

## Bryce Distillery

*"We don't make whiskey, gin, or vodka."*

When the founders of Bryce Distillery got together to start this company, it was our vision to create spirits that inspire creativity in others. Bryce Distillery. Spirits with Soul.

### Timeline

Date	Event
<b>August 2017</b>	<ul style="list-style-type: none"><li>✓ Order custom made still from Still Dragon</li><li>✓ Engineered drawings for building permit</li><li>✓ Brand/packaging development</li><li>✓ Marketing strategy development</li><li>✓ Design and order merchandise</li></ul> Submit all applications
<b>September 2017</b>	Application processing time Begin crowdfunding outreach Interior design of tasting room Collect building materials Creation of distribution channels
<b>October 2017</b>	State/city applications approved Buildout of distillery and tasting room Launch crowdfunding project on Indiegogo
<b>November 2017</b>	Crowdfunding project successful Continued buildout Local nonprofits host DIY construction workshops Collect/install distillery appliances and furnishings Install custom still from Still Dragon
<b>December 2017</b>	Federal application approved Begin test batch production Coordinate and implement aggressive marketing strategy Finalize national distribution agreements
<b>January 2018</b>	Grand opening Begin nationwide distribution of world-class absinthe Continue developing brand Continued marketing, sales, and outreach
<b>Summer 2018</b>	Experimental batches of wild harvest Montana botanical spirits, available at distillery only Production efficiency and organization audit
<b>Fall 2018</b>	Fall apple harvest and local apple spirits batches, available from the distillery only.
<b>Winter 2020</b>	Purchase additional still

## Fundraising goals

We currently have the finances to open and maintain a fully functional distillery and tasting room for production and distribution of world class absinthe in the state of Montana.

- \$25,000 to set up our community space
  - Mentally stimulating Harvard library study lounge for creative group meetings and brainstorming sessions. Natural and soft light.
  - Unique artisan woodwork (Bar, runners, window framing, shelving, seating)
- +\$45,000 additionally to distribute to 10 states
  - Sales and PR travel, marketing, distributor agreements (legal), raw materials and packaging, shipping, additional employees
- +\$150,000 additionally to expand to major cities nationwide
  - Additional still, additional employees, distribution logistics and operations
- +\$50,000 additionally to expand to major cities online and internationally
  - Online licensing, foreign market fees, marketing, sales and PR travel, financial institutions, additional employees

TOTAL: \$270,000