CARIBBEAN SMOOTH
RUMSHAKER
PREMIUM COCKTAILS

Capital Raise Overview

Ask

$1.5 Million
$1MM seed capital
$500K SAFE round

Structure

Revenue-Based Financing (RBF) + SAFE Kicker
SAFE (Simple Agreement for Future Equity)
Priced Round to trigger SAFE & Convertible Notes

Terms

Revenue Share: 6% gross monthly revenue
Valuation Cap: $5 million
Discount: 20%
Minimum Subscription: $20,000 / Repayment Cap: 1.40x

Use Of Funds $500K

- Inventory & production scaling: ensure supply meets distributor demand
- Below-the-line marketing: tastings, sampling, content, off-premise promotions
- E-commerce growth: national availability via permitted markets

Use Of Funds $1M

- Team & Operations: key executives, account specialists & contractor support
- Working capital: risk management, logistics, and financial support
- COGS debt payoff: improves cash flow and eliminates high-interest obligations

Milestones 24–36 Months

- Active Retail Accounts: 400–500 (3 states)
- Avg. Velocity: 2.5–3.0 cases/store/month
- Annual Revenue: $2.5M–$3.5M
- Gross Margin: 45–50%
- Reorder Rate: 40%+

Use Of Funds Breakdown

- Distribution Density (40%)
- Inventory & Working Capital (35%)
- Below-the-Line Marketing (20%)
- Key Hires & Contractors (5%)