

# Business Plan

Strategic plan — September 2026

## 1. Executive Summary

Waffles On Waffles (W.O.W.) is a mobile, event-first dessert brand selling crispy waffle sticks loaded with creative, social-media-worthy toppings. Headquartered in Little Elm, Texas, W.O.W. operates a fleet of branded trailers that serve festivals, fairs, school events, farmers markets, and private parties across Dallas-Fort Worth — with a roadmap to license trailers to operators across Texas.

**Tagline:** Where every bite is WOW.

**Positioning:** The kids' favorite event dessert.

## 2. Concept

- Hot-pressed waffle stick (grab-and-go format) loaded with signature flavor builds.
- Five signature flavors: Dulce de Leche Churro, Cookies & Cream, Banana Pudding, Peach Cobbler, Strawberry Cheesecake.
- Premium add-on bar: chocolate drizzle, edible gold dust, fresh fruit, candy, sprinkles.
- Themed builds for private events (birthday, bridal, baby, corporate).

## 3. Market Opportunity

**\$2.5B**

US DESSERT FOOD TRUCK  
MARKET

**7.4M**

DFW METRO POPULATION

**12%**

ANNUAL GROWTH — MOBILE  
FOOD

**#1**

Texas leads the US in licensed food trailers and festival circuits. DFW alone hosts 250+ public festivals and 500+ school/community events each year — the exact venues where W.O.W. wins.

## 4. Target Audience

---

- **Families with kids** — primary buyer at fairs, school events, weekend markets.
- **Teens & young adults** — Instagram/TikTok-worthy snack; drives organic reach.
- **Event-goers** — quick, hand-held, fun.
- **Private event hosts** — birthdays, bridal showers, baby showers, corporate.

## 5. Business Model

---

Multi-channel revenue:

Channel	Mix	Notes
Public events / fairs	45%	High volume, high seasonality
Private catering	30%	Highest margin, recurring
Farmers markets / standing routes	15%	Brand awareness, weekly cash flow
Trailer licensing (royalty + rent)	10% → 50%+ by year 3	Scalable, asset-backed

## 6. Operations

---

- Centralized commissary (Little Elm) for batter prep and topping packs.
- Each trailer: 2 staff, 8 hr shift, ~80-120 units served per event hour.
- Approved supplier network for consistency across operators.
- POS: Square (online ordering, tap-to-pay, end-of-day reporting).

## 7. Trailer Economics

---

**\$40–55k**

TRAILER BUILD COST

**\$2.5k**

OPERATOR MONTHLY RENT

**7%**

GROSS SALES ROYALTY

**18–24 mo**

TRAILER PAYBACK

**\$8–12k**

OPERATOR AVG MONTHLY  
REVENUE

**\$15–20k**

OPERATOR HIGH-SEASON  
REVENUE

## 8. Growth Plan

---

### Phase 1 – Proof (0–6 months)

1–2 trailers operated by the founding team. Document every workflow, recipe, and event playbook.

### Phase 2 – License Operators (6–18 months)

Add 3–5 licensed trailers across Dallas, Houston, Austin. Refine training and brand standards.

### Phase 3 – Franchise (18+ months)

Convert top operators to franchise. Fund the FDD (Franchise Disclosure Document). Expand interstate. Add retail-pack frozen line.

## 9. Risk & Mitigation

---

Risk	Mitigation
Bad operators	Background checks, sales clauses, mandatory training, minimum event quotas.
Trailer damage	\$5–10k security deposit, insurance naming brand as additional insured, GPS tracking.
Brand dilution	Locked menu, approved toppings, central purchasing, secret-shop visits.

---

Seasonality      Private catering pipeline + indoor mall kiosk pilots.

---

## 10. Financial Highlights (Year 1)

---

Line item	Amount
Trailer #1 revenue	\$140,000
COGS (28%)	\$39,200
Labor	\$36,000
Event fees / fuel / supplies	\$14,000
Marketing	\$8,000
<b>Owner EBITDA</b>	<b>\$42,800</b>

---

---

© Waffles On Waffles, LLC · Little Elm, Texas · [hello@wafflesonwaffles.com](mailto:hello@wafflesonwaffles.com)