

Hi, we're

Partie Pizza

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Presented by Julian Price



The local fast-casual food market does not reliably combine accessible pricing, rapid service, distinctive quality, and dependable access across changing customer occasions.



The problem

01

Downtown office workers and university students struggle to find a fast, satisfying pizza lunch under \$12.

02

Pizza customers seeking distinctive, high-quality slices have limited convenient access to Roman-style pizza with seasonal toppings.

03

Uneven office attendance and changing lunch-spending habits create demand volatility for a downtown lunch-led restaurant.

A downtown Philadelphia fast-casual pizza-by-the-slice shop offering Roman-style pizza made with Italian flour and seasonal toppings, served in under three minutes, with an \$11 two-slice-and-drink lunch combo, whole pies, takeaway, and evening delivery.



The solution

- 01 Roman-style slices baked in a deck oven using Italian flour and seasonal toppings
- 02 Pre-baked slices reheated to order and served in under three minutes
- 03 \$11 lunch combo with two slices and a drink
- 04 Individual slices priced from \$4.50 to \$6.00
- 05 Mixed-slice purchasing for variety and budget control

- 06 Whole pies for takeaway, office orders, households, and weekends
- 07 Evening delivery through third-party marketplaces
- 08 Visible menu, dependable core toppings, and fast counter-service queue flow
- 09 Simple drinks and add-ons to increase basket value
- 10 Direct pickup ordering and local search visibility

Who we serve

In-office downtown lunch regular

BEHAVIOUR

Buys lunch out at least twice weekly, compares nearby restaurants, and prefers counter service, takeaway, or group ordering.

PAIN POINTS

- Walking and queues consume the lunch break
- Nearby meals may be expensive or generic
- Hybrid attendance makes lunch routines inconsistent

GOALS

- Get a filling meal during a short break
- Stay near a roughly \$12 budget
- Receive dependable service close to the workplace

University student or young downtown worker

BEHAVIOUR

Uses maps, social media, delivery apps, referrals, and group orders; responds to clear value and visual product content.

PAIN POINTS

- Limited budget and time
- Demand varies with class and academic schedules
- Generic fast food offers limited variety

GOALS

- Eat affordably between classes, shifts, or social plans
- Try distinctive food without a sit-down commitment
- Find convenient evening and weekend meals

Roman-style and specialty-pizza seeker

BEHAVIOUR

Seeks recommendations through food communities, local media, creators, search, and specialist partnerships.

PAIN POINTS

- Few convenient Roman-style options
- Must trade off location, price, quality, or wait time
- Specialty choices can be difficult to compare

GOALS

- Discover creative seasonal toppings
- Mix portions and try multiple styles
- Access high-quality pizza in a casual format

Who we serve, continued

Small office or student-group organizer

BEHAVIOUR

Uses office partnerships, whole pies, group ordering, pickup, and occasional delivery.

PAIN POINTS

- Coordinating individual orders is time-consuming
- Late or inconsistent orders disrupt meetings and events
- Group budgets are constrained

GOALS

- Order several meals efficiently
- Keep the group within budget
- Provide variety and reliable timing

Nearby evening and weekend customer

BEHAVIOUR

Searches maps and delivery marketplaces, with demand concentrated in evenings and weekends.

PAIN POINTS

- Marketplace fees and prices can be high
- Delivery quality and timing vary
- Many nearby alternatives compete for attention

GOALS

- Get convenient whole-pie or slice delivery
- Enjoy distinctive pizza at home or socially
- Avoid long waits and expensive sit-down dining

How we win customers

2026

Launch Google Business Profile, local SEO, and tightly geotargeted lunchtime search ads for nearby pizza and quick-lunch terms.

Sample selected occupied office buildings and campus routes with the \$11 combo, while measuring first visits and repeat purchases.

Build referral agreements with office managers, coworking spaces, campus organizations, and student groups.

Secure launch coverage from Philadelphia food communities and local pizza-focused creators emphasizing Roman-style seasonal slices and under-three-minute service.

2027

Scale the highest-converting office and campus partnerships into recurring group-order programs and building-specific promotions.

Expand short-form Instagram and TikTok creator campaigns using local students and food creators, with creative focused on price, speed, and seasonal toppings.

Use menu-view and map-visit retargeting to bring trial customers back for weekday lunches, pickup, and whole pies.

Test tightly targeted paid search and apartment or residential partnerships for evening whole-pie demand while monitoring marketplace contribution.

2028

Replicate the proven building, campus, sampling, and referral playbook ahead of the second location.

Develop a loyalty or visit-incentive program for customers with demonstrated repeat lunch behavior, supported by first-party ordering data.

Increase direct pickup and group-order acquisition to reduce reliance on marketplace commissions, using marketplace listings primarily for incremental discovery.

Use local PR, seasonal topping launches, and Philadelphia food partnerships to strengthen brand recognition across both locations.

\$902k within reach in a \$49bn market



TOTAL ADDRESSABLE MARKET

\$49bn

U.S. pizza restaurant industry estimated at \$49,450 million in 2025.



SERVICEABLE AVAILABLE MARKET

\$43bn

U.S. quick-service pizza category estimated at \$43,400 million in 2025, including carryout and delivery competitors.



SERVICEABLE OBTAINABLE MARKET

\$902k

Illustrative year-one sales of approximately \$0.902 million, based on 260 customers per day, a \$9.50 average ticket, and 365 operating days. Year-three sales are projected at approximately \$1.318 million based on 380 daily customers...

A market growing 4.1% a year

ANNUAL MARKET GROWTH

+4.1%

Compound annual growth rate of the market

WHAT DRIVES IT

Food-safety permits, health inspections, labor requirements, delivery-platform rules, and Philadelphia zoning and licensing affect operating costs and launch timing.

Digital ordering, marketplace visibility, POS data, customer communications, and delivery integrations influence discovery and channel economics.

Food, labor, packaging, and occupancy costs directly pressure margins and test the stated 28% food-and-packaging assumption.

Customer demand is shaped by affordability, speed, convenience, distinctive food experiences, student schedules, nearby residents, and hybrid office attendance.

WHERE IT IS GOING

Value-led purchasing is increasing, supporting the \$11 lunch combo and clear portion-price communication.

Carryout and delivery remain central to quick-service pizza occasions, supporting takeaway, pickup, and selective evening marketplace delivery.

Pizza operators are using new flavors, seasonal toppings, and differentiated formats to attract customers beyond standard slices.

Downtown lunch recovery remains uneven, with hybrid work and below-pre-pandemic daytime populations creating risk for lunch-dependent locations.

How we make money

REVENUE STREAMS

- 01 **Individual slice sales**
- 02 **Lunch combos**
- 03 **Whole-pie sales**
- 04 **Evening marketplace delivery**
- 05 **Drinks and add-ons**
- 06 **Office group orders and future event trays**

CUSTOMER SEGMENTS

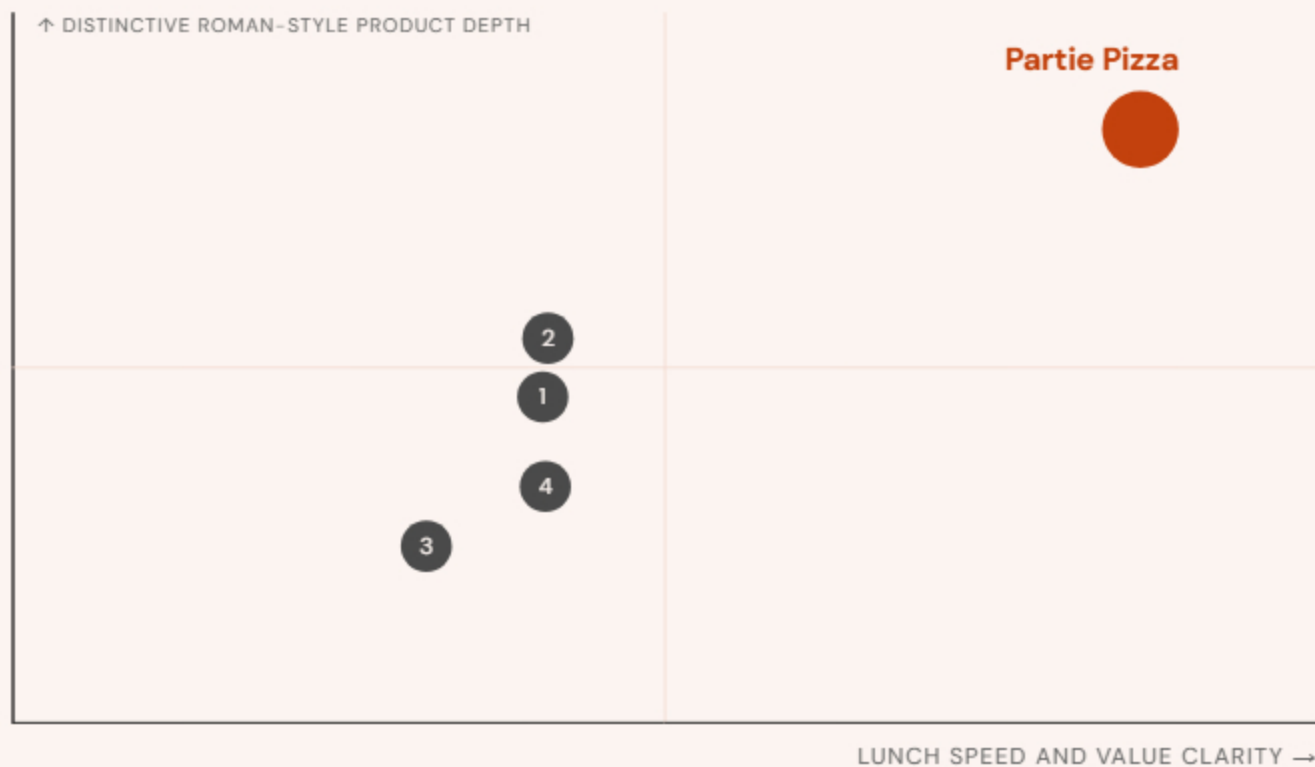
- Downtown office workers with fixed or short lunch breaks
- University students and young downtown workers
- Small office teams ordering lunches or whole pies
- Roman-style and specialty-pizza seekers
- Nearby residents seeking evening takeaway or delivery
- Evening and weekend delivery customers

4 alternatives on the market



COMPETITOR	STRENGTHS	WEAKNESSES
Rione	Strong historical Roman-style positioning, distinctive toppings, and direct relevance to the specialty-pizza niche.	No longer active; its closure demonstrates the vulnerability of a lunch-led Roman concept to weak downtown foot traffic.
Alice Pizza & Restaurant	Closest active format match, established Roman-pizza positioning, flexible portions, and distinctive toppings.	Weight-based pricing is less immediately clear than Partie Pizza's \$11 combo; it operates in the same Center City area.
15th Street Pizza & Cheesesteak	Low entry prices, broad menu, whole pies, delivery-oriented convenience, and late-night hours.	Evening-only schedule misses the main lunch occasion, and its broad positioning is less differentiated than Roman-style seasonal pizza.
Santucci's Original Square Pizza	Strong local identity, operating scale, brand familiarity, multiple occasions, and broad ordering channels.	Different square-pizza format and broader network positioning may be less focused on a fast downtown Roman-style lunch.

Where we stand



COMPETITORS

- 01 Rione
- 02 Alice Pizza & Restaurant
- 03 15th Street Pizza & Cheesesteak
- 04 Santucci's Original Square Pizza

The team



JP

Julian Price

Founder, general manager



GR

Giulia Rossi

Head pizzaiola, partner



\$913k revenue in 2028

REVENUE 2028

\$913k

EBITDA MARGIN 2028

5.7%

EBITDA BREAK-EVEN

2026

	2026	2027	2028
Revenue	\$609k	\$749k	\$913k
Gross margin	\$437k 72%	\$536k 72%	\$649k 71%
Operating expenses	\$432k	\$510k	\$597k
EBITDA	\$5k 0.8%	\$26k 3.4%	\$52k 5.7%
EBIT	\$5k	\$3k	\$27k
Net profit	-\$8k -1.3%	-\$8k -1.1%	\$13k 1.4%

\$8.3k in cash at the end of 2028

CLOSING CASH



	2026	2027	2028
Opening cash	0	\$165k	-\$17k
Operating cash flow	\$31k	\$7k	\$45k
Financing cash flow	\$134k	-\$18k	-\$19k
Investment cash flow	0	-\$172k	0
Closing cash	\$165k	-\$17k	\$8k

Raising \$150k

TOTAL FUNDING

\$150k

● DEBT

\$150k

INSTRUMENT

AMOUNT TERMS

Bank loan

\$150k Debt · 9% · 84 months

Let's talk!

Partie Pizza · Julian Price



Sources

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