



Business Plan

EXECUTIVE SUMMARY

MANAGEMENT PRESENTATION AVAILABLE UPON REQUEST

Mr. Fire Safety, LLC

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275 S. Rt. 17-92, Suite 110, Debarry FL 32713 (offices)

www.MrFireSafetyUSA.com

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Appendices

(Attached to Business Plan)

Appendix A – (Ask to See Projections for the State You Are Interested In)

Appendix B - Business Concept Presentation

Appendix C - Dossier of Key Executives (See also www.ChrisDaskalakis.com)

ABOUT THE COMPANY

MR. FIRE SAFETY offers Commercial Kitchen Exhaust System Cleaning to Restaurants, Schools, Hotels, Malls, Airports, Hospitals; any business that has a commercial kitchen. Our mission is to make MR. FIRE SAFETY the first recognizable brand name Franchise in Fire Prevention & Fire Suppression services in the USA and worldwide.

Forbes magazine's #1 reason why new companies fail is "Value Proposition", in other words, why customers need your product? The great thing about MR. FIRE SAFETY is that our industry is mandated by NFPA Code 96 and enforced by Township fire inspectors as well as insurance companies throughout the USA and Canada, thus customers don't have a choice about needing our services. According to nationwide fire prevention law, NFPA Code 96 mandates that all commercial kitchen exhaust hood systems be cleaned 1-12 times a year by a certified Kitchen Exhaust Hood Cleaning company (www.NFPA.org). This law makes our industry practically recession proof.

MR. FIRE SAFETY was founded in January of 2008 by entrepreneur and fire inspector Chris M Daskalakis. In just 24 short months and a shoe string budget, MR. FIRE SAFETY had sold **40+ territories** in over 17 States. Furthermore, the franchisees love their new MR. FIRE SAFETY (MFS) business and are growing by leaps and bounds. With the extensive 5-day training & certification program we provide every new franchisee, they are finding it easy to generate work and create a lucrative business. After the training, we provide weekly project leads of new restaurants to our new franchisees and life long support. In fact, all of our trained franchisees are able to secure accounts the 1st week after training... See testimonials on our website at: www.MrFireSafetyUSA.com). Our franchises are rightly priced so our new franchisees break even within the first 6 months and don't have to wait a whole year, which is typical of most new businesses.

The company is positioned perfectly to deliver a recession proof, low cost franchise that is built on offering professional and competitive fire prevention services in an industry that has very little competition and is mandated by NFPA law.

THE FRANCHISE OPPORTUNITY

This is an incredible franchise opportunity because it's the type of business that will never go away or slow down as long as there are restaurants serving food! While almost every type of business has slowed down do to the economy, we have a maintained a steady growth nationwide.

Look in your yellow pages and you will notice that there are only 1-2 companies, if that, doing exhaust hood cleaning in most areas. Restaurant owners get extremely frustrated with finding reputable and certified hood cleaning companies. The fact is that right now there isn't a brand name in the United States for commercial kitchen exhaust hood cleaning.

As we grow nationwide as a large franchise, we will build more purchasing power and also be bale to buy our chemicals and material cheaper then an individual company. Thus our prices will be more competitive with higher profit margins. The market is wide open for us

PROVEN & TESTED CONCEPT

The founder of our organization, Mr. Chris Daskalakis, has over 20 years experience in this industry, having had his own kitchen exhaust hood cleaning and fire extinguisher company and being a licensed fire inspector. "This industry is currently virgin territory throughout the USA because there are just not enough professional and certified companies to meet the demand", says Chris.

We began test marketing Mr. Fire Safety in January of 2008 with only 1 salesman and \$0 advertising budget. In less then 12 months we had sold 12+ territories in over 11 states and we are continuing to grow by leaps and

bounds every day, currently in 18 states. Our franchisees are also doing extremely well and breaking-even as early as the first few months of starting their business. The awesome testimonials we have gotten back from our current franchisees has helped motivate so many other new buyers.

COMPANY REVENUES

As a full time franchise you can expect to recoup your investment within the first 6 months. How much money you generate will depend on the territory you purchase and how aggressive you are in building your business. Territories are sold by county to one franchise per county and the price of each county depends on the population of that county. As a franchisee, you will receive our 5-day training & certification in our training facility in Orange City Florida. Prices for a franchise range between \$20,000 to \$50,000 with a 5% Royalty fee for cleanings each month. Our fees for cleaning services to our clients range from \$350-\$700+ per cleaning, depending on the size of their exhaust hood system and how often they clean it. Cleanings take anywhere from 3-4 hours and typically two workers can clean 2 jobs per night, with most jobs cleaned at night with the exception of schools that are cleaned during the afternoon.

You may also choose to get involved as a state-wide **Master Area Developer** in which you do not clean, but almost act like a franchisor and help us sell franchises and support the franchisees in your state. The rewards of this program are tremendous as you also receive commissions and royalties from every franchise sold in your state, for the life of the franchise. Please see our UFDD guidelines for this program. Prices for a Master Area Developer range between \$50,000 to \$1 Million depending on the state you purchase.

THE COMPETITION

Mr. Fire Safety has very little competition in this niche industry and there is no brand name in Fire Prevention services in the USA. Kitchen exhaust system cleaning is a fragmented industry right now with a shortage in qualified and Certified companies to meet the demand. The restaurant owners take this service extremely serious because if there is a fire and they don't have the paperwork from their certified exhaust hood cleaning company, they risk not getting paid by their insurance. Thus, if they had a choice between hiring a professional & certified national franchisee or a mom and pop company that may not be timely, certified and insured, they would not want to take such a risk on their investment.

There are only 3 other franchises in exhaust hood cleaning in the USA that we have found and the growth that Mr. Fire Safety has done in just 2 years, has taken them over 15-30 years to achieve. The *Boys In The Hood*, started in 1995 and is operating in 12 states (www.TheBoysInTheHood.com). Grease Busters started 30 years ago and is operating in about 17 states (www.GreaseBusters.com). And HoodZ recently got into this business in 2010 with prices and royalties 3 times ours. Other than these three companies, there are only small mom and mop exhaust hood cleaners and 90% of them are not certified or trained in NFPA Code 96 standards. We have the unique opportunity to become one of the first to build a brand name in fire prevention and exhaust hood cleaning and to capture this untapped market.

WHAT SETS US APART FROM OTHERS

A great factor that sets us apart from any competition is that we offer a complete cleaning, maintenance and digital inspection of their entire exhaust and make up air system! This is a proprietary digital inspection method that we teach our franchisees when they give free estimates. By showing our guys what to look for in access panels and roof tops, 9 out of 10 times we can show the owners fire hazard areas that have never been cleaned and waiting for a fire to start. This is because many cleaners only clean what the owners can see on the bottom and do not open access panels or clean the entire hood, duct and roof-top fan system. So without charging extra, and with every cleaning, we grease their fan bearings on their roof top fan, change the fan belt once a year, install a roof grease containment pad with every cleaning and clean their make up air filters and adjust their make up air... things that hardly no exhaust cleaner offers or knows how to do. We also now have our own label and chemicals that are less costly and at the same time superior in strength and quality than those currently used in this industry. Also, because of our purchasing power, we can afford to throw in extras without charging them extra...giving us a big advantage when pricing jobs! We beat the competition hands down!

THE FOUNDER'S VISION

Mr. Daskalakis, founder & CEO of Mr. Fire Safety, has visions of launching 2 more sister-franchises in 2010 & 2011 that will provide additional services to the all existing Mr. Fire Safety restaurant customers. One will be "Fire Extinguisher Services" and the other a Food & Beverage Co-Op called Mr. Food Co-Op.

Fire Extinguisher services go hand and hand with kitchen exhaust cleaning and is also mandated by law, NFPA Code 96. Fire extinguisher services is a service that is needed by every type of business; offices supermarkets, gas stations, libraries, restaurants... everyone by law needs to have a fire extinguisher available in their premise and it needs to be inspected and serviced by a licensed fire technician. All our Mr. Fire Safety franchisees will be given the right of first refusal to purchase that franchise for their territory or be grandfathered in at a reduced rate. Fire extinguisher servicing require a state license from your state and is not available in all states.

The third sister franchise will be Mr. Food Co-Op, that will offer food and beverage purchasing power to their restaurant customers through the collective buying power of all its members. We are expecting to have about 50-100 Mr. Fire Safety franchisees within the next few years of operation. This translates to a network of over 15,000 restaurants that we will know by first name! We will then negotiate deals with local and national food & beverage vendors like Pepsi-Cola, Heinz, Tyson and others and obtain economies of scale pricing for our restaurant members. Simultaneously, the food vendors will be giving back a rebate to the Co-Op from all the member's purchases. Mr. Daskalakis has detailed knowledge of starting & managing co-ops and has successfully started two other co-ops in his career. Again, all Mr. Fire Safety franchisees will have the option of first refusal to purchase that franchise for their territory at a reduced rate and the potential to increase their revenue from the same customers.

Chris's brilliant strategy of the three franchises working together, will deliver a marketing plan that has never been done before anywhere in the United States. A restaurant owner will never say no to us for kitchen exhaust hood cleaning when we are saving him \$10,000 to \$50,000 a year on his food and beverages purchases. We believe that the 3 sister-franchises will give our organization and its members the ability to corner and monopolize the market.

THE MANAGEMENT TEAM & BOARD OF DIRECTORS

We firmly believe that the success of a business depends strongly on the management team that is running it. Guidance and oversight of the firm will be in the hands of visionary entrepreneur and founder Chris Daskalakis who will act as the CEO of the company. Our management team will be supported by Pauline Daskalakis, who will act as the CFO of our company. Pauline has extensive financial background having worked on Wall Street for Dun & Bradstreet. On our board will also sit Real Estate entrepreneur Mr. T. Argerous Filosofos, who is also an investor in the company. Mr. Filosofos is founder and president of the Taf Group, LLC, which has been a worldwide Real Estate Investing company for over 35 years. Argerous will be providing useful insight to the company and marketing direction as we grow in various States throughout the country.

Chris M. Daskalakis- (CEO & Founder)

Mr. Daskalakis, age 49, is a serial entrepreneur who is also a licensed Fire Inspector and had his own fire extinguisher and kitchen exhaust cleaning company since 1994. Chris is well seasoned in startups, coming from a family of contractors & developers. Mr. Daskalakis started in Real Estate and has developed over \$100 Million of high-end custom homes for Castleton Estate Development in New Jersey (family business) and has solid construction experience as a bonded government contractor for public entity work throughout NJ since 1985. Chris is also the founder of the nation's first on-line construction project lead service, www.BidstreetUSA.com, which has facilitated over 35,000 construction project leads since its conception in 1998. For a full dossier of Chris Daskalakis, please visit www.ChrisDaskalakis.com to see a full Bio of Mr. Daskalakis.

Mr. Daskalakis brings start up experience, creative marketing strategy, general management and development experience to the firm. Mr. Daskalakis will serve as the CEO of the company and oversee all aspects of the marketing, business development and administrative aspects of the company.

Pauline Daskalakis- (CFO, Partner)

Pauline Daskalakis holds an undergraduate degree in Economics from Montclair University. She started her career as a Financial Analyst with Nabisco Foods Corp. and later worked on Wall St. as a Credit Analyst and Consultant for Dun & Bradstreet. She led Credit Exchange meetings all over the US in the construction and retail industries and conducted Financial analysis on companies. She has overseen several business ventures from conception to fruition along with her husband, Chris and is currently functioning as CFO of Mr. Fire Safety.

Argerous Filsofos - (Board of Directors)

Mr. Filsofos is a prominent developer throughout the United States and worldwide and has tremendous experience in running an international business. His business insight and acumen will add tremendous value as we grow the company nationwide and worldwide. Mr. Filsofos will serve on the board of Mr. Fire Safety, LLC.

END OF EXECUTIVE SUMMARY
Presentation & references are available upon request.