



FABRIQ *Interactive* Investor Deck



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A comprehensive and enjoyable investment valuation experience.

Welcome to the FABRIQ Interactive Investment Deck. Our objective is to provide you with a thorough investment valuation opportunity, while enabling you to assess the dedication and likeability of our founder.

Embracing heuristic and hands-on interactive learning, we provide a variety of investment information, from detailed descriptive text and in-depth financials, to rendered product imagery and enjoyable narrated videos.

Please sit back, relax, and enjoy learning about FABRIQ as you read, watch, and discover the luxury market's newest lifestyle product.





Introducing FABRIQ

FABRIQ Pavilion Inc. is a new luxury lifestyle brand featuring proprietary tensile structures.

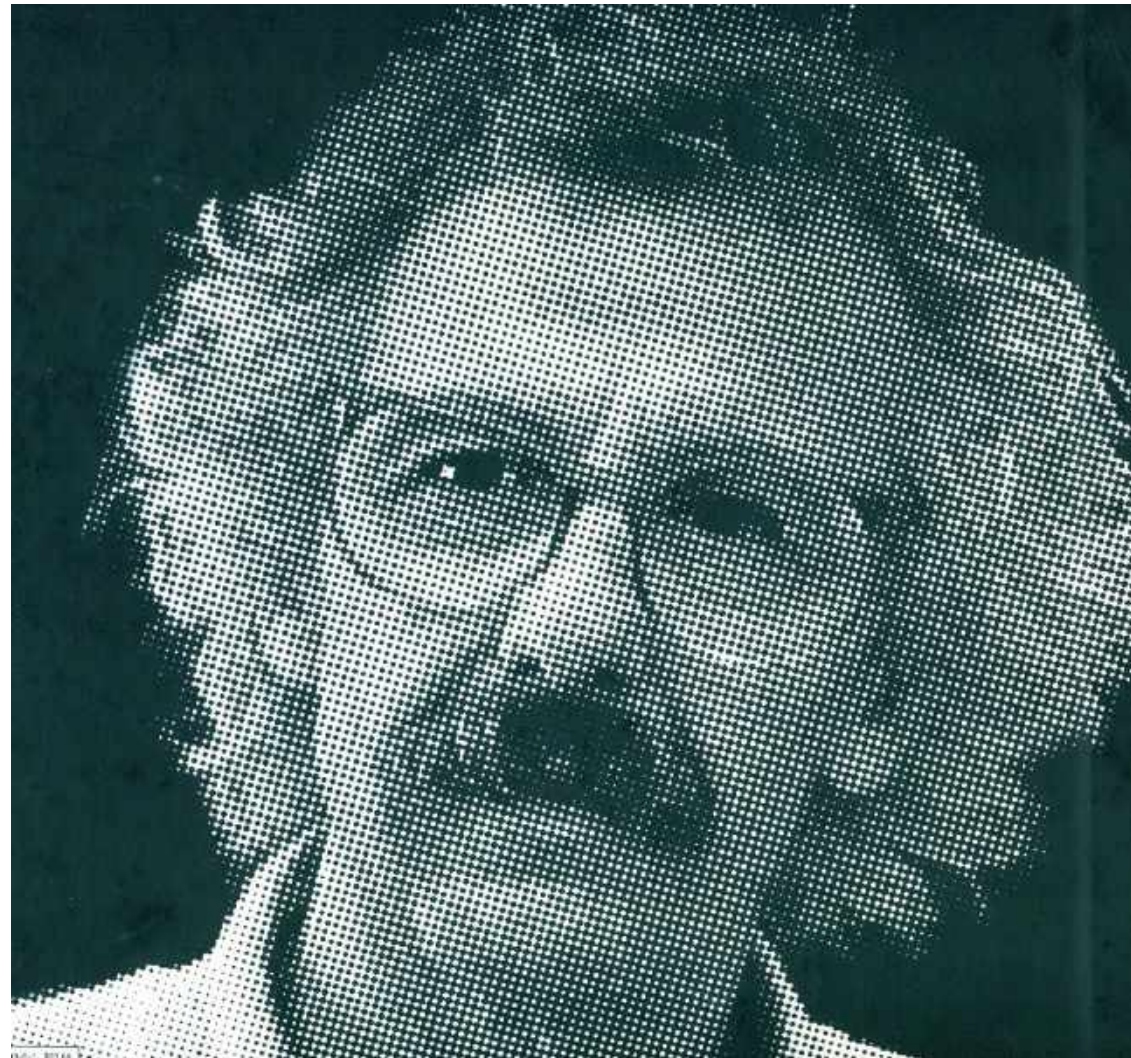
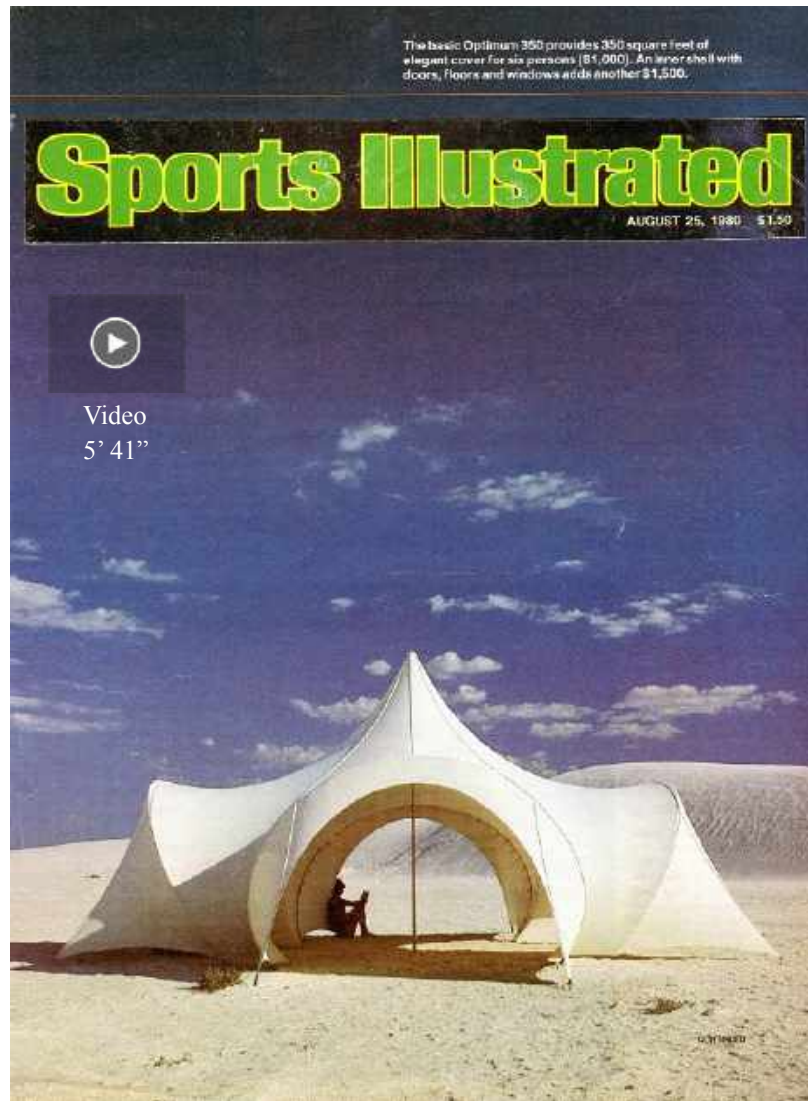
Currently raising seed capital to sell, manufacture and install FABRIQ structures, FABRIQ Pavilion Inc. intends to capture the interest of wealthy trendsetters around the world and requires a market penetration of less than 1% in order to attain unicorn status.





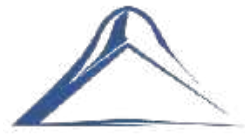
Rich Heritage

Four decades ago, a happenstance viewing of a temporary tent structure by Fabric Artist and Designer, Bill Moss, marked a pivotal moment in the life of Fabriq Pavilion Inc.'s Founder, Bill Wesnousky, and the beginning of the FABRIQ journey...



1923 - 1994

Known as “America’s foremost Fabric Architect,” Moss’ works have been displayed in the likes of The Louvre, The Smithsonian, and The Museum of Modern Art. Journalists have described Moss’ designs as “Life in a Picasso” and “Tents from Cloud Nine,” and the unique FABRIQ design is inspired by a fabric church model that Wesnousky acquired from the late Moss’ wife.



Purpose / Mission / Vision

MISSION

To develop transformational tensile architecture.

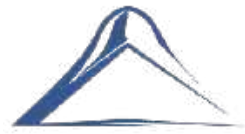
PURPOSE

To change the way the wealthy experience life outdoors by creating an intimate connection between nature, architecture, and humankind.

VISION

To develop a global luxury lifestyle brand that designs, sells, and installs transformational tensile architecture for the global elite.





Substantially Better Product

Unveiling an entirely new standard in fabric architecture.

We know that successful startups either solve a problem or create a new version of a product that is substantially better than anything in its class. FABRIQ does the latter.

A functional, permanent tensile showpiece that is at once luxurious and eco-sensitive, FABRIQ offers the ultra wealthy, corporate venue developers, and experiential travelers a tensile architectural encounter far superior to anything they have ever known before.



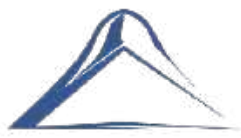


Luxury Brand

FABRIQ Pavilion, Inc. is a pre-revenue luxury brand.

Offering one-of-a-kind proprietary tensile structures to the elite few, FABRIQ upholds the pillars of “true luxury” and embraces a rich heritage that exudes an unspoken aura of originality, timelessness, and exclusivity.

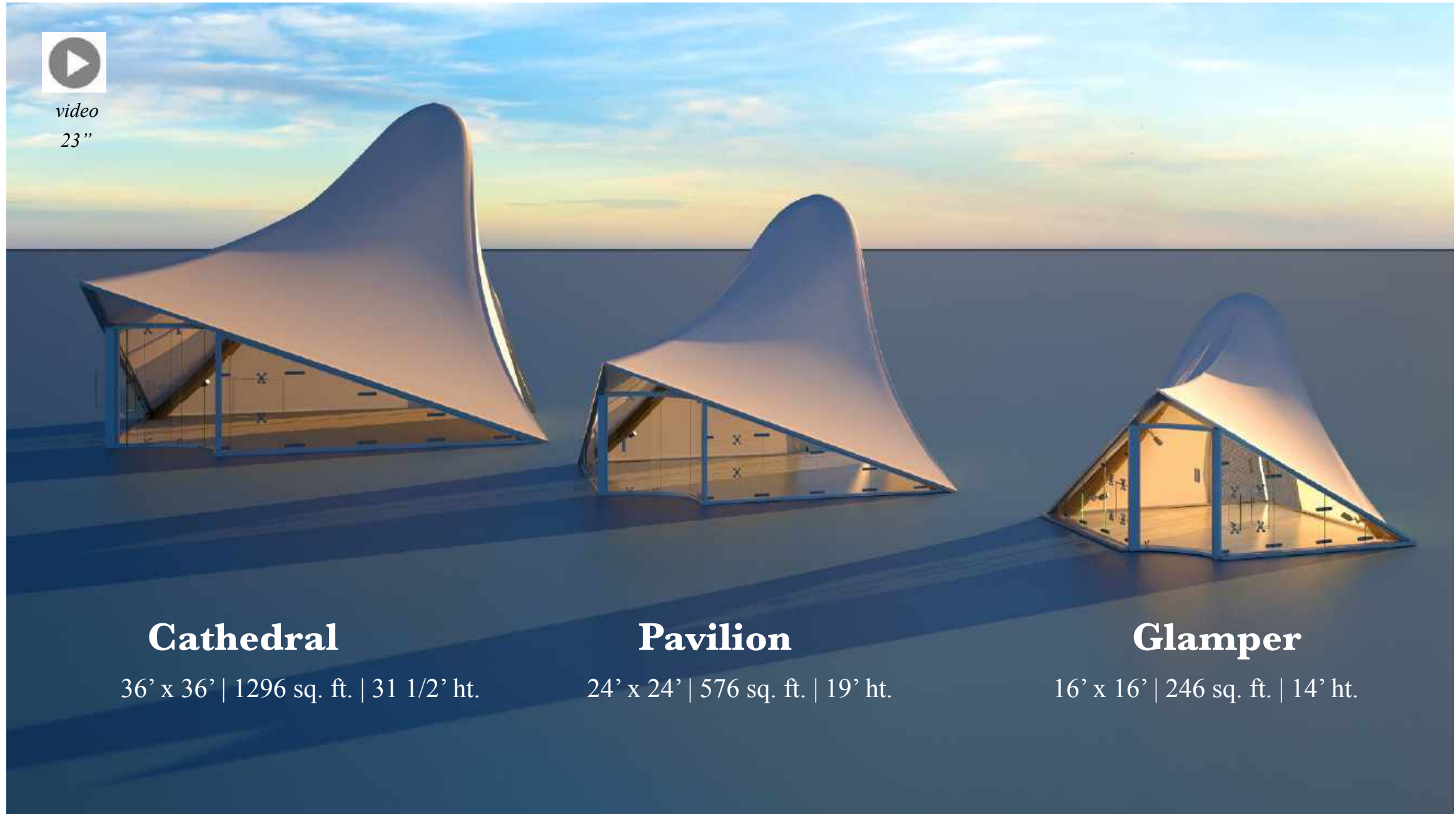




The FABRIQ Lineup



video
23"



Cathedral

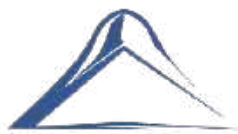
36' x 36' | 1296 sq. ft. | 31 1/2' ht.

Pavilion

24' x 24' | 576 sq. ft. | 19' ht.

Glamper

16' x 16' | 246 sq. ft. | 14' ht.



Target Markets



Video
2' 20''

FABRIQ's business model targets 3 audience segments: residential, commercial, travel

1. Residential Products = Outdoor Spaces for UHNWI & VHNWI
2. Commercial Venues = Event Spaces for Upscale Corporate Entities
3. Luxury Accommodations = Glamping/Resort Stays for Wellness Tourism

UHNWI (min \$30mm)

\$360.6 Trillion USD (2021)

Global - 392,410

North America - 142,000

California - 12,260

VHNWI (\$5m - 29m)

\$26.8 Trillion USD (2021)

Global - 2,700,000

North America - 584,737

California - 175,000

Commercial Enterprises

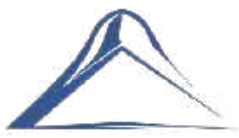
Global 2000 \$233 Trillion

Int'l Winery \$513 Billion

Luxury Hotels \$891 Billion

Glamping \$2.74 Billion

Wellness Tourism \$822 Billion



Why Will They Buy?

FABRIQ appeals to the luxury consumer's need for self-reward, status, and prestige.

Luxury consumers seek products that are unique, exclusive, experiential, and emotionally moving. Art, architecture, and the great outdoors top their “likes” list, while travel, entertainment, beauty, pleasure, sensuality, and spirituality are held in the highest regard.

FABRIQ embodies all such characteristics and caters to all such aspirations...





Competition

Yurts are portable, or permanent, circular dwellings made of lattice, flexible poles, and fabric. Priced between \$7,500 and \$64,000, Yurts are common applications used for residential and commercial properties.



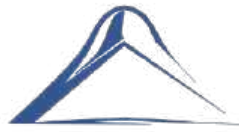
In contrast to the competition, FABRIQ is a functional work of art; an 'al fresco' venue quite unlike any other.



2' 34"

FABRIQ Investment Opportunity

- SEED Round: \$4 mm / 20% Equity
- Cash Runway: 18 - 24 months
- Pre-Money Valuation \$16 mm
- Post-Money Valuation \$20 mm
- Investors Receive Post Money SAFE Notes w/ \$20mm valuation cap
- Simple Agreement for Future Equity
- Investors Lock In Equity Percentage
- Series A Round: SAFE Notes Convert to Preferred Shares



Scenario 1: 5 California showrooms - 5 years



2' 34"

Assumptions:

Invest \$4 mm for 20%

Sell @ 2x Gross Revenue - year 5

20 % Equity Dilution

1/3 Pavilions, Cathedrals, Glampers

Target Market - 188,000 UHNW / VHNW

Model	Sales Price	Net 35%
Glamper	750 k	262 k
Pavilion	1 m	350 k
Cathedral	1.5 m	525 k

Year	Showrooms	Mo. Sale	Ann.Sales	Gross Revenues
1	1	1	12	13 m
2	1	2	24	26 m
3	2	2	48	48 m
4	3	2	96	104 m
5	5	2	120	130 m

Exit Yr 5 @ 2 x gross revenues = \$260mm

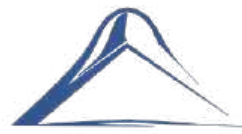
16 % equity = \$41,600,000

ROI multiple 8.32x

Investment in year 5: \$25k - \$208,000 \$50k - \$416,000 100k - \$832,000

.002% market penetration : 188,000 UHNW /VHNW CA residents

* The above calculations are hypothetical scenarios . . . they are NOT SALES PROJECTIONS



Scenario 2: Unicorn status in 5 years

Assumptions:

\$4mm for 20%

Sell @ 2x Gross Revenue - year 5

20% Equity Dilution

Sales: 1/3 Pavilions, Cathedrals, Glampers

<u>Model</u>	<u>Sales Price</u>	<u>Net 30%</u>
Glamper	750 k	225 k
Pavilion	975 k	292 k
Cathedral	1.5 m	450 k

<u>Year</u>	<u>Showrooms</u>	<u>Mo. Sale</u>	<u>Ann.Sales</u>	<u>Gross Revenues</u>
1	1	1	12	13 m
2	1	2	24	26 m
3	2	4	96	123 m
4	3	6	216	273 m
5	5	8	480	633 m

Year 5 exit @ 2x gross revenues = \$1.26 Bn.

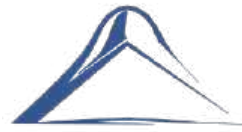
16 % equity - \$240,000,000

ROI multiple: 40x

Year 5: \$25k - \$1,000,000 \$50k - 2,000,000 \$100k - \$4,000,000

.002% market penetration : 188,000 UHNW /VHNW CA residents

** The above calculations are hypothetical scenarios . . . they are NOT SALES PROJECTIONS*



Luxury Industry Comparisons



1' 22"



Super Yachts

- \$75mm to \$250mm
- 300 sales per year
- **25 per month**



Private Jets

- \$4.5mm to \$60mm
- 600 sales per year
- **54 per month**



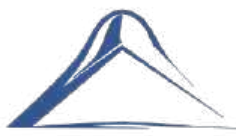
FABRIQ Tensile Structures

- \$750k - \$1.5mm
- 480 sales per year
- **40 per month**



Rolls Royce

- \$350k to \$533k
- 6,021 sales per year
- **501 per mo**
- * 150 showrooms in 50 countries



Go To Market Plan

Position FABRIQ as the next best thing in luxury lifestyle.



2'40"

- Raise Capital
- Assemble Teams: Board of Directors, Management, Marketing, Sales, PR
- Execute Media and Sales Campaign
- Attract Celebrities
- Stage Events
- Install Glamper / Cathedral models



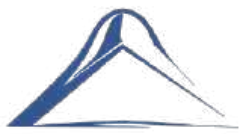


Current Position

We are ready to launch!

- Venue Deal Signed With Winery
- Building Permit Received
- Suppliers, Manufacturing Teams in place
- Seed Capital Campaign is Underway
- Construction to Commence 8/15/2024





Video
2' 41"

FABRIQ Team

A close knit, talented team of specialists.



Bill Wesnousky, Founder/President/CEO. Former SVP with Morgan Stanley, Founder, President Tennis Connect (non profit), nationally ranked senior tennis player and visionary behind the brand.



Camilla Carboni - Luxury Copywriter, Experienced luxury brand copywriter and voice of FABRIQ; recently named "Luxury Woman to Watch."



Craig Huntington, Fabric Architect, Structural Engineer. President Huntington Designs. Part of team that designed the Hajji Airport in Saudi Arabia with the largest fabric roof in the world.



Cynthia Hansen - Visual Artist, President of Hansen Visualizations and visual artist whose design flair showcases FABRIQ in residential and commercial settings.



Mehrdad Ravan, Glass Architect President of Global Architectural Systems and designer of FABRIQ's innovative side window walls and front entry.



Joe Wein, Web Design, Social Media President of 44 Keys, designer of the FABRIQ website newsletter, and implementer of FABRIQ's social media campaigns.



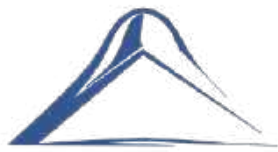
Why Now?

The ideal product for current times.

FABRIQ intersects 3 mega markets—outdoor structures, venues and experiential tourism—all of which are expected to grow from 6% to 17.3% CAGR over the next decade.

And, with the demand for outdoor structures and experiential travel at an all-time high post pandemic, FABRIQ is uniquely positioned to capitalize on the rapidly rising “glamping” trend.





Thank you for previewing the FABRIQ Investor Deck. Please contact me via the contact details below if you have questions, comments, or would like to invest.



10' 01"



Bill Wesnousky
Founder, President, CEO
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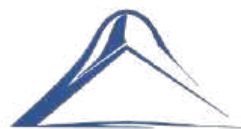
Appendix



FABRIQ Media Kit

FABRIQ Pavilion Inc. has also prepared a helpful Media Kit for all press, print, and digital publications seeking the latest FABRIQ News and product highlights. To peruse the FABRIQ Media Kit and view an array of press clippings from our design heritage, along with imagery, videos and social medial links, please visit: [FABRIQ Media Kit](#).





Business Model

Showroom Expansion

Global Vision: to develop 30 regional showrooms at upscale wineries located in highly populated Ultra Wealthy regions, four of which are located in California, the 5th largest economy in the world.

Villa San-Juliette Vineyard & Winery is centrally located, enabling prospective buyers to take a short drive or flight to the site of the FABRIQ Showroom and experience the tensile structure first hand.



TOP 30 UHNW CITIES

	City/rank	UHNW population 2016	Year-on-year change in population (%)
	New York-Newark-Jersey City, NY-NJ-PA 1	8,350	▲ +9.0
	Hong Kong* 2	7,650	▲ +4.1
	Tokyo (Kanto MMA)** 3	6,040	▲ +17.5
California →	Los Angeles-Long Beach-Anaheim, CA 4	4,600	▲ +8.0
	London - Metro*** 5	3,630	▼ -14.6
	Paris - Metro 6	3,440	▲ +4.6
	Chicago-Naperville-Elgin, IL-IN-WI 7	3,110	▲ +7.6
	Washington-Arlington-Alexandria, DC-VA-MD-WV 8	2,570	▲ +8.9
	Osaka-Kyoto (Keihanshin MMA) 9	2,390	▲ +16.6
	Dallas-Fort Worth-Arlington, TX 10	2,330	▲ +5.4
California →	San Francisco-Oakland-Hayward, CA 11	2,310	▲ +6.0
	Houston-The Woodlands-Sugar Land, TX 12	2,290	▼ -3.4
	Singapore 13	2,170	▼ -0.5
	Boston-Cambridge-Newton, MA-NH 14	2,090	▲ +8.9
	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD 15	2,020	▲ +8.6
	Zurich - Metro 16	1,930	▲ +0.5
	Toronto 17	1,760	▲ +0.6
	Seattle-Tacoma-Bellevue, WA 18	1,660	▲ +8.5
	Atlanta-Sandy Springs-Roswell, GA 19	1,590	▲ +8.2
	Miami-Fort Lauderdale-West Palm Beach, FL 20	1,450	▲ +9.0
	Nagoya (Chukyo MAA) 21	1,410	▲ +16.5
California →	San José-Sunnyvale-Santa Clara, CA 22	1,390	▲ +7.8
	Minneapolis-St. Paul-Bloomington, MN-WI 23	1,230	▲ +7.9
	Stockholm - Metro 24	1,160	▲ +7.4
	Detroit-Warren-Dearborn, MI 25	1,150	▲ +9.5
	Taipei 26	1,110	▲ +2.8
	Seoul 27	1,080	▲ +3.8
	Munich - Metro 28	1,070	▲ +5.9
California →	San Diego-Carlsbad, CA 28	1,070	▲ +7.0
	Moscow 30	960	▼ -4.0
	Phoenix-Mesa-Scottsdale, AZ 30	960	▲ +7.9
	Shanghai 30	960	▲ +9.1

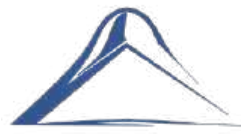
Note: Population numbers are rounded to the nearest 10. Cities are defined on the basis of urban agglomerations and metropolitan (metro) areas, which include the built-up areas outside the administrative core. Globally comparable city-level data is not available; as such, to ensure comparability is as precise as possible, we have sourced consistent metro- and urban-level population and GDP data. Major cities are determined on a nominal GDP basis in \$. For further information, please see the Methodology section.

*Hong Kong is a semi-autonomous, special administrative region of China.

**MMA stands for major metropolitan area.

***Metro stands for metropolitan area.

Sources: Wealth-X; Oxford Economics.



FABRIQ Suppliers / Contractors

Huntington Design Associates

The design of state-of-the-art fabric tension structures is one of the most demanding fields in contemporary structural engineering. Tensile Structures are reliant on sophisticated computer programs for the shaping, analysis, and patterning of membranes curved in three dimensions. The engineer must have acuity in detailing structures in which fabric, a number of cables, and steel members all meet at a single point.

Serge Ferrari Fabric Roof

Serge Ferrari Group, a leading elite tensile fabric manufacturer, is well known for the likes of world's most exclusive hotel, the Burj Al Arab in Dubai UAE. Their exceptional product is at once durable and translucent, pliable and safe. It boasts outstanding resistance to UV, pollution, and harsh climate conditions which aligns with our values of offering customers best in class materials that are both long lasting and light on our planet.

Eide Industries, Fabric Installer

Tension structures or tensile fabric structures are architecturally innovative forms of construction art that provide designers and end users a variety of aesthetic, free-form, canopy designs. These design-build tensioned fabric structures are engineered and fabricated to meet worldwide structural, flame retardant, weather proofing and natural forces requirements.

Global Architectural Systems

Global Architectural Systems, Inc. has over 100 years of combined experience in the design, engineering, and fabrication of structural glass systems. Merhdad Ravan, President, and his team, have designed the innovative front entry and frameless side windows that added to the uniqueness, beauty and functionality of the FABRIQ structure.



Burj Al Arab Hotel in Dubai UAE



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