



Lumina Nourish

MICHELIN-INSPIRED GLOW ON WHEELS

Elevated Mediterranean-Persian-California fusion street food — where Michelin-star craft meets accessible, plant-forward luxury.

Nourish

Nutrient-dense, anti-inflammatory meals

Glow

Beautiful, Instagram-worthy plating

Sustain

Hyper-local farms, zero-waste practices

The Market is Booming — But Missing True Luxury

\$1.16B

U.S. Food Truck Market

Projected 2026 industry size

6.5%

Annual CAGR

Sustained growth driven by wellness demand

The Gap No One Has Filled

Consumers want nourishing, photogenic meals — not just quick calories. Current food trucks offer basic tacos, burgers, and low-end vegan. **No one is doing chef-driven, high-end Mediterranean-Persian fusion** with premium local sourcing.

 San Diego has the wellness culture, farms, weather & events — but zero elevated mobile healthy dining.

Lumina Nourish — Luxury Street Food Done Right



Chef-Driven Concept

Mediterranean-Persian-California fusion with Michelin-caliber technique and hyper-fresh, sustainable sourcing.



Zero-Waste Kitchen

Direct farm partnerships, seasonal rotations, and QR-linked farm stories on every plate.



Designed to Go Viral

Photogenic plating, glow add-ons, and a sage green + gold solar-powered truck built for social media moments.



Signature Menu

A tight, curated 5-item menu — every dish under **25% food cost**, every plate a work of art.



Herb-Crusted Salmon Bowl

\$18 — Grilled salmon, herb crust, seasonal greens



Persian Glow Shawarma

\$16 — Slow-marinated chicken, saffron, sumac



Superfood Falafel Bowl

\$15 — Falafel, veggie tagine, harissa (V)



Mediterranean Harvest Salad

\$14 — Market greens, olives, house vinaigrette



Saffron Rose Chia Pudding

\$7 — Saffron, rose water, seasonal toppings

Massive Opportunity in San Diego



Our Ideal Customer

Health-conscious professionals 25–55, fitness enthusiasts, eco-foodies, and high-income tourists — all concentrated in San Diego's premier neighborhoods.

La Jolla

Little Italy

Corporate Parks

Beach Events

Go-to-Market Strategy



Social-First Launch

TikTok & Instagram Reels — plating moments, farm visits, behind-the-scenes chef content



Local Partnerships

Wellness studios, influencers, fitness communities, and San Diego lifestyle brands



Catering & Events

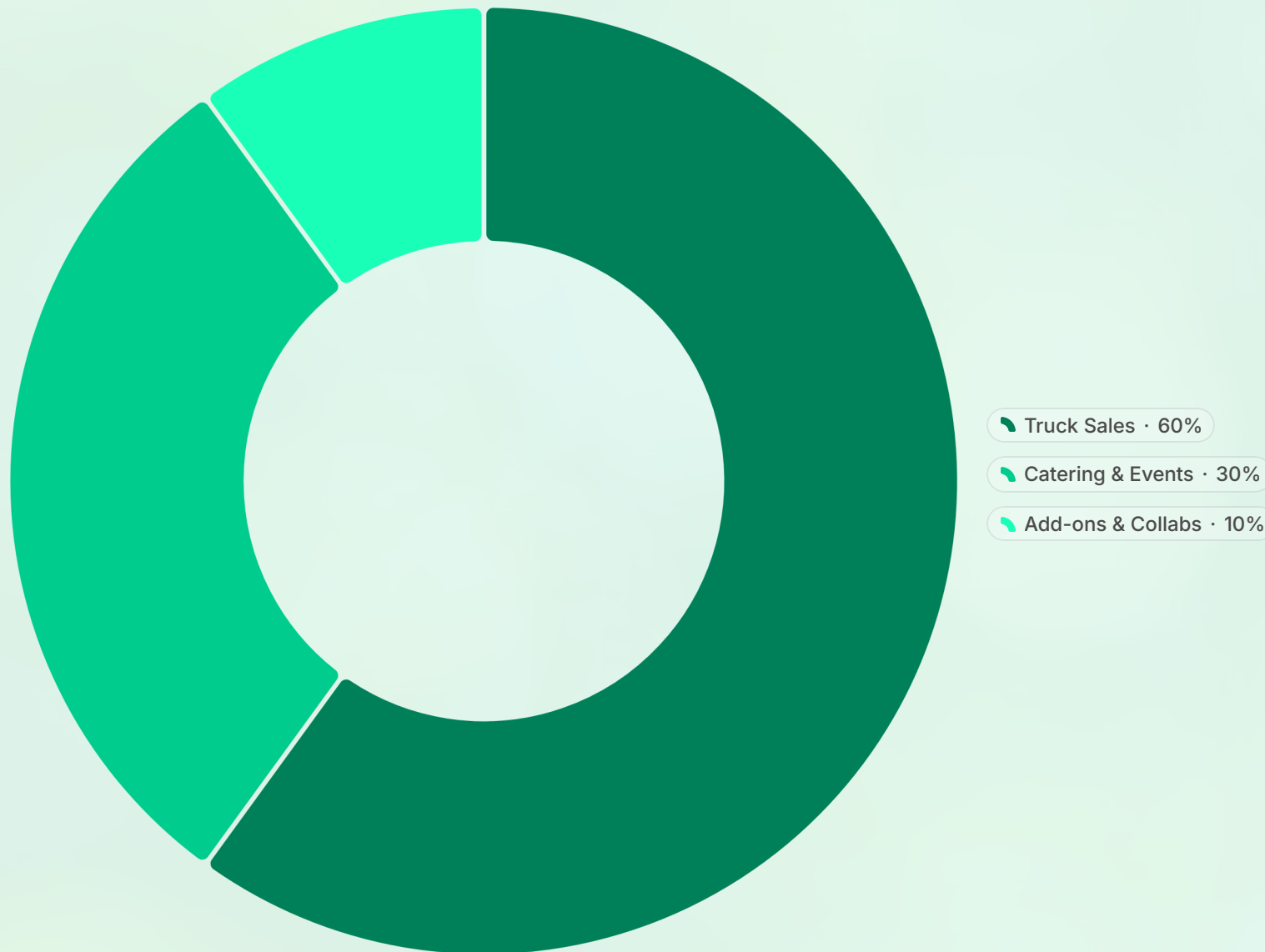
Tech company lunches, private parties, pop-ups, and premium corporate catering contracts



Loyalty & Retention

Branded loyalty app + seasonal pop-up events to build a devoted Lumina community

Revenue Streams



Year 1 Revenue Projection

\$375K

Midpoint Projection

Range: \$300K – \$450K Year 1

Truck sales anchor revenue. Catering unlocks premium margin contracts. Add-ons and brand collaborations layer in high-margin upside with zero capital cost.

Strong Unit Economics

<25%

Food cost on every menu item

\$18–22

Average ticket per customer

65–75%

Gross margin per item

4–6 mo

Projected break-even timeline



Scalability Roadmap

Launch

San Diego truck • Y1
\$300K–\$450K



Scale

Franchising & brand
licensing • Y3+



Expand

Truck 2 in Orange
County • Y2

A single truck proves the model. Orange County validates replication. Franchising transforms Lumina Nourish into a national wellness food brand.

Join the Glow Revolution

THE ASK

\$150,000

Seeking seed investment to fund truck build-out, initial inventory, permits, and a 6-month operating runway.

Truck Build-Out

Sage green + gold, solar-powered, large viewing windows — built to turn heads

Inventory & Permits

Farm partnerships, initial supplier contracts, all San Diego operating licenses

6-Month Runway

Staffing, marketing launch, and working capital through break-even

✔ Break-even projected in 4–6 months. Startup cost: \$80K–\$120K. High-margin, scalable, and built for the moment.