUSE

SOCIAL RESPONSIBILITY

## REECE WILLIAMS

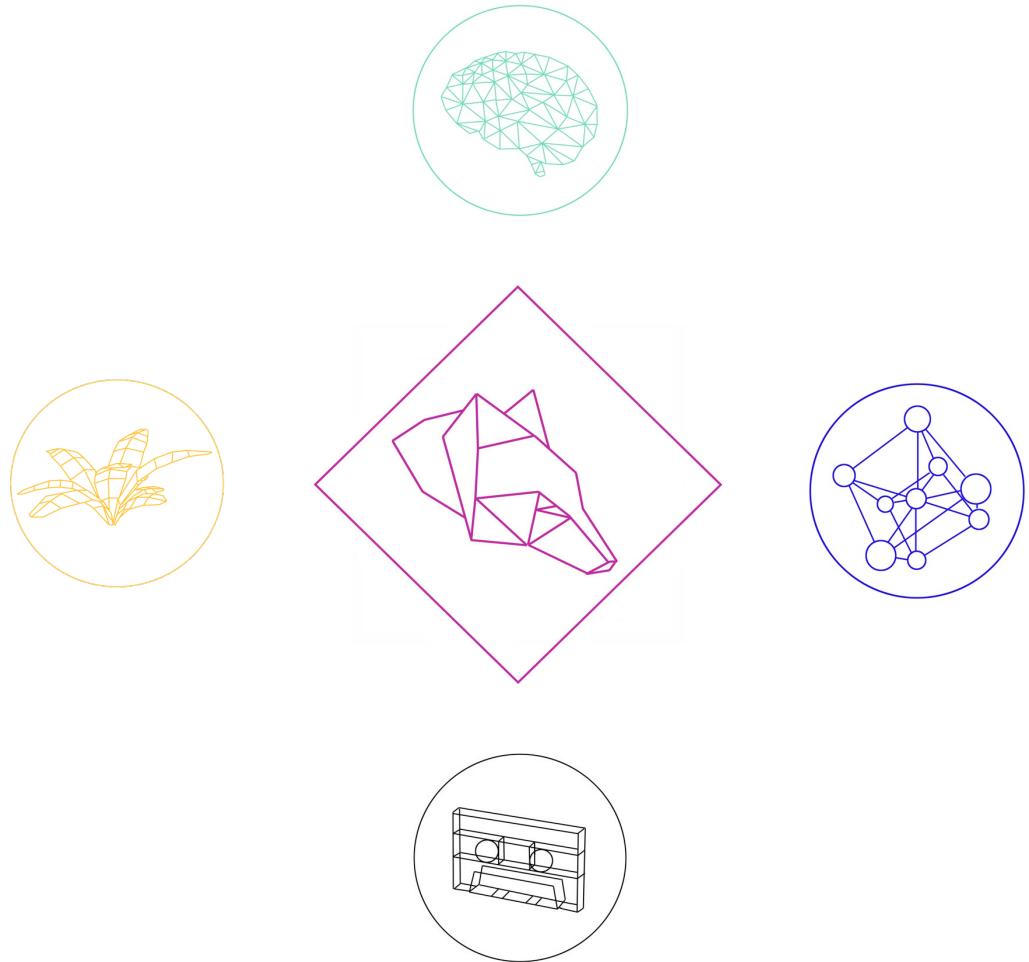
Reece Williams is a senior management professional with experience in brand development, change and operational leadership in lead management roles for brands such as Coty, GHD, Wella, through to boutique brands such as Home House where he enjoyed a success during an eight year tenure as Sales and Marketing Director. More recently as a consultant using his strong record in sales and marketing, demonstrated across a range of luxury lifestyle, Reece has wide experience in delivering significant business turnaround with sure-footed leadership and management skills and is looking forward to helping establish and develop Free House.



# THE BRAND

**Brand Profile** - People patronize Free House for its integrity, its consistency in delivering what it promises and its brave approach to exploring new areas, whether that is new music or new produce for dishes. The commodity is the food and beverage, but the product is an environment that is attuned to all the senses, this aim is achieved by using the space in a unique way, through the use of adjustable screens and furnishings and using all aspects of the design to encourage a social atmosphere. And that is why people flock to a Free House. A Free House does not intend to revolutionize what is one of the oldest industries in history but to fine-tune its approach by focusing not solely on the commodity but on the entire experience. Some venues do this well, but Free House does it better.

**Brand Personality** - Free House is a brand of integrity and style, its educated but not pompous. Distinctly British but celebrates the cosmopolitan nature of urbanized areas delving into new cultures. Free House offers patrons the chance to be part of an experience that is at the forefront of current trends and to be part of the community. Your membership is your ticket to a prescription of social connection in a wholesome community.



Sense of Community

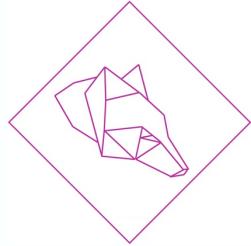


wagamama



FRIDAYS

Value



som  
saa



SHOREDITCH HOUSE



Home House

## MISSION STATEMENT

#ReinventingTheLocal

Providing an experience for a wide range of clientele that is not only of the highest quality but attuned to all the senses. All aspects of all Free House venues are designed to foster a friendly atmosphere, from the development of a menu full of talking points to the interior design which at its heart; the creation of an instantly comfortable atmosphere that draws people into the community.

Our goal is to make Free House venues '**locals**', a concept that urban areas have sadly forgotten, and for those further away, to make it a clean and cozy environment that feels like a home away from home. We combine the highest quality of product with a total absence of pretense by keeping prices fair.

By upholding these objectives and developing a brand that is renowned for its quality, style and integrity, we will build a profitable business and at the same time make a contribution to the local community.

## LAUNCH | PROMOTIONS | PR

### *Objectives*

Announce the arrival of a global revolutionary brand

Highlight the Brand Values throughout coverage

Create media hype with a high profile launch events

Obtain coverage for the launch in relevant media

Create on-going media buzz after the launch

Drive traffic and engagement to website and social media pages

### *PR - Introducing the Profile of Free House*

Six month intense PR programme

Secure coverage in national, consumer and online media

Draft media list

Draft press release

Launch support

Hosting and managing media

Follow up sell in to secure coverage

Venue reviews

Social media support

**The Observer**

**London Evening Standard**

**URBAN JUNKIES**

LONDON

**STYLIST**

**The Telegraph**

**the guardian** THE  TIMES

**METRO**

**GQ**  
LOOK SHARP // LIVE SMART

**Time Out**  
London

**DRAFTED**  
MAGAZINE

**Esquire**

**ShortList**

**view**  
London.co.uk®

**MR HYDE**

**Telegraph**.co.uk

“Having a good atmosphere is one of the most important factors for people choosing a pub, as selected by 56%”

- YouGov

Reverent to the Local

“In our survey of 18 global cities, London came out as the loneliest”

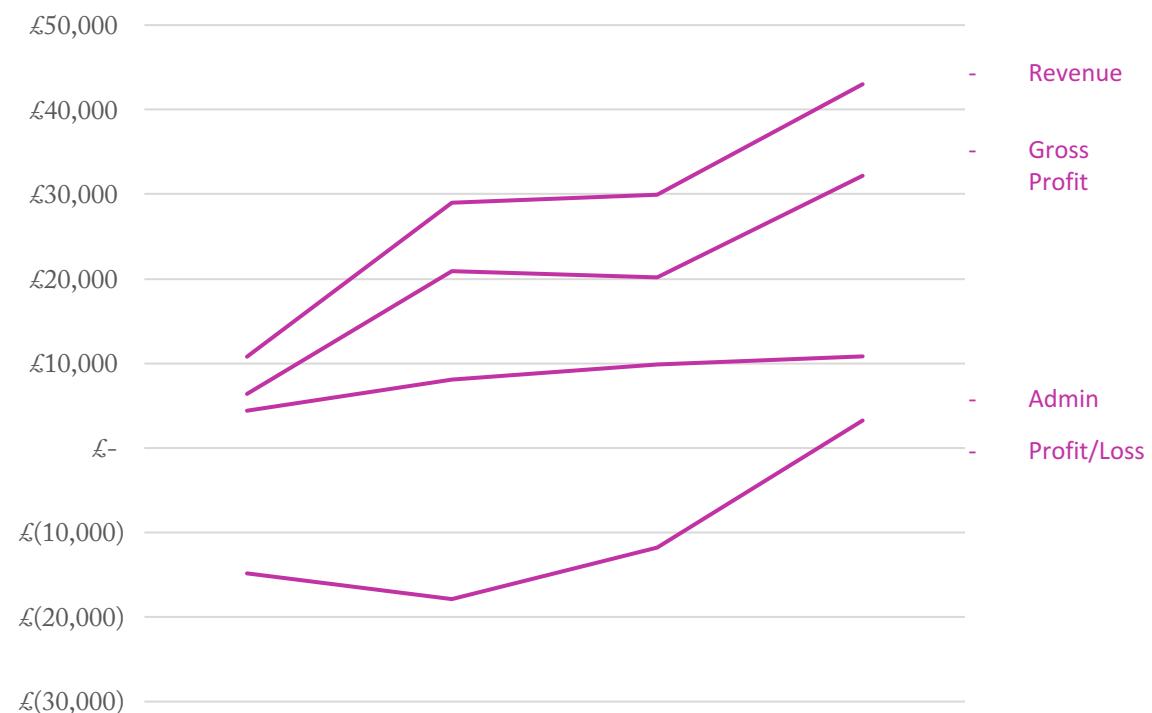
- Time Out

## PILOT SITE – MORNING LANE

The Pilot Site was situated on Morning Lane, close to the £200m redevelopment, Hackney Walk. This redevelopment aimed to recreate Bicester Village with an outlet village stocking brands such as Burberry, Gieves and Hawkes, Nike, Pringle & Aquascutum to name but a few. Sadly Hackney Walk has received a poor reception from the locals, being viewed as a controversial use of government funds, this coupled with the negative national press coverage of violent crime in the area has somewhat stunted its growth and delayed phase two of the development. Despite this the Pilot Site was well received and achieved nothing short of 4 stars on every platform. London's press visited and gave us rave reviews, Most flattering for us was making **"Bar of the Week"** in TimeOut. This validated some key assumptions made about the business plan.

A prototype project, it provided proof of concept and our ability in creating a space. We opened in just 9 days and spent only £28k, making 113k in NET sales in our first year.

Year 1 – E 9



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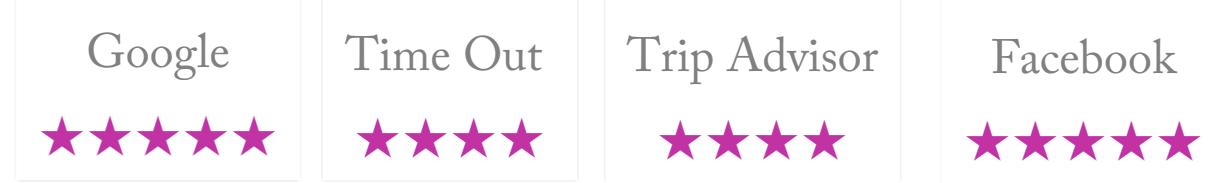
**TimeOut**  
“We love this new Hackney bar-restaurant”

**The Nudge**  
“Part Wine Bar. Part Café. All Excellent”

**London On The Inside**  
“A welcome addition to the neighborhood”

**Square Meal**  
“Affordable done well”

**Design My Night**  
“Found my new hang out”





# MEMBERSHIP INFORMATION

We offer four types of membership: Brainiac, Local, Champion and Familiar. Memberships reward members for using the space, the more they are used the more rewards members get. Each tier allows purchase of special tokens for a digital wallet that increase in value the more often you visit. These tokens offer discounts on food and beverage, access to members events and preferential bookings.

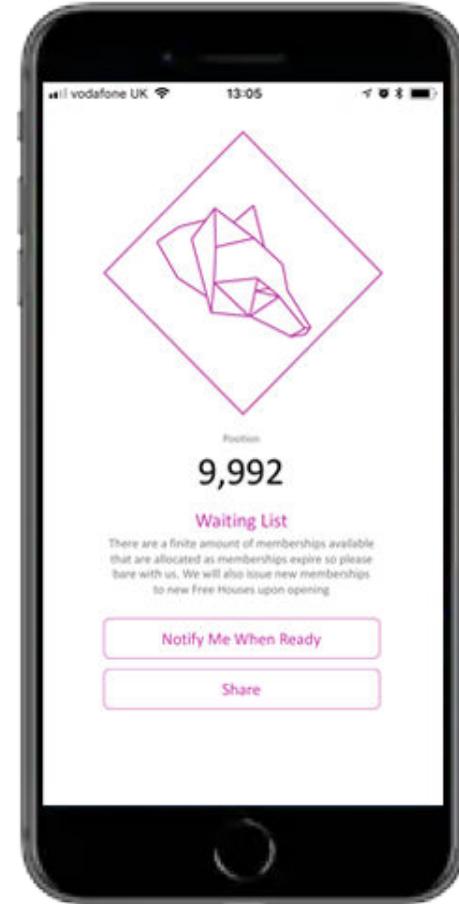
## PURPOSE

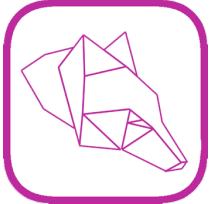
The membership's priority is to create and sustain a "regular" that are at the heart of our offering. These patrons generate an atmosphere that non-members will relish, we are purchasing loyalty and nurturing natural ambassadors for each location. Once a membership is unused it is removed and awarded to the next on the waiting list automatically to ensure that core group is maintained at the right number.

## BENEFITS

Tokens can be used to promote varied initiatives at low cost  
Membership Cap, provides exclusivity whilst maintaining an inclusive environment

Monzo style waiting list adds to the exclusivity  
Purchasing behaviour analytics enable us to make better business decisions





## Main Functions - Front End

Purchase, share and spend tokens

Book Members Events

Order food and beverage to the Brain Trust

Receive offers and promotions

Share, check-in through social media

Place app on holiday to avoid cancellation

Waiting List when applying



## Main Functions – Back End

Sale of Tokens

Promotion of Events

Monitor & Maintain Usage

Viral Loop Marketing

Back End Spending Pattern Analytics

Foster Loyalty

	LOCAL	BRAINIAC	FAMILIAR	CHAMPION
<b>Cap (per location)</b>	100	150	100	50
<b>Discount on Tokens</b>	25%	10-25%	15%	35%
<b>Access to the Co Working Floor</b>	£5	Free	£5	£5
<b>Discount on Events</b>	25%	5%	15%	35%
<b>Monthly Gifts</b>	Yes	Yes	Yes	Yes
<b>Radius to location</b>	2 miles	N/A	N/A	10 miles
<b>Welcome Dinner for 2</b>	Yes	Yes	Yes	Yes
<b>Free Nitro Brew</b>	No	Yes	No	No
<b>Menu Guinea Pig</b>	Yes	No	No	Yes
<b>Discount on Public Space Room Hire</b>	10%	5%	No	35%
<b>Fee (PCM)</b>	<i>Free</i>	£60	£20	£40



## EOS

EOS.IO is software that introduces a blockchain architecture designed to enable vertical and horizontal scaling of decentralized applications (the “EOS.IO Software”). This is achieved through an operating system-like construct upon which applications can be built. The software provides accounts, authentication, databases, asynchronous communication and the scheduling of applications across multiple CPU cores and/or clusters.

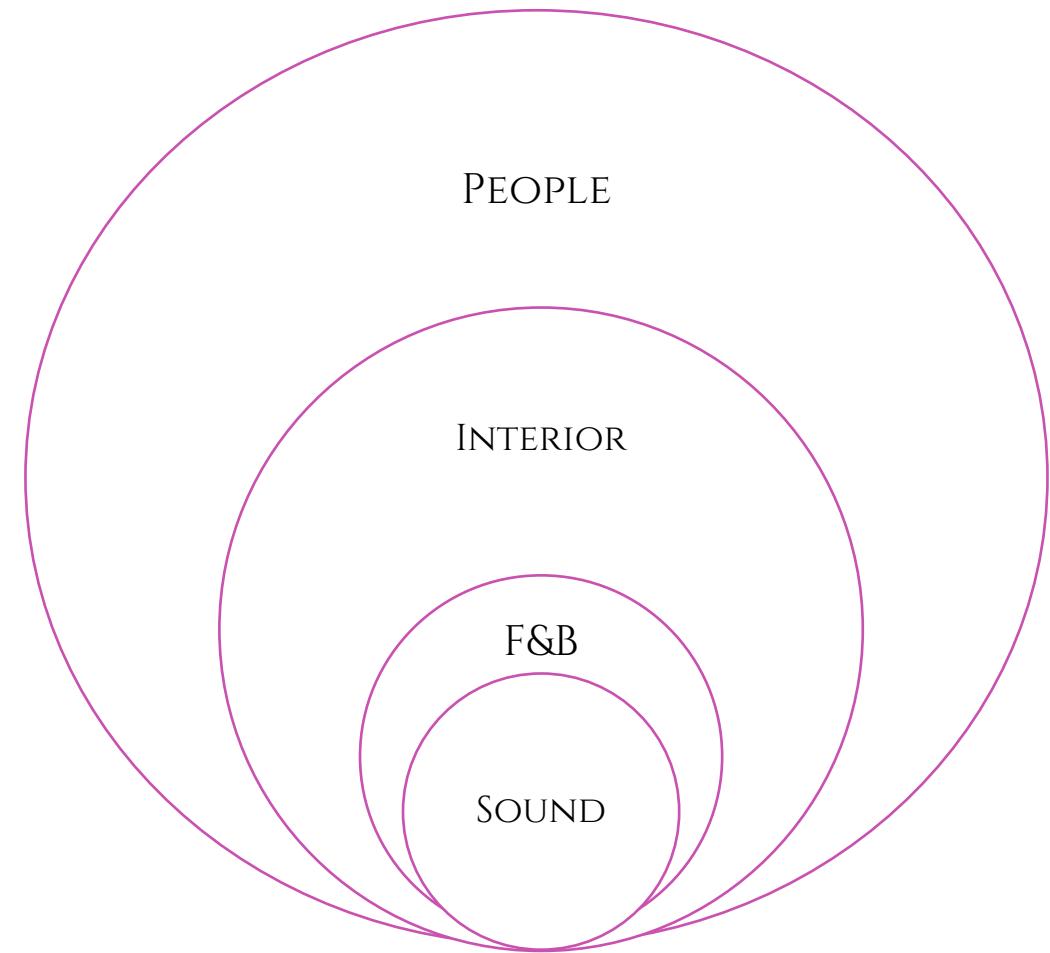
The resulting technology is a blockchain architecture that has the potential to scale to millions of transactions per second, eliminates user fees and allows for quick and easy deployment of decentralized applications. For more information, please read the EOS.IO Technical White Paper.

## DESIGN BRIEF

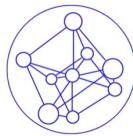
To provide an experience for customers that is not only of the **highest quality of product but attuned to all the senses**. All aspects of any Free House will encourage a social atmosphere using everything from menu's designed with talking points; to the interior, the primary purpose is to create an atmosphere that ensures people are **instantly comfortable and part of the community**.

**People come first** in all aspects of the design, developing a brand that is renowned for it's quality, style and integrity.

The spaces are versatile to support the many different styles of service feeling **welcoming both during the day for coffee and meeting yet also in the evening for cocktails and canapes etc**. Adjustable screens help ensure the atmosphere is always close and comfy, always feeling busy by reducing the size of the atmosphere and expanding as more guests arrive. Tempered glass and reflective surfaces help create **movement and move light throughout the space**, creating a place that is a pleasure to be in.



## ONE IOTA



One Iota is our molecular cocktail bar serving imaginative concoctions with a matching canape, such as alcoholic candyfloss or a alcho-dipping lolly. Sombre and chilled at the early stages in the evening through to dancing to live music and bands until the early hours.

## CO ALESCE



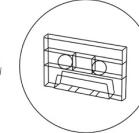
Co Alesce is our co-working space where your work needs are catered for, enabling members to network, create, graft and code all in a comfortable yet engaging atmosphere. Perch on a hot desk, use the booth for a call, drinking complimentary draught Nitro Brew.

## CONCEPT KITCHEN



On the ground floor our Concept Kitchen restaurant caters for all dietary serving a mixture of small, medium and large plates for all styles of dining featuring dishes such as in-house cured Deep Gravadlax, Vegan Gnocchi or a 28-day aged.

## PUBLIC SPACE



The Public Space event area hosts weekly events such as wine tastings, comedy nights and the bi annual members party to name a few. This space is a typical blank canvas that is flexible to truly personalise private events as well as its list of member and non-member events.

CONCEPT KITCHEN



FEATURING SEBASTIAN MERRY



## CONCEPT KITCHEN

The Concept Kitchen is the dietary-sensitive, healthy and flexible hub of any Free House. Serving breakfast, Brunch, Lunch and Dinner it is the all day, every day element synonymous with all Free House venues. Service is attentive but unobtrusive, friendly and full of character. The food offering is flexible for a quick snack and a coffee to a full blown birthday banquet. The menu comprises of different sized dishes ideal for mixing and matching as tapas or as a more traditional three course dinner. Each Concept Kitchen will be partnered and subsequently driven by, an energetic and talented head chef, with equity; showcasing his/her ability and style as a chef. Founding Partner Sebastian Merry's Menus drive for sustainable, seasonal ingredients and push for zero single-use plastic



**Nomad Cuisine** /[noh-mad] [kwi'zi:n]/ is a phrase created by Free House referring to food that has international influences and is a result of the Head Chef's travelling experiences. Often with a strong focus on a single ingredient done well it is cooked with a high degree of skill and with "no frills". Celebrating the natural state of an ingredient, each dish has healthy elements with micro herbs, power green and super foods often an intrinsic part of each dish. Nomad Cuisine also has an ethical element, using no GM items and striving for zero waste. The food direction gives customers a unique insight into the Chef's experiences

**Small****Medium****Large**

<b>Carni</b>	Buttermilk Chicken, Buratta, Micro Basil 7.5	Breaded Lamb Cutlets, Lemon Zest & Za'Atar 10.5	28-Day Smoke Aged Rib Eye Steak, Béarnaise 16
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<b>Pesci</b>	Smoked Mackerel Pate, Pea Shoots & Toasted Sourdough 6.5	Deep Gravadlax, Horseradish Quark & Samphire 9.5	Seared Queen Scallops, Edmemame Puree & Quinoa 15
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<b>Vegi</b>	Bulb of Mozerella, Pickled cucumber, Buckwheat 6	Cauliflower Fritters, Cucumber & Curried Yoghurt 8	Charred Broccoli, Tomatoes, London Feta, Nori 14
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<b>Vegan</b>	Isle of White Tomatoes, Micro leaf Basil & Sumac 6	Spelt, Baked Artichokes, Kimchee & Toasted Pine Nuts 8	Truffled Gnocci 13.5
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<b>Sweet</b>	Molecule, Boozy Petite Fours 5	Aloe Vera Panna Cotta & mini Marshmallows 6	THE Cheese Board 8
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**Sides (Small)**

Togarashi Fries 5	Shaved Fennel, Yoghurt, Za'Atar, & Dill 5	Sourdough & Butter 5
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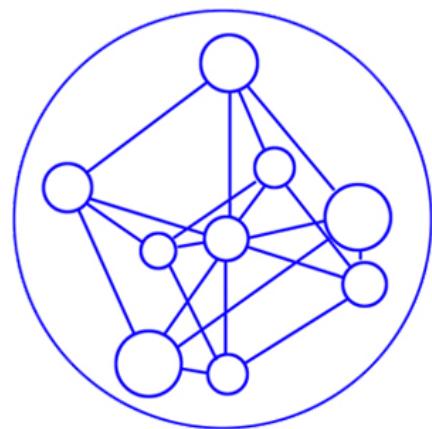
## SEBASTIAN MERRY

*'The greatest dishes are very simple' – A.Escoffier, the 'Emperor of Chefs'*

Sebastian grew up in Somerset in a small countryside town, landing his first job in a small pub in Somerset at the tender age of 14, working as a kitchen porter. Having finished school He moved to Bournemouth University and he worked in local 2 rosette restaurants on the sea front. This was when he realized his true passion for food, and he left university to pursue his dream in some of the best hotels and restaurants in Bournemouth, all with 2-4 rosettes, and 4-5 star hotels, working alongside some of the best chefs in the area, including 4 months working with Tom Sellers of Restaurant Storey in Bermondsey. During these 6 years he also competed in the "Young Chef Of 2010" in Dorset coming second and the "Nestle Seafood chef of the year" finishing fifth. In June 2011 Sebastian appeared on the BBC television show 'Masterchef the Professionals' in which he produced food for Michelle Roux Jr and reached the quarterfinals. London was next for Sebastian, working in a new opening of the members club "The Arts Club" in the role of sous-chef in August 2011 and taking on a more managerial role. In October 2013 Sebastian moved to open The Olympic Cinema in Barnes, South West London as head-chef, for chef, patron and owner Henry Harris of Racine in Knightsbridge, and celebrity chef Heston Blumenthal.



ONE IOTA



WITH THE COCKTAIL TRADING CO.

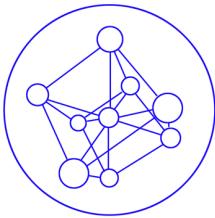


## ONE IOTA

One Iota is the social hub of any free house, designed for late night drinking, socialising and entertaining. Perfect for most occasions but aimed at people celebrating a special occasion or simply celebrating the weekend. A quirky and immersive experience the menu and service aims to excite and inspire by providing truly unique and mind boggling molecular concoctions. Each tipple arrives with a molecular companion evolving flavours whilst maintaining a big theatrical element. One Iota is where you'll find cocktail Instagrammers and connoisseurs alike. Predominantly open for evenings however also hosting some not so "light sensitive" events such as exhibitions and matinee movies. The space adapts as the week progresses, think slow jazz and speakeasy style drinking through the week but drinking and dancing weekends long. This area is where service is at its most comfortable and friendly and most importantly void of any pretence. One Iota is partnered and subsequently driven by, an energetic and talented Bartender Patron, with equity; showcasing his/her ability and style as a bartender. Like the Concept Kitchen menus drive for sustainable, seasonal ingredients and push for zero single-use plastic. The Cocktail Trading Co have partnered to launch and expand the brand.



*Eco Bev/[ee-coh] [bev]/* is a term created by Free House referring to drinks that have international influences and is a result of the Head Bartender's travelling experiences. Often with a strong focus on a single ingredient done well and prepared with a high degree of skill and with “extra frills”. Celebrating the natural state of an ingredient, each drink has unusual elements with a molecular element such as alcoholic candy floss, spherified boozy caviar forming an intrinsic part of each serve. This beverage direction gives customers a unique insight into the Bartender’s experiences



## COCKTAILS

11

### Chard

Burnt Peach Skin infused Bourbon, Lemon, Peach Bitters

*Serve | Caramelized Peach Sweet*

13

### Nerd

Mango, Gin, Prosecco, Lime Juice

*Serve | Pomegranate Caviar*

15

### Habana

Tobacco and Chocolate Infused Highland Whisky, Demerara

*Serve | Mini Habanos Cigar*

### Atom

Carbonated Aperol, Soda, Sparkling

*Serve | Atomized Madarin Oil Spray*

### Pink

Amaro Montenegro, Rhubarb

*Serve | Carbonized Raspberries*

### Oyster

Mandarin Oil, Sake, Yuzu Foam

*Serve | Oyster Leaf*

### Sphere

Dill Infused Vodka, Compressed Pear

*Serve | Edible, Spherified Xante*

### Velvet

Rose Vermouth, dissolved fruit salad

*Serve | Lavender Hydrosol Air*

### Granit

Matcha Iced Tea, Green Buckwheat

*Serve | Plum Granita*

### Loli

Limoncello, citrus oil, 5 vermouth mix

*Serve | dipping ice lolly*

### Junip

Homemade Lemon Soda, Junipero, salt

*Serve | Sherbert*

### Flip

Almond, Soy, Quail Egg, Port

*Serve | Cured Quail Yolk*





## ANDY, OLLY & ELLIOT

*"We're here for a good time, not a long time"*

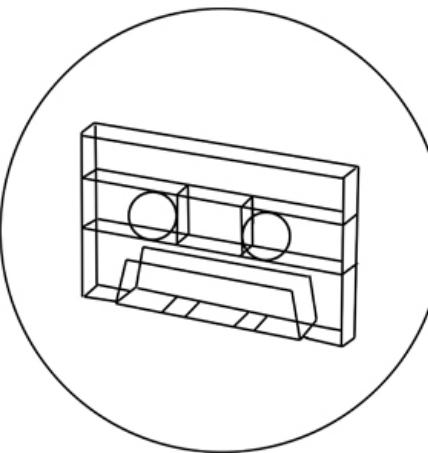
Andy's been round a while, he's set up and run bars for Lee Chapman, Leslie ash, JJ Goodman, Raymond Van Blanc, Nick House and the lovely Kelly Brook. He's been consulting and competing all this time (a small-time competition known as Deagio World Class' was one of his greater achievements), has done a lot of writing, a good amount of general winning, all the while maintaining some seriously speedy skills and occasionally acceptable chat.

Olly's generally a nice, cheeky chap and he's been around the block a few times in the London bar scene. After running a few of the London Cocktail Club bars he went freelance and has consulted on some of the worlds biggest spirit brands, until finally tying the knot with his two business buddies to open TCTC.

Definitively the geek of the group but, like the other, he always puts the fun first. Elliot's been about, opening, consulting and managing venues all while trying to apply his background in the sciences to the understanding of flavour. He's basically responsible for the clever stuff but can still knock out a solid Cape Codder.



P U B L I C



S P A C E

WITH RICHARD EVERSDEN



## PUBLIC SPACE

For Public Space, the private events space of any Fee House we have partnered with Cura Dining & Events LTD. Cura brings a wealth of knowledge and an established operation to the space. Unlike most event companies Cura curates events and occasions to suit each client as an individual, no matter how bizarre the request. Founder Richard Eversden has a strong background in the culinary arts and has produced big ticket events such as hosting for Barclays and the 2012 Olympics. With an off site prep kitchen to boot this deal frees up more space in the Concept Kitchen, provides a proven business model and grants Free House access to an established client base. Clients are treated to a full-service event production, from managing the event through to producing the furnishings and a bespoke menu.

O



### Molecule £5 / £3

The Ecologist guest bartender Luke Ramsden demonstrates how to make hydrosol airs, Caviars and alcoholic Candifloss. Includes a comp cocktail.



### Marc Nose Wine - £10 / £8

Biodynamic, Cora Vin, Viscosity. What does it all mean. Marc makes it east and gets you tipsy in the process. Drinking on duty, you're learning

C



### Rich Eversden - £15 / £10

Richard takes you through all curing and smoking techniques as you make your own gravad lax and smoked cheeses. Includes tastings and paired wine

RESERVATIONS@FREEHOUSE.LONDON

T



### O.A.Perefext - £ree

Over 60s only dancing. Come and sway to the music and get out of the house to the best the 20s has to offer. Hosted by the fantastic Steve Mulhern

B

E



### Soaked Cinema - £18 / £5

Be inside the 2017 remake of an 80s classic "Blade Runner". Come in full fancy dress and eat and drink futuristic tipples to send you straight to 2014



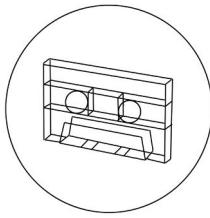
### The Talk - £5 / £ree

PHD Dr Richard Nuros and Neuro Scientist Amada Brainy discuss the effects of social media and screen time on our sleeping patterns and circadian rhythm.



### Tech Head - £5 / £ree

Our Head of Blockchain introduces a starter curse on Blockchain technology and how its shaping the world of not only finance and investment



## Hot Canapes

- Seared Scottish Beef, Peruvian Yellow Aji and Pistachio crumb
- Aubergine Baigan spoons, Sourdough Crumb and Chive Oil
- Seared Scallop, Buttered Savoy, Pickled Walnut
- Wild Mushroom, Celeriac Puree and Chimichurri Spoon
- Prawn Tempura, Smoked Chilli Oil

## Cold Canapes

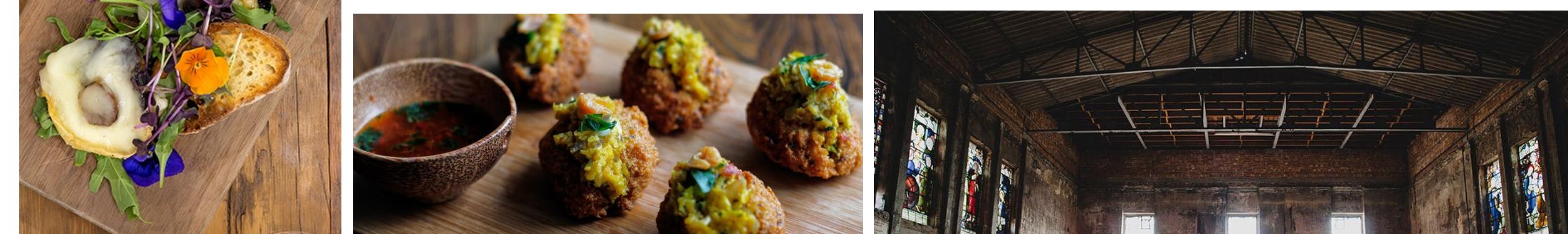
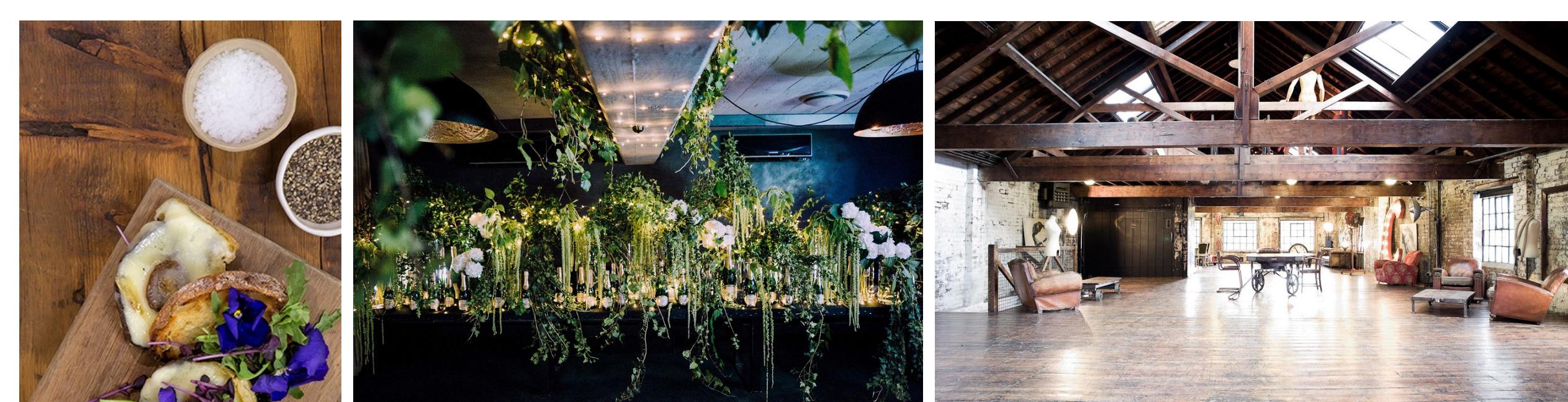
- Raw Tuna Fillet 'Po'Kee' Ginger, Soy, Sesame and Spring Onion Spoon
- Beetroot Cured Salmon, Celery Leaf and Wasabi Cream
- Sourdough Roasted Butternut Cups, Avocado Pesto and Parsley Shoots
- Goats Cheese Tartlets
- Beetroot Carpaccio, Micro Herbs, Powdered Edemame

## Bowl Food

- Sea Bass, Poached Asparagus, Black Mustard Seed and Lemon Oil
- Chicken Ballantine, Maple Bacon and Torched Monterey
- Jack Pork Albondigas, Parsley Crumb and Roasted Garlic
- Roasted Onion, Leek and Cothi
- 6hr Slow Cooked Lamb, Roasted Garlic and White Bean Puree
- Slow Roasted Heritage Beetroot, Whipped Tarragon Cream and Toasted Quinoa

## Sweets

- Dripping Red Velvet Cake
- Mini Chocolate Tarts
- Mini Lemon Verbena Meringues





## RICHARD EVERSDEN

*“Food can bring people together in a way nothing else could – Y.Ottolenghi ”*

A natural academic, born to 2 biochemists Richard holds a Level 1 GNVQ, a Professional Chef and Supervisory Management Diploma and a Degree in Hospitality Management and Business from Oxford Brooks. He has worked in high profile kitchens such as Locanda Locatelli and The Park Lane Hotel and has managed large scale catering for Peppermint and the Gatsby Club at Wimbledon working alongside industry great Silvano Giraldin of Gavroche and Heading up Iluka working on TSBs Hospitality Experience for the 2012 Olympics as venue coordinator for the 16,000pax venue generating revenues of 5m+ and reporting directly to Albert Roux.

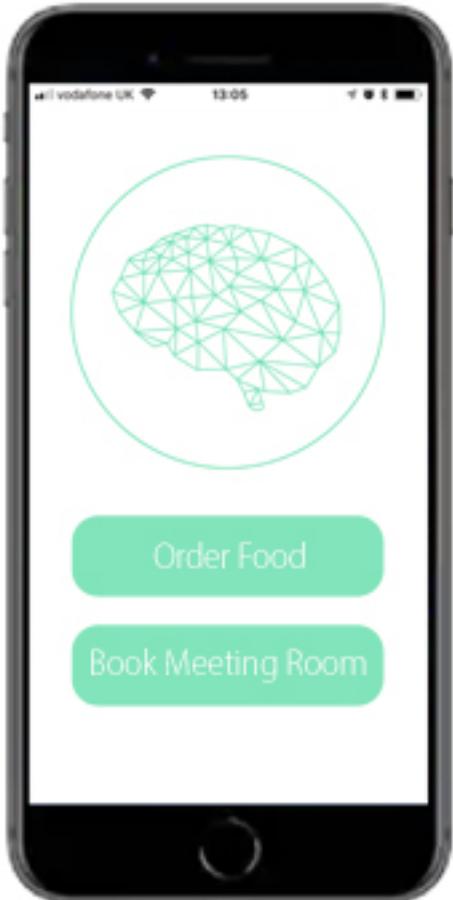
His kitchen roles have included the Victory Services Club working under Paul Mattox as CDP, a Head Chef role at the Old Fire Station in Hammersmith and Founding Development Chef of Fun Thyme LTD. Upon noticing his flare for the industry and his ability to thrive in the startup world Rich founded Cura, noticing a gap for truly customized events, he's has almost single handedly driven the business from inception through to profitability in just 4 years.



# CO ALESCE

BY TARA BAHIA

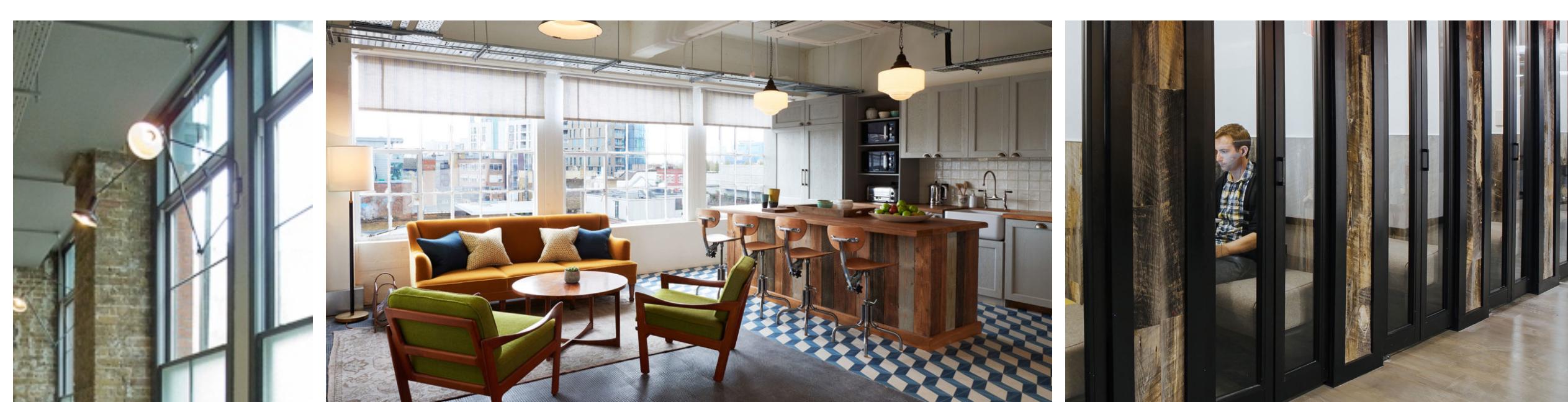
## CO ALESCE



Co Alesce is where people get stuff done, a flexible co working space with small sound-proof booths, a shower and locker area, and a small communal area with “help yourself” tea, coffee and nitrous cold brew. Unlike your typical WeWork space the Brain Trust does not have single offices charged at a premium, just large communal co working tables with power sockets and comfortable chairs. A flexible space, we host events on week day evenings and occasionally the space is used on weekends as an additional area for private parties. Co Alesce members can order from the All Day menu in the Concept Kitchen using the app so that they never need to leave their spot. Lockers are available to rent and single day memberships are available at the Community Managers’ discretion. Should members need a larger space for meetings and the basement is free then it will be rented out at an additional cost. Tara Bahia, Cyber Security at KPMG partners us with this one.



	DAILY	MONHLY ROLLING	MONTHLY CONTRACT	LOCAL
Preferential Reservations	N	Y	Y	Y
Discount on Food and Beverage	0%	10%	10%	25%
Discount for Events	0%	0%	0%	50%
Friends Discount for Events	0%	0%	0%	10%
Tasting Dinner for 2	N	N	Y	Y
Free Gallery Room Hire	N	N	Y	Y
Free Prosecco Fridays	N	Y	Y	Y





## TARA BAHIA

*"We enjoy the process far more than the proceeds – Warren Buffet"*

Having gained an MSc in Information Security at Royal Holloway University of London) and a BSc in Mathematics with Management Tara's corporate career was set when she started working for KPMG in 2010. Since then she has gone on to provide a variety of cyber security advisory work, with particular focus on Cyber Threat Assessments, Cyber Incident Management, Records Management, Identity and Access Management, transition & offshoring, and ISO27001. Tara has engaged with a global financial services company to conduct a number of Cyber Threat Assessments to raise awareness of cyber risk amongst business leaders. She supported delivery of 20+ international workshops to global business audiences. For the Investment Bank area, she supported collaboration with iSIGHT Partners, a leading threat intelligence provider, to develop a 'campaign' of cyber incidents. Tara has established four offshore teams in Chennai and Krakow, designing operating models and processes for each team, then managed the transition of activities. Tara has performed ISO27001 audits, MasterCard compliance audits, and 3<sup>rd</sup> party security reviews for global investment banks, a top health care organisation, government agencies, credit card manufacturing bureaus and other financial services organisations globally.



*"I want to make that sense of community you get in high-end members' clubs open to everyone. Our mission is to 'reinvent the local' by creating a membership offering that is rewards based, different to your typical private members club a finite amount make it the coveted title of being a regular. A home-from-home atmosphere will offer exceptional ethically-sourced seasonal food, artisan coffee, sharing cocktails and a sophisticated wine list, all at an affordable price. A place you can call home, where you are hosted rather than waited on, and which offers a series of trend-led events, often showcasing local creative talent, to excite and inspire. At the very heart of the offering is our accessible community-led membership which gives benefits to local residents, and is the vehicle for building a strong, loyal customer base to sustain our future, whilst reinvigorating the local community along the way."*

*~Luke Ramsden, Founder*

**SEED | Pilot Site – 2016/17**

To launch the brand with Pop Up and short-term opportunities  
Fund through Private Equity, start up loan and asset finance  
To achieve proof of concept through positive reviews  
within 2 months

**SERIES A | Flagship Location** – £2m

To secure the founding and operational partners  
To develop the scalability and financial sections of the plan

To refine the concept  
To acquire a perfect flagship location  
To launch the currency location

**SERIES C | London** – £5m - £35m

To complete extensive marketing research and property location research  
To launch a successful ICO, soft cap 5m, hard cap 35m  
To draft an extensive international roll-out plan  
To secure all break even in all London locations  
To open the first international location

**SERIES B | International & Sustainability**

To execute an international roll out  
To use retained earnings for a new location  
To demonstrate consistent profitability within the flagship locations  
To maintain core brand identity within different countries

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## INVESTMENT ASSUMPTIONS

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### INVESTMENT

Free House is seeking a 2m investment for a 18.8% stake to be spent on a flagship, Central London location and launch the Initial Coin Offering. Aiming to position the business for international expansion in Year 5.

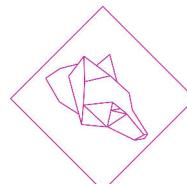
After which, when the business is demonstrating sustainable growth we will look to secure a sale to a VC firm similar to the below example.

*Graphite Capital purchased, 7 year old brand  
Hawksmoor for £35m in 2013*

### SEIS / EIS

UK investors will be eligible for SEIS and EIS tax reliefs. We have a remaining SEIS relief, of £150,000 (with income tax relief of 50% on investments up to £100,000 and capital gains tax free) and an EIS relief remaining of up to 1m.

*For further details please see:  
<http://www.hmrc.gov.uk/seedeis>*



## FUNDRAISING CAPS

### STAGE ONE – MVP (60K)

Design and implement a working prototype of the tech and define how it applies to our membership offering, create the basic frameworks and smart contracts to provide a working example of the currency.

### STAGE TWO – ICO READY (440K)

Launch an ICO with a soft cap of 5m and a hard cap of 30m, with aim of creating a democratic ecosystem that determines the location of each unit.

### STAGE THREE – FLAGSHIP (1.5M)

Provide a cash generative asset, a full concept and somewhere to spend the tokens. A world's first, resulting in fantastic PR and raising the cap on the ICO



## NEW UNIT CAPEX

	<b>CapEx (Refurb)</b>	<b>TOTAL RAISED</b>	<b>1,500,000</b>
		<b>TOTAL COSTS (-CapEx)</b>	<b>280,723</b>
Professional			
Pre Launch Payroll (9 Months)	40,000	Marketing and PR	
Legal Fees	15,000	Membership Materials	6,000
Accountancy	1,000	Pre Launch Marketing	22,000
<b>TOTAL</b>	<b>56,000</b>	<b>Launch PR</b>	<b>8,000</b>
		<b>TOTAL</b>	<b>36,000</b>
Operations			
Operating Reserve (Working Capital)	100,000	Property	
Cash Float	700	Deposit (3-6 months)	105,000
Holding Stock	6,000	Rent & Rates (1st Quarter)	53,208
<b>TOTAL</b>	<b>106,700</b>	Insurance (1st Month)	<b>515</b>
		Premium	<b>0</b>
		<b>TOTAL</b>	<b>53,723</b>
Head Office			
Head Office Tech	9,000		
Website	3,000		
App Development	10,000		
iZettle	300		
Revel	2,000		
Reservations	1,000		
Stationary	3000		
<b>TOTAL</b>	<b>28,300</b>		



## INTERNAL CURRENCY

£7.5k – Concept & Whitepaper

£30k - Blockchain Proof of Concept / MVP Demo App

£7.5k - Smart Contracts Development

£15k – Legal

£60K

## INITIAL COIN OFFERING

£28k - Crowdsale Dashboard Set Up + KYC

£7.5k - Smart Contracts Audit

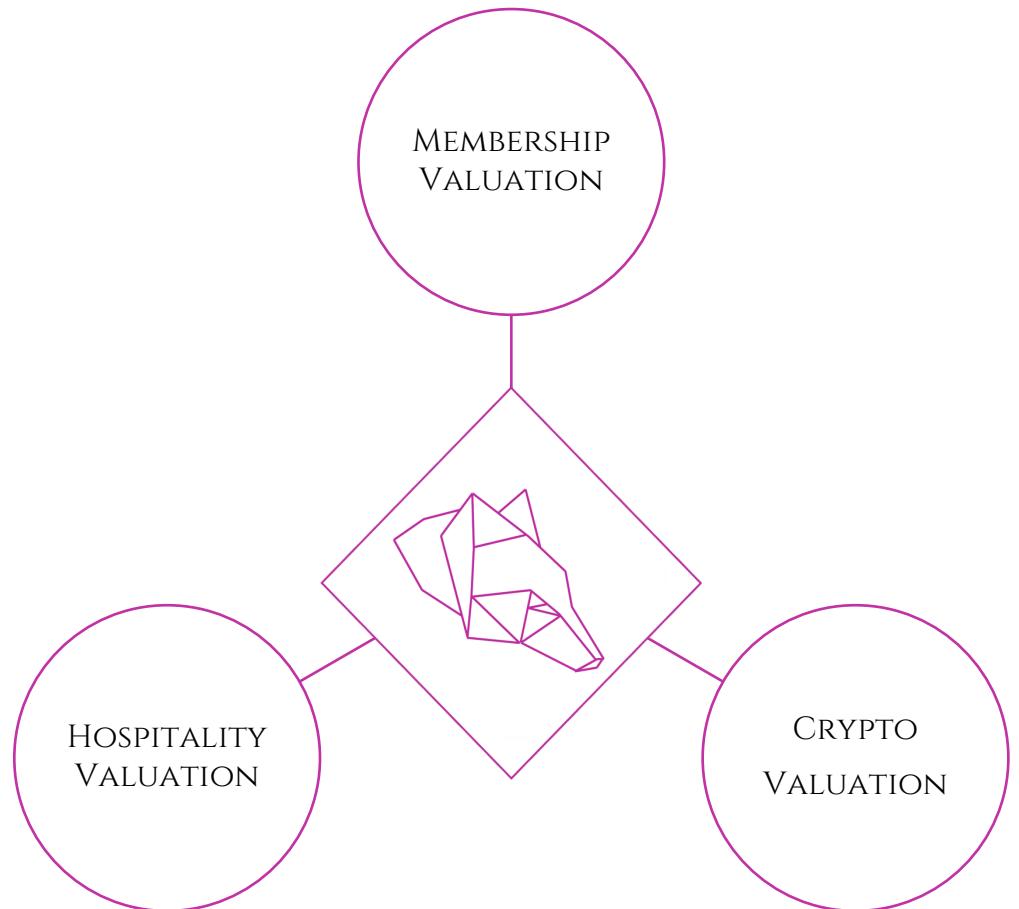
£15k - Landing Page Development & Initial Project Features

£384k (£48kPCM) - ICO Marketing

£440K

TOTAL = £500K





## SCALABILITY STRATEGY

It is our strategy to scale by department and sub brand depending on the property opportunity. This opens up a wide scope of properties and allows us to take each property opportunity on its merits. Each unit will have key similarities to one another to ensure the brand DNA is carried throughout the group as it grows. In order to ensure each unit is driven by loyalty we aim to secure a founding partner for each by selecting local talent with an already established customer base. A semi-Franchising model each business' majority is owned by Free House with a some sweat equity given to the head of each unit. Tailoring menus and adjusting concepts to celebrate that partners' style will make each unit unique and synonymous with its location whilst maintaining a healthy share holding throughout the group.

# KEY INTERNATIONAL LOCATIONS

CLERKENWELL  
LONDON

PULAU UJONG  
SINGAPORE

SYDNEY  
AUSTRALIA

HOLLAND  
AMSTERDAM

KINGS CROSS  
LONDON



LONDON  
SHOREDITCH

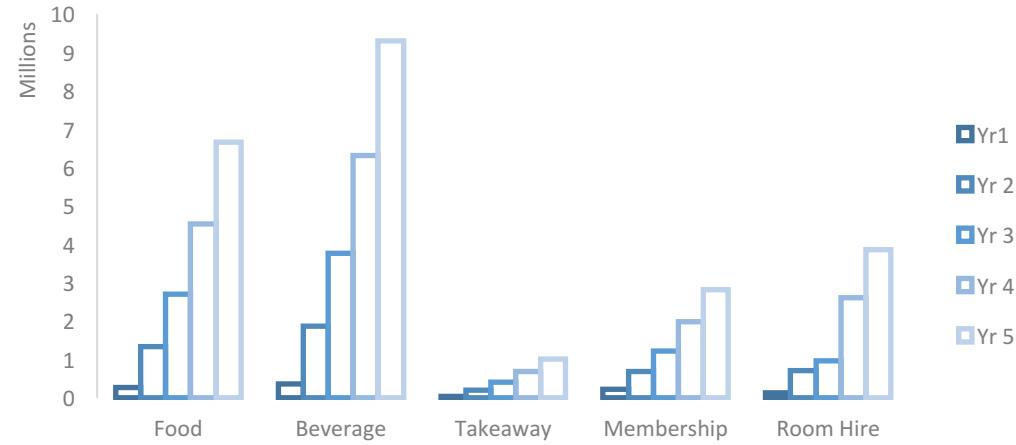
GERMANY  
BERLIN

FRANCE  
PARIS

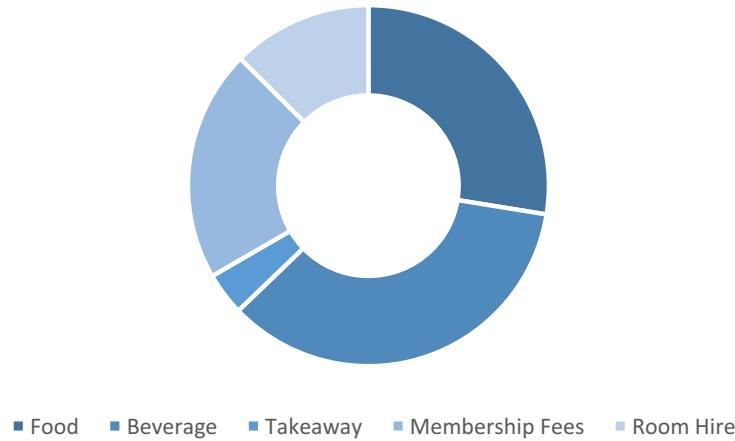
NEW YORK  
MANHATTAN

TEL AVIV  
ISREAL

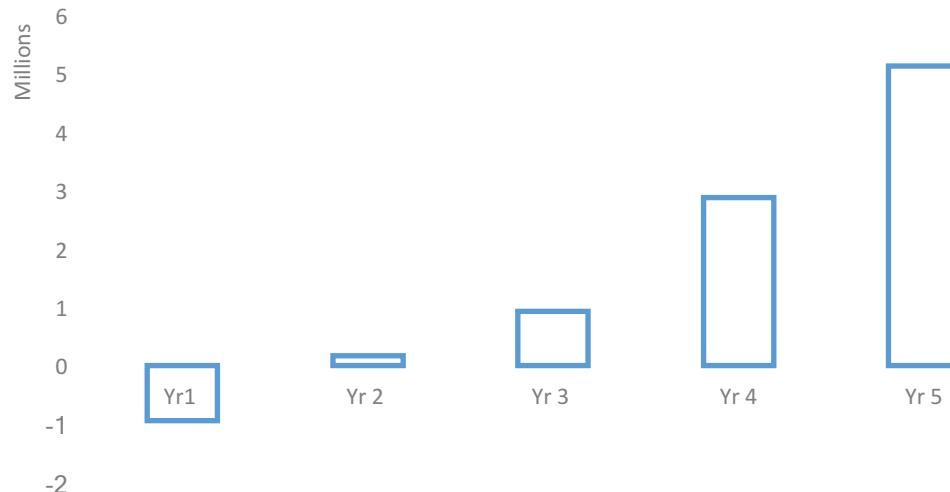
## REVENUE GROWTH



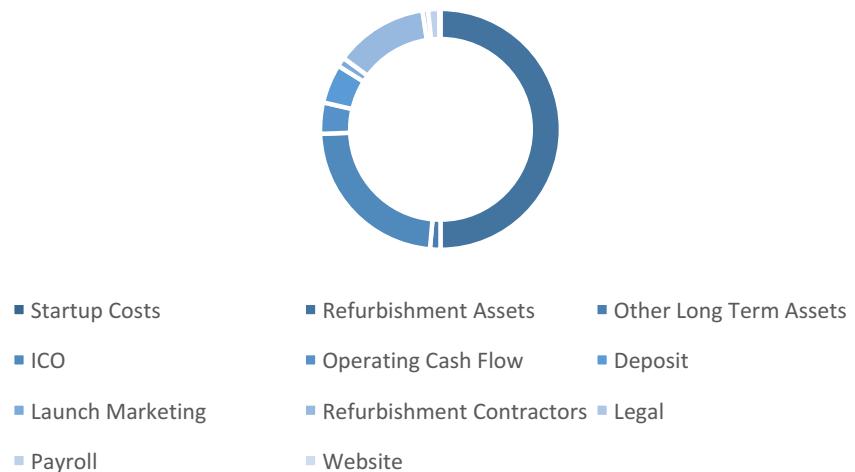
## REVENUE SPLIT



## PROFIT GROWTH



## STARTUP COSTS





DOWNLOAD FINANCIALS

## DOWNLOADS

1. Financial Appendix

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[DOWNLOAD](#)

2. Membership Ts&Cs

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[DOWNLOAD](#)

3. Membership Introduction

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[DOWNLOAD](#)

4. Membership Etiquette

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[DOWNLOAD](#)

5. Urban Loneliness Supporting Articles

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[DOWNLOAD](#)

6. Concept Kitchen Menu

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[DOWNLOAD](#)

7. Interior Design Slides

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[DOWNLOAD](#)

8. One Iota Menu

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[DOWNLOAD](#)

9. Public Space Menu

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[DOWNLOAD](#)

10. Co Alesce Offering

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[DOWNLOAD](#)



# REINVENTING THE LOCAL LTD

Company Number: 11038914

SEIS Advanced Assurance (UK and Equity Only)

## SERIES A

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