

2025

PITCH DECK

NORDHAUS

v1.0

EAT. GROW. CONNECT.

PRESENTATION BY
INB CONCEPTS



NordHaus

Eat. Work . Connet. Grow

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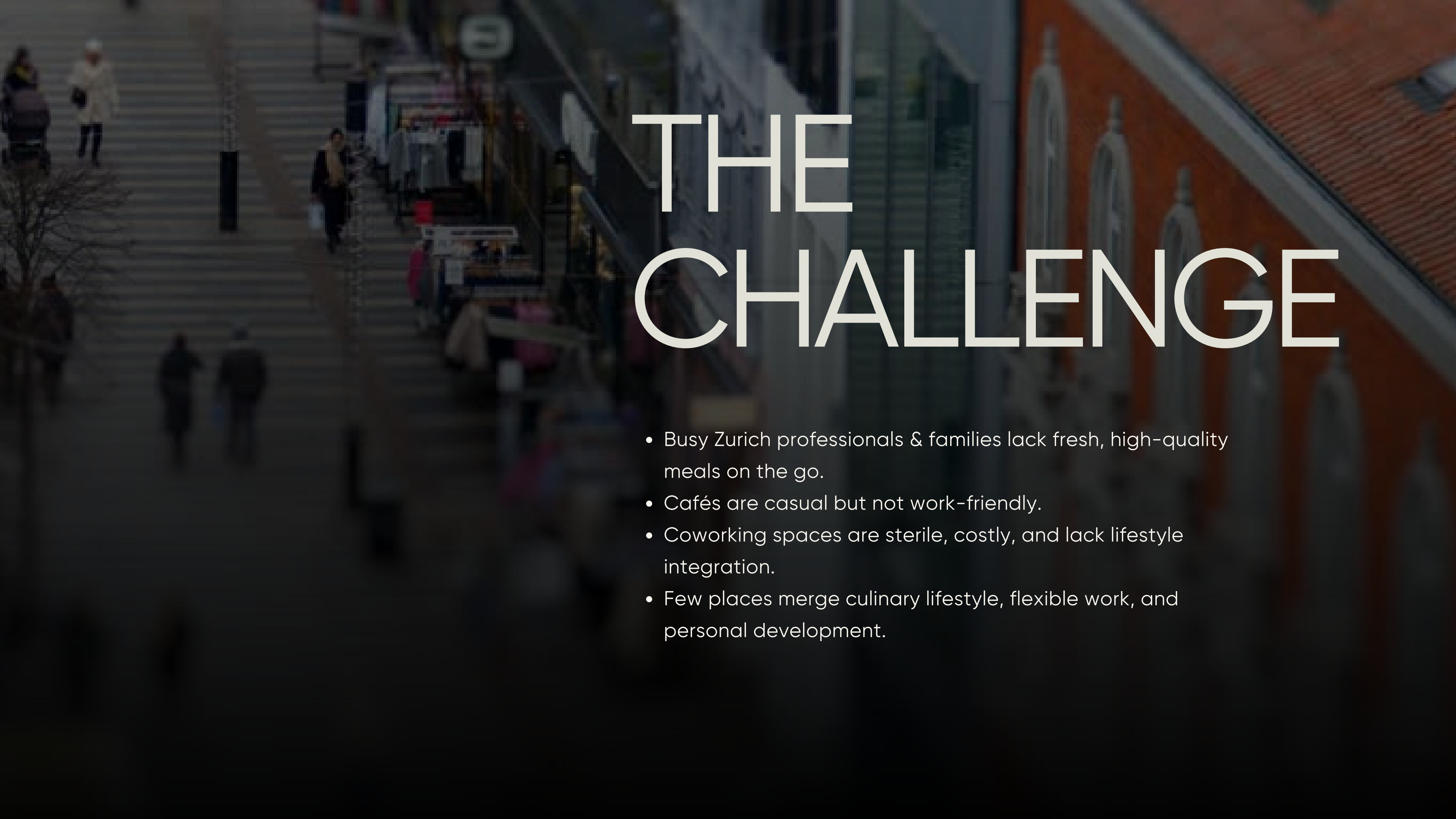
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THE CHALLENGE

- Busy Zurich professionals & families lack fresh, high-quality meals on the go.
- Cafés are casual but not work-friendly.
- Coworking spaces are sterile, costly, and lack lifestyle integration.
- Few places merge culinary lifestyle, flexible work, and personal development.

THE PROVEN STANDARD-SETTER

Ion Nicolae Blum is a serial entrepreneur and author who has generated over \$15M in revenue while redefining entire market categories. Over 25+ years, he has built, scaled, and exited 7 market-defining ventures, managing teams of 180+ employees across hospitality, luxury retail, and strategic consulting sectors.

- **Black Line Studio:** Canada's first luxury body art boutique with celebrity clientele including Johnny Depp and Justin Bieber, managing 60+ staff across multiple locations while generating \$1.2–1.8M annually for 18 years
- **350 Fahrenheit:** Revolutionary healthy dining concept with successful \$250K exit from \$60K investment
- **Perfect Image:** Six-location chain with profitable exit generating 2,400% ROI



MARKET CREDIBILITY

- Featured across 12+ television appearances including Entertainment Tonight and CTV News
- Author: "Beyond the Obvious: 5 Counterintuitive Strategies for Business Dominance"
- Mentored by Mary Morrissey and Bob Proctor
- Multilingual: Romanian, English, French, Italian
- International business experience across North American and European markets





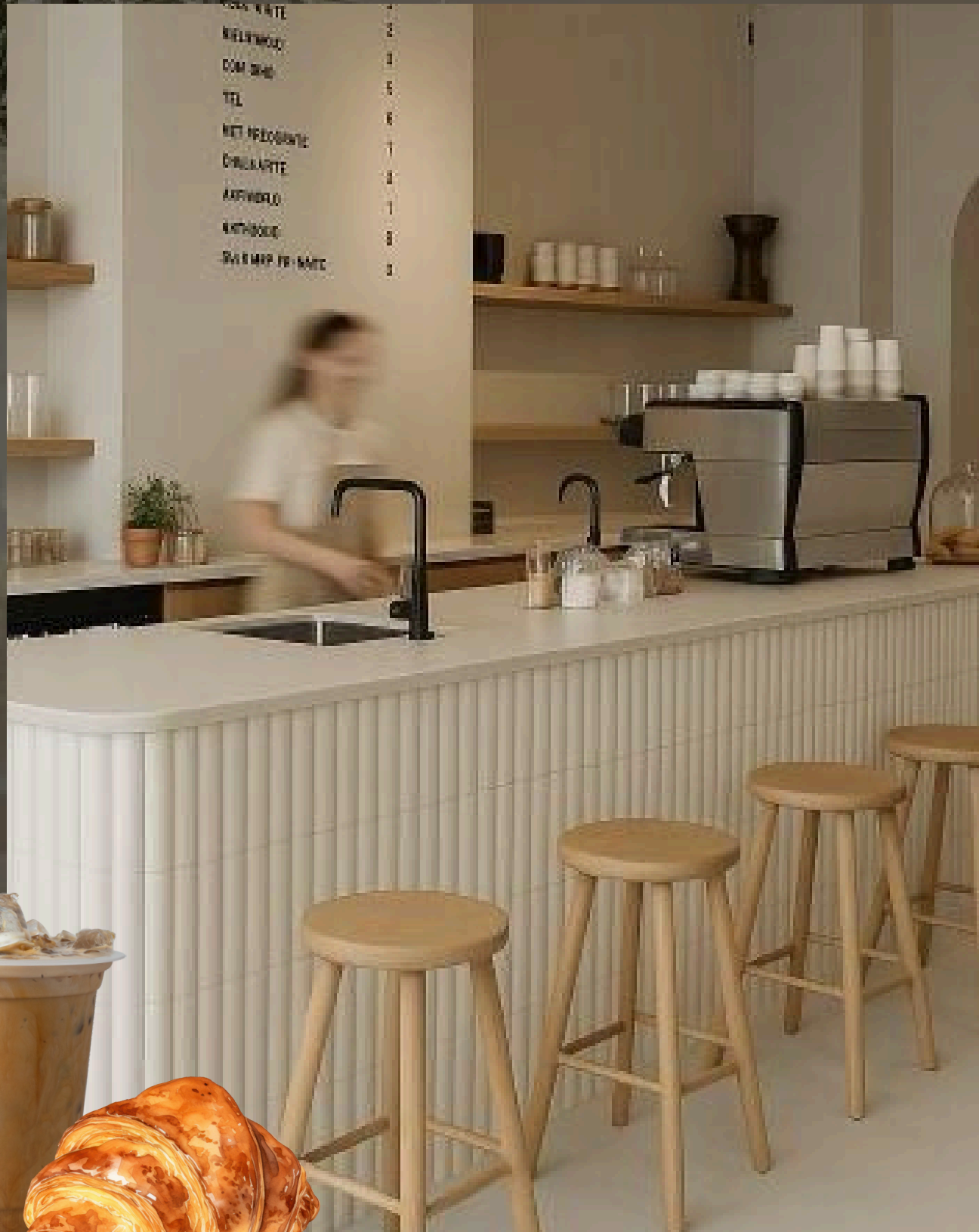
THE SOLUTION

NORDHAUS IS ZURICH'S FIRST INTEGRATED LIFESTYLE HUB:

NordHaus Ofa: artisanal bakery, Italian meals, sauces, and desserts. Grab-and-go or dine-in at the bar.

Atelier NordHaus: speakeasy-style workspace with amenities that foster productivity, wellness, and connection.

Unseen Strategy: embedded business and personal coaching to help professionals thrive.



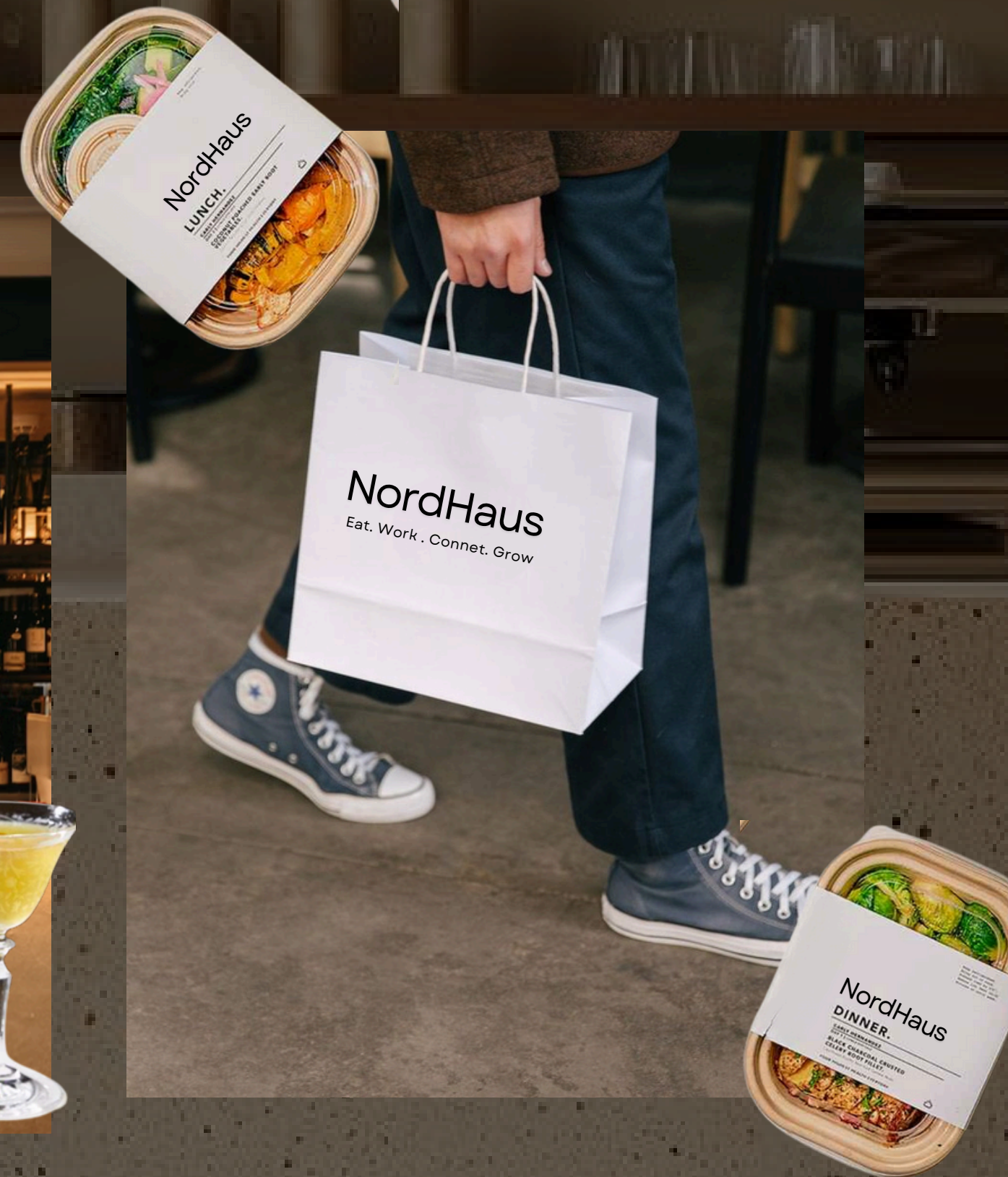
INSPIRATION

NORDHAUS OFA

NordHaus Ofa applies proven European café-bakery principles with Swiss execution standards. Time-tested recipes, premium ingredients, and sophisticated preparation create Zurich's new integrated lifestyle destination.

NORDHAUS OFA

Guests can stop in for breakfast, lunch or dinner, enjoy casual bar dining or take home meals – always consistent, refined and convenient.



SPACE FLEXIBILITY

Proven Adaptability Across Space Types.

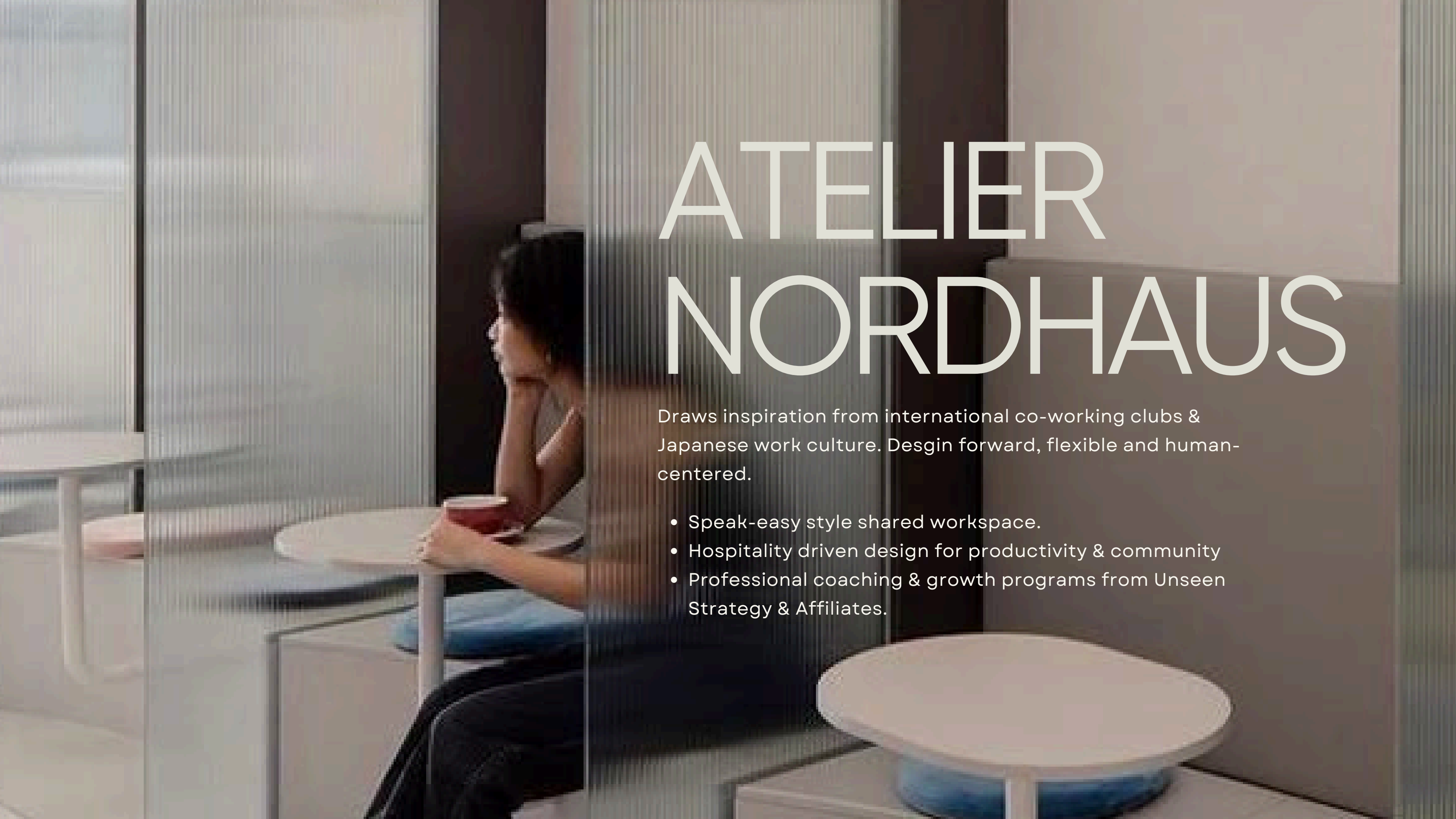
Option 1: Two-Level Configuration

- Ground Floor: 800-1,200 sq ft - NordHaus Ofa storefront
- Second Floor: 800-1,200 sq ft - Atelier NordHaus workspace
- Separate entrances maximize operational efficiency
- Heritage building compatibility proven in Toronto locations

Option 2: Single-Level Split Configuration

- Front Section: 1,000-1,300 sq ft - NordHaus Ofa with street visibility
- Back Section: 1,000-1,200 sq ft - Atelier NordHaus workspace
- Industrial/warehouse spaces welcomed and optimized
- Total: 2,000-2,500 sq ft with commercial kitchen capability



A woman with dark hair is sitting at a white, modern-style table in a bright, minimalist workspace. She is looking out a large window on the left side of the frame. The room has a clean, contemporary design with white walls and furniture. The text 'ATELIER NORDHAUS' is overlaid on the right side of the image in a large, white, sans-serif font.

ATELIER NORDHAUS

Draws inspiration from international co-working clubs & Japanese work culture. Design forward, flexible and human-centered.

- Speak-easy style shared workspace.
- Hospitality driven design for productivity & community
- Professional coaching & growth programs from Unseen Strategy & Affiliates.

CULINARY EXCELLENCE & PROVEN EXECUTION

- **Heritage Recipes:** Time-tested European formulations refined through years of operation
- **Swiss Standards:** Precision execution meeting Switzerland's exacting hospitality expectations
- **Premium Sourcing:** Local Swiss suppliers combined with authenticated European specialty imports
- **Proven Team Approach:** Professional culinary partnerships (350 Fahrenheit model)
- **Market-Tested Success:** Menu concepts validated through previous restaurant operations



LOCAL TEAM INTEGRATION

- **Management Team:** Experienced Zurich hospitality professionals leading operations
- **Front of House:** Local staff reflecting Zurich's multilingual, international character
- **Back of House:** Swiss-trained culinary professionals maintaining quality standards
- **Marketing & Community:** Local specialists understanding Zurich market dynamics and cultural connections
- **Economic Impact:** Creating 15-20 quality employment opportunities for local workforce
- **Cultural Bridge:** Local team ensures authentic community integration while maintaining international standards



ALTELIER NORDHAUS



Amenities include **napping pods**, **Zoom rooms**, and **private phone booths**.



UNSEEN STRATEGY

adds a unique layer: professional coaching, workshops, and
business development integrated directly into the workspace.

MARKET OPPORTUNITY

- **Zurich:** Switzerland's largest city with a strong density of professionals, expats, and entrepreneurs.
- **Hybrid work growth:** coworking market growing 10–15% annually.
- **Premium meal market:** rising demand for high-quality, convenient ready-to-eat options.
- **Gap:** No current concept integrates culinary + workspace + coaching.



TARGET CUSTOMER



- Premium Zurich professionals seeking integrated work-dining solutions



- International businesses requiring Swiss-standard meeting and event spaces



- Local artists and designers seeking sophisticated exhibition partnerships



- Corporate clients hosting high-level business functions



- Cultural professionals supporting local creative-business ecosystem

PROVEN CULTURAL PARTNERSHIP MODEL

- **Consignment partnerships:** designers place their work in the space at little/no upfront cost.
- **Revenue split:** typically 60% (designer) / 40% (space) on each sale.
- **Rotating exhibitions:** new collections featured quarterly, ensuring freshness and repeat interest.
- **Member perks:** workspace members get exclusive discounts (e.g., 5–10% off pieces).





REVENUE PROJECTION

- **3-5 Smaller items sold/month:**
C\$1,500-C\$3,000
- **1-2 mid-range pieces/month:**
\$1,500-C\$4,000
- **Occasional Statement Piece** (1 every 2-3 months): \$5,000 - C\$10,000

Average Monthly Sales : \$C5,000-C\$8,000

- With 40%comission → **C\$2,000-C\$3,200/month net revenue**

STRATEGIC VALUE

- Reduces initial investment in furniture (since pieces are provided on consignment).
- Enhances the space's visual identity (premium design attracts members).
- Creates another **reason to visit** and talk about the brand.

Strengthens ties with local creative community → potential co-marketing & events.



A woman with dark hair, wearing a brown textured sweater and wide-leg grey trousers, is walking from left to right. She is looking back over her shoulder. In the background, there is a light blue sofa and a round wooden coffee table with a white cup and a white vase on it. The floor is made of light-colored tiles.

BUILDING SUSTAINABLE CREATIVE-BUSINESS ECOSYSTEM

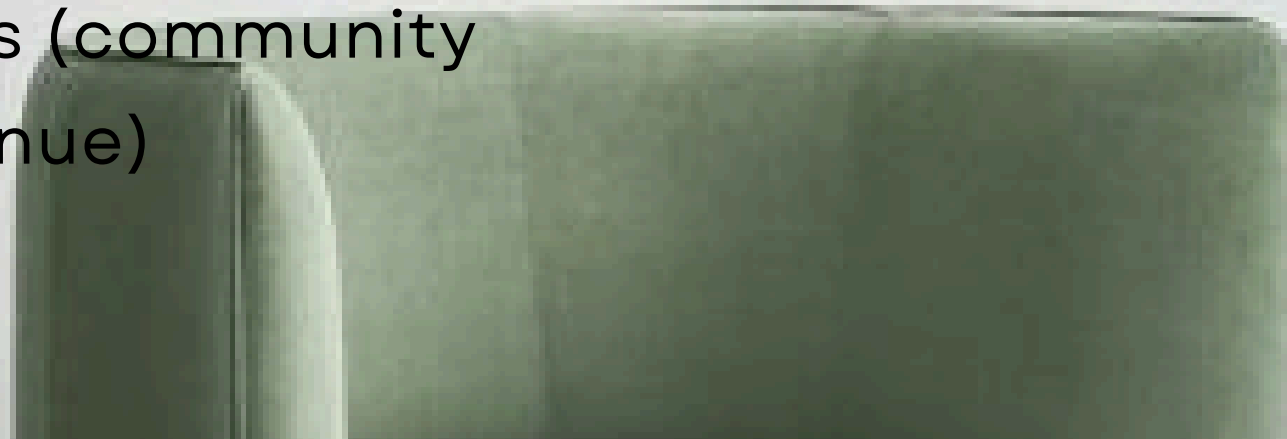
1. Premium café traffic discovers and purchases local artists' work in sophisticated daily environment
2. Professional workspace members directly support local creative economy through curated purchases
3. Established artists enhance space reputation and attract their professional networks
4. Exclusive networking events blend high-level business connections with cultural experiences
5. Creates proven ecosystem model connecting entrepreneurs with cultural community (Toronto success)

FOUR PROVEN REVENUE STREAMS

Integrated model creates stable, diversified revenue with proven market appeal.

Four complementary streams:

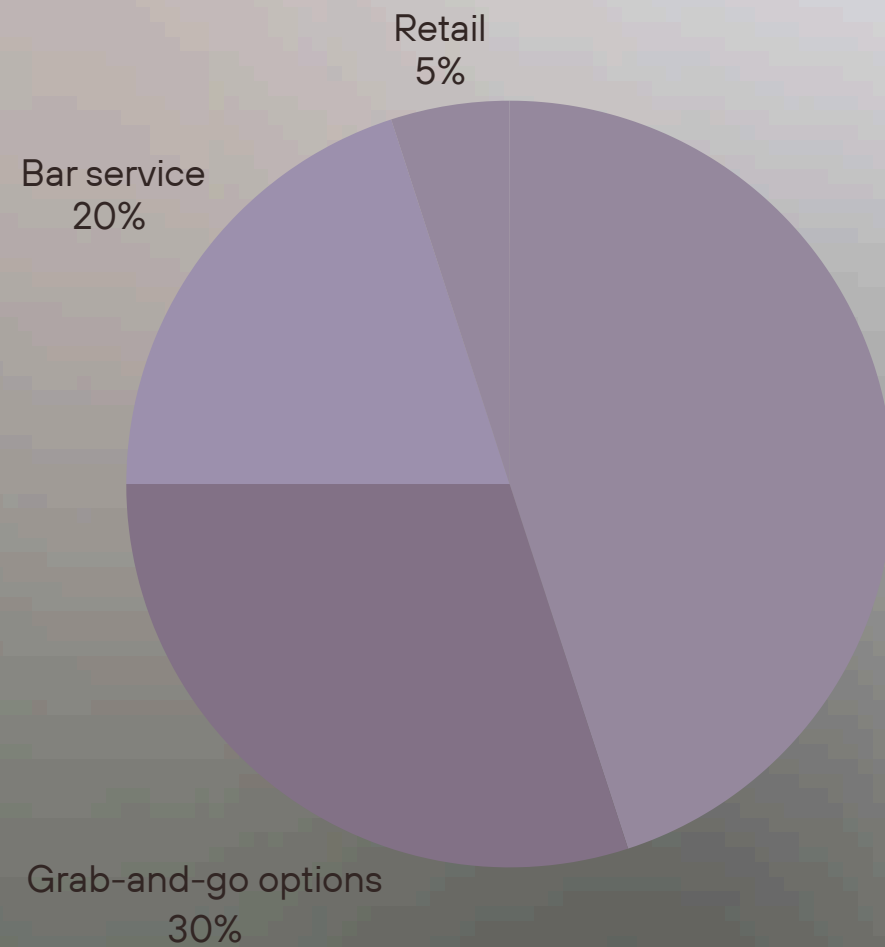
1. Premium Café/Bakery (Swiss execution of proven recipes)
2. Professional workspace memberships (executive-level)
3. Corporate coaching/events (high-margin services)
4. Cultural partnerships (community enhancement + revenue)



BUSINESS MODEL

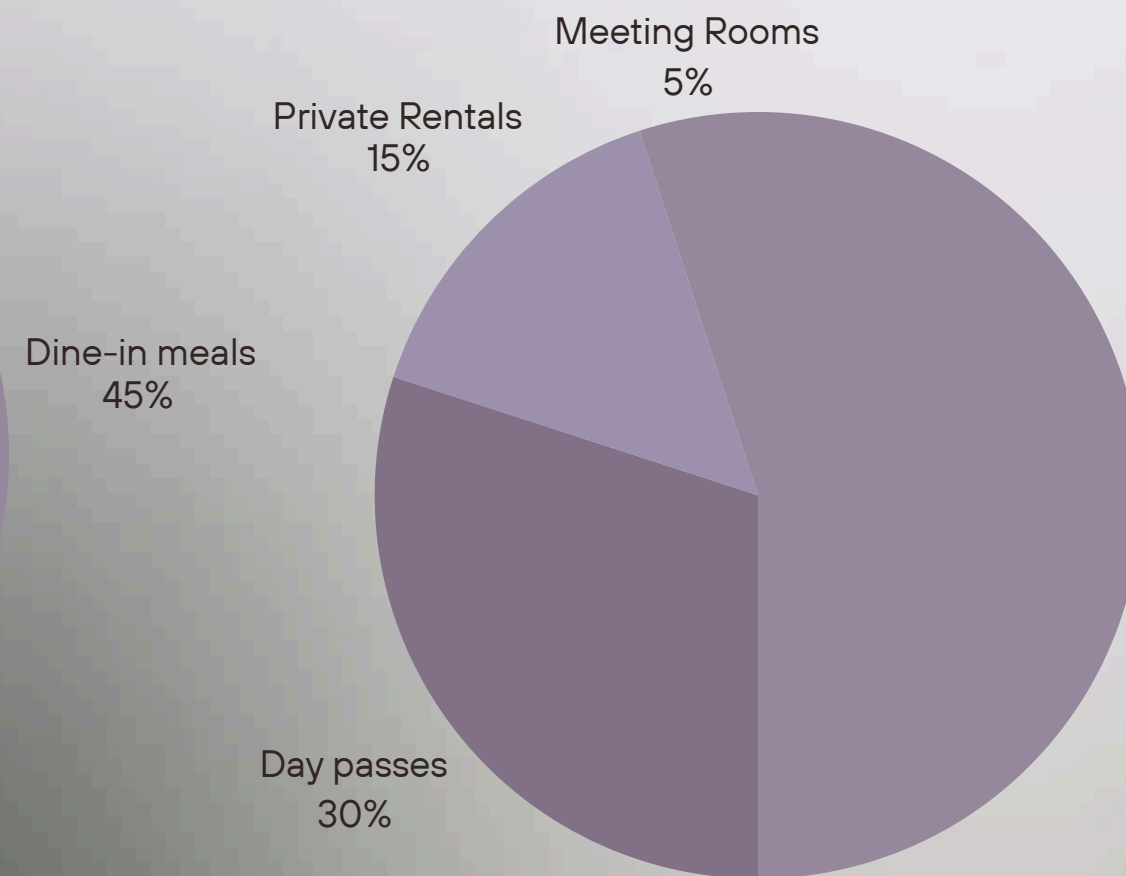
REVENUE STREAMS:

Cultural partnerships: Additional 3-5% revenue while building community distinction and long-term tenant loyalty



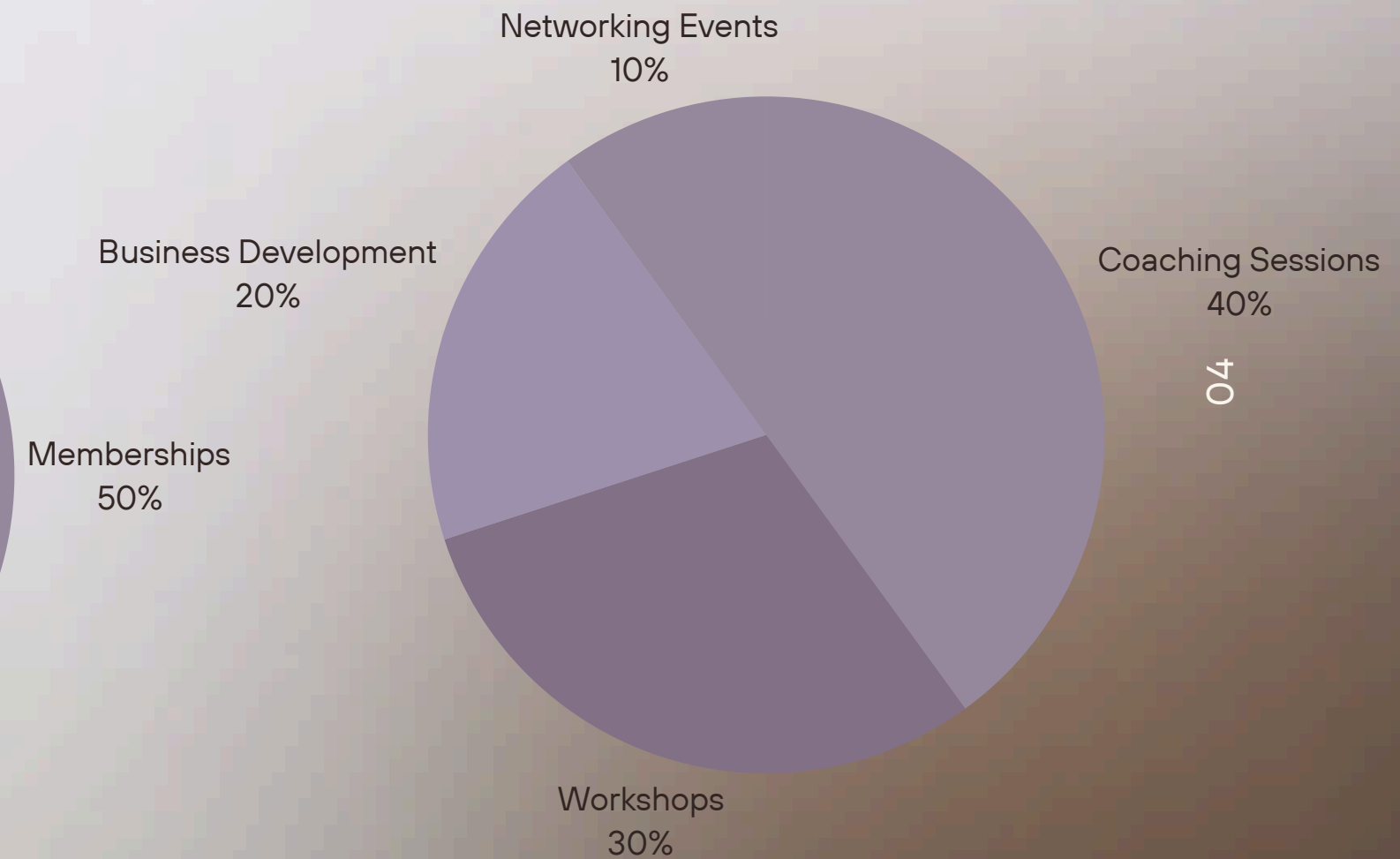
FOOD & CAFÉ (OFA)

- dine-in
- bar seating
- grab-and-go meals
- retail sauces.



WORKSPACE (ATELIER)

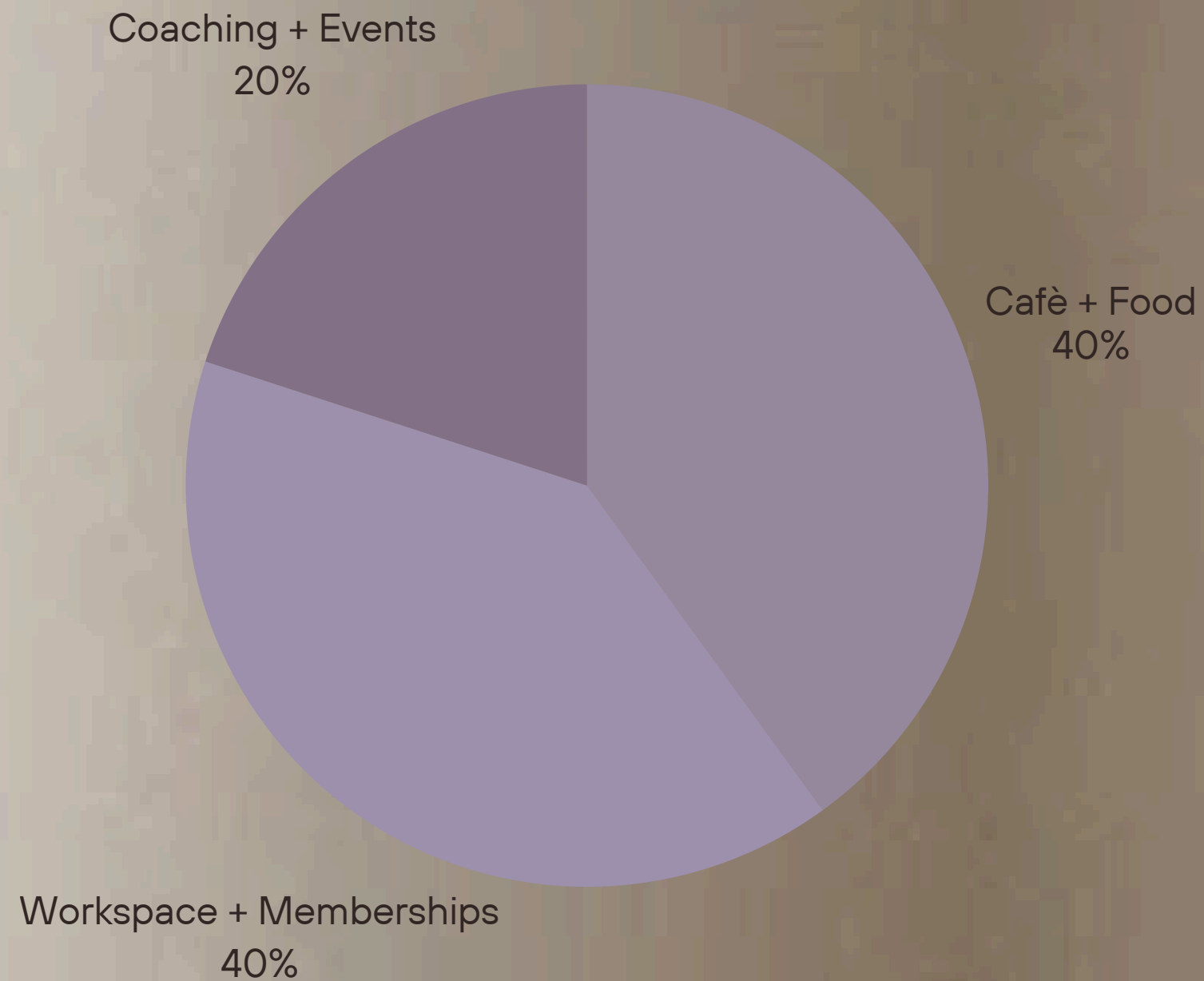
- day passes
- memberships
- private rentals



COACHING (UNSEEN STRATEGY)

- Coaching Sessions
- Workshops
- Business Development
- Networking Events

FINANCIALS (SNAPSHOT)



REVENUE MIX:

40% Café/Food

40% Workspace Membership/Daypass

20% Coaching/Events

STARTUP COSTS:

Real Estate , Fit-out, Kitchen/Tech Equipment

BREAK-EVEN:

Within 24-30 months

INNOVATION

TWO-LEVEL REVENUE OPTIMIZATION

- **Ground floor generates** high-volume café revenue to offset street-level rent.
- **Second floor** commands premium workspace rates at lower per-square-foot costs.
- **Separate entrances** allow independent operating hours and distinct atmospheres.
- **Cross-promotion** between casual café customers and exclusive workspace members.



CULTURAL INTEGRATION

- **Swiss Quality Standards:** All operations meet Switzerland's exacting hospitality and workplace expectations
- **Local Partnerships:** Established relationships with Zurich suppliers, artists, and cultural institutions
- **Regulatory Compliance:** Full understanding of Swiss employment law, health regulations, and business practices
- **Community Enhancement:** Contributing to neighborhood cultural vitality while respecting local traditions
- **Economic Integration:** Supporting local employment and contributing to Zurich's creative economy

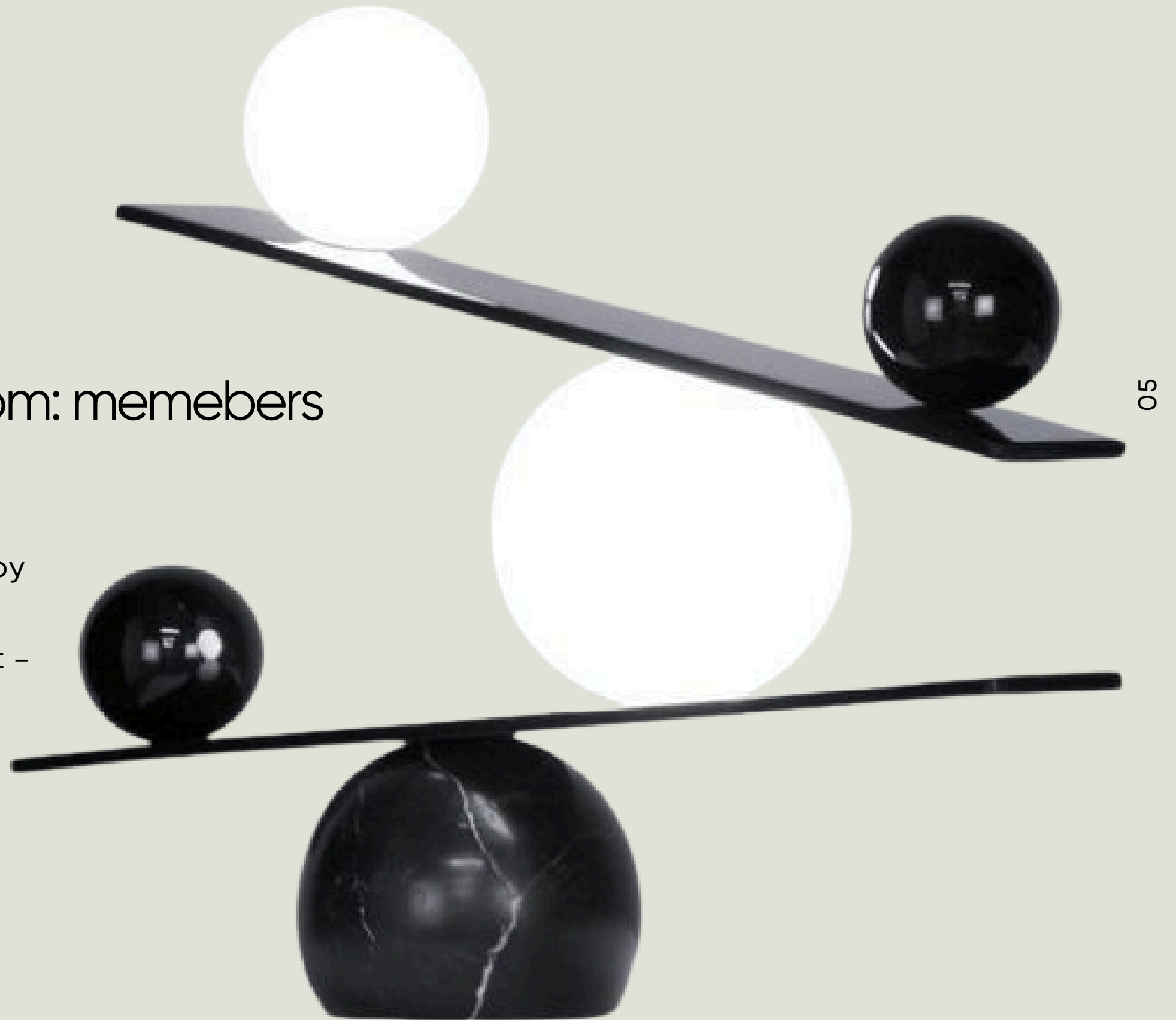


FURNITURE & ORNAMENTS SALES

(ATELIER NORDHAUS)

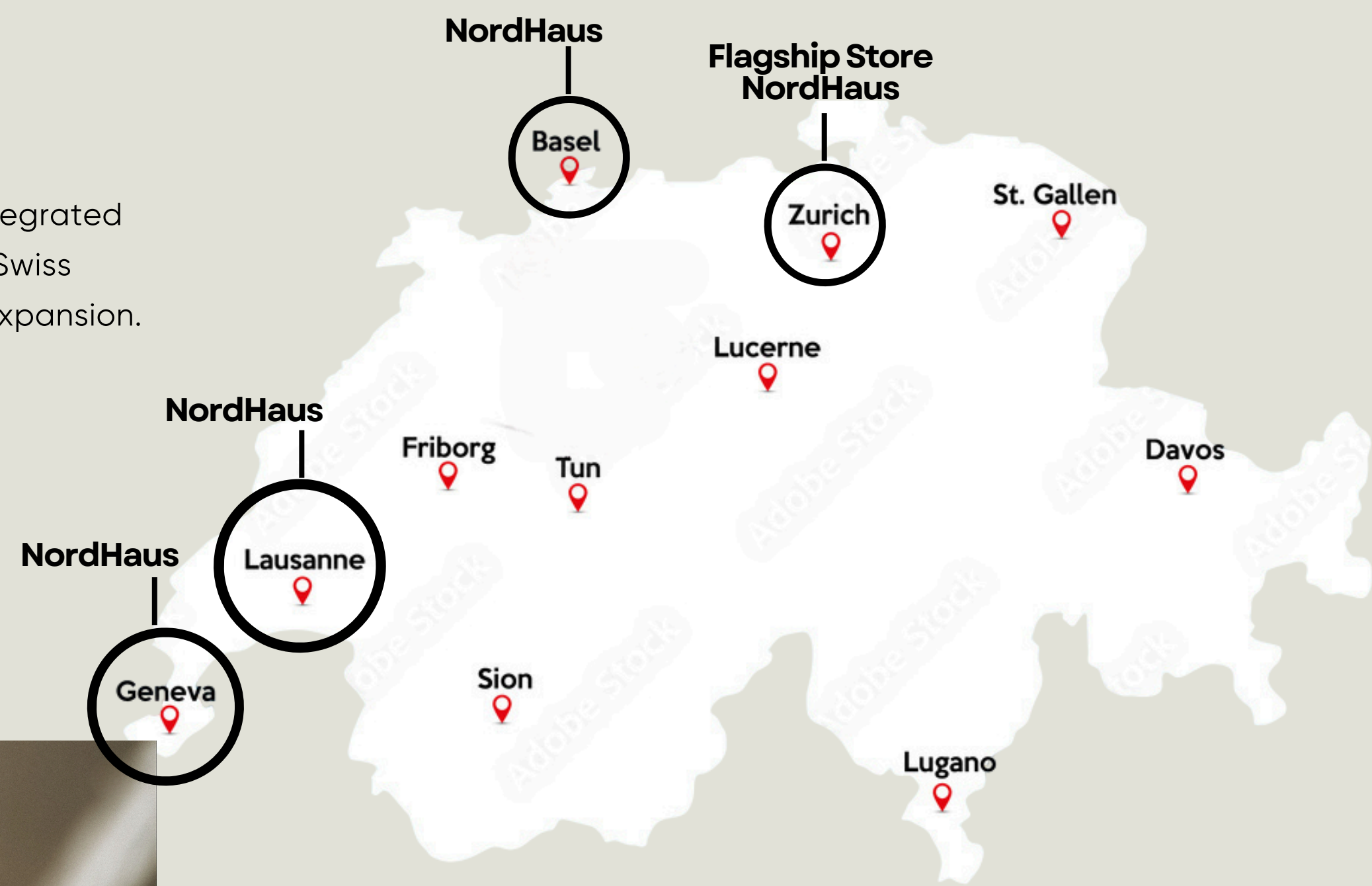
The space becomes a working showroom: members and visitors use/test the furniture daily.

- Curated Furniture, lighting & decorative art pieces create by local designers & artists.
- All items are functional – chairs tables, lamps, rugs, wall art – integrated directly into co-working café and community areas.



Vision & Expansion

Zurich success establishes the proven NordHaus standard for integrated lifestyle hubs. Track record of successful scaling combined with Swiss market validation creates a foundation for selective European expansion.



Nordhaus is expanding across Switzerland's major cities—**Zurich**, **Geneva**, **Basel**, and **Lausanne**—while simultaneously developing its NordHaus retail line featuring artisanal sauces, premium bakery goods, and signature hats.



Founder

Ion Nicolae Blum

INB Concepts | Hospitality & Retail Strategist

- *25+ years creating market-defining ventures.*
- *7 market-defining ventures.*
- *Celebrity clientele.*
- *International media coverage.*
- *Five-time Ironman 70.3 finisher.*
- *Complete biography available upon request*

Contact: ion@inbconcepts.com

PITCH DECK

DO WHAT YOU CAN WITH WHAT YOU
HAVE, CAUSE WHAT YOU HAVE IS
ALWAYS MORE THAN WHAT YOU THINK.

v1.0

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NORDHAUS

EAT. WORK. GROW. CONNECT.

*Partner with a proven innovator in establishing Zurich's
premier integrated lifestyle destination.*

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