

Introduction Presentation

DESIGN & GROW PARTNERS: COMPREHENSIVE HOSPITALITY CONSULTING



INTRODUCTION TO DESIGN AND GROW (DAG)

COMPANY VISION AND MISSION STATEMENT

Empowering Small to Mid-Size Businesses

The vision focuses on enabling hospitality and customer-service focused businesses to achieve operational excellence and sustainable growth.

Tailored Consulting Solutions

The mission emphasizes delivering customized consulting services to launch brands and enhance business operations, profitability and efficiency.

Memorable Guest Experiences

Creating exceptional guest experiences is a core part of the mission to drive customer satisfaction.

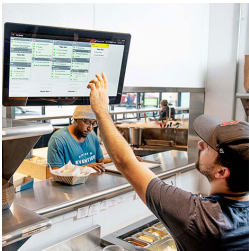


OVERVIEW OF COMPANY PHILOSOPHY



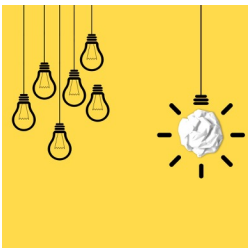
Client-Centered Approach

Focus on understanding and aligning with the unique goals of each client for tailored solutions. Our clients trust us to guide them through their journey.



Strategic Analysis and Implementation

Combining strategic thinking with practical execution to deliver effective results. We cut through the fluff and provide tangible value to our clients.



Innovation and Measurable Results

Emphasizing innovative approaches and tracking outcomes to ensure impactful performance. We focus with our clients on a balance of differentiation with being realistic about operating in the real world.



BRIEF HISTORY AND INDUSTRY EXPERIENCE

Relatable Business Owners

We've been there; we are business owners that have launched and operated several restaurant brands.

Transforming Challenges

DAG is known for turning business challenges into success stories in the hospitality and service industry.

Extensive Industry Experience

We provide deep operational knowledge and insights based on numerous successful businesses, established careers and DAG's portfolio.

OUR CORE SERVICES EXPLAINED



BUSINESS STRATEGY: ASSESSING MARKET POSITION AND OPPORTUNITIES

Market Research

Thorough market research uncovers key trends, customer insights, and a competitive analysis that is critical for strategic planning.

Service Operations Development

Use strategic management tools to discover and develop the core strengths of the service model.

Budget Planning

Creating budget and financial models strengthens the decision-making process.



CONCEPT DEVELOPMENT: CREATING UNIQUE AND PROFITABLE HOSPITALITY CONCEPTS

Collaborative Design Process

Our team works closely with clients to co-create unique hospitality concepts tailored to their vision and goals.

Innovative and Attractive Concepts

We develop innovative concepts that attract target customers and stand out in the competitive market.

Profitability and Feasibility

Concepts are designed to ensure operational feasibility and maximize profitability for sustainable success.

BRICK AND MORTAR PLANNING: DESIGN REVIEW AND CONSTRUCTION COORDINATION

Owner's Representative

Manage the planning, design, and construction phases to ensure the project stays on time, within budget, and meets quality standards.

Architecture and Construction Management

Project management best practices are followed to meet deadlines and limit construction issues.

Communication

Facilitate communication between the owner, design, construction and operations teams.





MENU DEVELOPMENT: CRAFTING COMPELLING AND COST-EFFECTIVE OFFERINGS

Balancing Creativity and Cost

Menus are designed to be visually appealing while managing ingredient and preparation costs effectively.

Guest Appeal

Menu offerings are crafted to attract and satisfy diverse guest preferences and tastes.

Profitability and Ease of Operation

Menus support operational efficiency and profitability by considering preparation simplicity and cost control.

OPERATIONS SET UP: STREAMLINING WORKFLOWS AND SYSTEMS

Workflow Optimization

Optimizing workflows improves efficiency and reduces delays in restaurant operations, ensuring smooth service.

System Implementation

Implementing efficient systems automates processes and supports consistent operational performance.

Standard Procedures

Developing standard procedures ensures consistent quality and productivity across all restaurant functions.





OPENING LAUNCH: MANAGING PRIME COSTS AND OPENING THE DOORS

COGS and Prime Cost Management

Implementing strong financial monitoring systems ensures accurate tracking of costs and revenues.

Opening Strategy

Creating a purposeful opening timeline ensures the business can hit the ground running on day one.

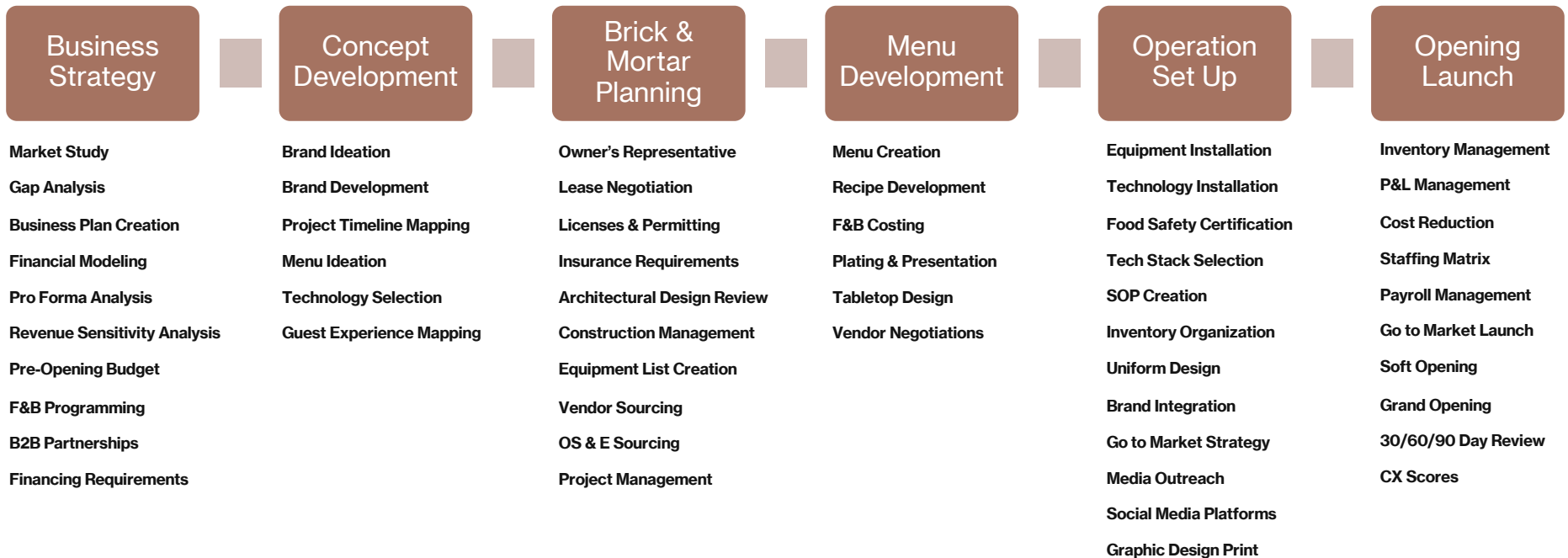
Post-Opening Review (PIR)

Evaluate the success of the opening launch, measure performance against original goals, and find areas for continued improvement.

DAG SERVICES

New Hospitality Business Services

Quality.
Service.
Community.



DAG SERVICES

Continued Business Services

Technology Management

Point of Sale and Menu, Inventory Technology Monitoring, Customer Reviews, Google Admin, Third Party Delivery Integrations

Payroll Management

Employee Onboarding, Bi-Weekly Payroll Processing, Employee W2 and Year End Tax Documentation Distribution

Graphic Design and Social Media

Design and Print Materials, Social Media Platform Management

Continuous Improvement and Ops Reviews

Secret Shopper, Monthly/Quarterly/Annual P&L Reviews, Menu Testing, SOP Development and Implementation

Quality.
Service.
Community.



WHY CHOOSE DESIGN AND GROW?

Quality.
Service.
Community.



THE DAG TEAM



Nate Arkush

Specializes in Menu Development, Sourcing and Procurement, Finance/Accounting

15+ years Management/Executive experience, Starwood Hotels & Resorts

25+ years Hospitality, Food and Beverage experience

MBA, DePaul University, Chicago IL

BS, Hospitality Management, U of Nevada, Las Vegas NV

AAS, Culinary Arts, Austin Community College, Austin TX



Andrew Foster

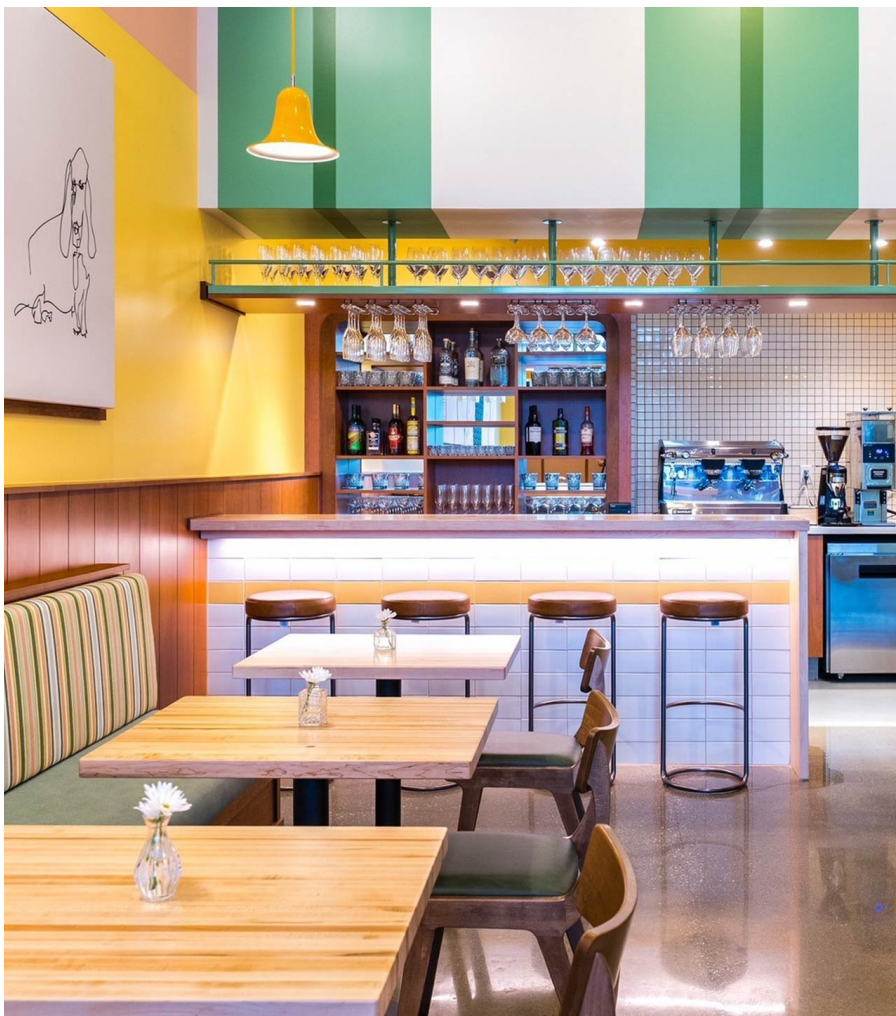
Specializes in Project Management, Operations and Technology, Business Development

10+ years Food and Beverage experience

5+ years professional experience in Civil and Construction Engineering, and Engineering Consulting

MBA, University of Wisconsin, Madison WI

BS and MS, Civil Engineering, Montana State University, Bozeman MT



BUSINESS OWNERS WITH PROVEN RESULTS

FreshFin

Started FreshFin in 2017, and have opened several locations in Wisconsin (7 units: Madison, Greater Milwaukee Area, and Fiserv Forum (licensing agreement)) and Utah (2 units: Greater Salt Lake City Area).

FreshFin is a QSR brand built on a quality-focused, diverse menu serving premium grade proteins, scratch-made sauces and healthy ingredients.

Fontelle's Food Truck

Launched the Fontelle's food truck business in Zocalo Food Park in Milwaukee, WI, operated for two years (2020 – 2022), then sold the truck in order to focus on FreshFin growth.

Fontelle's specialized in gourmet burgers and sandwiches.

Waking Daisy

Opened Waking Daisy in Summer 2025 at The Corners of Brookfield, WI.

Waking Daisy is an all-day café specializing in an elevated, modern brunch menu.



CUSTOMIZED SOLUTIONS FOR EVERY HOSPITALITY TYPE

Unique Needs

Each restaurant, hospitality, or service-focused business has distinct requirements based on its format and market segment.

Flexible Consulting Services

DAG provides adaptable consulting tailored to address specific challenges and goals.



COMMITMENT TO LONG-TERM CLIENT SUCCESS

Building Lasting Relationships

We prioritize long-term partnerships over quick solutions to foster mutual growth and trust.

Ongoing Client Support

Continuous assistance and support help restaurants adapt and thrive in changing environments.

Ensuring Business Success

Our commitment ensures that our clients maintain operational excellence over time.

CONCLUSION

Comprehensive Consulting

Driftless Advisory Group provides expert consulting services that enhance all aspects of hospitality operations.

Collaborative Approach

A collaborative approach ensures customized strategies that meet unique business needs and goals.

Trusted Partnership

Deep industry knowledge and tailored solutions position us as a trusted partner for lasting success.