

Dice Cream | <https://www.dice-cream.com/>

TERMS (viastartengine.com)

Overview

Price per share: \$1

Funding Goal: \$15k - \$2.5M

Deadline:

16 Sept. 2024, 11:59PM PDT

Valuation (per company): \$10M

Breakdown

Minimum Investment: \$300

Maximum Investment: \$1,235,000

Offering Type: Equity

Asset Type:

Class B Common Stock

Minimum # Shares Offered:

15,000

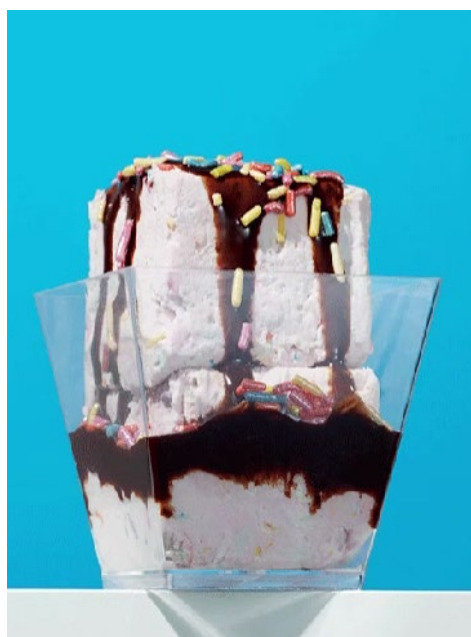
Maximum # Shares Offered:

2,500,000

Company Description:

Dice Cream is striving to launch their fully automated ice cream parlor in 2024, which they hope will “revolutionize the frozen delight experience”. These parlors are designed to house a robotic arm which scoops cubes of ice cream from a selection of up to twelve flavors. Customers also have the option of adding sauces and/or toppings.

Dice Cream aims for these completely robotic ice cream parlors to churn out orders within 40 seconds of placement, and serve more than 500 customers before requiring restocking. Moreover, by integrating artificial intelligence into their design, Dice Cream hopes to offer a personalized experience by referencing customers’ order history and preferences and using them to make new order suggestions.



Company Highlights

COST MANAGEMENT

Through the automated nature of Dice Cream parlors and their ability to function without brick-and-mortar locations, the company strives to decrease costs.

LARGE AND FLOURISHING MARKET

The ice cream market is a billion-dollar sector, which is expected to continue growing, and Dice Cream believes they have poised themselves to take a scoop out of the market.

EXPERIENCED TEAM

When considered together, the Dice Cream team boasts a total of thirty years' experience in both the food and robotics & automation industries.

Company/Industry Background

In 2022, the global ice cream industry was valued at \$81.8 billion, and it is predicted to attain to \$114.7 billion by 2030. In the United States alone, according to one source, the average American consumes approximately 4 gallons of ice cream annually. Dice Cream plans to enter this market by merging a delightful ice cream experience with advanced technology through their autonomous ice cream parlor.

As mentioned earlier, these parlors are designed to house a robotic arm which scoops cubes of ice cream from a selection of up to twelve flavors. Customers may also choose between three sauces and four toppings.



This image is of a functional prototype which is presently under development.

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hopes to offer a personalized experience by referencing customers' order history and preferences and using them to make new order suggestions.

According to their Offering Memorandum, Dice Cream finds competitors in "traditional ice cream parlors and fast-food outlets offering ice cream"; yet, the company distinguishes itself through "its autonomous, robotic service model" by which they aim to increase operational efficiency.



This image is of a functional prototype which is presently under development.

Initially, Dice Cream's parlors will be concentrated in university campuses, shopping malls, apartment complexes, and arenas, and the company believes their parlors are innovative solutions in these – and other – high traffic locations. Additionally, the company plans to beta test their parlors on college campuses later this year.

Dice Cream intends to use the funds they raise "on StartEngine to develop, test and launch [their] next prototype" with the ultimate goal of "large-scale production."

Recent Developments

- ◆ Article published regarding Dice Cream in Entrepreneur
- ◆ Dice Cream has raised over \$200,000 in their present funding round on StartEngine
- ◆ Article published regarding Dice Cream in BroBible
- ◆ Partnered with ISBX, a company at the forefront of artificial intelligence development (Dice Cream believes this partnership will help them “integrate artificial intelligence into [their] business model” and remain leaders as technology is grafted into the food industry.)

Management

Jack Yang: Chief Executive Officer

Jack Yang is the founder and CEO of Dice Cream Robotics, an innovative venture born from 12.5 years of expertise in aerospace systems engineering and a deep-seated passion for food and innovation. He envisioned a future where cutting-edge technology meets delightful frozen treats. This vision materialized into Dice Cream Robotics, a pioneer in crafting autonomous robotic ice cream kiosks. Leveraging his team's collective expertise, they have crafted a fusion of ingenuity, efficiency, and creativity, reimagining how everyone will indulge in ice cream. Yang's entrepreneurial journey is driven by his pursuit of turning conceptual ideas into practical, automated solutions. Dice Cream Robotics is curating a unique experience and redefining the enjoyment of one scoop at a time.

In addition to working 15-25 hours a week for Dice Cream, Jack also currently works about 40 hours a week as a Consultant for Systems Engineering for Booz Allen Hamilton.

Chang Jy Richard Wu: CFO and Board Member

Richard Wu has been in business for decades. Initially, he started his career in real estate, building up a significant portfolio. He transformed this into numerous income-generating buildings. Subsequently, Wu began his technology investment career. With a background in physics and computer science, he has obtained several patents and made a few technology investments over the years.

Kevin William Morris: Chief Strategy Officer

Kevin Morris currently serves as the CEO of Atlas Rd, a fundraising and finance consulting agency as well as Chief Strategy Officer of Dice Cream. Prior to these roles, from 2019 to 2022, Kevin served as CFO of Miso Robotics and President of Wavemaker Labs. Prior to this, from July 2014 to April 2019, he was the CFO and COO of Denim.LA, Inc., and managed the company's finances, operations, and customer service. He was formerly (from July 2014 to January 2016) a consultant to the company and became an employee in February 2016. Kevin is originally from Huntington Beach, California and received his bachelor's in Applied Mathematics and Computer Science from the University of California, Berkeley. Upon graduation, he worked at Deloitte Consulting where he specialized in technical integrations and strategy. After attending the UCLA Anderson Graduate School of Management where he received his MBA, he worked for American Airlines as the head of pricing strategy for ancillary products and for the airline's Asia-Pacific network. With a strong desire to work in the apparel industry, Kevin worked as the Vice-President of Sales for an Adidas licensee from February 2013 to June 2014, overseeing the global sales and marketing strategy for multiple Adidas sports categories.

In addition to working approximately 5 hours a week working as Dicecream's Chief Strategy Officer, Kevin also works approximately 35 hours a week as CEO of Atlas Rd.

Christopher Louie: Chief Marketing Officer

Christopher Louie is a brand and content expert. From taking Cue Health from seed to IPO in 2021 to helping his launch the likes of Piestro, Bobacino, and Graze Mowing, Christopher understands what it takes to find brand and story alignment to help startups fundraise successfully and find product market fit.

In addition to working approximately 5 hours a week with Dice Cream, Christopher also works 40 hours a week as CEO of BRNDMKERS, 10 hours a week for Cue, Inc., and 5 hours a week for Walter Robot Studio.

Nicholas Michael Degnan: CTO

Nick Degnan is the Chief Technology Officer at Dice Cream. His career in product development began as a mechanical design engineer, forming the foundation for later helping grow a startup towards acquisition and more recently, product development consulting. Nick is also the founder and CEO of Unlimit Ventures, a hardware-based venture studio. Prior to joining Dice Cream, Nick was a Principal and COO at Vebu Labs (formerly Wavemaker Labs), where he worked on projects such as Graze Mowing and Miso Robotics. Before that, Nick served as the Head of Product at the Motivo Engineering, a product development consulting firm, where he was responsible for continuous improvement of their consulting process and client experience, as well as guiding engineering teams in the development of agriculture technologies, autonomous vehicle systems, manufacturing automation, and drone related products, among other intelligent electrical-mechanical system technologies. Nick worked at Motivo from April 2016 through May 2019. Nick holds bachelor's and master's degrees in mechanical engineering from UC Davis, as well as an MBA from UCLA.

In addition to working approximately 5 hours a week for Dice Cream, Nick also works 35 hours a week as CEO of Unlimit Ventures.

Risks

- Regulations on A.I. Industry: With the rapid growth of artificial intelligence (A.I.), regulations have not been set; a new regulation could cause problems for all industries reliant on A.I. There is no way to predict the impact of such new regulations.
- Industry Risk: There will be a level of difficulty to break into the ice cream market with the massive companies that it consists of and the monopolization of the larger companies. This initial barrier will be the hardest to break through.
- Public Perception Risk: The general public's opinion of A.I. will directly affect the company, and any changes within the A.I. sector will affect their growth. Any malfunctions with the robotic equipment could change how the public views the company's brand.
- General Risks: The company is affected by both the technology and ice cream sectors within the market; the company must be careful to manage risks on both sides of the market.
- Technology Risk: While robots do yield efficiencies, shortages on robotic parts and maintenance services pose a risk. Additionally, malfunctioning robots could promote minor problems.
- **Please see the company's offering memorandum and other company documents for important risks related to this offering.**

Financials

| | Most Recent Fiscal Year-End | Prior Fiscal Year-End |
|-------------------------|--------------------------------|--------------------------|
| Total Assets | \$2,940 | \$0 |
| Cash & Cash Equivalents | \$2,940 | \$0 |
| Accounts Receivable | \$0 | \$0 |
| Short-Term Debt | \$327,028 | \$0 |
| Long-Term Debt | \$0 | \$0 |
| Revenue & Sales | \$0 | \$0 |
| Costs of Goods Sold | \$0 | \$0 |
| Taxes Paid | \$0 | \$0 |
| Net Income | -\$324,188 | \$0 |

Sources

Dice Cream's StartEngine Funding Page: <https://www.startengine.com/offering/dicecream>

Dice Cream's Offering Memorandum: [Dice_Cream_Updated_Offering_Memo_2_16.pdf \(startenginebetadev.s3.amazonaws.com\)](#)

Ice Cream Statistics: <https://www.grandviewresearch.com/industry-analysis/ice-cream-market>

Ice Cream Statistics: <https://www.idfa.org/ice-cream-sales-trends>

For Further Research

Dice Cream's SEC Recent Filing: <https://www.sec.gov/cgi-bin/browse-edgar?CIK=0002009293&owner=exclude&action=getcompany&Find=Search>

Dice Cream's Offering Circular:
<https://www.sec.gov/Archives/edgar/data/2009293/000166516024000081/offeringmemoformc.pdf>

Dice Cream's Website: <https://www.dice-cream.com/>

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