

# MUSICA

RESTAURANT | ENTERTAINMENT | BAR

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## **EXECUTIVE SUMMARY**

SEIS INVESTMENT OPPORTUNITY

Prepared by MUSICA Group Ltd  
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# THE OPPORTUNITY

MUSICA is a dynamic new hospitality brand combining restaurant, bar, and live entertainment. We're raising £250,000 for 15% equity to launch our flagship venue in Bracknell, backed by SEIS tax incentives.

# THE CONCEPT

MUSICA is a bold, independent venue blending live music, globally inspired food and drinks, and competitive socialising (karaoke, interactive darts & shuffle). From date nights and gigs to kids' parties, it caters to diverse audiences with an immersive, music-led experience.

## WHY NOW?

- 74% of UK consumers prefer quality-led independents
- Competitive socialising is 50% more profitable than traditional hospitality
- Live music spend up 35% since pre-COVID
- 69% of consumers want experiential venues

## LAUNCH SITE: BRACKNELL

- The Lexicon is a high-footfall, award-winning retail destination
- 13.6M visitors in 2023 (+20% YoY)
- Affluent audience: 28.4% AB demographic
- Fit-out ready: former TGI Friday's unit
- No competition for live music/socialising locally



# DIVERSE INCOME FOR SCALABLE RETURNS

FOOD & BEVERAGE • EVENTS & LIVE MUSIC • PRIVATE HIRE & GAMES

## GROWTH ROADMAP

### YEAR 1-2

Open Bracknell flagship,  
refine & prove model



### YEAR 3-4

Open 2-3 regional sites  
(South East)



### YEAR 5 & BEYOND

Scale nationally  
(target: 5+ sites)

## FINANCIAL SNAPSHOT *full forecast available on request*

YEAR	VENUES	REVENUE	NET MARGIN
2026	1	£3M	13%
2027	2	£4.1M	12%
2029	6	£18.9M	16%

## INVESTMENT ASK

**£250,000** for:

- Site build & fit-out (45%)
- Ops capital (25%)
- Marketing, staffing, menu dev (30%)

### SEIS BENEFITS:

- 50% income tax relief
- CGT exemption on sale
- IHT relief and loss relief after 2 years

# A UNIQUE INVESTMENT

## STRONG RETURNS

50%+ IRR targeted  
over 5 years

Dividends from Year 3

Share buyback option

2.5x revenue exit  
valuation

## INVESTOR PERKS

### <£25K INVESTMENT

Soft launch invite, 30% bill discount

### <£50K INVESTMENT

Private events, 40% bill discount

### >£50K INVESTMENT

Feature on our Founder's Wall, 50% bill discount

Perks to apply across all  
MUSICA locations

## STRATEGIC EDGE

First of it's kind in  
Bracknell

Scalable, proven model

Highly adaptable for  
new locations

Supported by industry-leading  
advisors & tech partners

## EXPERT-LED TEAM

### KARIM SAYKALI

Entrepreneur behind £4M+ business We Brand It

### TOM SALT

25+ years in hospitality, ex-Michelin

### ALAN LORRIMER

Creator of The Piano Works

### GILES HORNE

GM with 20+ years experience managing iconic  
live music venues, bars, and restaurants



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THANK YOU!

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