

fresh food a step closer

# Rootless

Rootless is a Casual Dining Restaurant that has a mission: bring freshly harvested food to the heart of NYC.

By having an in-house hydroponic garden open to our guests we create a way to build a new relationship between people and the food we eat.

We serve fresh and sustainable products harvested daily in our restaurant to prove that even in the smallest leaf you can find not only an unbelievable flavor but a new way to experience food.



# USP

- In-house Hydroponic Garden
- Sustainable Products
- Tasting Guided Tours
- Unique Menu focused on produce grown in-house

# Menu

## Appetizer

A5 Wagyu tataki with Britton shiso and trout roe - 35

Yellowtail crudo with green wave wasabi wood sorrel ponzu - 18

Mixed microgreen salad with boquerones and lemon basil vinaigrette - 16

## Main

Tomahawk Ribeye, asparagus, gochujang cured egg yolk, lime basil - 45

Herb marinated Roasted whole SASSO chicken (for two), smoked cipollini soubise,  
Heirloom tomato espuma - 36

Moqueca with market fish, coriander flowers, pickled cherry bombs - 28

Heirloom eggplant parmigiana with oregano, alisios cheese and lemon verbena bread crumbs - 24

## Dessert

Pluto basil Creme Brûlée - 12

Pink Candy Pop mint baked Alaska - 12





"We do not see food  
as fuel but as a way  
to connect."

# Why Hydroponics?

In solving the problem of growing enough food and fast we created dozens of others. Rainforest destruction, widespread pesticide use, food waste and unsustainable methods of distribution.

Hydroponics is an efficient option for growing fresh produce in the city, as it is clean and year-round cultivation without need for soil or pesticides.

This technology gives us a fresh, new opportunity to grow what we eat, explore flavors and contribute for a more sustainable world.

# Service / Products

- Casual Dining Restaurant
- In-House Hydroponic Garden
- Menu focused on Produce grown in-house
- Indoor Gardening Workshops
- Guided Garden Tastings with Prix Fixe Menu and Wine Pairing





# Guided Tasting



Guided tours in our garden with Herbs Tasting and a Champagne Pairing followed by a special Prix Fixe Menu with Wine Pairing



# Workshops



Every month we open our doors for workshops where you can learn how to grow your own Hydroponics

# Restaurant



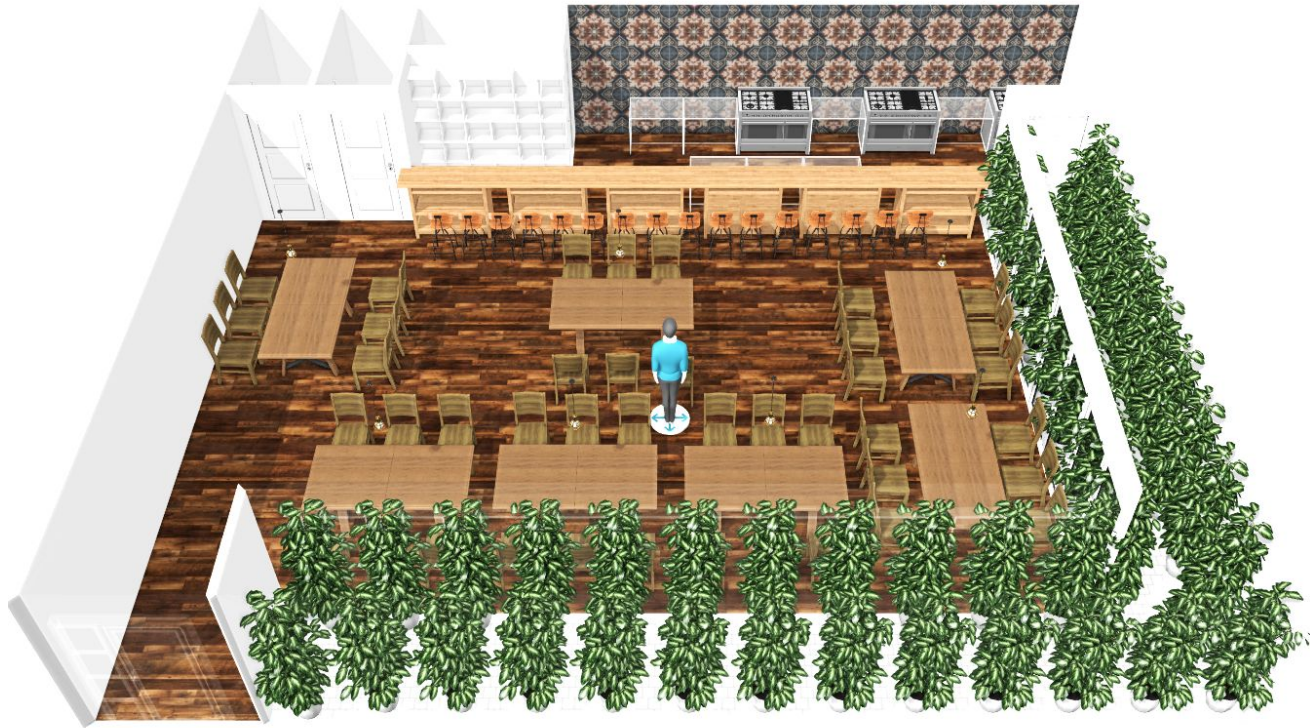
58 seat restaurant with open kitchen and all glass hydroponic garden



# The Garden



# Restaurant



# Demographics



Millennials age 25 - 37

104 1,528,121



Millennial Share of Occu...

5.71% 64.84%



Pct. 25 Hourly Earnings

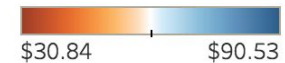
\$30.80 \$90.53



Typical Entry Level Educa...

- ☐ (All)
- ☒ Associate's degree
- ☒ Bachelor's degree
- ☒ Doctoral or professi...
- ☐ High school diploma ...
- ☒ Master's degree
- ☐ N/A

Pct. 25 Hourly Earnings





# Chelsea Demographics

Education Levels		National
Master's degree or higher	35%	11%
Bachelor's degree	39%	19%
Some college or associate's degree	12%	29%
More ▾		

Racial Diversity	
White	64%
Hispanic	13%
Asian	13%
More ▾	

## Income

Median Household Income  
**\$119,909**  
National \$53,889

Household Income Brackets	
<\$25k	16%
\$25-\$44k	10%
\$45-\$74k	12%
\$75-\$149k	24%
\$150k+	37%

Gender	
Male	51%
Female	49%
Age	
<10 years	7%
10-17 years	4%
18-24 years	9%
25-34 years	25%
35-44 years	19%
45-54 years	12%



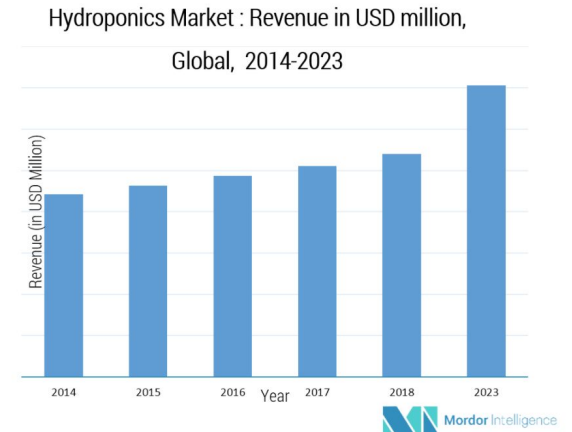
Chelsea, New York, NY



# Market

The Global Hydroponics market is expected to grow from \$226.45 million to reach \$724.87 million by 2023 with a CAGR of 18.1%.

High initial investments, complexity in technologies are some of the restraints hindering the market growth. On the other hand, decrease in arable land, growing population coupled with rising demand for food, and technological advancements in hydroponics are some of the factors boosting the market growth. In addition, increasing research & developments investments, raising adoption of vertical farming are propelling this growth together with a consumer awareness and increasing search for more sustainable services and products.



# External Marketing - Farmers Market



# Cooking Schools





# Internal Marketing - Apron / Napkins

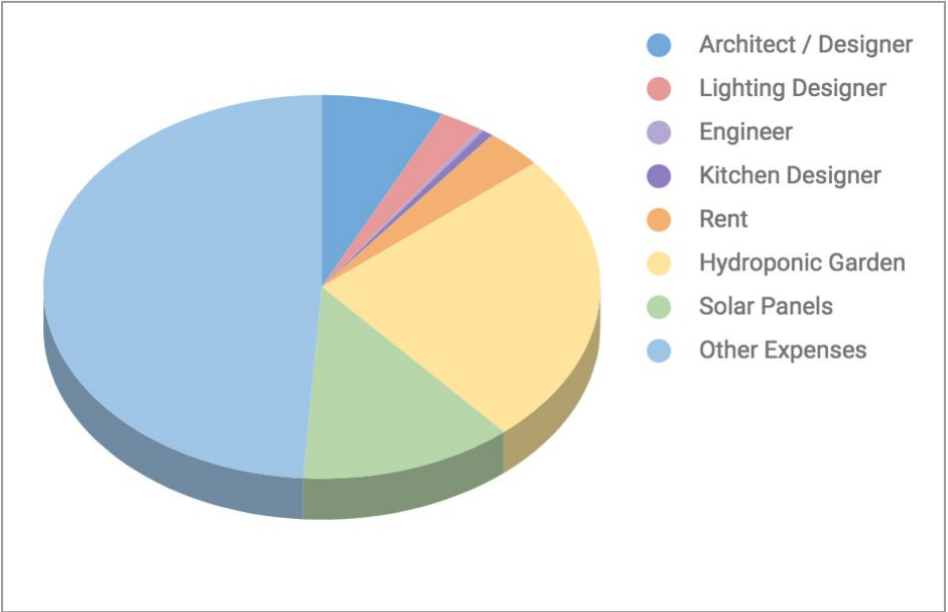


# Gifts / Product Packaging



Capital Budget

Architect / Designer	\$57,500.00
Lighting Designer	\$20,000.00
Engineer	\$2,000.00
Kitchen Designer	\$5,000.00
Rent	\$27,096.00
Hydroponic Garden	\$200,000.00
Solar Panels	\$100,000.00
Other Expenses	\$394,499.15
Total:	\$806,095.15





# 5-year Projection

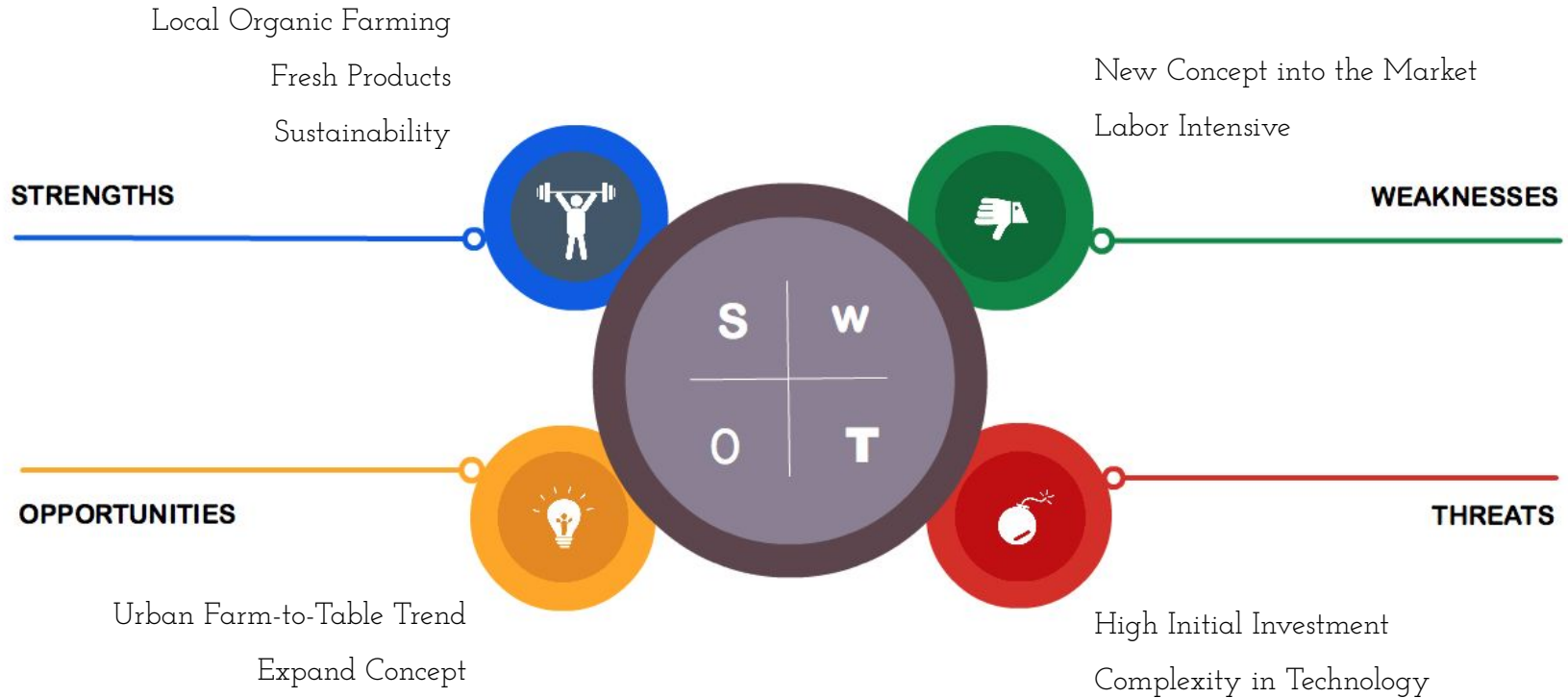
## INCOME

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue	2,709,600.00	2,845,080.00	3,129,588.00	3,192,179.76	3,256,023.36
Cost of Goods Sold	827,600.00	831,738.00	848,372.76	865,340.22	882,647.02
Gross Profit	1,882,000.00	2,013,342.00	2,281,215.24	2,326,839.54	2,373,376.34

## LOAN AMORTIZATION SCHEDULE

MONTH	BALANCE	SCHEDULED PAYMENT	PRINCIPAL	INTEREST
	800,000.00			
48	800,000.00	17,693.15	15,720.14	1,973.02

# SWOT



“Every aspect of our lives is, in a sense,  
a vote for the kind of world we want  
to live in.”

Frances Moore Lappéauthor