

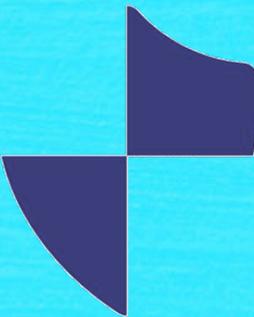
Funding Proposal

The New Name in
Single Malt
Scotch Whisky

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Robbie Burns
Whisky Co.



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Agenda

- **Our Big Idea**
- What problem are we solving?
- Our Solution
- The Vision
- Your Investment
- Our Business Plan
 1. Audience Scale
 2. Differentiation
 3. Marketing + Sales Planning





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The Big Idea

Capitalizing on the global revival of whisky culture, especially within the burgeoning markets of the APAC region, we leverage the timeless legacy of Scotland's national bard, Robert Burns, to create a brand that elevates Scotch whisky into an art form, appealing to both seasoned connoisseurs and new enthusiasts alike.

Introducing Robbie Burns Whisky Company: A limited-edition, authentically Scottish whisky brand that merges tradition with innovation. With each bottle hand-crafted from **8 exclusive casks**, our finite releases of only **2,000 bottles** ensure rarity and allure that collectors crave. Packaged in luxurious display boxes with certificates of authenticity, we offer an unrivalled value-for-money experience at **\$300 USD** per bottle.

Limited Edition & Rarity: Emphasize the finite nature of your bottles, enhancing desirability and value.

Authenticity & Heritage: Draw attention to the cultural and historical significance of Robert Burns.

Exceptional Packaging: Showcase the premium unboxing experience and certificate of authenticity.

Value for Money: Underscore the competitive advantage in pricing compared to other premium-aged whiskies.

Market Opportunity: Highlight the growth potential within the premium spirits market, particularly in the APAC region.





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The Problem

Lack of Authenticity in Premium Spirits: Many premium whiskies on the market lack a meaningful connection to their heritage, leaving enthusiasts yearning for an authentic, culturally rich experience.

Inconsistency in Limited Edition Quality: Whisky collectors often struggle with the inconsistency in quality across different batches and editions from many distilleries.

Packaging and Presentation: There is a noticeable lack of premium presentation in the packaging of many high-end whiskies, detracting from the overall experience.

Overpriced Options: High-quality aged whiskies from large distilleries often come with a prohibitive price tag, making them inaccessible to a broader audience.





Our Solution:

Authentic Scottish Heritage: By integrating Robert Burns' legacy, we provide an unparalleled connection to Scottish culture and history, creating an emotionally rich and genuine experience.

Finite and Consistent Quality: Our limited release of 2,000 bottles from 8 specific casks ensures both exclusivity and consistency, guaranteeing high quality and rarity in every bottle.

Premium Unboxing Experience: Each bottle is encased in a luxurious display box with a secure outer carton and comes with a certificate of authenticity, offering a memorable and elevated unboxing experience.

Value for Money: Priced at \$300 USD (£245 GBP) per bottle, Robbie Burns Whisky delivers exceptional value by combining rarity, premium packaging, and authentic craftsmanship, making it accessible to a broader audience without compromising on quality.

The

"To craft the finest limited-edition Scotches that capture the essence of Scotland's heritage and poetry, delivering exclusive, high-quality experiences in every bottle. We seek to lead the premium whisky market by consistently offering unrivalled authenticity, consistency, and value while honouring the legacy of Robert Burns and delighting collectors and connoisseurs around the globe."





You are investing in something special



Untapped Market Potential: With the growing demand for premium and authentic whisky experiences, especially in the APAC region, we are poised to capture a significant market share.

Unique Value Proposition: Our combination of limited-edition releases, premium packaging, and certificates of authenticity sets us apart from competitors and appeals to both collectors and enthusiasts.

Strong Brand Story: The connection to Robert Burns and the rich Scottish heritage provides a compelling narrative that resonates with consumers and enhances brand loyalty.

Scalability and Growth: Leveraging modern marketing techniques and direct-to-consumer sales channels, we can efficiently reach a global audience and scale our operations.

Experienced Leadership: With a seasoned team led by Dan Hills, we have the expertise and vision to drive the brand's success and navigate the competitive landscape.



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The Business Plan:



Executive Summary

The Robbie Burns Whisky Company is dedicated to producing premium limited-edition Scotch whiskies that celebrate the legacy of Scotland's national bard, Robert Burns. By combining authentic craftsmanship, exclusive releases, and modern marketing strategies, we aim to capture a significant share of the global premium whisky market, particularly in the rapidly growing APAC region.

Company Description

Our Vision: To craft the finest limited-edition Scotches that capture the essence of Scotland's heritage and poetry, delivering exclusive, high-quality experiences in every bottle.

Our Mission: To celebrate and preserve the rich legacy of Scotland's national bard, Robert Burns, through the artistry of whisky-making. We aim to offer a unique experience rooted in Scottish heritage while incorporating modern techniques to enhance the quality of our products.

Audience Scale



Global Market Size: The premium spirits market is projected to reach **USD 518.17 billion** by 2033, with significant growth in the whisky segment.

APAC Region: Rapid growth in demand for premium Scotch whisky, with approximately **USD 1,872.48 million** by 2031.

High Net Worth Individuals: Substantial customer base in key markets, including China, Japan, South Korea, Australia, New Zealand, Malaysia, Indonesia, Vietnam, and India.



Audience by market



Leveraging extensive market data from various sources such as census records, United Nations databases, and advanced marketing tools, I have meticulously plotted the premium whisky landscape across the Asia-Pacific (APAC) region. Through rigorous analysis, we have substantiated the demand for a \$300 USD bottle of premium limited edition Robbie Burns Scotch. However, given our limited production run of 4,000 bottles for 2025, our presence is relatively

minuscule within the broader premium Scotch market across our identified markets. For instance, New Zealand, there exists sufficient demand to distribute all 4,000 bottles within that market alone. This insight underscores the potential of a highly data-driven media planning approach, allowing us to strategically target the most opportune segments across key markets. Consequently, we can confidently anticipate selling the

initial allocation of 8 casks with ease. With this foundation, we can subsequently develop comprehensive marketing communication strategies that are predicated on actual market performance, evaluating conversions and conversion rates relative to media spend per market. This approach will ensure that our efforts are not only efficient but also highly effective in capturing the interest and engagement of our target audience.

Country	\$1-1M - HNW Individuals (000)	\$10M+ UHNW Individuals (000)	Total Market Annual Liters Whisky Consumption per head	Premium Volume Ratio	Sweet Spot	Insight
Australia	100	15.3	1.30	130.00		Solid Whisky consumption, with 1.2M Australians claiming 1,2 or 3rd Gen Scottish Heritage
China	5,500	98.6	0.10	550.00		Highly niche - needs ultra targeted marketing
India	740	13.3	5.70	4,218.0		High propensity to purchase expensive scotch, and a good volume consumed
Indonesia	154	1.5	0.33	50.8		Mid-purchase propensity, buy higher volume consumption
Japan	3	21.6	0.97	2.5		Highly niche - needs ultra targeted marketing
Malaysia	44	7.5	0.06	2.6		Low purchase intent, and low volume consumption
New Zealand	156	2.6	1.71	266.8		High propensity to purchase expensive scotch, with 1.5M claiming Scottish Heritage
Singapore	526	4.0	2.00	1,052.0		High purchase propensity, and moderate consumption
South Korea	244	7.3	2.30	561.2		Mid-purchase propensity, with a lower volume consumed
Vietnam	37	7.5	0.04	1.5		Low purchase intent, and low volume consumption



Core Differentiators

Limited Release: Each blend is limited to only 2,000 bottles from 8 specific casks, ensuring rarity and exclusivity.

Certificate of Authenticity: Each bottle comes with a certificate detailing its number and cask, along with a hologram and signature to guarantee authenticity.

Luxury Packaging: Bottles are packaged in exquisite display boxes with sealed outer cartons for an enhanced unboxing experience.

Value for Money: Priced at \$300 USD per bottle, offering significant value compared to other aged whisky





Marketing + Sales Planning:



Storytelling: Leveraging the legacy of Robert Burns to create a compelling brand narrative.

Digital Marketing: Utilizing modern marketing techniques, social media, and direct-to-consumer sales channels to reach a global audience.

Collaborations and Partnerships: Forming strategic partnerships with influencers, bartenders, and industry events to enhance brand visibility.

Customer Loyalty Programs: Implementing programs to reward loyal customers and encourage repeat purchases.

Differentiators aligned with our values

Production: Partnering with established distilleries for production while maintaining strict quality control measures.

Distribution: Utilizing a hybrid distribution model involving direct-to-consumer sales and partnerships with premium retailers.

Sustainability: Incorporating sustainable practices in production and packaging to align with consumer preferences.

Innovation: Creating a better way for scotch whisky from grain to glass



Leadership Team



Dan Hills: Founder and Director with over two decades of experience in media, advertising, and marketing.



Robert "Robbie" Burns: Brand owner, providing a unique cultural and historical connection to Scotland's national bard.

Dan and Robert "Robbie" Burns stand as the driving forces behind the Robbie Burns Trading Company, each contributing their distinct expertise and passion. Together, they create a powerful team, blending strategic marketing insight with strong financial backing and operational acumen. With over two decades in the advertising industry in the UK and Australia, Dan has made a significant impact, combining visionary creativity with sharp analytical thinking. His exceptional ability to generate innovative ideas while navigating technical and logistical complexities has

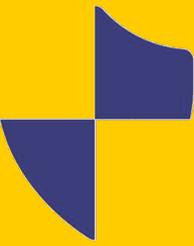
consistently delivered impactful campaigns, resonating deeply with target audiences and driving remarkable results for his clients. Now, drawing from his extensive experience and unwavering love for Scotch whisky, Dan has embarked on an exciting new journey, poised to make a meaningful mark in the industry. Driven by a profound personal passion for the art of Scotch whisky production, Dan is dedicated to discovering and curating whiskies that epitomize the craftsmanship, sharing his love for genuine Scotch with those who value the intricacies and richness that only patiently matured spirits can offer. Meanwhile, Robbie,

an accomplished entrepreneur and sales consultant based in Melbourne, Victoria, Australia, brings a wealth of expertise in finance and operations, ensuring the company's endeavors are established on a solid footing of financial stability and strategic implementation. Robbie's career trajectory reflects his strategic insight, leadership abilities, and deep understanding of international business dynamics. His background as a broker for China advertising and FinTech demonstrates a sharp understanding of contemporary business leadership, showcasing his remarkable grasp of modern business practices. With fifteen years of

experience working in Europe and the APAC region, especially in China, Dan has gained invaluable insights into global markets, cross-cultural leadership, and the power of cultivating international connections. Dan and Robbie's combined expertise brings together forward-thinking guidance and practical approaches, nurturing an organizational culture that prioritizes creativity, outcomes, and a worldwide outlook. The establishment of The Robbie Burns Trading Company is a testament to their wealth of professional knowledge and their shared dedication to achieving greatness.



We are seeking



We seek a relatively modest launch investment of **£50,000 (approximately \$98,000 AUD)**. In exchange for this investment, we are offering a **5% equity stake** in the Robbie Burns Whisky Company. This forecasts the company's valuation at **£1 million GBP**, which we believe aptly reflects the brand's unique proposition and potential for growth.

Our Valuation

Our valuation is grounded in several key factors that highlight the company's promise and differentiation:

Exclusive and Limited Edition Releases: With a production cap of just 2,000 bottles per production run (8 runs in year one), derived from eight specific casks, our products ensure rarity and exclusivity that resonate strongly with collectors and premium whisky enthusiasts.

Quality and Consistency: Our commitment to exceptional quality control guarantees consistency across batches, ensuring that every bottle meets the highest standards and appeals to discerning consumers.

Authenticity and Heritage: The association with Robert Burns' legacy adds an unparalleled depth of heritage and cultural richness, setting us apart from competitors and establishing a compelling brand story.

Luxurious Packaging and Presentation: Each bottle, accompanied by a certificate of authenticity, is packaged in a premium display box and a sealed outer carton, delivering a high-end unboxing experience that enhances perceived value.

Competitive Pricing: At a price point of \$300 USD (£245 GBP) per bottle, we offer significant value for money compared to other aged whiskies from established distilleries, making our product both accessible and desirable.



Financial Forecasts

In 2025, particularly for the initial production run, costs are expected to be high. However, these will diminish with experience, leading to enhanced profitability. For example, the first cask is projected to cost £10,000, and packaging is estimated at £10 per unit. Drawing on past experience, a £25 CPA for marketing per bottle is a conservative estimate, and notable efficiencies are anticipated in this area. Overall, while the current per unit cost stands at £88.96, our strategic efforts will drive these costs down over time.

	Gross Cost	Bottles	Per Unit
Total	£ 23,130	260	£88.96
Liquid	£ 10,000	260	£38.46
Bottle	£ 390	260	£ 1.50
Label	£ 260	260	£ 1.00
Packaging	£ 2,600	260	£10.00
hologram	£ 260	260	£ 1.00
Postage	£ 2,600	260	£10.00
Bottling	£ 520	260	£ 2.00
Marketing	£ 6,500	260	£25.00

The target sales price is \$300 USD, or £245 GBP. According to our forecast, even with an achievable average price of £150 per bottle, we can still generate a significant profit. At this price point, we anticipate a pre-tax profit of £15,870 per cask. Additionally, with an average price of £200 per bottle, we project a pre-tax profit of £28,870 per cask.

Extrapolating this over the eight-cask target for the first year, we anticipate a pre-tax profit ranging from £125,000 to £230,960, based on a £200 per bottle price point. This projection is highly achievable, grounded in our comprehensive research and market analysis.

... and we conservatively estimate we quadruple our volume in year two (and I anticipate a significantly higher volume than 32 casks). I have estimated, that we double this number in year three to 64 casks. However, I have plans to launch additional products such as blended scotch, therefore these numbers can't be forecasted with any more accuracy at this stage.

Based on a 5% equity share for the £50,000 investment, if we achieve an average sales value of £165 per bottle, a dividend of £50,402 will be returned after 3 years. This dividend pool is based on allocating 50% of the gross profit, with the remaining 50% being reinvested into marketing, design, expenses, stationery, infrasture, travel, wages, and other costs. This projection considers inflated costs and low cost per product sales, making it easily achievable. You can expect to break even on your investment in under 36 months, after which you will start earning pure profit.

Net Sales Value				
Sales value	£ 150	£ 165	£ 180	£ 200
Revenue	39,000	42,900	46,800	52,000
Cost	£ 23,130	£ 23,130	£ 23,130	£ 23,130
Balance	15,870	19,770	23,670	28,870

	Net Sales Value			
Run 1	£ 15,870	£ 19,770	£ 23,670	£ 28,870
Run 2	£ 31,740	£ 39,540	£ 47,340	£ 57,740
Run 3	£ 47,610	£ 59,310	£ 71,010	£ 86,610
Run 4	£ 63,480	£ 79,080	£ 94,680	£115,480
Run 5	£ 79,350	£ 98,850	£118,350	£144,350
Run 6	£ 95,220	£118,620	£142,020	£173,220
Run 7	£111,090	£138,390	£165,690	£202,090
Run 8	£126,960	£158,160	£189,360	£230,960

Year 1	£ 126,960	£ 158,160	£ 189,360	£ 230,960
Year 2 * 4	£ 507,840	£ 632,640	£ 757,440	£ 923,840
Year 3 * 2	£1,015,680	£1,265,280	£1,514,880	£1,847,680

Dividends per 5%				
Year 1	£ 3,174	£ 3,954	£ 4,734	£ 5,774
Year 2 * 4	£ 12,696	£ 15,816	£ 18,936	£ 23,096
Year 3 * 2	£ 25,392	£ 31,632	£ 37,872	£ 46,192



Investment Benefits

Investing in the Robbie Burns Whisky Company promises:

Significant Market Opportunity: The premium whisky market is projected for robust growth, especially in the APAC region, positioning us to capture a substantial market share.

Strong Brand Potential: The rich heritage and unique story of Robert Burns imbue our brand with a distinctive identity that can foster strong consumer loyalty.

Scalability: With a focused marketing strategy leveraging digital channels and direct-to-consumer sales, we are well-equipped to scale efficiently and reach a global audience.

Experienced Leadership: Managed by Dan Hills, our founder and director with extensive marketing and advertising experience, the company is led by a team capable of executing our vision with precision and innovation.



Investment Benefits

With an investment of **£50,000**, venture capitalists have the opportunity to support a brand that seamlessly blends tradition with modernity, offering distinct advantages in a rapidly growing market. The 5% share reflects the immense potential for growth and profitability, underpinned by a well-crafted business strategy and a deeply compelling brand narrative.

Thank you

Dan Hills

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