

# **VENICE BOYS**

**Venice Boys Clothing, LLC**

**Business Plan**

**September 25, 2026**

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This Business Plan has been prepared for the purpose of providing prospective business partners, investors, lenders, advisors, and other qualified parties with information regarding Venice Boys™ and its proposed business activities and growth strategy. This Business Plan does not constitute an offer to sell or a solicitation of an offer to buy securities or any other investment instrument. Any potential investment, ownership interest, partnership, joint venture, or other business transaction would be subject to separate definitive agreements and applicable legal and regulatory requirements.

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Factors that could cause actual results to differ include, but are not limited to, consumer demand, competition, product costs, manufacturing and supply-chain conditions, inventory requirements, operating expenses, intellectual-property matters, changes in technology and social-media platforms, economic conditions, financing availability, and the Company's ability to execute its planned business strategy.

Certain estimates, financial projections, growth assumptions, and other information presented in this Business Plan are subject to significant economic and business uncertainties. No representation or guarantee is made that projected results will be achieved.

## EXECUTIVE SUMMARY

Venice Boys™ is a Venice Beach-born lifestyle and culture brand focused on apparel, lifestyle products, media, intellectual property, and future brand collaborations rooted in Venice Beach, California. The Company is being developed as an original hometown brand that connects the authentic culture and history of Venice with modern consumers through physical products, digital commerce, storytelling, media, and community engagement.

The Company's primary digital platform, VeniceBoys.com, serves as the central online destination for the Venice Boys™ brand, including product sales, brand information, cultural storytelling, media, and future digital initiatives. The website is intended to support the Company's direct-to-consumer business model while providing a consistent home for the broader Venice Boys brand and its growing portfolio of products and content.

The Company's initial product offering includes Venice Boys™ snapback hats, beanies, shirts, accessories, souvenirs, collectibles, and other branded merchandise inspired by Venice Beach culture. Products are intended to be sold through VeniceBoys.com, social-commerce platforms, online marketplaces where appropriate, future physical retail locations, collaborations, events, and other authorized sales channels.

In addition to physical products, Venice Boys™ is developing a media and content platform through the Venice Boys Culture Podcast and short-form digital content. The Company's media strategy is focused on documenting and sharing the history, people, neighborhoods, landmarks, artists, athletes, businesses, and cultural stories that have shaped Venice Beach. Digital platforms, including the Company's website and social-media channels, provide opportunities to build an audience while creating additional value for the brand and its intellectual property.

The Company's broader Venice Family Brands strategy provides a platform for developing additional brands, products, intellectual property, and collaborations connected to Venice Beach culture. These may include apparel, lifestyle products, accessories, natural products, media, entertainment, and other creative or cultural ventures. Venice Boys™ is intended to serve as the primary lifestyle and culture brand within this broader portfolio.

A long-term objective of the Company is to establish a Venice Boys Flagship in Venice Beach that combines retail, brand headquarters, media and podcast production, creative activities, and community-oriented programming. A physical location would provide a permanent connection to the Company's hometown while creating opportunities for retail sales, customer engagement, content production, collaborations, and brand development.

The Company is seeking strategic capital and business relationships to support product development, inventory, manufacturing, packaging, marketing, digital commerce, media production, intellectual property development, personnel, professional services, working capital, and the future development of a Venice Beach flagship location.

Venice Boys™ is designed to operate as more than an apparel company. The Company's business model combines products, digital commerce, media, storytelling, intellectual property, physical retail, and brand collaborations around one recognizable Venice-born identity.

## FOUNDER

Venice Boys™ was founded by a lifelong Venice Beach native whose personal history is deeply rooted in the community the brand represents.

The founder grew up in Venice during a period of significant cultural change in the 1990s and developed a firsthand understanding of the neighborhoods, streets, parks, beaches, businesses, artists, athletes, and people that shaped the area over generations. Those experiences form the foundation of the Company's cultural perspective and storytelling approach.

Rather than approaching Venice as an outsider or marketing theme, the founder built Venice Boys™ from direct lived experience — documenting the places, people, and traditions that have defined the community while creating contemporary products and media that allow new audiences to connect with that culture.

In addition to leading brand and product development, the founder serves as **Co-Host of the Venice Boys Culture Podcast**, alongside **Host King Snaps**. Together, they use conversations, interviews, and firsthand accounts to preserve and share authentic Venice stories, people, history, and culture. This dual role as both operator and storyteller is central to the Company's identity.

The founder's long-term objective is to establish Venice Boys™ as a lasting Venice-born lifestyle and culture brand that remains connected to the community from which it originated, while building a scalable business platform through products, media, intellectual property, and a physical presence in Venice Beach.

## COMPANY & BRAND HISTORY

### Origins in Venice Beach

Venice Boys™ was developed from a lifelong connection to Venice Beach, California and the culture that surrounds it. The brand is rooted in the neighborhoods, streets, parks, beaches, businesses, artists, athletes, and people that have helped shape Venice over generations.

The Company's foundation is based on the belief that Venice is more than a geographic location. Venice represents a distinct culture and identity that has continually evolved while maintaining a recognizable character of its own.

The brand's story is particularly connected to the Venice of the 1990s, a period of significant cultural change in the community. The experiences, places, and people of that era form an

important part of the Company's cultural perspective and provide a foundation for its storytelling and brand development.

Rather than treating Venice simply as a design theme or marketing location, Venice Boys seeks to build a brand around the actual culture and history of the community.

### **From Personal Experience to Brand**

The Company's founder grew up experiencing Venice firsthand and developed a firsthand understanding of the people, neighborhoods, traditions, and changes that have shaped the community.

Those experiences became the foundation for the Venice Boys concept.

The Company's approach is to preserve and communicate authentic stories of Venice while also creating contemporary products and media that allow new audiences to connect with the culture.

This includes documenting locations and landmarks that have changed over time, recognizing people who have contributed to Venice culture, and telling stories from different generations of the community.

The Company's storytelling platform is intended to preserve these experiences while creating original content that can be distributed through digital media, social platforms, and future physical experiences.

### **Development of Venice Boys™**

Venice Boys was developed as a hometown brand representing the connection between Venice and the people who identify with its culture.

The initial business focus has been apparel and merchandise, including Venice Boys hats and other products designed around the Company's brand identity. The Company has also begun developing digital channels to introduce the brand to consumers beyond the immediate Venice community.

The Company is building its presence through its website, social-media platforms, short-form video, product photography, and direct-to-consumer commerce.

The brand's visual identity and product development are intended to create a recognizable connection to Venice while maintaining an independent identity that can grow beyond a single product category.

## **Building the Venice Boys Culture Platform**

As the Company developed, the vision expanded beyond apparel.

The Company began developing the Venice Boys Culture Podcast and related digital content as a way to document Venice Beach history and culture through conversations, interviews, stories, locations, and firsthand experiences.

The media platform is intended to feature subjects including Venice neighborhoods, local history, handball, skateboarding, art, businesses, landmarks, community figures, and the changes that have taken place throughout Venice over the years.

Short-form content distributed through platforms such as TikTok, Instagram, and YouTube provides the Company with additional opportunities to reach audiences interested in Venice Beach and its culture.

This media strategy creates a connection between the Company's cultural storytelling and its consumer products. The objective is to build an audience around authentic Venice content and provide that audience with opportunities to engage with the Venice Boys brand through products, media, and future experiences.

## **Venice Family Brands**

The Company's long-term vision extends beyond a single apparel brand.

Venice Family Brands is being developed as a portfolio concept for additional brands, products, collaborations, and intellectual-property opportunities connected to the Company's broader vision.

The portfolio may include apparel, lifestyle products, accessories, media, collaborations, and other consumer categories.

This structure allows the Company to develop multiple opportunities while maintaining a common connection to Venice Beach and the cultural identity that serves as the foundation of the business.

## **Preserving Culture While Building a Business**

Venice Boys is being developed at a time when Venice Beach continues to change and attract visitors and consumers from around the world.

The Company's objective is not simply to document the past, but to connect Venice's history and culture with its present and future.

The Company intends to use products, media, storytelling, and physical experiences to create a platform through which Venice culture can be shared with both people who have longstanding connections to Venice and people discovering the community for the first time.

The Company's long-term vision is to establish Venice Boys as a recognizable Venice-born brand with a presence in apparel, lifestyle products, media, intellectual property, collaborations, and physical retail.

The planned Venice Boys Flagship would represent the next stage of that development by bringing retail, media production, creative activities, and the Company's brand operations together in Venice Beach.

At its foundation, the Company is built around a simple concept: Venice is the culture. The brands are the stories.

## PRODUCTS & SERVICES

Venice Boys™ will develop, market, and sell a range of apparel, accessories, souvenirs, lifestyle products, and other merchandise inspired by Venice Beach culture and the Venice Boys brand identity. The Company's product strategy is designed to combine recognizable Venice branding with quality products that appeal to local residents, Venice visitors, collectors, and consumers who identify with the culture and lifestyle associated with Venice Beach.

The Company's initial product offering includes Venice Boys snapback hats, beanies, shirts, and other branded apparel and accessories. Additional products may include Venice-themed souvenirs, collectibles, postcards, decks, lifestyle items, and limited-edition merchandise.

The Company intends to expand its product line over time through new designs, seasonal releases, limited-edition products, artist collaborations, local business collaborations, and other products that are consistent with the Venice Boys brand.

The Company's planned product categories include:

- Headwear — snapback hats, fitted hats, beanies, and other branded headwear
- Apparel — T-shirts, sweatshirts, jackets, and other Venice Boys-branded clothing
- Accessories & Lifestyle Products — branded accessories and useful lifestyle products incorporating Venice Boys designs and trademarks
- Souvenirs & Collectibles — postcards, decks, memorabilia, Venice-themed merchandise, and other products designed to capture the history and culture of Venice Beach
- Limited-Edition Products — special releases and seasonal products intended to create collectible value and maintain ongoing consumer interest
- Artist & Business Collaborations — collaborative products with Venice artists, creators, local businesses, athletes, musicians, and other members of the Venice community

- Future Venice Family Brands Products — additional products and brands developed under the broader Venice Family Brands portfolio as the Company's intellectual property and business operations expand

Products will be sold through the Company's direct-to-consumer e-commerce website, social-commerce platforms, online marketplaces where appropriate, future physical retail locations, collaborations, events, and other authorized distribution channels.

The Company will continue to evaluate new products based on customer demand, brand alignment, production costs, margins, availability, and the Company's ability to maintain quality and authenticity.

The Company's long-term objective is to develop Venice Boys™ into a recognizable Venice-born lifestyle brand with a diversified product portfolio rather than relying on a single product category. This approach is intended to allow the Company to expand its customer base while maintaining a consistent connection to Venice Beach culture and the Company's original identity.

## MEDIA & CONTENT

Venice Boys™ will develop a media and content platform focused on documenting, preserving, and sharing the history, people, places, businesses, artists, athletes, and culture of Venice Beach.

The Company's media strategy is designed to complement its physical products by creating original stories and content that strengthen the Venice Boys brand and build a direct relationship with its audience.

The Company's media and content activities will include:

- Venice Boys Culture Podcast — original conversations and interviews covering Venice Beach history, culture, local personalities, athletes, artists, entrepreneurs, musicians, and community stories
- Short-Form Video Content — original videos for platforms such as TikTok, Instagram, YouTube Shorts, and other digital platforms featuring Venice locations, history, products, people, and stories
- Venice History & Storytelling — content documenting Venice Beach from the 1990s through the present, including neighborhoods, landmarks, businesses, art, sports, music, and changes within the community
- Venice Raised Content — storytelling based on firsthand experiences and the broader experiences of people who grew up in or were shaped by Venice, providing historical and cultural context for the Company's brand identity
- Brand & Product Content — photography, video, interviews, product features, behind-the-scenes material, and other original content used to promote Venice Boys products and future brands

- Community & Collaboration Content — collaborations with Venice residents, artists, businesses, creators, athletes, musicians, and other individuals connected to Venice culture

The Company intends to use its media channels to build an audience that extends beyond traditional apparel customers. Content will provide a continuous connection between the Company's products and the culture that inspired them.

As the Company's operations develop, media production may expand to include longer-form programming, professionally produced podcast episodes, documentary-style projects, live recordings, interviews, branded programming, and other original media.

The Company's planned flagship location may also serve as a media and creative headquarters, providing space for podcast production, video production, interviews, music and creative projects, product development, and community-oriented programming.

The long-term objective is to create a self-sustaining media and content platform that supports the Company's product sales, increases brand awareness, develops intellectual property, creates collaboration opportunities, and preserves authentic Venice Beach stories for future generations.

Venice Boys™ views media and storytelling as an important part of its overall brand strategy because the Company's products represent not only a name or logo, but the culture, history, and stories associated with Venice Beach.

## VENICE FAMILY BRANDS

Venice Boys™ is intended to serve as the foundation of a broader portfolio of brands and intellectual property connected to Venice Beach culture. The Company's long-term strategy includes developing, managing, licensing, and collaborating on additional brands and product lines that reflect different aspects of Venice culture and the Company's creative vision.

The broader portfolio is referred to as Venice Family Brands and may include apparel, lifestyle products, accessories, media, entertainment, cultural projects, and future brand collaborations.

Potential brands and concepts within the broader portfolio include:

- Venice Boys™ — the primary Venice-born lifestyle and culture brand, focused on apparel, merchandise, media, and the broader Venice Beach identity
- Venice Raised™ — a storytelling and cultural platform focused on the experiences, history, people, neighborhoods, and environment that shaped individuals raised in Venice
- Venice Billionaires™ — a separate brand concept focused on entrepreneurial, lifestyle, and aspirational products and content

- Venice Kush® — a separately managed cannabis-related brand and intellectual property asset, subject to applicable cannabis laws, licensing requirements, and separate business operations
- Venice Ganja® — a natural lifestyle and product concept focused on plant-based, naturally derived, and everyday wellness-oriented products, developed as part of the broader Venice Family Brands portfolio
- Venice Mush™ and other future concepts — additional brands or product lines that may be developed as the Company's intellectual property portfolio expands

The Company intends to maintain appropriate separation between Venice Boys™ and businesses or activities that are subject to specialized regulatory requirements, including cannabis-related operations. Such activities may be conducted through separate legal entities, licenses, agreements, or operating structures as appropriate.

Venice Family Brands is intended to provide a framework through which individual brands can maintain their own identities while benefiting from shared creative direction, intellectual property development, marketing capabilities, production relationships, media exposure, and other business resources where appropriate.

The Company may generate revenue from the portfolio through direct product sales, licensing, collaborations, intellectual property agreements, media opportunities, and other authorized commercial arrangements.

As the portfolio develops, the Company may pursue strategic partnerships with artists, creators, entrepreneurs, local businesses, manufacturers, retailers, investors, and other organizations that can contribute to the development and distribution of individual brands.

The long-term objective is to establish Venice Family Brands as a recognizable collection of Venice-connected brands and intellectual property, with Venice Boys™ serving as the primary lifestyle and culture platform.

The Company's strategy is to build brands from authentic Venice stories and experiences while creating commercially viable products and media that can reach audiences both within Venice Beach and beyond.

## MARKET & CUSTOMER

Venice Boys™ will serve a broad customer base connected to Venice Beach culture, Southern California lifestyle, streetwear, tourism, fashion, entertainment, and consumers seeking authentic local brands.

The Company's primary customer groups are expected to include:

- Venice Beach Visitors & Tourists — visitors seeking authentic Venice-themed apparel, souvenirs, collectibles, and products that represent their experience in Venice Beach

- Local Venice Customers — residents and individuals with personal, family, or cultural connections to Venice who identify with the Company's hometown identity
- Venice Raised & Southern California Consumers — people who grew up in Venice, Los Angeles, and surrounding communities and have an appreciation for the area's history and culture
- Culture & Lifestyle Consumers — customers interested in streetwear, California lifestyle brands, music, art, skateboarding, handball, beach culture, and other elements associated with Venice
- Online Customers — consumers outside the Los Angeles area who discover Venice Boys™ through the Company's website, TikTok, Instagram, YouTube, podcast, and other digital platforms
- Collectors & Brand Supporters — customers attracted to limited-edition releases, special collaborations, unique Venice designs, and products connected to specific stories, locations, or moments in Venice history

Venice Beach provides a distinctive environment for the Company's brand because of its international recognition, tourism, entertainment presence, local businesses, artists, athletes, and long history as a center of California beach and street culture.

The Company's strategy is to use Venice as the foundation of its identity while allowing the brand to reach customers well beyond the local market. Physical presence in Venice can provide direct access to tourists and local consumers, while e-commerce and social media allow the Company to reach customers throughout California, the United States, and potentially international markets.

The Company will use original content, storytelling, product photography, social media, podcasting, collaborations, and community engagement to attract and retain customers. This approach allows Venice Boys™ to market products through the culture and stories behind the brand rather than relying solely on traditional advertising.

Customer demand will be evaluated through product sales, website activity, social-media engagement, customer feedback, repeat purchases, limited-edition releases, and other measurable indicators.

The Company's long-term objective is to develop a loyal customer base that recognizes Venice Boys™ as an authentic Venice-born brand and continues to engage with the Company through products, media, events, collaborations, and future Venice Family Brands offerings.

## **MARKETING & SALES STRATEGY**

Venice Boys™ will use a combination of digital marketing, social media, original content, direct-to-consumer sales, physical retail, collaborations, and community engagement to build brand awareness and generate sales.

The Company's marketing strategy will be centered on the authenticity of Venice Beach and the stories, people, locations, and culture that make the community recognizable around the world.

A key component of the Company's long-term sales strategy is establishing a Venice Beach Boardwalk retail location. A physical location directly on or near the Venice Beach Boardwalk would place Venice Boys™ in the center of one of the area's most recognizable visitor destinations and provide direct access to tourists, local residents, and consumers seeking authentic Venice merchandise. Based on the Company's target-market planning, a Boardwalk location could provide access to a potential annual visitor audience of approximately 10 million people, creating significant exposure and opportunities for retail sales, brand awareness, customer acquisition, and media content.

Key marketing and sales channels will include:

- E-Commerce — The Company's website will serve as a primary direct-to-consumer sales channel for apparel, accessories, souvenirs, lifestyle products, and future product releases
- Social Commerce — Platforms such as TikTok and Instagram will be used to showcase products, reach new audiences, communicate directly with customers, and support social-commerce sales
- Short-Form Video — Original videos featuring Venice locations, culture, history, products, and personalities will be used to generate organic reach and introduce new customers to the brand
- Venice Boys Culture Podcast — Podcast episodes, interviews, and cultural discussions will provide another platform for building an audience and creating connections between the Company's media and product businesses
- Product Photography & Storytelling — Products will be presented through professional photography and location-based content that connects each product to the Venice environment and brand story
- Collaborations — The Company may collaborate with Venice artists, musicians, athletes, creators, local businesses, and other organizations to introduce products to new audiences and develop limited-edition releases
- Venice Beach Boardwalk Retail — A future Boardwalk location would provide a physical retail presence in the Company's hometown and allow the Company to sell products directly to tourists and local customers while creating a visible headquarters for the Venice Boys™ brand
- Physical Events & Pop-Ups — The Company may participate in community events, pop-ups, cultural events, and other physical activations to increase brand visibility and introduce products to new customers
- Community-Based Marketing — The Company will use Venice stories, local history, community relationships, and cultural content to build credibility and create long-term customer relationships

The Company's sales strategy will emphasize direct relationships with customers whenever practical. Direct-to-consumer sales can provide the Company with greater control over brand presentation, customer experience, product launches, and customer feedback.

The Company may also pursue wholesale accounts, authorized retailers, online marketplaces, licensing opportunities, strategic partnerships, and other distribution relationships as the brand grows.

Marketing performance will be evaluated through sales, website traffic, social-media engagement, audience growth, customer acquisition, repeat purchases, product performance, and other measurable business indicators.

The Company's long-term objective is to establish Venice Boys™ as a recognizable Venice-born lifestyle brand with both a strong digital presence and a physical retail presence in the community where the brand originated.

## **FLAGSHIP RETAIL & CREATIVE HEADQUARTERS**

Venice Boys™ intends to establish a flagship location in Venice Beach that will serve as a retail, media, creative, and brand headquarters for the Company.

The planned Venice Boys Flagship will provide the Company with a permanent physical presence in the community where the brand originated and will create a direct connection between the Company's products, media, culture, and customers.

The location is expected to incorporate multiple functions, including:

- Retail Store — A dedicated space for Venice Boys™ apparel, headwear, accessories, souvenirs, lifestyle products, limited-edition releases, and future Venice Family Brands products
- Brand Headquarters — A central location for Company operations, product development, meetings, brand management, and customer engagement
- Podcast & Media Studio — Dedicated space for the Venice Boys Culture Podcast, interviews, video production, photography, and other original media
- Creative Studio — Space for developing new products, artwork, collaborations, marketing materials, and other creative projects
- Music & Entertainment — Potential space for music production, recording, performances, and collaborations with Venice musicians and creators
- Community & Cultural Programming — A location where the Company can host events, artist collaborations, product releases, interviews, cultural discussions, and other activities connected to Venice Beach

A Boardwalk-area location would also provide the Company with direct exposure to the large number of visitors who travel to Venice Beach each year. This physical presence is expected to support retail sales while increasing brand recognition and creating opportunities to convert tourist traffic into long-term online customers and brand supporters.

The flagship location will also provide a physical setting for the Company's storytelling strategy. Customers will be able to experience Venice Boys™ products and media in the same community that inspired the brand.

As the Company grows, the flagship may also serve as a platform for collaborations with local artists, businesses, musicians, athletes, creators, and other members of the Venice community.

The Company intends for the flagship to become more than a traditional retail store. It is envisioned as a Venice-born retail, media, and creative headquarters where products, culture, storytelling, and community come together under one location.

The timing, size, lease terms, build-out requirements, and final location will be determined based on available commercial properties, capital requirements, operating projections, and other business considerations.

### **VENICE BOYS FLAGSHIP — A Venice-born retail, media & creative headquarters.**

## **INTELLECTUAL PROPERTY**

Venice Boys™ intends to build and maintain a valuable portfolio of intellectual property associated with the Company's brands, products, creative works, media, designs, and connection to Venice Beach culture.

The Company's intellectual property strategy is intended to protect the identity of Venice Boys™ while creating opportunities for future product development, licensing, collaborations, and expansion of the Venice Family Brands portfolio.

The Company's intellectual property may include:

- Trademarks & Brand Names — Venice Boys™, Venice Raised™, Venice Billionaires™, Venice Kush®, Venice Ganja®, Venice Mush™, and other names, logos, slogans, and brand identifiers developed by the Company or its affiliated entities
- Logos & Visual Identity — original logos, graphics, artwork, typography, product designs, packaging, and other visual elements associated with the Company's brands
- Product Designs — original apparel designs, accessories, merchandise concepts, packaging designs, and other creative elements developed for Company products
- Original Media & Content — podcast episodes, photographs, videos, interviews, written stories, documentaries, social-media content, and other original works created for the Company's media platforms
- Venice Cultural Content — original storytelling and documentation concerning Venice Beach history, locations, people, neighborhoods, businesses, art, sports, and community experiences, subject to applicable rights and permissions
- Websites & Digital Properties — Company-controlled websites, domain names, social-media accounts, digital content, and other online brand assets

- Future Intellectual Property — additional trademarks, copyrights, designs, product concepts, media properties, and other intellectual property developed as the Company expands

The Company intends to register and maintain intellectual property rights where appropriate and commercially justified. Ownership and licensing arrangements may be structured through the Company's designated ownership entities and operating companies to provide appropriate separation between intellectual property ownership and day-to-day business operations.

The Company may also license selected intellectual property to affiliated companies, manufacturers, retailers, collaborators, or other authorized business partners under written agreements.

The Company will seek to protect its intellectual property from unauthorized commercial use and may pursue appropriate enforcement or other remedies when necessary.

The Company's intellectual property portfolio is expected to become an important long-term business asset. In addition to supporting the sale of physical products, intellectual property may create opportunities for licensing, collaborations, media projects, merchandising, and future brand development.

The Company's objective is to build intellectual property that remains closely connected to the authentic Venice Boys™ identity while allowing the business to expand into new products, markets, media, and strategic partnerships.

## MANAGEMENT & OPERATIONS

Venice Boys™ will initially operate as a founder-led business with management responsibilities centered on brand development, product development, operations, marketing, media, intellectual property, and strategic relationships.

The Company's management structure is designed to remain flexible during the early stages of development while allowing the business to add employees, contractors, advisors, creative professionals, and strategic partners as operations expand.

Initial management and operational responsibilities will include:

- Brand Management — overseeing the overall Venice Boys™ identity, brand direction, product strategy, and long-term development of the Venice Family Brands portfolio
- Product Development — developing new apparel, accessories, souvenirs, lifestyle products, and future natural product lines while maintaining consistent quality and brand standards
- Marketing & Sales — managing the Company's website, social-commerce channels, social-media presence, product launches, customer relationships, and promotional activities

- Media & Content — developing the Venice Boys Culture Podcast, short-form video, photography, interviews, historical storytelling, and other original content
- Intellectual Property Management — maintaining trademarks, copyrights, brand assets, domain names, designs, and other intellectual property and coordinating appropriate legal protection
- Operations & Fulfillment — coordinating inventory, suppliers, manufacturing, packaging, shipping, order fulfillment, retail operations, and customer service
- Strategic Partnerships — developing relationships with manufacturers, retailers, artists, creators, local businesses, investors, collaborators, and other strategic partners
- Flagship Operations — as the Company establishes a Venice Beach flagship location, management will oversee retail operations, staffing, media production, events, inventory, and day-to-day facility requirements

As the Company grows, Venice Boys™ may add personnel in areas including retail management, sales, marketing, social media, media production, product development, fulfillment, accounting, legal services, and administrative operations.

The Company may also utilize independent contractors and specialized professional service providers where appropriate, including accountants, attorneys, designers, photographers, videographers, manufacturers, consultants, and other specialists.

The Company's operating structure will be designed to maintain control over the core brand and intellectual property while allowing qualified professionals and strategic partners to contribute specialized expertise.

Management will monitor operating expenses, inventory levels, product margins, sales performance, customer feedback, marketing results, and other key business indicators in order to make informed decisions regarding future growth.

The Company's long-term objective is to establish an experienced management and operational team capable of supporting a growing retail, e-commerce, media, and product business while maintaining the authenticity and cultural identity of Venice Boys™.

The Company intends to grow its operations in stages, beginning with direct-to-consumer product sales and digital media and expanding into additional products, collaborations, physical retail, media production, and other opportunities as capital, customer demand, and operating capabilities develop.

## CAPITAL REQUIREMENTS

Venice Boys™ intends to seek strategic capital to support the development and expansion of the Company's product, retail, media, marketing, and operational infrastructure.

The Company's capital requirements will be determined based on the Company's growth objectives, product development schedule, inventory requirements, marketing needs, staffing, professional services, and the development of a future Venice Beach flagship location.

Capital may be obtained through a combination of equity investment, strategic partnerships, business financing, revenue reinvestment, licensing arrangements, and other lawful funding sources appropriate for the Company's stage of development.

Capital raised by the Company may be used to support the following areas:

- Product Development — development, testing, sourcing, manufacturing, and packaging of apparel, accessories, souvenirs, lifestyle products, and future product lines
- Inventory — purchasing initial and expanded inventory to support e-commerce, social-commerce, wholesale opportunities, and future retail operations
- Marketing & Advertising — digital marketing, social-media growth, photography, video production, promotional materials, product launches, and customer acquisition
- Media Development — podcast equipment, production, editing, content development, studio requirements, and other media-related expenses
- E-Commerce & Technology — website development, online-store infrastructure, payment systems, software, photography, digital tools, and other technology requirements
- Intellectual Property — trademark, copyright, licensing, legal, and other costs associated with developing and protecting the Company's intellectual property portfolio
- Flagship Retail Location — lease deposits, architectural and design expenses, construction or improvements, fixtures, displays, equipment, signage, inventory, and other costs associated with establishing a Venice Beach flagship location
- Personnel & Professional Services — employees, contractors, accountants, attorneys, designers, manufacturers, consultants, and other professional service providers
- Working Capital — general operating expenses and cash reserves necessary to support the Company's operations during periods of growth
- Future Expansion — development of additional products, brands, collaborations, retail opportunities, media projects, and other strategic opportunities

The Company intends to deploy capital in stages based on business performance, customer demand, available opportunities, and operational capacity.

A portion of future capital may be dedicated to establishing the Company's physical presence in Venice Beach. A strategically located Boardwalk-area flagship could combine retail sales, brand exposure, media production, customer engagement, and community programming within a single location.

The Company will seek to maintain disciplined financial management and prioritize expenditures that directly contribute to revenue generation, brand development, customer acquisition, intellectual property development, and long-term enterprise value.

Specific funding amounts, investment structures, ownership terms, and use-of-proceeds allocations will be determined through detailed financial modeling and, where applicable, definitive agreements with investors, lenders, or strategic partners.

The Company's objective is to use capital to establish a scalable foundation for Venice Boys™ while preserving the authenticity and cultural identity that distinguish the brand.

## USE OF PROCEEDS

Capital raised by Venice Boys™ is intended to provide the Company with the resources necessary to expand its product offerings, increase brand awareness, develop its media platform, strengthen its intellectual property portfolio, and establish a physical presence in Venice Beach.

The Company expects to allocate available capital among the following areas based on business priorities and market conditions:

- Inventory & Product Manufacturing — production of Venice Boys™ hats, apparel, accessories, souvenirs, lifestyle products, and future product lines
- Product Development & Packaging — development of new products, product testing, packaging, labeling, design, and production preparation
- Marketing & Brand Development — digital marketing, advertising, social-media campaigns, professional photography, video production, promotional materials, and product launches
- E-Commerce & Social Commerce — website improvements, online-store development, technology, payment systems, product listings, fulfillment systems, and customer-service infrastructure
- Venice Boys Culture Podcast & Media — recording equipment, production, editing, studio development, content creation, and distribution of original media
- Intellectual Property — trademark filings, copyright protection, licensing, legal services, brand protection, and development of additional intellectual property
- Flagship Retail Location — lease-related costs, deposits, build-out, fixtures, displays, signage, equipment, retail technology, initial inventory, and other costs associated with establishing a Venice Beach Boardwalk-area location
- Personnel & Professional Services — staffing and professional services required to support retail, operations, accounting, legal, marketing, product development, and media activities
- Working Capital & Operating Expenses — rent, utilities, insurance, software, shipping, supplies, administrative expenses, and other costs necessary to maintain operations
- Strategic Growth & Collaborations — development of partnerships with Venice artists, creators, businesses, manufacturers, retailers, and other strategic partners
- Future Product & Brand Expansion — development of additional Venice Family Brands products, natural lifestyle products, limited-edition releases, and new commercial opportunities

The Company intends to prioritize expenditures that directly support revenue generation, customer acquisition, product development, brand recognition, and long-term growth.

The allocation of proceeds may be adjusted as business conditions change. Management may reallocate capital between categories based on actual costs, customer demand, available opportunities, and the Company's operating requirements.

Detailed dollar amounts and percentages will be established as part of the Company's final financial model and funding proposal.

The Company's objective is to use capital efficiently to build a strong operating foundation for Venice Boys™, establish a recognizable physical and digital presence, and create the infrastructure necessary for long-term expansion.

## **FINANCIAL PROJECTIONS**

Venice Boys™ expects to generate revenue through a diversified business model consisting of direct-to-consumer product sales, social commerce, future physical retail sales, collaborations, wholesale opportunities, licensing, media-related opportunities, and other authorized commercial activities.

The Company's financial projections will be developed using assumptions regarding product pricing, unit sales, inventory costs, gross margins, marketing expenses, operating expenses, staffing, e-commerce activity, and the development of a future Venice Beach flagship location.

### **Revenue Sources**

The Company's anticipated revenue streams include:

- Direct-to-Consumer Sales — sales of apparel, headwear, accessories, souvenirs, lifestyle products, and other merchandise through the Company's website
- Social-Commerce Sales — sales generated through TikTok, Instagram, and other social-commerce platforms
- Flagship Retail Sales — future sales generated through a Venice Beach Boardwalk-area retail location
- Wholesale & Retail Partnerships — sales through authorized retailers, specialty stores, and other qualified distribution partners
- Collaborations & Limited Releases — revenue from collaborative products, special collections, and limited-edition merchandise
- Licensing & Intellectual Property — potential revenue from licensing selected trademarks, designs, brands, media, and other intellectual property
- Media & Content Opportunities — potential revenue associated with sponsorships, branded content, collaborations, advertising, and other authorized media activities

### **Financial Growth Strategy**

The Company's financial strategy is to establish multiple revenue channels rather than relying on a single product or sales platform.

The initial phase will focus on expanding product availability, increasing online sales, building the Company's digital audience, and developing repeat customers. As sales and brand awareness increase, the Company intends to expand its product portfolio and pursue additional sales channels.

The development of a Venice Beach flagship location is expected to provide an additional revenue channel while also increasing brand visibility and customer acquisition. The location may combine retail sales with media production, product launches, collaborations, events, and other revenue-generating activities.

## **Cost Structure**

Major operating costs are expected to include:

- Product manufacturing and inventory
- Packaging and fulfillment
- Shipping and logistics
- Marketing and advertising
- Website and technology expenses
- Retail rent and occupancy costs
- Staffing and contractors
- Professional services
- Media and content production
- Intellectual property protection
- Insurance and administrative expenses
- General working capital requirements

Management will monitor gross margins, operating expenses, inventory turnover, customer acquisition costs, sales performance, and cash flow to support disciplined growth.

## **Financial Forecasting**

The Company's detailed financial model will include projected revenue, cost of goods sold, gross profit, operating expenses, operating income, capital expenditures, and cash requirements.

Financial projections will be prepared for the initial operating period and subsequent growth years and will be updated as actual sales data becomes available.

Projections will be based on reasonable business assumptions regarding product pricing, unit sales, customer demand, online traffic, social-commerce conversion, retail traffic, inventory requirements, and operating costs.

Actual results may differ from projections due to market conditions, consumer demand, production costs, competition, economic conditions, retail performance, and other factors.

The Company's long-term financial objective is to develop Venice Boys™ into a diversified and scalable lifestyle brand capable of generating revenue through products, retail, digital commerce, intellectual property, media, collaborations, and other complementary business activities.

Detailed revenue and expense projections will be included in the Company's financial model and may be presented separately to prospective investors, lenders, and strategic partners.

## INVESTORS REFERRAL & SUCCESS FEE PROGRAM

Venice Boys is seeking **\$500,000 in startup and growth capital** to support inventory, e-commerce development, marketing, brand development, operations, equipment, working capital, and the continued development of the Venice Boys brand and its broader portfolio of Venice Family Brands.

To support the company's capital-raising efforts, Venice Boys may establish an Investor Referral & Success Fee Program for qualified individuals or strategic partners who introduce potential investors to the company.

An eligible referral party may receive a **success fee equal to eight percent (8%) of the capital actually received by Venice Boys from an investor directly introduced by that referral party**, subject to a separate written agreement and all applicable federal and California laws and regulations.

### Example

If a qualified referral party introduces an investor who provides the full **\$500,000** sought by Venice Boys:

- Investor Capital Raised: **\$500,000**
- Referral Success Fee: **8%**
- Potential Success Fee: **\$40,000**
- Remaining Capital to Company Before Other Transaction Costs: **\$460,000**

The success fee will only become payable after the company actually receives the investor's funds and will apply only to capital directly attributable to the eligible referral.

The referral program does not provide the referral party with ownership, voting rights, management authority, intellectual-property rights, or any other ownership interest in Venice Boys unless separately agreed to in a written transaction approved by the company.

All investor introductions and compensation arrangements will be documented in writing. Referral parties will not be authorized to make investment recommendations, negotiate investment terms, make representations on behalf of Venice Boys, or otherwise engage in activities requiring securities registration unless legally permitted and properly authorized.

Venice Boys reserves the right to negotiate different compensation arrangements for individual transactions based on the size, structure, source, and strategic nature of the investment.

Any investor referral compensation will be subject to applicable securities laws, broker-dealer requirements, and other regulatory requirements. The company may require legal review and appropriate documentation before paying any success fee.

## **RISK FACTORS**

The development and expansion of Venice Boys™ involves various business, financial, operational, market, and other risks. There can be no assurance that the Company's business strategy will achieve its intended results or that projected growth will occur.

Potential risks include, but are not limited to, the following:

### **Market & Consumer Demand**

Consumer preferences in apparel, lifestyle products, streetwear, souvenirs, and other retail categories can change rapidly. The Company's ability to generate revenue will depend on continued customer interest in its products and brand.

### **Competition**

Venice Boys™ will operate in competitive markets that include established apparel companies, lifestyle brands, souvenir retailers, online sellers, and emerging independent brands. Competitors may have greater financial resources, established distribution networks, or larger customer bases.

### **Product & Manufacturing Risk**

The Company may depend on third-party manufacturers, suppliers, and vendors for certain products and materials. Delays, quality issues, increased costs, minimum-order requirements, or supply-chain disruptions could affect product availability and profitability.

## **Inventory Risk**

The Company must manage inventory carefully. Excess inventory may require discounts or create additional storage costs, while insufficient inventory may result in missed sales opportunities.

## **Retail Location Risk**

A future Venice Beach Boardwalk-area flagship location would involve significant expenses, including rent, deposits, build-out, staffing, utilities, insurance, inventory, and other operating costs. Retail performance may be affected by tourism, seasonality, economic conditions, lease terms, competition, and changes in visitor traffic.

## **Digital & Social-Media Risk**

The Company expects to rely substantially on its website, social-media platforms, and social-commerce channels. Changes to platform policies, algorithms, fees, account restrictions, technology, or consumer behavior could affect the Company's ability to reach customers and generate sales.

## **Brand & Intellectual Property Risk**

The value of Venice Boys™ depends in part on the Company's ability to establish, maintain, and protect its trademarks, designs, content, and other intellectual property. Unauthorized use, infringement claims, disputes, or limitations on intellectual property protection could affect the Company's operations.

## **Financial & Capital Risk**

The Company's growth may require additional capital for inventory, marketing, staffing, product development, media production, and retail expansion. There is no assurance that additional financing will be available on acceptable terms when required.

## **Key-Person Risk**

The Company's early development depends significantly on the experience, relationships, creative direction, and management of its founders and key personnel. The loss or unavailability of key individuals could affect operations and growth.

## **Economic Conditions**

Changes in economic conditions, inflation, interest rates, employment, consumer spending, and other economic factors may affect demand for discretionary products such as apparel, accessories, souvenirs, and lifestyle merchandise.

## **Regulatory & Legal Risk**

The Company may be subject to federal, state, and local laws and regulations relating to business operations, employment, retail sales, product labeling, intellectual property, advertising, e-commerce, consumer protection, and other areas. Failure to comply with applicable requirements could result in additional costs, penalties, or restrictions.

## **Reputation & Brand Risk**

Venice Boys™ is closely connected to Venice Beach culture and storytelling. Public perception, customer experiences, partnerships, content, or events associated with the brand could affect its reputation and customer relationships.

## **Execution Risk**

The Company's ability to achieve its business objectives will depend on effective execution across product development, manufacturing, marketing, e-commerce, media, retail, financial management, and strategic partnerships. Delays or weaknesses in any of these areas could affect growth.

## **General Business Risk**

The Company is an evolving business and its future results are subject to uncertainties that may not currently be known or anticipated. Actual results may differ materially from projections and expectations due to circumstances beyond the Company's control.

Management intends to monitor these risks as the business develops and implement appropriate operational, financial, legal, and strategic measures to reduce exposure where reasonably possible.

No assurance can be given that any risk management strategy will eliminate or fully mitigate the risks associated with the Company's operations.

## KEY BUSINESS ASSUMPTIONS

The Company's business plan and financial projections are based on a number of assumptions regarding market demand, product development, sales channels, operating costs, brand growth, and future expansion. These assumptions are subject to change as the Company gains additional operating experience and market data.

Key assumptions include:

- Brand Demand — The Company expects continued consumer interest in authentic Venice Beach apparel, lifestyle products, souvenirs, and culture-based merchandise
- Product Expansion — The Company expects to introduce additional products over time based on customer demand, product performance, available capital, and brand strategy
- E-Commerce Growth — The Company expects its website and social-commerce channels to remain important sources of customer acquisition and revenue
- Digital Audience Growth — The Company expects original social-media content, short-form video, podcasting, and storytelling to increase brand awareness and create opportunities for product sales
- Tourist Market — The Company expects Venice Beach's substantial visitor traffic to provide an ongoing potential customer base for physical retail, souvenirs, apparel, and lifestyle products
- Flagship Location — The Company's projections may assume the future establishment of a Venice Beach Boardwalk-area flagship location, subject to suitable property availability, lease terms, financing, permitting, build-out requirements, and operating feasibility
- Retail Sales — The Company expects a physical Venice Beach location to create opportunities for direct retail sales while also increasing brand visibility and customer acquisition
- Gross Margins — The Company expects to maintain commercially viable product margins through appropriate pricing, sourcing, manufacturing, inventory management, and product selection
- Strategic Collaborations — The Company expects opportunities to develop collaborations with artists, creators, musicians, athletes, businesses, manufacturers, and other strategic partners
- Media Development — The Company expects the Venice Boys Culture Podcast and other original media to become increasingly important components of the Company's marketing and brand-development strategy

- Intellectual Property — The Company expects its trademarks, designs, content, brand names, and other intellectual property to contribute to long-term brand value and future commercial opportunities
- Capital Availability — The Company's growth strategy assumes that sufficient capital or internally generated revenue will be available to support inventory, marketing, operations, product development, media, and future retail expansion
- Operating Expansion — The Company expects to add employees, contractors, professional service providers, and strategic partners as the scale and complexity of the business increases
- Customer Retention — The Company expects that authentic branding, quality products, original content, and customer engagement can contribute to repeat purchases and long-term customer relationships
- Long-Term Brand Development — The Company expects Venice Boys™ to develop from an initial apparel and merchandise business into a broader lifestyle, media, and intellectual property platform

These assumptions are intended to provide a framework for planning and financial modeling and should not be interpreted as guarantees of future performance.

Management will periodically review and update these assumptions based on actual sales, customer behavior, operating results, market conditions, available capital, and other relevant business information.

## CONCLUSION

Venice Boys™ is being developed as a Venice Beach-born lifestyle, culture, media, and product company built around an authentic connection to the community from which the brand originated.

The Company's strategy is to transform that authentic connection into a scalable business through apparel, accessories, souvenirs, lifestyle products, natural product lines, digital commerce, social media, original media, intellectual property, collaborations, and future physical retail.

Venice Boys™ is designed to serve both the local Venice community and a much larger audience of consumers who connect with Venice Beach culture, history, creativity, and lifestyle.

The Company's planned Venice Beach flagship would provide an important physical foundation for the business by combining retail, media production, creative activities, product development, and community engagement in the Company's hometown.

At the same time, the Company's digital presence will allow Venice Boys™ to reach customers beyond Venice through e-commerce, social commerce, short-form video, podcasting, and other forms of digital media.

The Venice Family Brands portfolio provides an additional framework for developing complementary brands, products, intellectual property, and collaborations while maintaining Venice Boys™ as the primary lifestyle and culture platform.

The Company's long-term objective is to build a recognizable and sustainable brand that preserves authentic Venice stories while creating commercially viable products and media that can reach audiences locally, nationally, and potentially internationally.

Venice Boys™ intends to grow in stages, using customer demand, revenue, strategic partnerships, available capital, and operating experience to determine the pace and direction of expansion.

The Company believes that its greatest foundation is its connection to Venice Beach and the authenticity of the stories, experiences, people, and culture behind the brand. By combining that foundation with disciplined business operations, quality products, original content, and strategic growth, Venice Boys™ seeks to establish a lasting Venice-born brand.

**Venice is the culture. The brands are the stories.**

## **CAPITAL RAISE & INVESTMENT STRUCTURE**

Initial Capital Raise: \$500,000

Venice Boys™ is seeking an initial capital investment of \$500,000 to support the Company's development and expansion as a Venice Beach-born lifestyle, retail, media, and e-commerce platform.

The Company's preliminary financial planning has identified approximately \$475,000 in anticipated capital requirements. The Company is therefore targeting a \$500,000 capital raise to provide sufficient funding for the planned launch and expansion of operations, including inventory, product development, marketing, VeniceBoys.com, media production, retail development, personnel, professional services, and working capital.

Proposed \$500,000 Capital Allocation

| Use of Capital                            | Amount   |
|-------------------------------------------|----------|
| Retail Lease, Deposit & Initial Occupancy | \$60,000 |

|                                                      |           |
|------------------------------------------------------|-----------|
| Buildout, Signage & Fixtures                         | \$100,000 |
| Inventory & Manufacturing                            | \$100,000 |
| Website, E-Commerce & Technology                     | \$25,000  |
| Marketing & Brand Development                        | \$50,000  |
| Podcast, Media & Content Production                  | \$35,000  |
| Intellectual Property, Legal & Professional Services | \$25,000  |
| Personnel & Operating Expenses                       | \$55,000  |
| Working Capital Reserve                              | \$50,000  |
| TOTAL CAPITAL RAISE                                  | \$500,000 |

The above allocation represents preliminary business-planning estimates and may be adjusted based on actual lease costs, construction and buildout requirements, manufacturing costs, inventory needs, marketing expenses, staffing requirements, professional services, and other operating conditions.

Investor Equity Structure

The Company intends to offer an equity interest in the operating company to qualified investors. The specific valuation, ownership percentage, investor rights, governance provisions, distribution provisions, and other investment terms will be determined through definitive financing agreements.

An investor's equity interest would be limited to the operating company and would not automatically include ownership of the Company's separately held trademarks, domains, brand names, or other intellectual property assets.

### Intellectual Property Ownership

The Company's intellectual property strategy is intended to maintain a separation between the ownership of valuable trademarks, domains, brand assets, and other intellectual property and the operating company that commercializes those assets.

The broader intellectual property portfolio may include Venice Boys™ reg.02066704, Venice Kush® reg.6430744, Venice Ganja® reg.6072246, Venice Billionaires™, Venice Raised™, Venice Mush™, related brand names and logos, VeniceBoys.com and other domain names, original creative works, product designs, media content, and future intellectual property developed by the Company or its designated intellectual property ownership structure.

The Company intends for designated intellectual property owners to retain ownership and control of these assets while granting the operating company appropriate rights to use and commercialize the intellectual property through written licensing agreements.

Accordingly, an investor's equity interest in the operating company would not, by itself, constitute ownership of the underlying trademarks, domains, or other separately held intellectual property.

### Strategic Brand & Business Opportunities

The Company's broader portfolio may create opportunities for future licensing, collaborations, product development, media, and expansion across multiple Venice-connected brands.

Certain cannabis-related business assets and opportunities are intended to remain separately structured from the primary Venice Boys non-cannabis lifestyle operation. Any future development, licensing, investment, partnership, or joint venture involving regulated cannabis businesses or licenses would be subject to applicable federal, state, and local laws, licensing requirements, ownership restrictions, and regulatory approvals.

The Company may have access to additional business opportunities associated with separately structured cannabis-related licenses and operations, including a Social Equity microbusiness opportunity in Los Angeles and a potential cannabis cultivation and manufacturing operation in Desert Hot Springs. These opportunities are not included as operating assets of the primary Venice Boys lifestyle business unless and until properly structured, documented, and approved as required.

The Company's objective is to allow investors to participate in the growth of the operating business while maintaining a clearly defined ownership structure for the Company's valuable intellectual property and separately regulated business assets.

Target Capital Raise: \$500,000