



BRIGHTSTAR CAPITAL



## VISION

Brightstar Capital is raising funds to acquire and develop new properties. We have identified several strategic opportunities for expansion in key markets, and with the right investment, we can enter the market with an impactful presence and quickly establish profitability.

The company will establish an unparalleled standard of excellence across all capabilities as hotel developer, owner, and operator, providing dedicated hotel management services to both full-service and upscale select-service properties. Together with the non-negotiable of hard work, integrity, and transparency, we will apply a relationship-first mentality to every project.

A core part of our mission is to be a great place to work for all employees because we know that when people feel safe and free to be authentic, they bring their best selves to work, which fuels innovation and optimal performance.

Investing in the Brightstar Capital portfolio is your path towards sustainable prosperity.

# BRIGHTSTAR CAPITAL

Excellence in operational execution is what makes Brightstar Capital stand out. Our cornerstones form the solid foundation of every relationship, every project, and every procurement. As a private company with a leadership team that brings years of experience in operating premium branded hotels in all economic cycles and markets throughout North America, Brightstar has been able to quickly adapt to changing business environments.

Our development philosophy is characterized by ingenuity, resourcefulness, and quality. Each project will be managed in partnership with owners and investors. A detailed plan will maximize each dollar invested in the property, yielding top quality hotels that lead their market and generate the highest possible profit.

Brightstar's investors, owners and associates operate as true partners in the company. Together, we focus on efficient and effective operations, promoting accountability and continually seeking innovation in all areas of our business.

Through these efforts, Brightstar Capital will be a business built upon a strong foundation designed for both profitability and longevity.

## CHALLENGE

Hospitality is a booming industry. In spite of economic shifts, people continue to travel. Business executives are on the road meeting with clients and colleagues. Sports fans are heading to games for their favorite team. Parents visit their children at college. Families are enjoying weekend getaways.

Independent hotels incur higher risk as they are dependent solely on their local environment. Radical changes to the community could have a direct impact on the number of people visiting the hotel. And yet, connection to the local community is also a critical component of the recipe for success.



## SOLUTION

Brightstar Capital is well-positioned in the extended Chicago metropolis with knowledge of the local market and the ability to reduce risk with multiple locations, delivering a diversified portfolio. Brightstar has identified properties that cover varied areas – proximity to a professional football team balanced with local corporate businesses, airport location where both wholly owned land and hotel are being sold as a package, and a suburban location with over 8,000 square feet of event space close to a college campus and new sports arena.

These properties were identified by a leadership team that knows what a diversified hospitality portfolio looks like. This is your opportunity to invest in a strong business with substantial revenue projections.

## COMPETITION

The hotels identified are strong performers in their local area, with each of them exceeding 70% capacity in 2023. Brightstar Capital has reviewed the detailed financials for each of the properties in consideration. Our own projections use conservative figures for both capacity and average rate per day to ensure confident performance against our financial forecast.

Brightstar Capital will consistently deliver operational excellence and superior return on investment. Properties will be supported with a full range of services to achieve their goals, including proprietary systems, in-depth teams of specialists and, most importantly, a commitment to excellence in everything we do.

**Maximizing results. Minimizing costs.** Brightstar has a strong reputation for working as liaison between owner and brand in every aspect of property development, from design to construction management and technical services.



Maximizing  
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Our blend of experience, including several years of executing multi-million-dollar property rejuvenations, gives Brightstar Capital a unique advantage to enter the market. And we do it all while meeting the brand expectations and staying within budget. Excellence in procurement through our dedicated buying group during the development phase is superseded by the same focus on best value throughout the term of operational management, aided by our affiliation with major national procurement platforms.

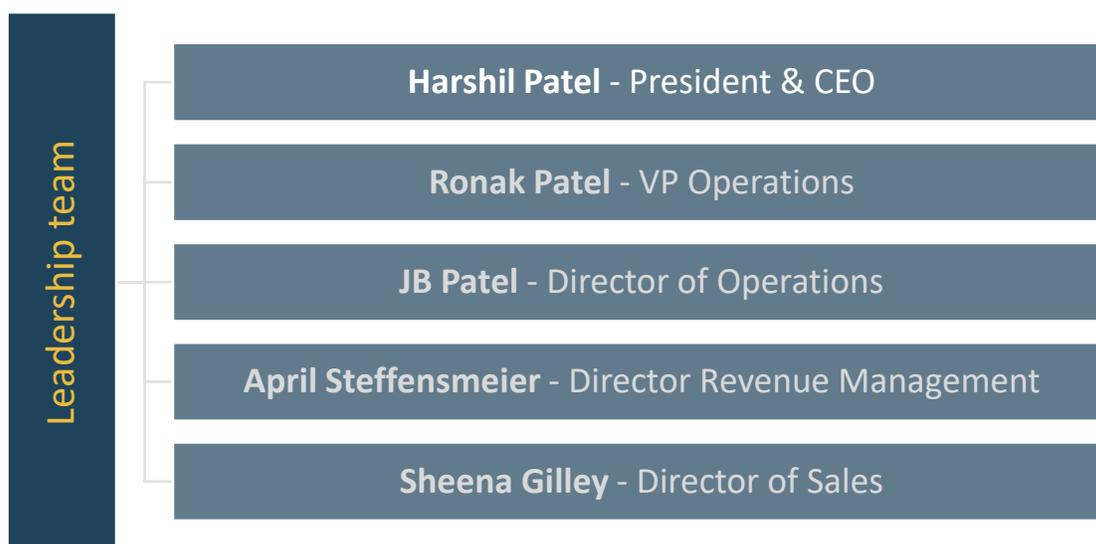
Brightstar also looks at mixed-use development as one of the strongest market niches and gateways to immediate success in many of the country's growing marketplaces. These opportunities will help diversify revenue and mitigate economic shifts.

## PLAN

Project locations will be meticulously selected based on extensive market analysis. An experienced project team will be assigned to each hotel to gain overall efficiency, better projects monitoring, less stress, and more productivity. We believe in the passionate pursuit of excellence and financial success with uncompromising services and integrity. It is with certainty that our experience and values will successfully drive the business to enviable heights and attract the volume of clients that will keep our hotels at full capacity consistently throughout the year appealing to the traveler on business or pleasure.

Brightstar Capital is committed to staying ahead of industry trends and providing our guests with the best possible experience while minimizing our impact on the environment. As an investor, you would have the opportunity to be part of a dynamic and forward-thinking hospitality group with a clear vision for growth and success. We are confident that with the right investment partners, we can achieve our ambitious goals and create significant value for our stakeholders.

## TEAM



# MILESTONES

## Year 1

- **Secure investment** for the multi-year plan.
- **Acquire the first hotel** and make any necessary property improvements.
- Implement relevant franchise contract, along with relevant platforms and systems to completely integrate.
- Hire and train the team; engage the hospitality management company.
- Manage the hotel and build on the business already established by previous owners.
- **Identify hotel property for Year 2** expansion.

## Year 2

- **Acquire the second hotel** and make any necessary property improvements.
- Implement relevant franchise contract, along with relevant platforms and systems to completely integrate.
- Hire and train the team; engage the hospitality management company.
- Manage the hotel and build on the business already established by previous owners.
- **Identify hotel property for Year 3** expansion.

## Year 3

- **Acquire the third hotel** and make any necessary property improvements.
- Implement relevant franchise contract, along with relevant platforms and systems to completely integrate.
- Hire and train the team; engage the hospitality management company.
- Manage the hotel and build on the business already established by previous owners.
- **Achieve portfolio profitability.**

## Year 4+

- **Streamline operational costs** across the portfolio.
- **Build supplemental revenue streams** with food & beverage and events.
- **Initiate investor distributions** based on achieved and sustained profitability.

# FINANCIALS

Principal Harshil Patel is seeking \$45 million to progress with purchasing hotel properties. Investors will enjoy 40% equity in Brightstar Capital.

Operating Statements	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenue</b>					
Hotel A - Hyatt Place Milwaukee Airport	2,119,468	2,225,442	2,336,714	2,453,550	2,576,227
Revenue	2,752,556	2,890,184	3,034,693	3,186,428	3,345,749
Cost of Goods Sold	-633,088	-664,742	-697,979	-732,878	-769,522
Hotel B - Hilton Garden Inn Mattoon	0	3,707,277	3,894,641	4,091,513	4,298,378
Revenue	0	4,684,775	4,919,014	5,164,964	5,423,213
Cost of Goods Sold	0	-1,077,498	-1,131,373	-1,187,942	-1,247,339
Food & Beverage (net revenue)	0	100,000	107,000	114,490	122,504
Hotel C - Springhill Suites Green Bay	0	0	4,486,120	4,710,426	4,945,947
Revenue	0	0	5,826,130	6,117,437	6,423,308
Cost of Goods Sold	0	0	-1,340,010	-1,407,010	-1,477,361
<b>Net Revenue</b>	<b>2,119,468</b>	<b>5,932,718</b>	<b>10,717,475</b>	<b>11,255,488</b>	<b>11,820,552</b>
<b>Operating Expenses</b>					
Tech/ IT	115,000	230,000	345,000	358,800	373,152
Marketing	140,000	280,000	420,000	436,800	454,272
Finance	585,000	1,730,000	2,730,000	2,839,200	2,952,768
Trademark	12,500	13,125	13,781	11,466	11,925
Facilities & Equipment	485,000	970,000	1,455,000	1,513,200	1,573,728
Administrative	834,859	1,668,079	2,640,096	2,759,480	2,884,328
Staff	981,875	1,631,844	2,282,686	2,396,820	2,516,661
<b>Total Operating Expenses</b>	<b>3,154,234</b>	<b>6,523,048</b>	<b>9,886,563</b>	<b>10,315,766</b>	<b>10,766,834</b>
<b>Pre-Tax Income</b>	<b>-1,034,765</b>	<b>-590,329</b>	<b>830,911</b>	<b>939,722</b>	<b>1,053,719</b>
<b>Source and Use of Funds</b>					
<b>Source of Funds</b>					
Investment	45,000,000				
<b>Use of Funds</b>					
Purchase of Hotel A - Hyatt Place Milwaukee Airpor	-8,500,000	0	0	0	0
Purchase of Hotel B - Hilton Garden Inn Mattoon	0	-18,000,000	0	0	0
Purchase of Hotel C - Springhill Suites Green Bay	0	0	-15,500,000	0	0
Property improvements	-250,000	-250,000	-1,000,000	-150,000	-157,500
Investor distribution (40% Pre-Tax Inc)	0	0	0	-375,889	-421,488
	-8,750,000	-18,250,000	-16,500,000	-525,889	-578,988
Operating Income/ (Losses)	-1,034,765	-590,329	830,911	939,722	1,053,719
<b>Total Operating Expenses</b>	<b>-9,784,765</b>	<b>-18,840,329</b>	<b>-15,669,089</b>	<b>413,833</b>	<b>474,731</b>
<b>Net Change</b>	<b>35,215,235</b>	<b>-18,840,329</b>	<b>-15,669,089</b>	<b>413,833</b>	<b>474,731</b>
<b>Cash at Beginning of Period</b>	<b>0</b>	<b>35,215,235</b>	<b>16,374,905</b>	<b>705,817</b>	<b>1,119,650</b>
Net Change	35,215,235	-18,840,329	-15,669,089	413,833	474,731
<b>Cash at End of Period</b>	<b>35,215,235</b>	<b>16,374,905</b>	<b>705,817</b>	<b>1,119,650</b>	<b>1,594,381</b>



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## CONCLUSIONS

The team at Brightstar Capital is working to establish a robust network of innovative and forward-thinking collaborators. Principal Harshil Patel is seeking \$45 million to progress with purchasing hotel properties. Investors will enjoy 40% equity in Brightstar Capital.



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5th Avenue Capital  
Private Funding from \$10M to \$2B