

Taco 'Bout It



Austin's boldest taco truck is here.

BORN IN VENICE BEACH. BUILT FOR AUSTIN.

FRESH

FAST

FIRE

Our Story 🙌

From Venice Beach to Sixth Street

What started as a weekend pop-up on the Venice Beach boardwalk became an obsession. We perfected 4 tacos. Just 4. Each one a masterpiece. Now we're bringing that same bold, West Coast energy to the streets of Austin — where the food scene is hungry for something different.

Bold flavors. Punny charm. A fish mascot you'll never forget.

Austin Is Hungry



The Market Opportunity

\$1.2B

Austin Food Truck Market

978K+

Austin Metro Population

35%

YoY Street Food Growth

Austin ranks #1 in the US for food truck density per capita. With SXSW, ACL, and 300+ days of outdoor weather, the city is a street food paradise — and we're ready to own it.

The Numbers



Unit Economics That Work

\$15

Avg Ticket Size

250

Customers / Day

68%

Gross Margin

\$1.1M

Year 1 Revenue Target

Under 3-minute ticket times. 4-item menu. Zero waste. Our lean model turns every taco into pure margin — and every location into a profit engine.

PROFITABLE BY MONTH 5

Let's Taco 'Bout It.



We're raising \$85K to put Truck #1 on the road.

Join us. Be part of Austin's next great food story. Full investor return targeted within 18–24 months — with Truck #2 already on the roadmap.

SEED ROUND OPEN

85K GOAL

18-MO ROI

DM us or visit tacoboutit.com