

Kai Ola Poke

Ocean-Fresh. Island-Raised. Zero Waste.

Ocean-Fresh Poke • Zero-Waste Sustainability • 1 Hotel Hanalei Bay
Fresh Catch. Island Life. Closed-Loop Impact.





📈 THE OPPORTUNITY

Where Luxury Meets Authentic Hawaii

Prime Location

Exclusive beachfront positioning at 1 Hotel Hanalei Bay — one of Hawaii's most prestigious luxury resorts, attracting high-net-worth guests year-round.

Affluent Audience

Guests spending \$1,500–\$5,000+ per night actively seek authentic, photogenic, and sustainable local food experiences — a market largely untapped at the premium tier.

\$1M+ Year 1

300 operating days, high average ticket (\$22–\$28), and hotel partnership volume create a clear, defensible path to seven-figure revenue in year one.

The Gap No One Has Closed — Until Now

What Tourists Want

- Genuinely local, ultra-fresh poke from trusted Hawaiian waters
- Sustainable, story-driven food that aligns with their values
- Instagram-worthy presentation worthy of the backdrop
- A premium experience that matches their resort stay

What Currently Exists

- Generic food trucks with no provenance or sustainability story
- Plastic containers, single-use waste, and forgettable presentation
- No closed-loop operations or off-grid ethos
- A complete mismatch with the 1 Hotel brand promise of nature-first luxury

- ⊗ The premium poke segment at luxury Hawaiian resorts remains completely unaddressed. That's the white space Kai Ola Poke was built to own.

Kai Ola Poke: Premium. Purposeful. Viral.



Ultra-Fresh Local Ahi

Sourced daily from trusted Kauai fishermen. Every bowl tells a story of provenance, freshness, and Hawaiian ocean heritage — a story guests can taste.



Closed-Loop Sustainability

Rainwater catchment powers our block ice and shaved ice. Food waste converts to biodiesel. Coconut shell plating eliminates single-use plastics entirely.



Built for Virality

Walk-up window, coconut shell bowls, rainbow shaved ice, and the stunning Hanalei Bay backdrop. Every order is a shareable moment — earned media built into the model.



Lean 2-Person Operation

Off-grid food truck designed for maximum throughput with minimal overhead. Two skilled operators, one streamlined menu, exceptional margins.



Five Signature Bowls. One Unforgettable Experience.



Classic Kai Ahi \$22

Local ahi, shoyu, sesame oil, green onion, sweet onion. The timeless foundation — clean, bright, and perfectly balanced.



Spicy Hanalei Reef \$24

House spicy aioli, cucumber, tobiko, micro greens. Bold heat with reef-to-table freshness and dramatic color.



Tropical Bounty \$25

Ahi, fresh Kauai mango, pineapple salsa, toasted coconut, lilikoi drizzle. The most photogenic bowl on the menu.



Limu Crunch \$23

Ahi, fresh limu (local seaweed), crispy shallots, house ponzu. A deeply local flavor profile with satisfying texture contrast.



Kai Experience \$28

Signature poke + rainbow shaved ice served together in a coconut shell. The hero SKU — social media gold, highest margin, most memorable.

True Closed-Loop. No Compromises.



Rainwater Catchment

Harvested rainwater filtered and used to produce block ice for shaved ice and fish storage — zero grid dependency.



Waste → Biodiesel

All food waste converted to biodiesel that powers the truck's generator. Every scrap becomes fuel — a truly closed energy loop.



Zero Plastic Plating

Coconut shells replace all single-use containers. Compostable utensils. Near-zero landfill contribution per service day.



Hyper-Local Sourcing

All fish sourced from Kauai's own fishing community. Shorter supply chain = fresher product, lower carbon footprint, and a powerful local story.

- ✔ Kai Ola Poke is the only food truck concept in Hawaii operating a fully off-grid, zero-waste closed loop — making sustainability a genuine competitive moat, not a marketing claim.

The Right Address. The Right Guest. The Right Moment.



Why 1 Hotel Hanalei Bay?

- **Nightly rates \$1,500–\$5,000+** — guests expect and spend on premium experiences
- **Year-round demand** driven by destination weddings, luxury travel, and celebrity clientele
- **Brand alignment** — 1 Hotels is built on nature-first sustainability; Kai Ola is a natural extension
- **Concierge partnership potential** — front desk recommendations convert to guaranteed daily volume
- **Catering upside** — private events, beach dinners, and resort activations at premium pricing

📍 No direct competitor at this location, price point, or sustainability level exists on Kauai today.

High-Margin Model. Clear Path to \$1M+.

\$25

Avg Ticket

Blended average across food, drinks, and add-ons

300

Operating Days

Year-round Kauai climate enables near-full calendar operation

135+

Daily Covers

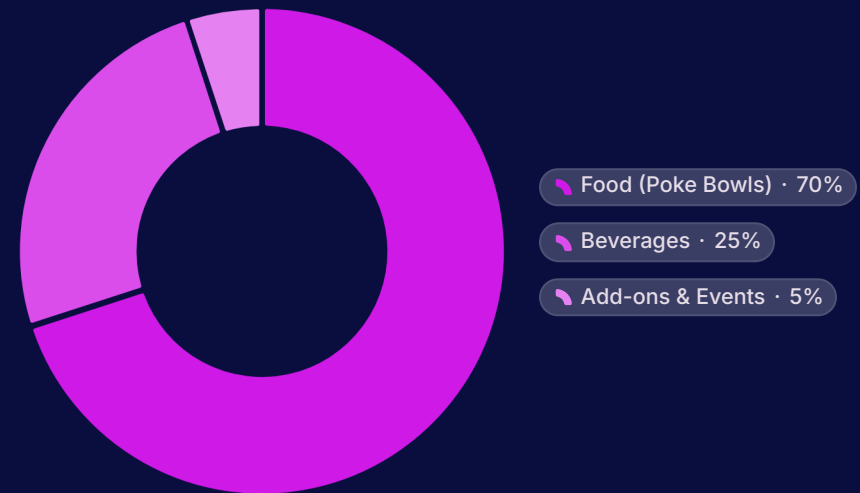
Conservative throughput for a 2-person walk-up window operation

\$1M+

Year 1 Revenue

Target based on location volume, hotel partnerships, and events

Revenue Mix



Premium price point (\$22–\$28) combined with lean overhead and a 2-person team structure produces industry-leading margins for a food truck concept.

Location Secured. Launch Ready. Momentum Building.

Now – Q2 2026

Truck build-out, equipment installation, off-grid system commissioning, and local supplier partnerships finalized. Pre-launch content creation begins.

Q3–Q4 2026: Full Launch

Public opening. Hotel concierge partnership activated. Instagram and Reels campaign amplifies the sustainability-meets-luxury story to a global audience.



Q3 2026: Soft Launch

Invite-only opening with resort staff, concierge team, and select media. Capture hero content for Instagram and Reels. Refine service flow and menu timing.


Year 1+: Scale

Catering partnerships, private beach events, and potential second location. Kai Ola brand established as Hawaii's most iconic sustainable food experience.

 **Location Secured**
Prime spot at 1 Hotel Hanalei Bay confirmed

 **Instagram Strategy**
Reels-first content focused on sustainability and stunning visuals

 **Hotel Partnerships**
Concierge referral program and in-room collateral in negotiation

 **Q3/Q4 2026 Launch**
Targeting peak travel season for maximum first-year revenue

Built for This Island. Built for This Moment.

Deep Hawaii Roots


Our founding team brings firsthand knowledge of Kauai's food culture, fishing community, and tourism ecosystem — relationships that cannot be replicated by outside operators. We understand the land, the people, and the guest.

Hospitality Operations Expertise

Hands-on experience in high-volume, high-expectation food service environments. We know how to deliver premium experiences consistently, efficiently, and profitably — even with a lean 2-person crew.

Sustainability Systems Know-How

Our team has directly designed and operated off-grid food systems — rainwater catchment, waste-to-energy conversion, and zero-plastic service models. This isn't theory. It's lived operational experience.

-  The 2-person team structure is a deliberate feature — not a constraint. It ensures tight quality control, lower labor cost, and a deeply personal guest experience at every interaction.

Partner With Us. Build Hawaii's Most Iconic Sustainable Food Brand.

Seeking: \$[Your Amount]

We are raising a seed round to fund full launch readiness and drive Kai Ola Poke to \$1M+ revenue in Year 1.

Use of Funds

- **Truck Build-Out & Wrap** — Custom design, walk-up window fabrication
- **Off-Grid Systems** — Rainwater catchment, biodiesel converter, solar
- **Kitchen Equipment** — Commercial-grade refrigeration, prep stations
- **Initial Inventory** — Fish sourcing relationships, dry goods, coconut shells
- **Launch Marketing** — Content creation, influencer partnerships, PR
- **Working Capital** — 90-day operational reserve to reach profitability

Why Now. Why Here. Why Us.

1 Exclusive beachfront access

A premium location that drives premium pricing and organic foot traffic with zero customer acquisition cost

2 Defensible sustainability moat

Closed-loop operations are extremely difficult to replicate — first-mover advantage in a growing ESG-conscious luxury travel market

3 Clear \$1M+ revenue path

Conservative assumptions, strong unit economics, and multiple revenue channels de-risk the model from day one

Let's Build Hawaii's Most Sustainable Premium Poke Experience — Together.

Kai Ola Poke · 1 Hotel Hanalei Bay, Kauai

Ocean-Fresh. Island-Raised. Zero Waste.

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"The ocean gives. We honor it. Every bowl, every day."

