

THE TRUCKSTOP

Indiana's First Food Truck Park



HI, I'M BO.

- Adopted from China
- Big foodie
- Solo traveler
- Entrepreneur





INSPIRES

- Provide resources to food truck owners
- Build a better food scene
- Create a space for emerging chefs



PROBLEM

- Food trucks do not have a consistent place to be open
- Customers have to chase their favorite food truck around town
- Lack of seating, shade, entertainment, marketing, and atmosphere
- Amenities for food trucks

SOLUTION

Food truck friendly space for both vendors and customers

- Electrical/water hookups for vendors
- Seating for customers
- Entertainment (Live music/comedy)
- Atmosphere
- Inside or covered seating options
- Coffee/bar
- Pet/family friendly



COMPETITION

- No direct - We are Indiana's first food truck park - launched in Terre Haute, and expanding soon to Indianapolis
- Fast food
- Fast casual
- Dine in restaurants
- Food courts/food halls



DIFFERENTIATION

- All outside area
- Local business support
- Dog friendly
- Rotational food truck model
- Music
- Vendor fair
- Event programming
- Family friendly eating and dining





TARGET MARKET

- PRIMARY: People between the ages of 18 and 34 are most likely to grab a meal from a food truck
- SECONDARY: Parents aged 35 and 44 with kids aged 3-14.
- Millennials make up the majority of food truck connoisseurs - (47%) and many of them are returning customers
- Over 80% of food truck diners choose to eat there because of the exciting, new, and unique experience
- Live within a 15-minute drive



TAM/SAM/SOM

\$900B

TAM: In 2022, Americans spent over \$900 billion on dining out (Avg \$250/month pp)

\$331B

SAM: \$331 billion is spent on quick-service foods

\$3B

SOM: If we capture just 1% of that market, we would be a \$3 billion company



INDY

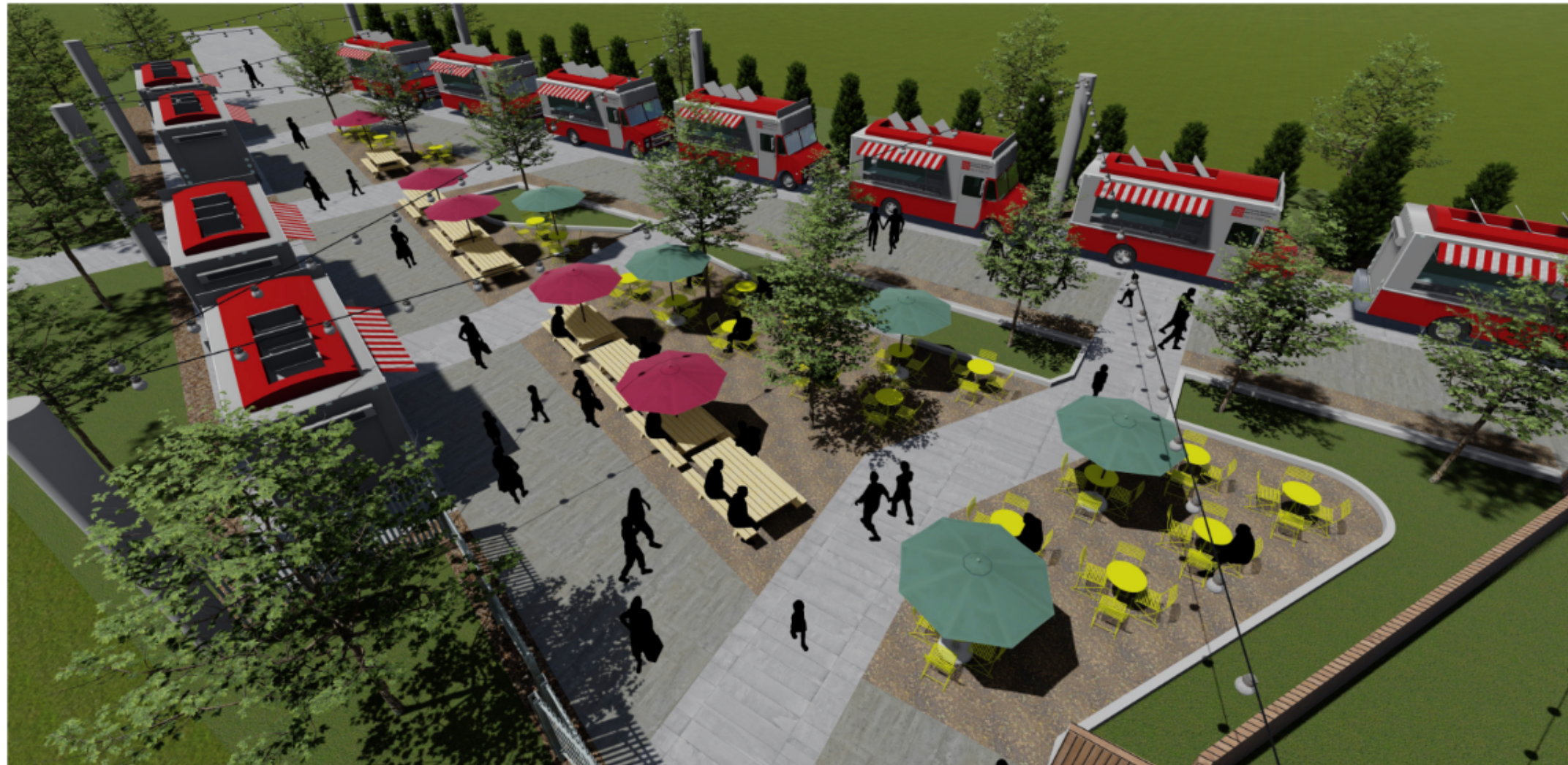
- 45+ food trucks in Indianapolis
- Indianapolis population: 880,621
- Median household income (in 2021 dollars), 2017-2021 \$54,321

INDY

Park Atmosphere



Park Overview

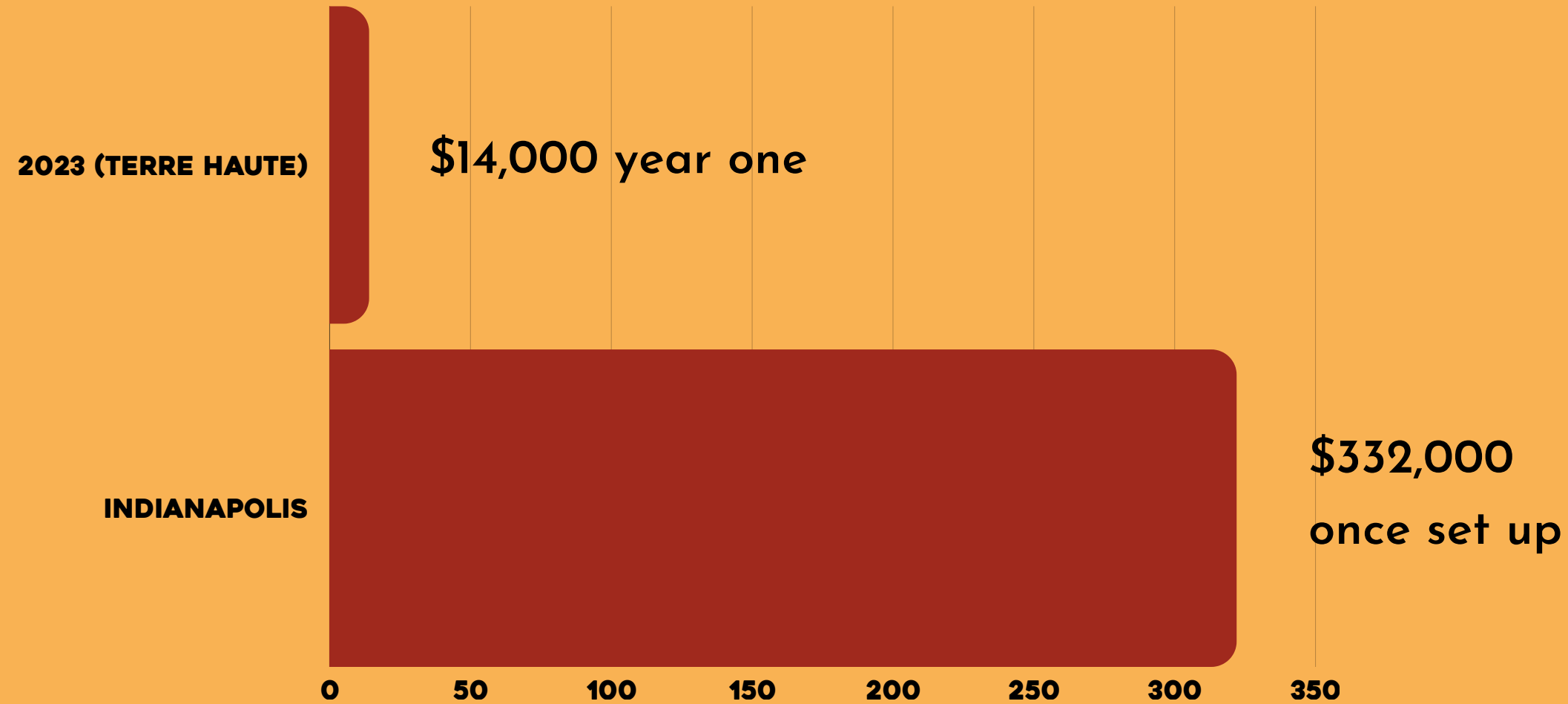


REVENUE STREAMS

- Rent from the food truck set up - Day and monthly rate
- Vendor markets
- Alcohol sales
- Event rental
- Food truck membership fees



FINANCIAL PROJECTIONS



3-year goal to franchise this model to people in other cities in the Midwest

Exit targets: Bought by a larger restaurant group or franchising company



TRACTION

Grand opening - Fall 2022

- All trucks sold out of food

2023 season

- Open Thursdays - Saturdays
- April 1st, we had 2 resident vendors and 3 rotating.
- May 1st, 3 resident vendors and 2 rotating
- June 1st, 4 resident vendors and 2 more electrical outlets installed to have 3 rotating trucks for a max of 7 vendors
- July/Aug - Slower due to heat. Indy will have fans, overhead shade, and an indoor option
- Sept-Oct - Customers increased due to cooling temperatures but food trucks limited due to festival season.



Facebook followers ⓘ

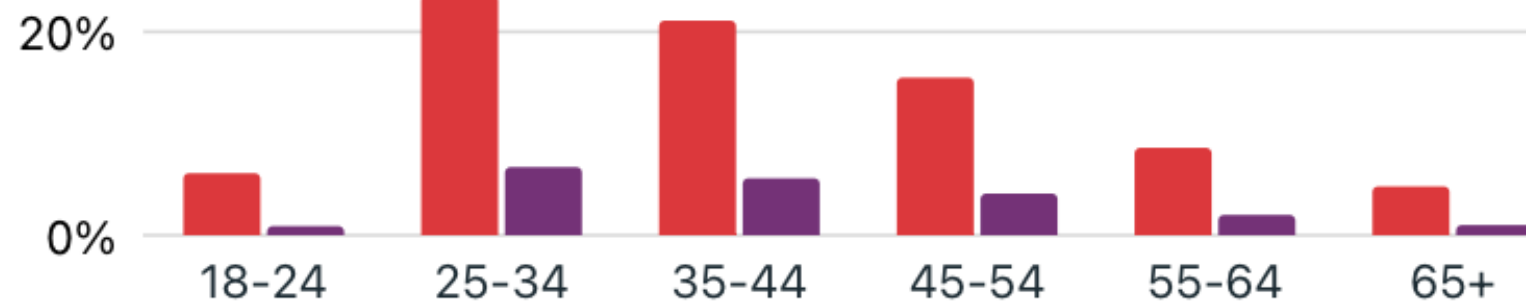
8,042

Age & gender ⓘ

Men
20.3%



Women
79.7%



Instagram followers ⓘ

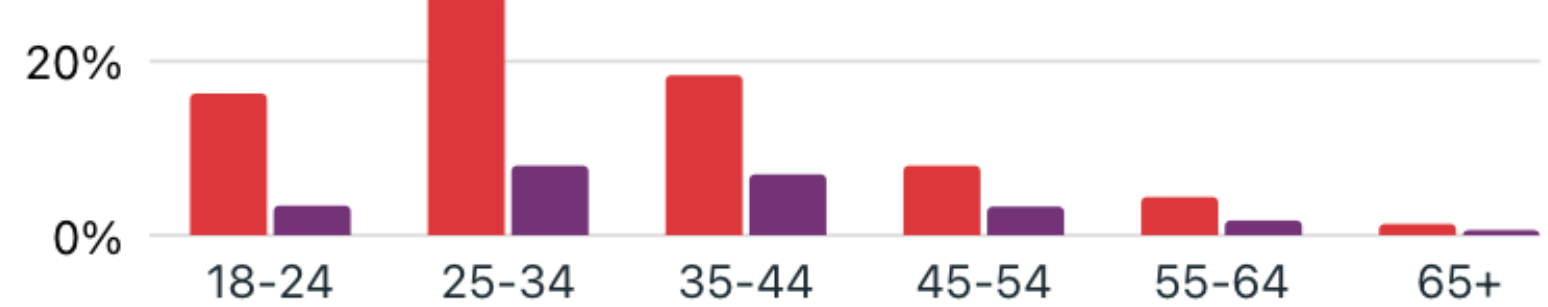
1,698

Age & gender ⓘ

Men
24%

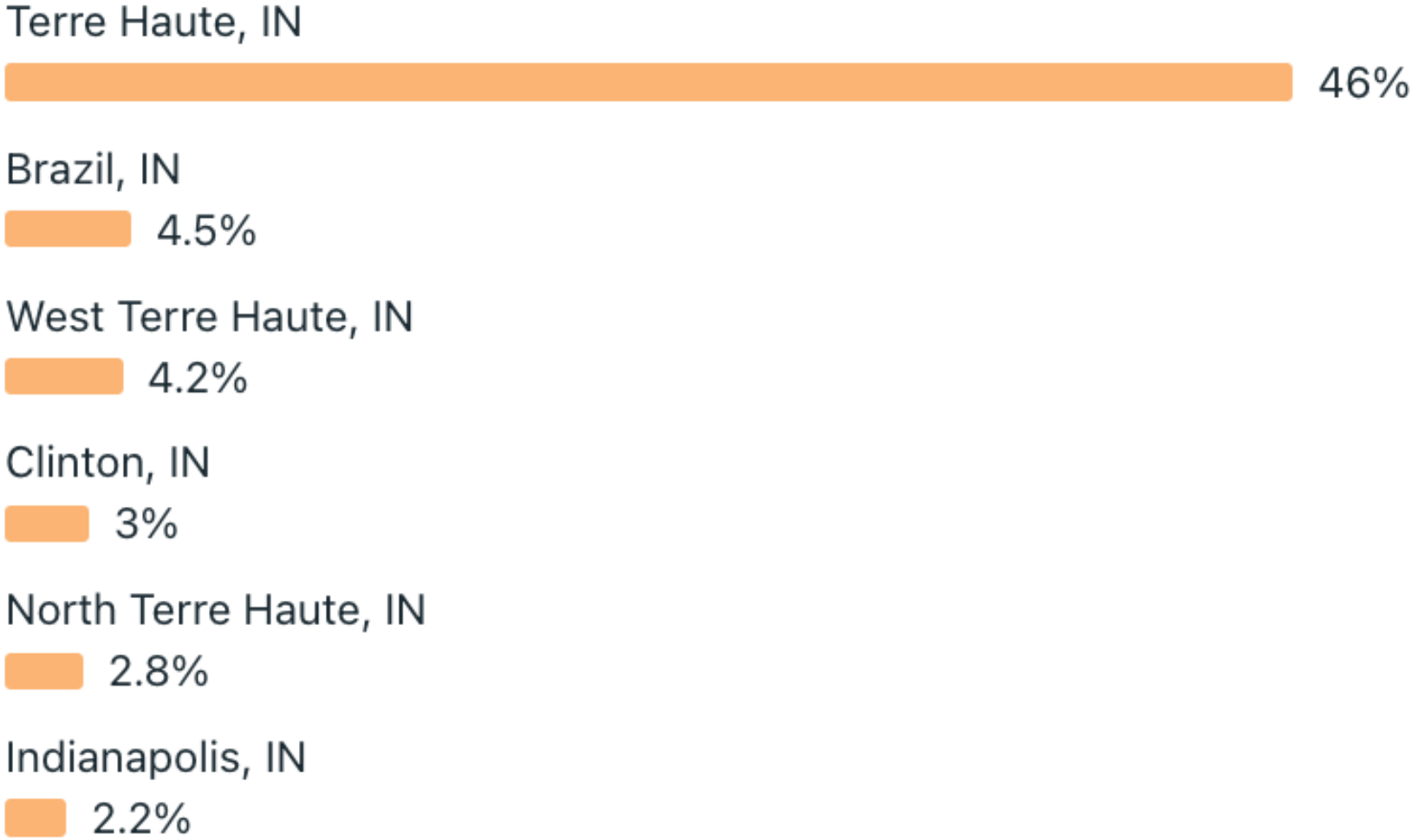


Women
76%



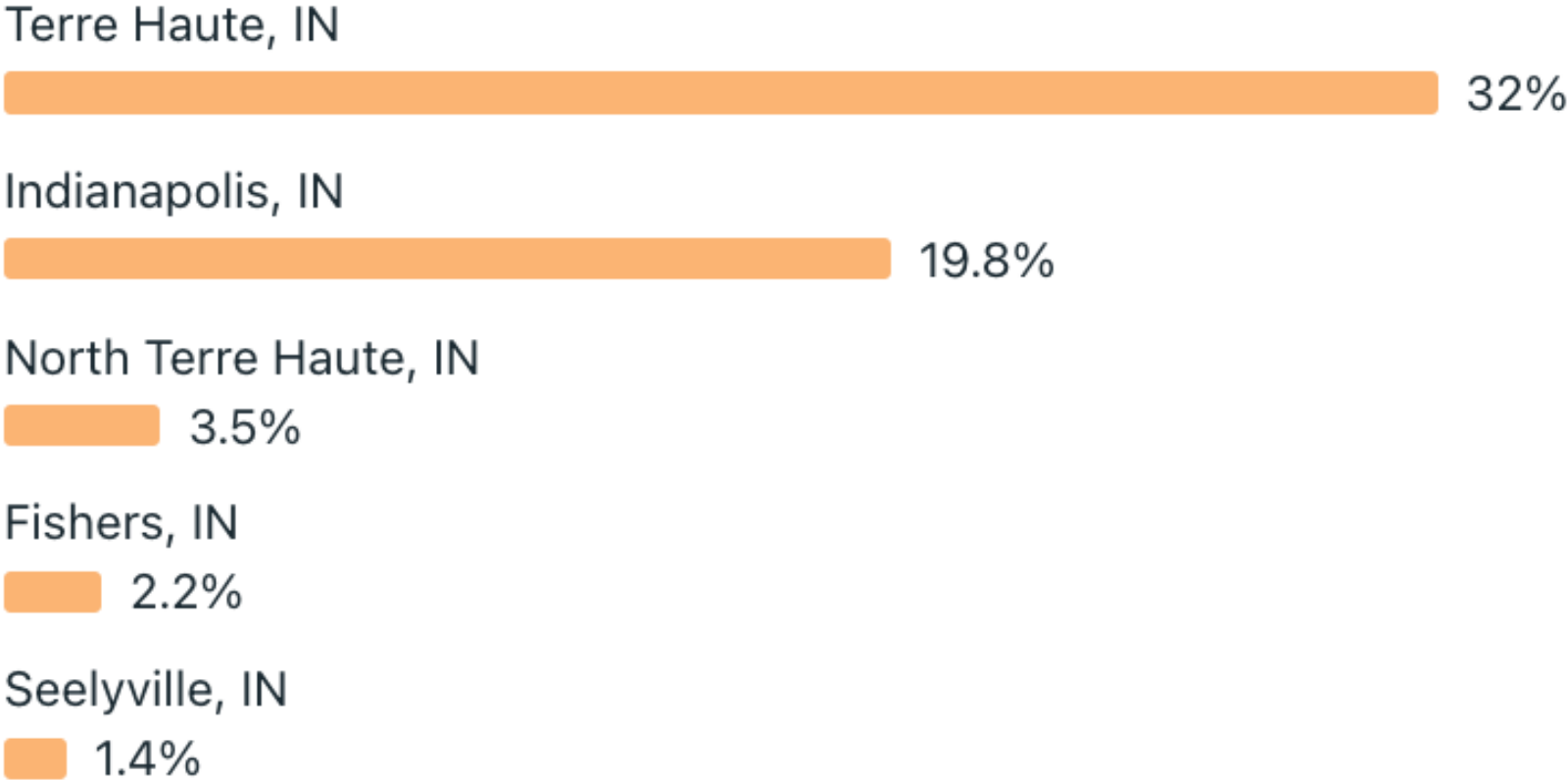
FACEBOOK

Top cities



INSTAGRAM

Top cities



TEAM



Bo Turner
Founder / Owner



Hannah Patterson
Intern
Indiana State University



Cameron Harris
Real Estate Adviser
Realtor at @properties



FUNDRAISING GOALS + EXPENSES

INDY BUILD OUT		
Land		\$300,000.00
String lights		\$750.00
Seating/tables		\$10,000.00
Bar Buildout		\$4,000.00
Shelter		\$15,000.00
Plants/Landscaping		\$5,000.00
Water installation		\$2,500.00
Concrete / Gravel		\$50,000.00
Electrical		\$40,000.00
Sewage		\$10,000.00
Commissary Kitchen		\$90,000.00
Taxes (real estate) 1.2%		\$3,600.00
Fence		\$20,000.00
TOTAL BUILD OUT		\$550,850.00



"ASKS"

Introduce me to people who can help with...

- Locations in Indianapolis to either lease or buy land (0.5 - 1 acre)
- Funding opportunities
- Mentors from those with experience in franchises and restaurants, and outdoor event management experience, and culinary program managers

Learn more at thetruckstopfood.com



THANK YOU

Appreciate you for your time!

Bo Turner

812-229-9690

thetruckstopindy@gmail.com

@thetruckstopfood

