

WAFFLES ON WAFFLES — LITTLE ELM, TX

# Investor Pitch Deck

Seed round · \$350k

## Waffles On Waffles

Where every bite is WOW.

The kids' favorite event dessert — scaling Texas one trailer at a time.

## The Problem

- Mobile dessert at events is dominated by snow cones, kettle corn, and funnel cakes — tired, low-perceived-value.
- Parents pay \$8+ per kid for nostalgia they don't want to eat themselves.
- Aspiring food entrepreneurs can't risk \$80k+ to start a brand.

## **Our Solution**

- A premium, social-media-native waffle stick built for events.
- Five signature flavors + a build-your-own topping bar.
- A licensable trailer model — operators rent the asset and license the brand.

# Market Size

**\$2.5B**

US DESSERT FOOD TRUCK

**7.4M**

DFW METRO

**250+**

DFW ANNUAL FESTIVALS

## Why Now

- Post-pandemic event boom — fairs, festivals, private parties at all-time highs.
- TikTok food virality drives discovery for visual brands.
- Trailer financing is more accessible than ever for licensed operators.

## Product

Hot-pressed waffle stick, ~9 inches, served on a kraft sleeve or skewer. Crispy outside, fluffy inside.

### Signature flavors

Flavor	Feeling	Price
Dulce de Leche Churro	warm indulgence	\$9
Cookies & Cream	familiar premium	\$9
Banana Pudding	nostalgic luxury	\$10
Peach Cobbler	southern comfort	\$10
Strawberry Cheesecake	upscale dessert	\$10

## Business Model

Stream	Description	Year 3 mix
Direct trailer revenue	Events + private catering	30%
Trailer rent (operators)	\$2.5k/mo per trailer	35%
Royalty (7% of operator gross)	Recurring brand revenue	25%
Retail / wholesale (Phase 3)	Frozen waffle stick line	10%

# Unit Economics

**\$40–55k**

TRAILER BUILD

**72%**

GROSS MARGIN

**18–24 mo**

TRAILER PAYBACK

**\$140k**

YEAR 1 TRAILER REVENUE

## Traction

- Brand built: logo, mascot, recipes, signature flavor lineup locked.
- Pilot events scheduled in DFW (Little Elm, Frisco, Plano).
- Operator interest from 3 prospective Texas markets.

## **Go-to-Market**

- Year 1: 2 founder-operated trailers, prove unit economics.
- Year 2: 5 licensed operators across DFW, Austin, Houston.
- Year 3: 15+ trailers, FDD filing, retail SKU launch.

## Competition

Brand	Format	Weakness
Kona Ice	Shaved ice trailer franchise	Seasonal, no hot food
Local funnel cake vendors	Cash, untrained	No brand, inconsistent
Crumbl (cookies)	Brick & mortar	Not event-mobile

W.O.W. wins on: mobile + branded + hot + Insta-ready.

## **Team**

Founder-led, Little Elm-based. Looking for: Director of Operations (multi-unit food experience), Marketing Lead (social-first).

## The Ask

### Raising \$350,000 seed

- \$200k — fleet of 4 wrapped trailers + equipment
- \$75k — commissary build-out (Little Elm)
- \$50k — marketing (launch + paid social)
- \$25k — legal / brand IP / future FDD prep

# Returns Projection

Year	Trailers	Revenue	EBITDA
1	2	\$280k	\$70k
2	5	\$820k	\$245k
3	15	\$2.4M	\$780k

# Let's WOW Texas.

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