



POKÉMOTO[®]

Hawaiian Poké 

Get in the Aloha State of Mind

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the market

The global poke bowl market is projected to exceed **\$3 billion** by 2030, driven by increasing consumer demand for healthy, customizable fast-casual dining options.

Market Research Future — Poke Food Market Research Report



how it all started

Thomas Nguyen founded Pokémoto in New Haven, CT in 2017. While living in Hawaii, he discovered and fell in love with traditional Hawaiian poké. He realized there was a gap in the New England market which is known for amazing seafood but was missing poké. Thomas gambled on a vacant location across from Yale University and risked it all! After long hours and hard work, Pokémoto was born!

POKÉMOTO

Hawaiian Poké





WHAT is POKÉ?

Poké is native Hawaiian cuisine, traditionally made up of diced fresh fish served as an appetizer or main course. Modern twists include chicken, tofu, shrimp or salmon with strong influences of Japanese and Korean cuisine. Think of it as deconstructed sushi with all your favorite proteins, mix-ins, toppings and crunches with your favorite sauces! A customized bowl, salad or wrap every time!

Why Pokemoto®

Food. Culture. Support.



OUR FOOD

miso salmon

Sweet & Spicy Shrimp

sesame ginger chicken

pokémoto tofu

hawaiian

CHEF INSPIRED
SIGNATURE BOWLS

BUILD YOUR OWN

BASE

\$12.99

(R) 2 Scoops

\$15.49

(L) 3 Scoops

SUSHI RICE OR BROWN RICE



MIXED GREENS



BURRITO



PROTEIN

Extra protein \$2.50

KEY: * = RAW PROTEIN

AHI TUNA*



SALMON*



SHRIMP



LOBSTER
SEAFOOD SALAD



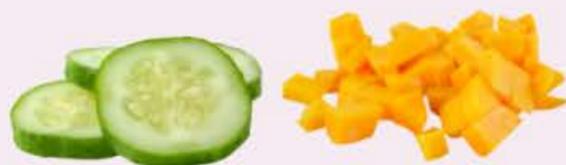
TOFU



CHICKEN



MIX INS



FLAVOR



TOPPINGS



CRUNCH



POKÉMOTO

Hawaiian Poké 

UNIQUE BOBA LINEUP

ADDITIONAL
BEVERAGE PROFIT
CENTER

FRUIT & MILKTEAS
VARIOUS FLAVORS

BOBA PEARLS,
POPPING BOBA &
FRUIT JELLY
TOPPINGS



Why the Pokemoto Model Works



No grills,
fryers, or
hoods required



Streamlined
kitchen
operations



Smaller footprint
restaurants
reduce rent costs



Lower labor
model compared
to traditional
restaurants



Fast service format
with high throughput

Multiple revenue channels:
dine-in, online ordering, and delivery

OUR CULTURE



At Pokémoto we take pride in our environment. We strive off of working together to create a positive environment for employees & guests.

OUR CULTURE

WORK ETHIC INITIATIVE

We work hard and want like minded partners that do the same.

We're fans of self –starters & entrepreneurs. The go-getters.

ENTREPRENEURIAL

We take calculated risks, dream big, work hard and work smart.



POKÉMOTO

Hawaiian Poké 

CARING

We're passionate about poké, but we're even more passionate about people

COLLABORATION

Your input matters! We seek new ideas from franchisees to develop products & make improvements

ACCOUNTABILITY

We hold ourselves accountable & expect the same from our partners.

OUR CULTURE



Who We Look for in Franchise Partners



- Hands-on owner-operators or managing owners
- Strong leadership and customer service mindset
- Willingness to follow proven systems and processes
- Entrepreneurial and community focused
- Financial capability to develop and operate a location
- Interest in potentially developing multiple locations



Your Franchise Support System

Real Estate & Site Selection



- ✓ Territory analysis
- ✓ Site review and approval
- ✓ Lease negotiation guidance

Store Design & Construction



- ✓ Layout and equipment specifications
- ✓ Vendor network
- ✓ Buildout guidance

Training & Operations



- ✓ Comprehensive training program
- ✓ Operational guidance
- ✓ Buildout guidance

Local Store Marketing



- ✓ Grand opening marketing
- ✓ Local store marketing tools

Technology & Systems



- ✓ POS and reporting systems
- ✓ Online ordering platform

Delivery & Digital Ordering



- ✓ Delivery integrations
- ✓ Third-party marketplace connections

Ongoing Franchise Support



- ✓ Dedicated franchise support team

OUR SUPPORT

POKÉMOTO
Hawaiian Poké 

REAL ESTATE & CONSTRUCTION

at Pokémoto®, we understand that finding the right location for your new business is one of the most important steps in your journey.

Our site review process is designed to assist you through this critical stage.

OUR SUPPORT



TRAINING

There's plenty to worry about when you run a business and at Pokémoto, we do everything in our power to cut that list down to size. Training is quick and easy as our systems and menu are streamlined and easy to operate. Most restaurants spend a lot of time training on how to cook complex recipes, not Pokémoto. We don't "cook" like a typical restaurant - no grills, no ovens, no fryers, no hassles.



OUR SUPPORT

TRAINING

Training will prepare you to be fully ready to open your own Pokémoto. Training usually happens over 10 business days of in-store training that you and your manager will attend. Get ready to roll your sleeves up and get your Poké on!

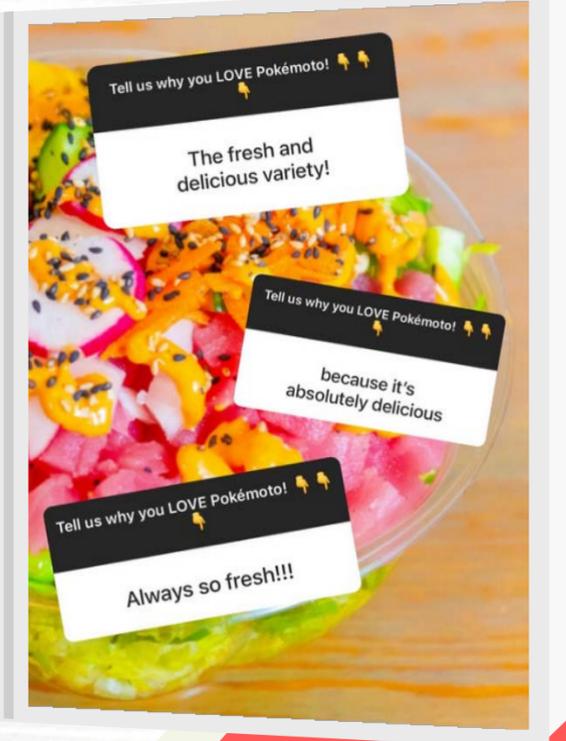
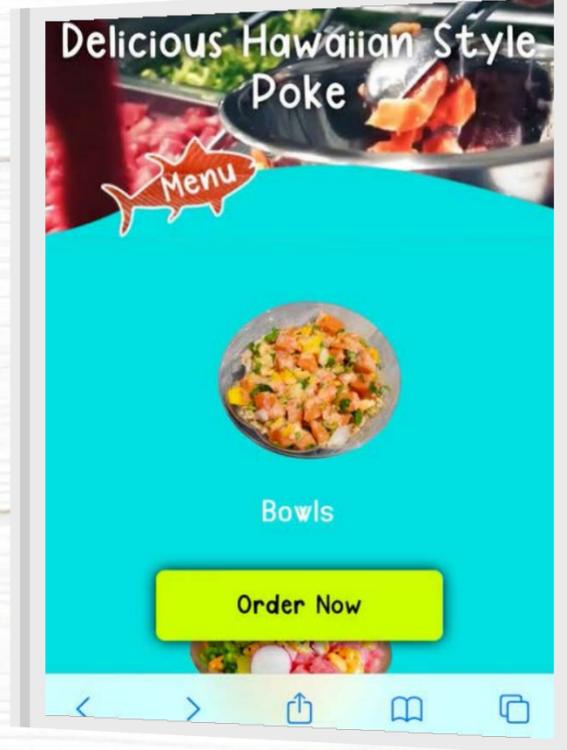
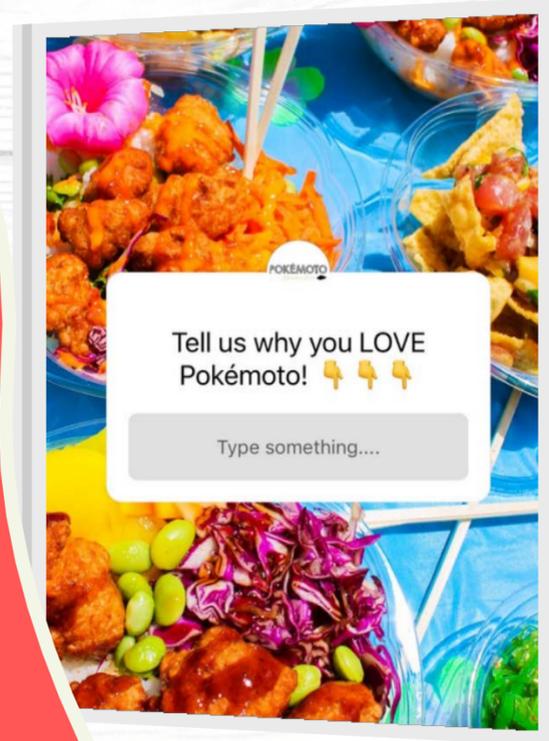
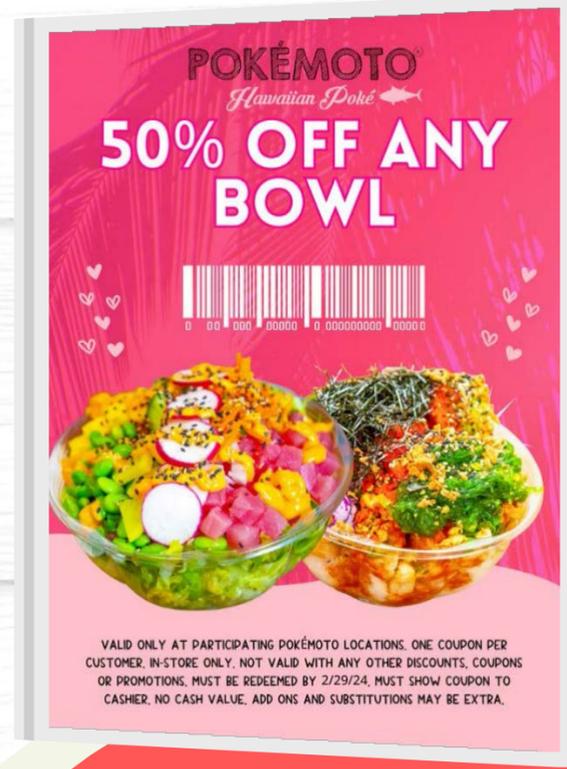
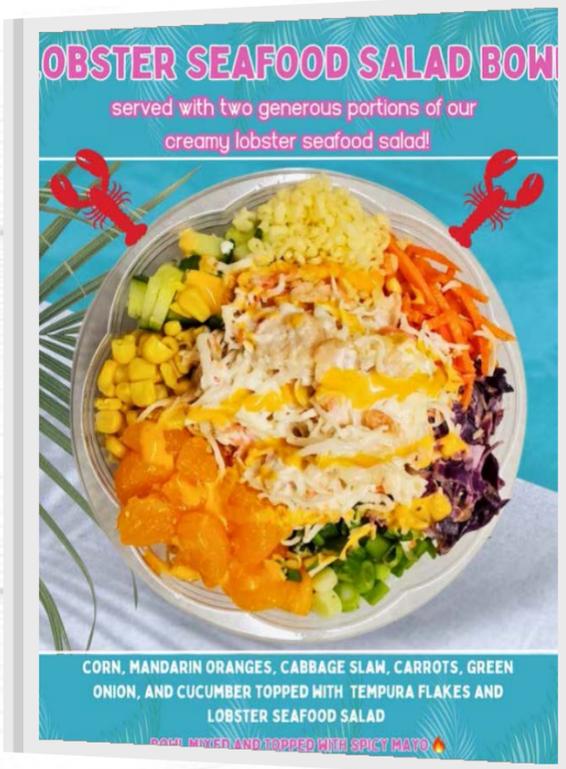
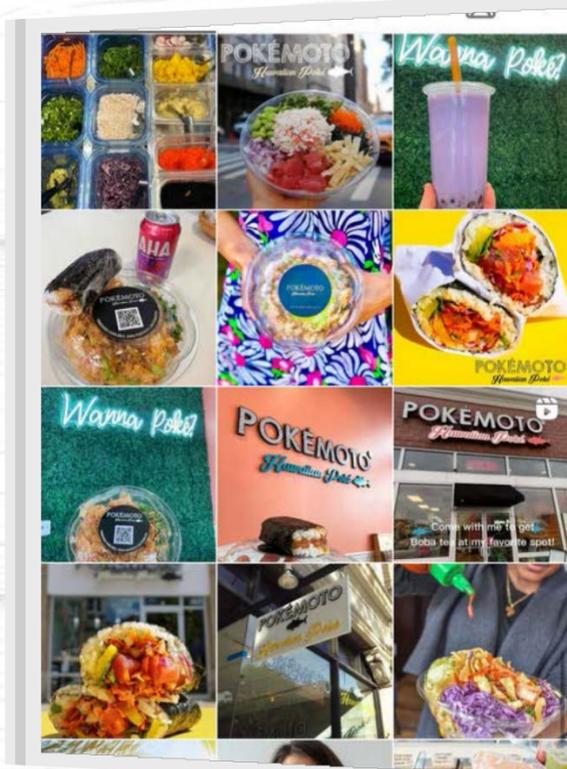


OUR SUPPORT

MARKETING

Our in-house marketing team works with social media companies, advertisement agencies, PR firms and online review management companies to provide you with a strategy to build brand awareness.

OUR SUPPORT



MARKETING

- local marketing
- text message marketing
- social media advertising
- out-of-the-box promotions
- new product development
- mail marketing
- brand awareness
- grand opening support



our vibe

OUR VIBE

Simple and bright, chic and
modern Gen Z and Millennial
customers Local and Hawaiian
flavors Trending concept



STORE INTERIOR



Tech Driven, Customer Focused



TEXT & EMAIL MARKETING



SOCIAL MEDIA



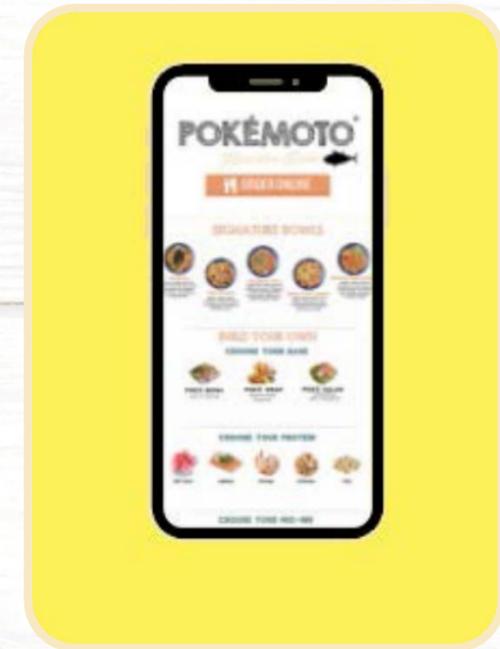
THIRD PARTY ORDERING
GRUBHUB, UBEREATS, DOORDASH, SNACKPASS



MOBILE ORDERING



ONLINE ORDERING



DIGITAL MENUS

Unit Economics & Operational Simplicity



✓ Simple buildout compared to traditional restaurants



✓ No grills, fryers, or vent hoods required

✓ Streamlined kitchen operations and limited cooking

✓ Efficient labor model with simplified food preparation



✓ Multiple revenue channels: dine-in, online ordering, and delivery

✓ Designed for scalable single-unit and multi-unit ownership



Your Path to Opening a Pokemoto

Most locations open within approximately 4–6 months after site selection.



YOUR PATH



Pokémoto Journey

Support

Dedicated experienced support team

Technology-driven site selection

assistance Training and support every

step of the way Supply chain support



Pokémoto Journey

Costs

- Lower fee structure
- Smaller footprint, lower rents
- Budget-friendly build out & conversion costs
- Affordable tech solutions
- Group purchasing power
- No expensive grills, fryers or hoods**
- Multi-unit discounts

Pokémoto Journey

Menu

Highly customizable menu options

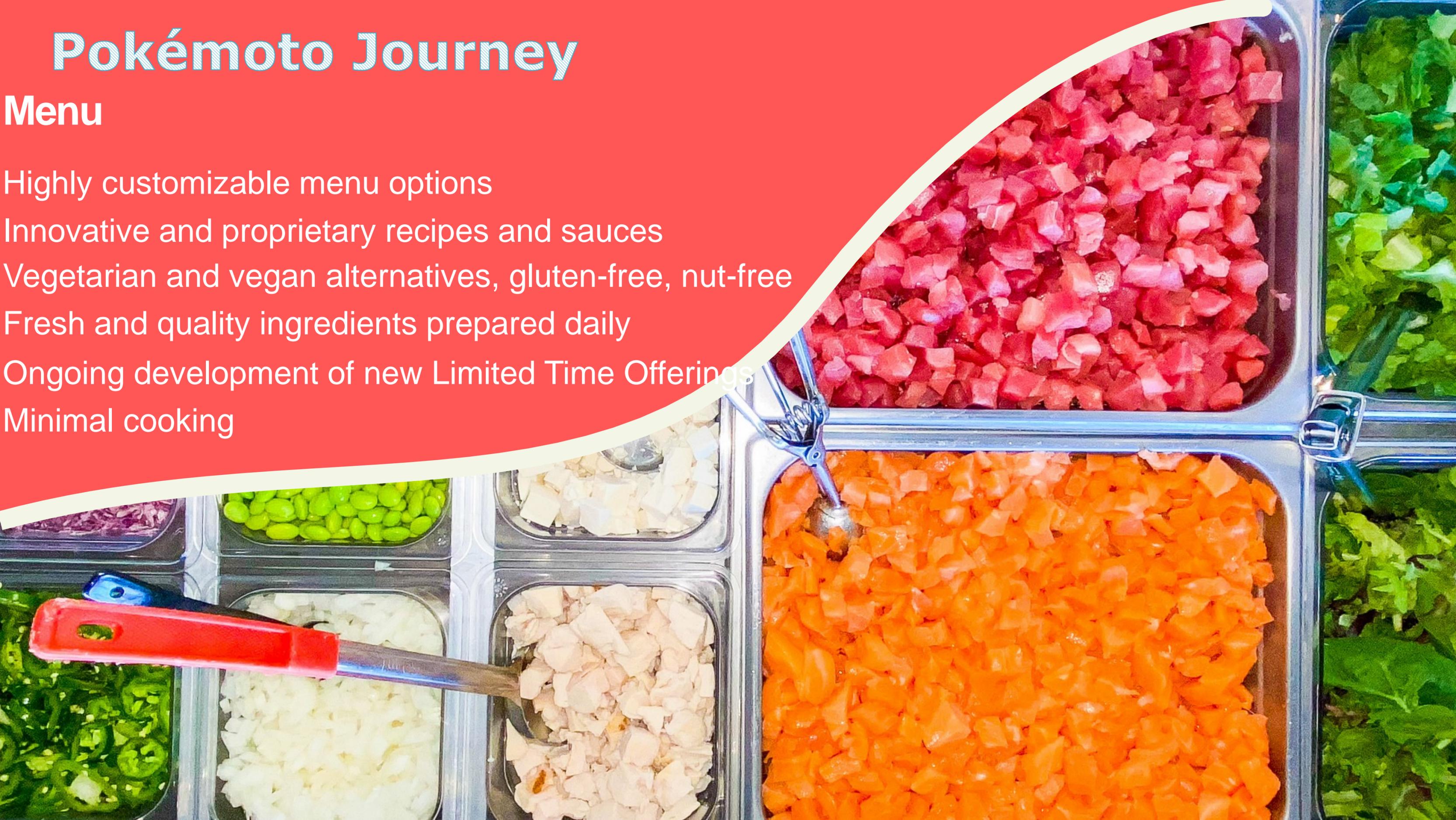
Innovative and proprietary recipes and sauces

Vegetarian and vegan alternatives, gluten-free, nut-free

Fresh and quality ingredients prepared daily

Ongoing development of new Limited Time Offerings

Minimal cooking





FRANCHISE INVESTMENT RANGE

Initial Franchise Fee	\$30,000
Rent – 3 Months	\$10,000 to \$30,000
Security Deposit	\$3,000 to \$9,000
Leasehold Improvements	\$92,000 to \$210,000
Equipment, Furniture and Signs	\$43,000 to \$63,000
Computer System	\$7,500 to \$10,000
Video Surveillance System	\$1,000 to \$5,000
Insurance	\$2,500 to \$8,200
Permits and Licenses	\$500 to \$2,500
Initial Inventory	\$5,000 to \$10,000
Initial Training Fee & Travel Expenses	\$3,000 to \$7,500
Professional Fees	\$2,500 to \$7,500
Grand Opening	\$7,500 to \$15,000
Additional Funds – 3 Months	\$5,000 to \$15,000
Total	\$212,500 to \$422,700

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OPEN LOCATIONS

Auburn
Modesto
Manteca
Petaluma
Manchester
Middletown
Mashantucket
Shelton
Colchester
Groton
Guilford
Hamden
Stamford
Fairfield
New Haven (2)
Wallingford
Clermont
Orlando
Celebration

Wichita (2)
Sommerville
Franklin
North Attleborough
Norwood
Seekonk
Dartmouth
Snead's Ferry
Hoboken
Tarrytown
White Plains
Bethlehem
San Juan
South Kingstown
Conway
Summerville
Gallatin
Spring
Odessa

LOCATIONS

COMING SOON

Reno

Dallas

Fort Myers

Hingham

Houston

North Kingstown

Maine

Portsmouth

New Hampshire

LOCATIONS

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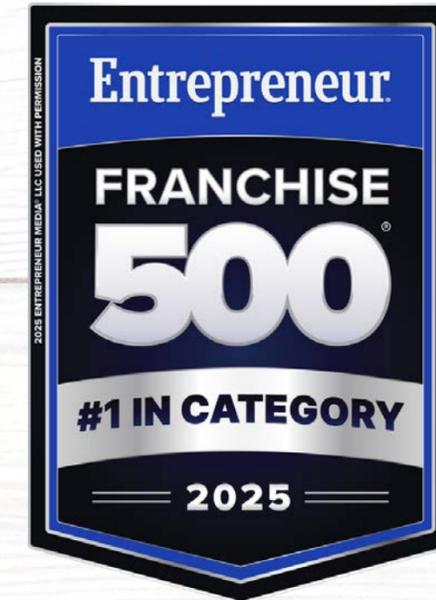
For more information visit:

www.pokemoto.com/franchise

Contact us at:

franchising@marvbrands.ca

302-279-8700





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