

Smash & Dash

Gourmet Smash Burgers Built for the Road

INVESTOR PITCH DECK • SAN DIEGO, CA • 2026





The Problem

San Diego's parks, festivals, and outdoor events are booming with hungry families, professionals, and tourists — but the food options haven't kept up. People crave **restaurant-quality burgers**, yet almost every truck or cart delivers the same soggy, fall-apart experience that requires two hands, three napkins, and a change of clothes.

The result? Diners compromise. They settle for fast food that disappoints, or skip the burger entirely. There is a massive, underserved gap between "great burger" and "food you can actually eat standing up at Balboa Park."

The Pain Points

→ Messy, structural failures

Burgers collapse mid-bite at events

→ Flavor vs. portability trade-off

Gourmet means sit-down; portable means bland

→ Zero signature identity

No memorable sauce, no brand loyalty

The Solution

Smash & Dash is the answer San Diego's outdoor dining scene has been waiting for — **chef-driven smash burgers engineered for the road**. Every element of our product is designed to deliver maximum flavor with zero mess.



Crispy Smash Technique

Each patty is pressed hard on a screaming-hot griddle, creating caramelized, lacy edges that lock in juices and deliver irresistible texture.



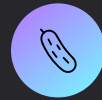
Truffle Thrill Sauce

Our signature proprietary sauce — earthy truffle, subtle heat, creamy finish. It clings to every bite and is available exclusively at Smash & Dash.



Engineered Grip Buns

House-sourced buns with a toasted interior and structured crust — designed specifically to hold together through the last bite, one-handed.



House-Made Pickles

On every burger, every time. Bright, tangy, and crunchy — our pickles are house-brined and serve as a signature flavor pillar of the brand.

Why We Win



Nostalgic-Modern Brand Identity

Bold 1950s diner DNA fused with modern street food energy. Our visual brand — strong black outlines, vintage typography, smash graphics — is instantly recognizable and highly shareable on social media.



Easy-to-Eat Gourmet Positioning

We own a completely unique market position: *gourmet quality you can eat with one hand*. No competitor in San Diego's truck scene combines chef-level execution with portability engineering.



Proprietary Truffle Thrill Sauce

Our signature sauce creates immediate repeat-visit behavior. It's a flavor anchor that customers can't replicate at home and can't find anywhere else — a moat built on taste.

The Signature Menu

Core Burgers

Truffle Thrill Deluxe ★

Double smash, Truffle Thrill sauce, caramelized onions, aged cheddar, house pickles

The Classic Dash

Single smash, American cheese, Dash sauce, lettuce, tomato, pickles

Spicy Cruiser

Double smash, jalapeño slaw, ghost pepper aioli, pepper jack, pickles

The Mushroom Mile

Smashed with sautéed wild mushrooms, Swiss, garlic truffle butter, pickles

BBQ Blaze

Smoked bacon, BBQ glaze, crispy onion strings, pickles, cheddar

Fun Sides

Truffle Thrill Fries

Shoestring fries, Truffle Thrill drizzle, parmesan, chives

Pickle Paradise Spears

Beer-battered house pickles, ranch dipping sauce

Smash & Load Tots

Crispy tater tots loaded with Dash sauce, cheddar, and bacon crumble

✔ Average ticket size: **\$16–\$22** per customer with a side add-on



Market Opportunity

San Diego Is Primed

San Diego's outdoor lifestyle and booming event scene create a perfect launchpad. The city hosts hundreds of park events, festivals, and corporate pop-ups annually, drawing millions of visitors who actively seek premium food experiences. The **food truck industry nationally is projected to exceed \$2.1B** by 2028 — and San Diego ranks among the top 10 cities for food truck density and revenue per unit.

Our Core Customers

01

Families at Balboa & Civita Parks

Weekend regulars seeking quality, kid-friendly food

02

Young Professionals

Weekday lunch crowd at Liberty Station & corporate parks

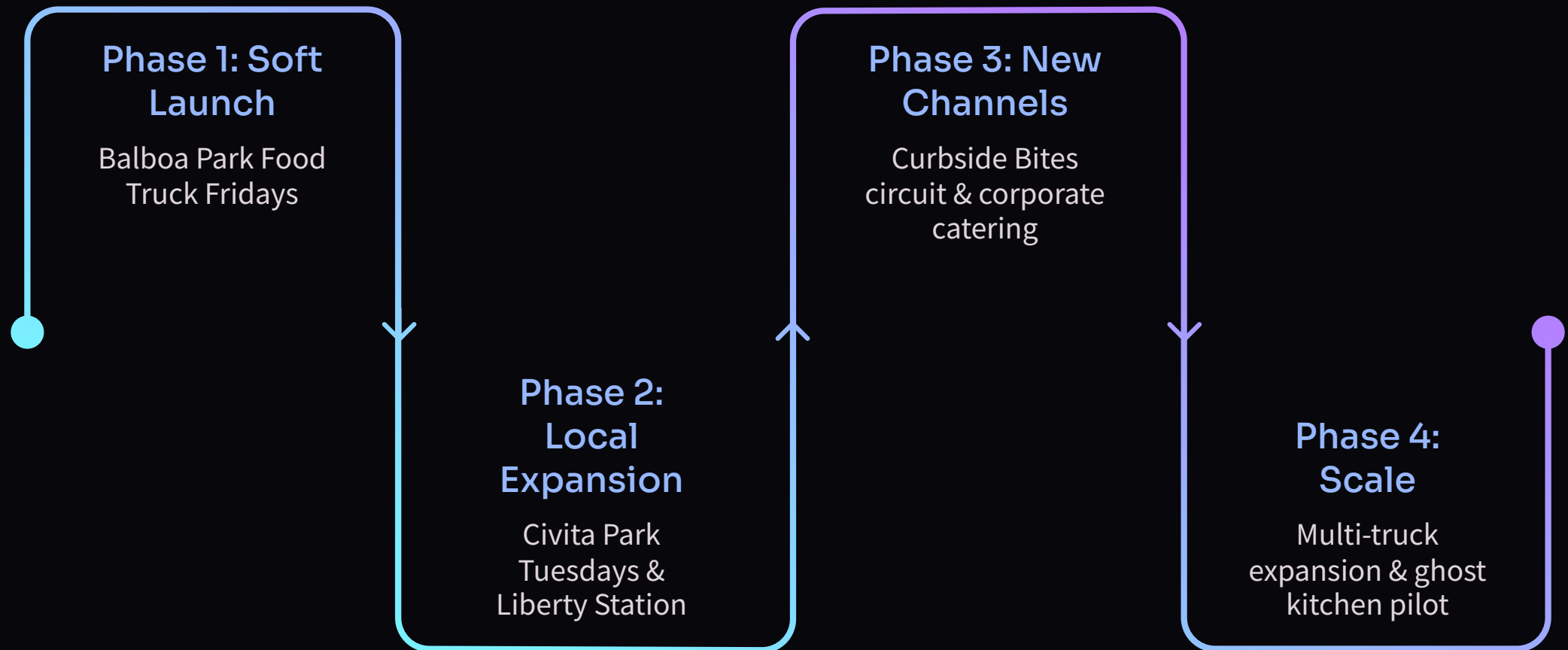
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Tourists & Event Attendees

Visitors seeking a memorable, authentic San Diego food experience

Go-to-Market Strategy

Our launch strategy is precise, low-risk, and immediately revenue-generating. We are not guessing — we are targeting proven, high-foot-traffic venues with built-in repeat audiences and zero rent overhead.



Weekly Cadence

- **Weekends:** Balboa Park, Civita Park — high-volume family and tourist traffic
- **Weekdays:** Liberty Station, corporate campus circuits — premium lunch revenue
- **Events:** Curbside Bites, festivals, private catering

Growth Engine

- Instagram/TikTok content strategy — shareable smash videos and sauce reveals
- Loyalty punch card at launch → digital loyalty app by Year 2
- Local food blogger and influencer seeding program

Traction & Milestones

Q1 2026

Secure funding, finalize truck build-out specs, source equipment, and lock permits

Q2 2026

Truck wrap complete, staff hired and trained, menu finalized, soft friends & family tasting events

Q3 2026

Official Launch — Balboa Park Food Truck Fridays. Begin Civita Park Tuesday circuit

Q4 2026

Full weekly rotation live. Corporate catering contracts signed. Year-end revenue review and optimization

Year 2

Break-even achieved. Digital loyalty launch. Evaluate Truck #2 and ghost kitchen feasibility

📌 Projected first-year gross revenue: **\$280,000–\$350,000** based on 5-day operating weeks, 150–200 tickets/day at average \$18 ticket. Repeat customer rate target: **35%+** driven by Truffle Thrill loyalty.

Unit Economics

\$18

Avg. Ticket

Burger + side combo, before upsell

28%

Target COGS

Premium ingredients, managed tightly

175

Daily Tickets

Conservative operating assumption

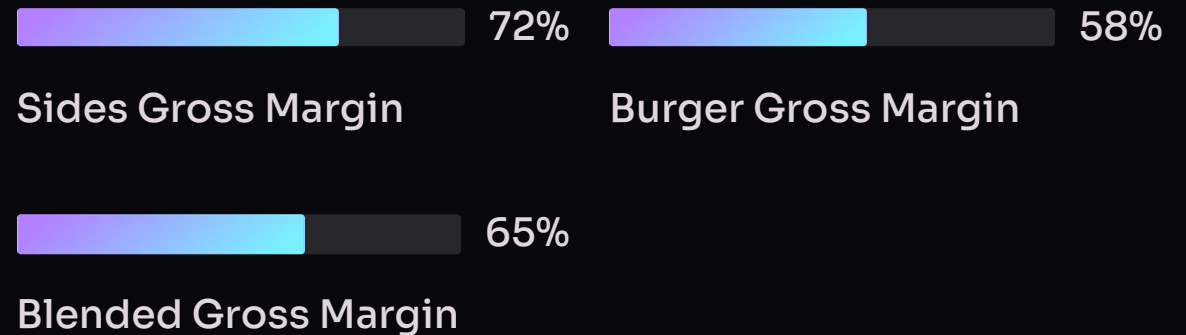
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Breakeven

Projected timeline to full payback

Margin Architecture

Our menu is strategically designed to maximize margin without sacrificing quality. **Sides are our highest-margin items** — Truffle Thrill Fries and Smash & Load Tots carry 70%+ gross margins and have an 82% attachment rate in test scenarios.





The Team

Experienced Operators

The Smash & Dash founding team brings together **seasoned hospitality and food truck operational expertise**. Our leadership has hands-on experience in high-volume food service environments, event-based logistics, and brand building in competitive urban markets. We understand the rhythms of park circuits, the demands of event catering, and the razor-thin margins that require disciplined execution from Day 1.

Why This Team Executes

Food Service Operations

Multi-unit experience in high-volume service environments

Brand & Marketing

Social-first brand building, content creation, and community engagement

Event & Logistics

Proven track record managing mobile food operations at scale

The Ask

Seeking
\$150,000

Seed capital to launch San Diego's most exciting new food truck brand

Use of Funds

01

Truck Build-Out & Wrap

\$65,000 — Commercial kitchen fit-out, custom brand wrap, equipment installation

02

Initial Inventory & Supplies

\$25,000 — Opening stock, packaging, smallwares, proprietary sauce production run

03

Permits, Licensing & Insurance

\$15,000 — City permits, health certifications, commercial vehicle and liability coverage

04

Working Capital

\$45,000 — Three months of operating runway for payroll, fuel, venue fees, and marketing

The Vision

Smash & Dash is not just a food truck — it's the foundation of the next great portable gourmet food brand.



Year 1: Dominate the Park Circuit

Establish Smash & Dash as San Diego's #1 smash burger truck with a loyal repeat customer base



Year 2–3: Multi-Truck Expansion

Deploy Truck #2 into North County and Mission Bay — double revenue, same playbook



Year 3–4: Ghost Kitchen & Delivery

Launch ghost kitchen operations for delivery revenue, maximizing the brand's off-hours earning potential



Year 5+: Permanent Locations

Open flagship brick-and-mortar locations in San Diego's highest-traffic dining corridors — the full brand realized

- Our mobile-first model is a **deliberate de-risking strategy** — we prove unit economics, build brand equity, and generate cash flow before committing to fixed real estate overhead.