

SPROUT STOP

FUNDING PROPOSAL

Proposed By:
Jennica Rome

Prepared For:
Greg Barrow



THE STORY

“When I think of Peggy’s Diner, I think of my childhood. Peggy’s IS the history of my family.”

- Jennica Rome

Jennica has a vision: to open Sprout Stop in the heart of downtown Stevens Point, at the historic Peggy’s Dinner location.

Established by Jennica’s grandmother in 1977, Peggy’s Dinner isn’t just a building. It’s a piece of family history. Jennica grew up within its walls, learning the value of hard work and hospitality. Now, she’s ready to carry that legacy forward in a new direction.

THE OPPORTUNITY

To transform a beloved but aging establishment into a modern, thriving food destination.

THE CHALLENGE

The Peggy’s Diner building is in serious need of renovation to meet today’s standards and Jennica’s vision for Sprout Stop.

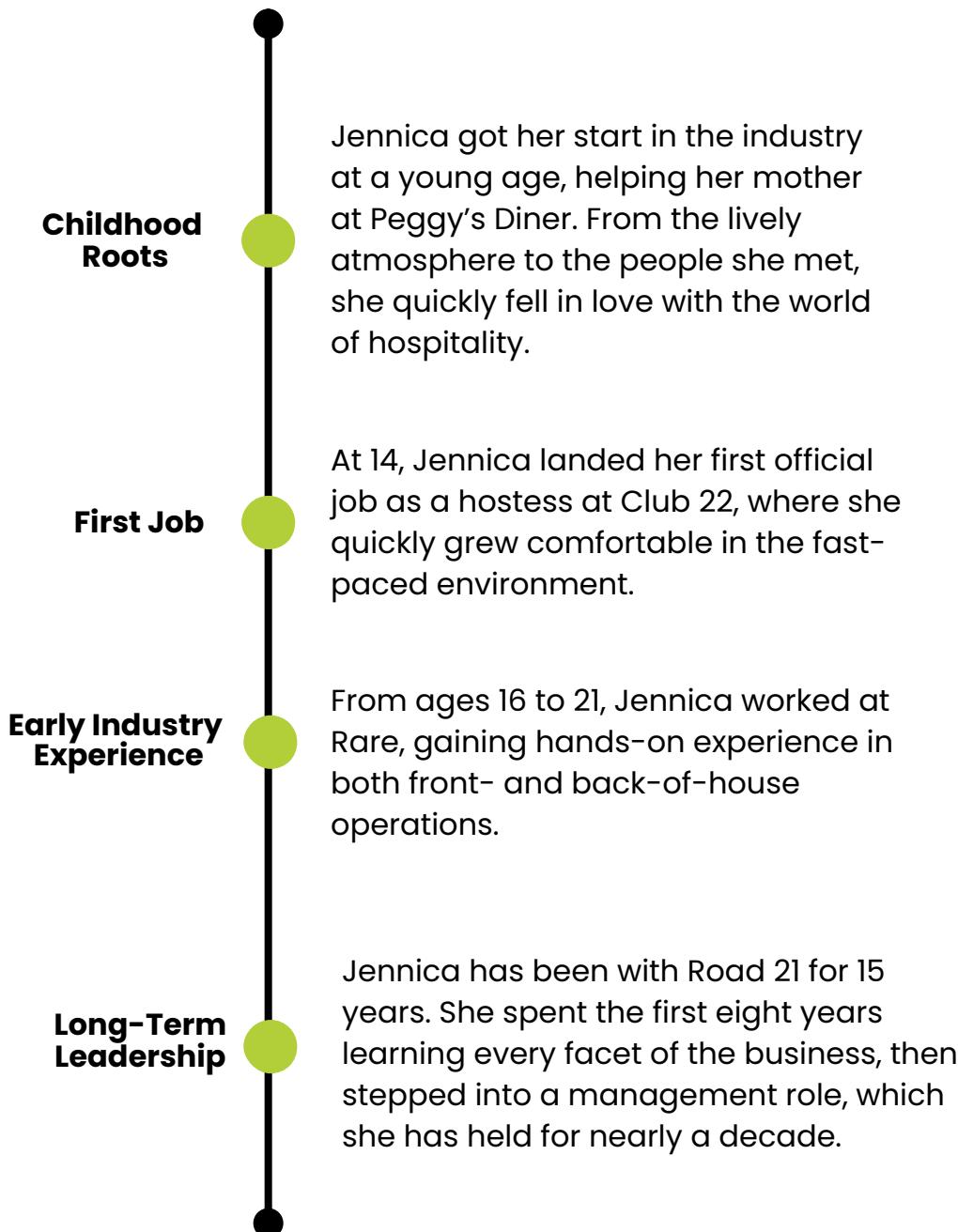
THAT’S WHERE YOU COME IN

Jennica is seeking a funding partner to purchase the Peggy’s Diner property and invest in necessary renovations, allowing her to focus her energy on what she does best: building a profitable business.

BUT WHAT MAKES HER QUALIFIED?



HER EXTENSIVE INDUSTRY EXPERIENCE AND PROVEN EXPERTISE



Jennica Rome is fiercely committed to her craft and fully invested in the long-term success of Sprout Stop. She brings a powerful combination of experience, passion, and a loyal local following. Now, she just needs the right space and partner to bring her vision to life.

What kind of renovations are we talking?

Peggy's Diner hasn't been renovated since 1978, that's nearly 50 years! Here are several updates that must be done:



The Restroom

The restroom at Peggy's Diner is downstairs. To comply with current policies, it may be necessary to move the bathroom to the main dining area.



The Patio

An upgraded patio will allow Sprout Stop to compete with rival restaurants that have modern, stylish outdoor seating.



Alley

Ensuring guests feel safe using the alley next to the building requires a thorough cleanup and complete remodel.



Main Dining Area

The main dining area is due for a modern revival: sleek new floors, a crisp coat of paint, updated seating, statement lighting, and a refreshed vibe that blends function with style.

BUSINESS OVERVIEW

Sprout Stop isn't your typical salad bar—it's an innovative grab-and-go salad café with a cozy, welcoming atmosphere. Whether you're grabbing a quick lunch with the kids, unwinding with a drink after a round of golf, or settling in for a cozy work session, it's the perfect spot.

At Sprout Stop, guests can enjoy a fresh salad bar featuring locally sourced, seasonal ingredients. Not in the mood for a salad? No problem—our compact, efficient kitchen can turn any salad into a delicious wrap. We'll also offer a curated menu of handcrafted items, wholesome snacks, and a wide selection of beverages, including kombucha, soda, protein drinks, wine, beer, and mocktails.

In addition to its relaxed dining atmosphere, Sprout Stop will provide catering services and a versatile event space, perfect for birthdays, business meetings, baby showers, and more.

Guests can order and pay online, via phone or app, or at the counter, offering flexibility and speed for busy lifestyles. Don't feel like building the salad yourself? No problem, we can build it for you.

Target Audience

- Busy professionals and office workers
- Parents seeking healthy convenience
- College students
- Health-conscious individuals

Business Model

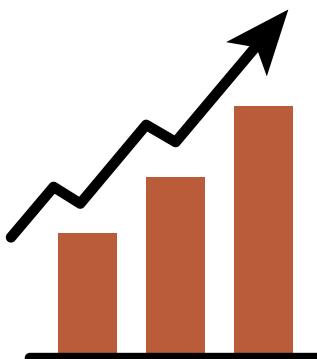
- In-store dining and takeout
- A cozy café and bar experience
- Catering services for local events
- Rental of the on-site event space

Unique Selling Proposition

A fast, convenient, health-focused salad bar featuring locally sourced ingredients for dine-in, takeout, and event catering. We offer options for every diet, including vegan, gluten-free, low-carb, and high-protein choices.

BUSINESS OBJECTIVES

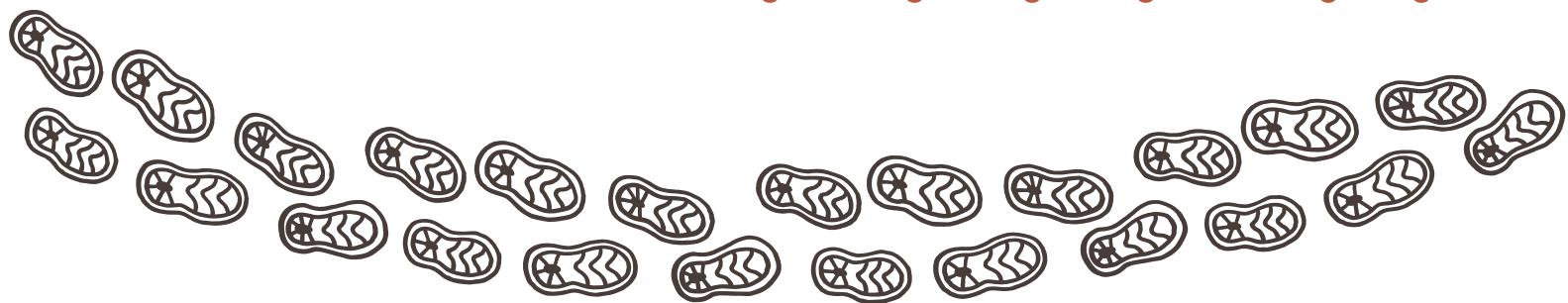
- **Launch the salad bar within 6 months of renovation**
- **Capture 5% of the local lunch market in downtown Janesville within the first 12 months**
- **Reach monthly revenue of \$25,000 by the end of the first year**
- **Establish a recognizable local brand through partnerships with at least 3 local farms or producers**
- **Receive positive press or media coverage within the first 3 months**
- **Launch online ordering and delivery options by the end of year one**
- **Host 2 large events within the first 6 months of being open**



MARKET ANALYSIS: INDUSTRY OVERVIEW

Consumers who prioritize convenience are increasingly seeking **healthier alternatives** to traditional fast food chains. This shift has been growing steadily over the past decade, largely influenced by the rise in health and wellness culture.

The Stevens Point–Plover area supports this trend, with over **16 fitness centers** and numerous recreational trails for **walking, running, biking, skiing, and disc golfing**.



Additionally, Stevens Point hosts several health-focused retailers, including:



Stevens Point
Area Co-op



Nutrition
Discount Center



Point Place
Nutrition



Alleviate
Wellness

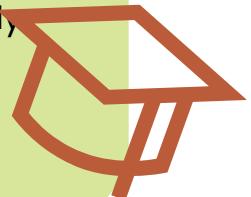


MARKET ANALYSIS: CUSTOMER DEMOGRAPHICS

Stevens Point attracts a diverse group of active, health-conscious individuals: college students, young professionals, busy parents, and retirees. The local market favors convenient, affordable, and nutritious meals, with customers placing a high value on speed, quality ingredients, and the flexibility of both dine-in and takeout options.

College Students (UWSP): Approximately 6,000 students are enrolled at the University of Wisconsin-Stevens Point.

- Students seek healthy, convenient, and affordable meal options.
- Its quick, grab-and-go offerings are perfect between classes or study sessions, and the location is just a short walk from UWSP.
- They prioritize fresh, customizable meals and value vegan and vegetarian options.



Young Professionals (Ages 25–40): Stevens Point is home to a growing population of professionals in education, healthcare, finance, tech, and government sectors.

- Convenience is key; preferred meals are fast, portable, and aligned with health and wellness trends.
- Limited lunch breaks make quick, nutritious options essential.
- Being tech-savvy, they value online/app-based ordering and delivery.
- Sprout Stop has a modern atmosphere that attracts remote workers seeking a casual, productive workspace, with the added option of relaxing on the patio.



Families (Ages 30–50 with Children): Stevens Point is a family-oriented community with a strong base of households headed by adults aged 30–50, many of whom have school-aged children.

- Parents seek healthy, kid-friendly meal options for busy weeknights.
- Grab-and-go salads, wraps, smoothies, and fruit bowls are especially attractive.



Health-Conscious Consumers & Fitness Enthusiasts: This group spans multiple age ranges and includes gym-goers, outdoor adventurers, and wellness-minded individuals.

- They look for protein-packed, low-calorie meals and beverages such as salads, energy drinks, and protein shakes.
- Interest is high in dietary-specific options: vegan, vegetarian, gluten-free, keto, etc.
- Convenience is important for pre- or post-workout nutrition.



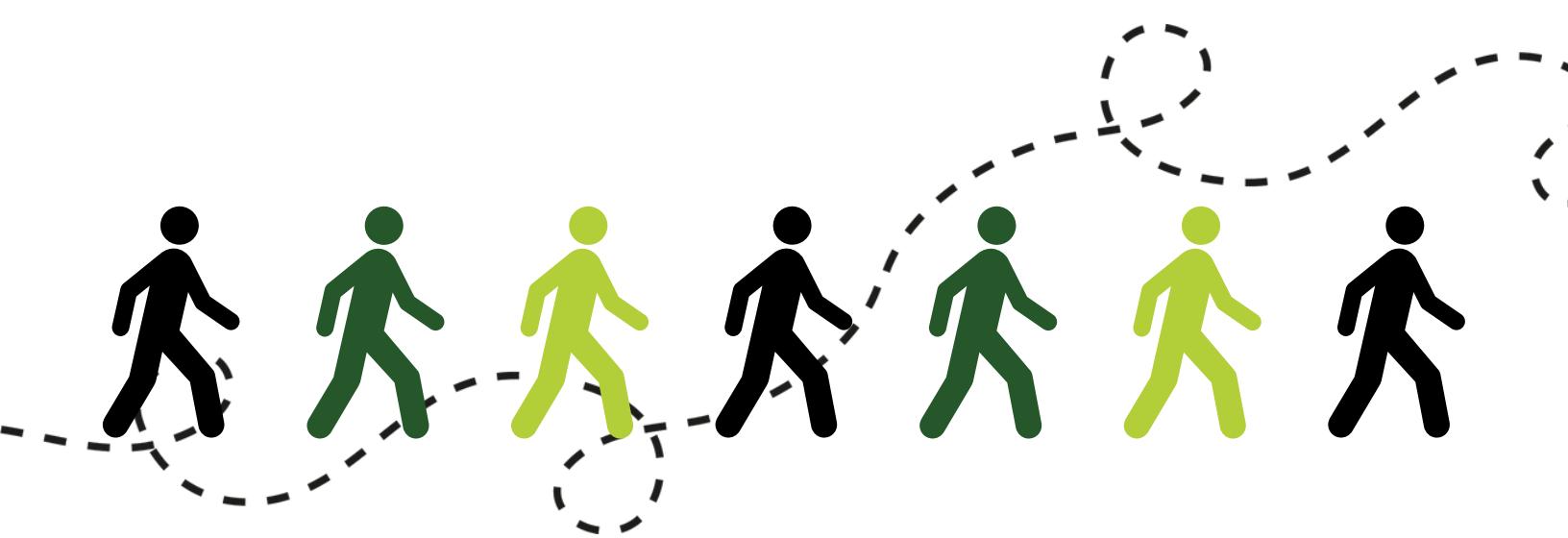
Active Leisure Enthusiasts (Pickleball & Golf Players): Stevens Point has a strong community of active adults who regularly engage in pickleball and golf.

- Convenient, post-game salad bar options are ideal.
- Sprout Stop provides a welcoming, social space for players to relax and enjoy wholesome food and drinks.



Local Businesses & Corporate Clients: Stevens Point hosts a variety of local and corporate businesses with ongoing catering needs.

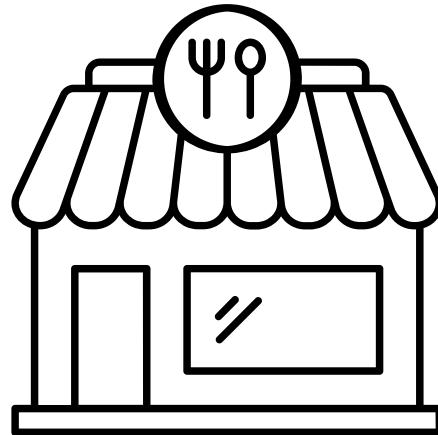
- Sprout Stop will offer versatile catering packages suitable for meetings, employee appreciation days, grand openings, and networking events.
- Salad bar options are cost-effective, easily customizable, and accommodate dietary restrictions.



COMPETITOR & LOCATION ANALYSIS

While Stevens Point features a variety of dining establishments, few combine health and convenience. Currently, there are no dedicated salad bars in the area, apart from limited offerings at supper clubs, which tend to have restricted hours and are not centrally located.

peggy's Diner



Prime Downtown Setting:
Easily accessible to all, high foot traffic, popular area

High-Traffic Location:
The area is frequented by locals, visitors, and nearby employees

Outdoor Seating:
Enhances the customer experience

Near UWSP and Outdoor Recreation Areas:
Easily accessible to students and outdoor enthusiasts

MARKETING & SALES STRATEGY

Our brand will be defined by five key attributes:

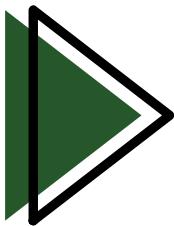
1 **HEALTHY**

2 **AFFORDABLE**

3 **FRESH**

4 **FAST**

5 **FRIENDLY**



These values will be consistently communicated across all customer touchpoints to build a strong and recognizable identity that resonates with health-conscious, time-sensitive consumers.

Promotions & Advertising

- Sprout Stop will build a **strong online presence** through social media and a user-friendly website.
- Initial marketing efforts will include **grand opening** promotions, **fundraisers**, and the development of a **mobile app** to streamline online ordering.
 - Other events worth mentioning: Wine nights, themed parties, live music, and game nights.
- **Partnerships** with local gyms, farms, and suppliers will enhance community engagement and reinforce our commitment to health and sustainability.

ORGANIZATIONAL STRUCTURE, TEAM, & OPERATIONS PLAN

OWNERSHIP

Sprout Stop will be owned under a sole proprietorship by Jennica Rome.

TEAM

Sprout Stop will operate with a compact team consisting of Jennica, one chef, and a small group of front- and back-of-house staff.

The streamlined kitchen and café-style concept allows this minimal staff to deliver exceptional service efficiently and consistently.

HOURS OF OPERATION

Open daily from 10:00 AM to 3:00 PM. The space is also available for rental at any time, any day of the week.

POTENTIAL SUPPLIERS

Local Sellers

Produce Point, Stevens Point Area Co-op, Whitefeather Organics, Liberation Farms

Corporate Distributors

Reinhart, Sysco

FINANCIAL PLAN

We'll develop the full financial plan in collaboration with our funding partner to ensure alignment with their goals and expectations. This section will eventually include:

- Startup and Operating Costs: A simple breakdown of what it takes to get up and running and keep things moving.
- Revenue Streams: How we plan to bring in money, from core services to any add-ons.
- Cash Flow and Forecasts: A look at what we expect to spend and earn over time.
- Use of Funds: Exactly how the funding will help us launch and grow.

The final numbers and details will be put together once we sit down with the funding partner to create a plan that works for everyone.

NEXT STEPS

With your approval, Nicole is ready to move forward with planning and preparation immediately. Thank you for your time and consideration—we look forward to what's ahead.

GET IN TOUCH



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