DEEP RESEARCH REPORT · AUGUST 2026

THE DREAM SCALE PLAN

Growth & Scalability Blueprint powered by CHV

from one sweet trailer to a franchise-ready brand

An evidence-based growth and scalability analysis for **Dreaming Sweets ATL** — food trailer, Dream Carts, Nibble+Graze and Dream Cafe — built around a technology partnership with **Clark & Harper Visions LLC**. Advisory only: no financial obligation is implied or required.

CLIENT	PARTNER	SCOPE	STATUS
Dreaming Sweets ATL · Douglasville, GA	Clark & Harper Visions LLC · Dallas HQ · Leander, TX (DBA)	8 research pillars · 40+ public sources	Advisory only — zero obligation

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READ IT YOUR WAY

This report is non-linear. Start with the Growth Roadmap if you want the plan, or the Franchise Model if you want the future.

Jump to Growth Roadmap

01 · Executive Summary

Dreaming Sweets ATL is the rare small food business that has already cleared its hardest hurdles. Founder Trinity Marks launched it at 17 from family dessert recipes, opened a brick-and-mortar storefront in Downtown Douglasville, Georgia in September 2022 (relocating to 6680 Broad Street in mid-2023), bought her first food truck in 2024, and by 2026 runs three complementary businesses — the Dreaming Sweets dessert trailer, Nibble+Graze mobile charcuterie, and Dream Cafe — plus the Young Mogul & The Mission youth-entrepreneurship program. A corporate catering wall featuring Warner Bros. Discovery, Nike, Morgan Stanley, Toyota, Boston Consulting Group, the Arthur M. Blank Family Foundation, and Atlanta's flagship universities proves the concept at a level most independent dessert vendors never reach.

This blueprint maps how that foundation becomes a scalable, eventually franchisable business — with Clark & Harper Visions (CHV) as the proposed digital partner. CHV — main site chvisions.com — is a veteran-owned, full-stack digital agency with 16 years in the digital space, headquartered at 1999 Bryan St, Suite 200, Dallas, TX 75201 (Texas File #801790477), with Leander in Greater Austin as a new kickoff location operating as a DBA under Clark & Harper Visions — one company, not a separate business. Led by founder/CEO Manwell Clark, the team hand-codes websites, brand systems, SEO, AI automation, and hosting under one roof — published project pricing in the hundreds-to-low-thousands of dollars, squarely in small-business budget range.

The strategic logic: Dreaming Sweets sits at the intersection of food trucks ($2.9B, 88,353 U.S. businesses), catering services ($15.7B), and bakery cafes ($17.8B), with the broad U.S. catering market at $72.7B — and franchising entering 2026 with 845,000 establishments and $921.4B in projected output, the Southeast holding nearly a 30% share. The brand's gaps are all systems gaps — a template DIY website, no CRM or analytics, manual booking, no email engine, three brands without one identity system — and systems are precisely what a full-stack digital partner sells. The principal caveat is procedural: CHV's flagship site (chvisions.com) and its older secondary property (chvassociates.com) show snapshot figures from different eras, so this plan still gates the partnership through a zero-cost audit and a fixed-scope pilot before any retainer.

THE ONE-SENTENCE VERSION Dreaming Sweets has the proof of concept, the corporate client

> wall, and a proprietary youth-operator pipeline; what it needs next is a digital operating system — and CHV is a capable, budget-fit partner to build it, engaged prudently through a verify-then-commit sequence that starts at $0.

Finding	Read	So what
Traction	**Validated**	Storefront since 2022, truck since 2024, three brands by 2026; blue-chip corporate catering roster
Booking economics	**Sophisticated**	Published minimums ($250 catering / $350 cart / $800 trailer) with host-guarantee + guest-pay yield mechanics
Core constraint	**Systems, not demand**	Template site, no CRM/analytics, manual booking, no email engine — all fixable, all digital
Partner fit	**Strong, verify first**	CHV's six disciplines map one-to-one onto the gap list; 16 years in digital — with a verify-first gate before any retainer
Endgame	**Franchise-ready engine**	62% of Gen Z want to own a business; a cart-first, sub-$150K license built on Young Mogul meets them there

JUMP TO THE PLAN

Skip the evidence and go straight to the three-phase, 36-month growth roadmap.

GO TO SECTION 07 →

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02 · The Client — Dreaming Sweets ATL: Profile & Strengths

Origin & trajectory. Trinity Marks launched Dreaming Sweets at age 17, her senior year of high school, built on family dessert recipes — cakes, cookies, gourmet popcorn, and cotton candy. The ambition became a brick-and-mortar storefront in September 2022 in

Downtown Douglasville, Georgia — first on Veterans Memorial Highway, then relocating to 6680 Broad Street in mid-2023. After years of awards and growing connections, she purchased her first food truck in 2024, which unlocked corporate catering — and, through it, her next ventures: training as a barista and launching Dream Cafe. By 2026 she holds three businesses: the Dreaming Sweets dessert trailer, Nibble+Graze (mobile charcuterie), and Dream Cafe (a mobile coffee bar with a brick-and-mortar location announced as opening soon). She is the youngest member of the Douglas County Convention & Visitors Bureau Advisory Board, a DECA job-shadow partner for Douglas County Schools, and a Marketing Pathway Advisory Committee member — mentoring students while still a student-aged founder herself.

The menu engine. Public listings describe a scratch-made, experiential menu: scratch-made desserts and ice cream, gourmet popcorn popped on-site, dye-free cotton candy spun on-site in 31 flavors, cake cans, crepes, croffles, and cake shakes, plus coffee, chai, and matcha drinks. Dream Carts add interactive, build-your-own formats — 25+ cotton candy flavors, build-your-own cupcakes, mini pancakes, mini cakes, and a yogurt parfait bar — prepared live in front of guests. This is algorithm-native product: the preparation is the content, and the content is the ad.

Booking economics (published minimums). The brand's booking page publishes a sophisticated two-sided yield mechanism — host pre-pays, or guests pay with a make-up-the-difference guarantee and a mid-event sales report. That is evidence of strong commercial instincts that scale well once systemized.

Offer	Published minimum	Terms
Dessert catering delivery	$250 min	Package serving amounts vary by selection
Dream Cart (interactive)	$350 min	Minimums vary by cart selection
Dessert trailer booking	$800 min	20-mile radius included; up to 3 hrs service, 11am–8pm; host pre-pays or guests pay with make-up-the-difference guarantee

Corporate validation. The homepage displays a client wall — Warner Bros. Discovery, Morgan Stanley, Nike, Georgia World Congress Center, PrizePicks, the Arthur M. Blank Family Foundation, Toyota, Boston Consulting Group, Levy Restaurants, Sodexo Magic, Fooda, FlightSafety International, Douglasville Main Street, and Spelman College, Morehouse College, Clark Atlanta University, and Emory University. Third-party reputation corroborates the wall: a 4.9-out-of-5 average across 41 WeddingWire reviews with a 100%

recommendation rate — rare consistency for a small event vendor, and direct support for premium event pricing.

> **WHAT THE BRAND SAYS ABOUT ITSELF** "Sweet treats. Big dreams. Real impact." — the brand promise already bundles product, aspiration, and community outcomes. Its authentic register — first-person, warm, ambitious, never corporate — is preserved verbatim in every tactic of Section 08.

2.1 · Founder profile — Trinity Marks

Dreaming Sweets is a proudly Black woman-owned business. Trinity Marks, a young Black entrepreneur from the Douglasville–Atlanta area, founded the company at 17 during her senior year of high school (2021–2022). With strong support from her family — including her father, Lonnie Marks — along with friends and early customers, she opened the first storefront in historic downtown Douglasville just four months after graduating, in September 2022. Her earliest offerings — handcrafted desserts, cookies, gourmet popcorn (Georgia Peach, Bourbon Pecan, Chi-Town Mix), peanut brittle and cinnamon rolls — earned late-2022 reviews praising freshness, shipping packaging, and the shop's atmosphere.

Growth milestones

- **2023 — demand build** — city and statewide events, corporate and celebrity parties, private gatherings, and an invitation to serve on a community advisory board
- **2024 — mobile expansion** — first food trailer purchased, taking the brand on the road across Georgia and beyond
- **2025 — diversification** — Nibble + Graze custom charcuterie bar launches for private, corporate and concert events
- **Ongoing — partnerships** — nationwide catering companies and city organizations for large-crowd events; wholesale into high-school student stores (including her alma mater, Chapel Hill High School), retail spots, cafes and restaurants
- **Community** — speaks to aspiring entrepreneurs — including DECA students at Chapel Hill High — sharing her journey and pivots to inspire local youth

Signature menu identity

Small-batch ice creams (Suga Mama — sweet-potato ice cream, bourbon-buttered pecans, caramel swirl; Pressha — Biscoff and brownie chunks), jumbo cupcakes (Lemon Kiss, Chocolate Kahlua, Wedding Cake), cotton candy flavors like Toasted Marshmallow and Horchata, waffle sticks with toppings, and the caramel cream-cheese pecan cinnamon rolls reviewers single out by name. Listed on the Georgia Business Journal (food-truck contender) and Roaming Hunger for booking. Public revenue, team-size and award data are limited — the trajectory itself, teenage founder to multi-revenue-stream brand in about four years, is the evidence of market fit.

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03 · The Partner — Clark & Harper Visions (CHV): Profile & Strengths

3.1 · Capability statement — the partner behind this blueprint

Clark & Harper Visions, LLC (CHV) is a veteran-owned, Texas-based AI-powered full-stack digital agency, established May 24, 2013 (Texas File #801790477), engineering digital excellence for ambitious brands worldwide. Headquartered in the Greater Austin / Leander metro with a Dallas presence, CHV delivers high-performance web development, brand identity systems, AI integration, strategic marketing (SMMA), video/animation, and CRM/automation solutions.

Company information	Detail
Established	May 24, 2013 — Texas File #801790477; veteran-owned enterprise
Experience	16+ years in the digital space · 1,100+ projects delivered · 300+ clients served · 132,000+ project hours
Locations	Leander, TX / Greater Austin HQ · Dallas presence — 1999 Bryan St, Suite 200, Dallas, TX 75201
Contact	info@chvisions.com · Direct 737.766.7424 · Toll-free (800) 225-3104 · Alt 254.383.3807 · chvisions.com
Response time	Under 24 hours

Core competencies

- **Graphic design & brand identity systems** — custom logos (static + animated/motion), complete brand guidelines, social/web/marketing assets, AI-enhanced designs & professional AI avatars
- **Modern web development & custom digital experiences** — Vite-powered web apps & SPAs, high-performance responsive sites & landing pages, custom portals, lightweight e-commerce — optimized for <0.8s load and conversion
- **AI integration & intelligent avatars** — talking-head/virtual-rep avatars, LLM-powered assistants & chatbots (GPT-4o class), AI content generation, predictive tools
- **Strategic marketing & SMMA growth** — YouTube setup/strategy/optimization, full social-media management, paid media & growth hacking, SEO-integrated campaigns with performance tracking
- **Video production & animation** — YouTube commercials & video ads, animated explainers & motion graphics, logo animations, 4K algorithm-optimized content
- **CRM implementation, automation & business systems** — HubSpot & custom CRM, marketing automation & lead nurturing, integrations (web, e-commerce, AI, analytics), dashboards & reporting

Additional capabilities: Website-as-a-Service (WaaS), e-commerce solutions, hosting infrastructure, and ongoing support & maintenance.

What sets CHV apart

- **Veteran-owned & Texas-built** — leadership grounded in military discipline, integrity and excellence
- **AI-first full stack** — native AI pipeline readiness across projects — avatars, LLMs, automation — without rebuilds
- **Performance engineering** — speed, conversion, 99.9%+ uptime, measurable ROI
- **Battle-tested process** — Strategy → Plan → Execution → Evolution → Delivery, refined across hundreds of missions
- **End-to-end partnership** — from brand identity and hypersites to ongoing growth engines and operations support

Past performance highlights

- **Platforms & dashboards** — AI-powered CRM/workflow platforms; analytics dashboards with predictive ML
- **Brand & support** — corporate identity systems; AI customer-support bots with high resolution rates
- **Production & automation** — commercial video production; custom LLM office-automation tools
- **Reach** — high-engagement e-commerce, fashion/lifestyle and SMMA transformations; brand 3D experiences; global client base

STARTING AN ENGAGEMENT Transmit a mission brief to info@chvisions.com or call 737.766.7424 / (800) 225-3104 / 254.383.3807. CHV provides tailored proposals after a short intake covering services, vision, budget, and infrastructure needs — response time under 24 hours. Zoom room: meeting ID 986 388 1965, passcode 'Clark'.

Identity & legal footprint. Clark & Harper Visions, LLC — main site chvisions.com — was filed in Texas on May 24, 2013 (Texas File #801790477), is veteran-owned, and brings 16 years in the digital space. The firm is headquartered at 1999 Bryan St, Suite 200, Dallas, TX 75201, with Leander in Greater Austin as a new kickoff location — a DBA under Clark & Harper Visions, not a separate business. Public directories describe an IT-solutions and marketing-solutions company of 1–10 employees led by founder/CEO Manwell Clark — a "Full Stack Social Media Marketing Agency – Hybrid (SMMA-H)" serving clients globally. Contact points: (737) 766-7424 and (800) 225-3104; info@chvisions.com.

Philosophy & process. CHV's stated craft principles: "No themes. No page builders. No shortcuts." — every pixel hand-coded, direct access to the people building, accountable and measured results. Its five-step Route Map process runs Strategy → Plan (fixed scope, honest pricing) → Execution (weekly plain-language check-ins) → Evolution (test, measure, refine) →

Delivery (launch, training, partner on call). Published revenue (~$375K across 1,150+ self-reported projects) implies project pricing in the hundreds-to-low-thousands of dollars — accessible to Dreaming Sweets without outside capital.

CHV discipline	What CHV publishes	Dreaming Sweets use-case
Web design & development	Custom-coded sites, e-commerce, local-SEO-ready	Replace template site with a booking/conversion engine
Branding & design	Logos, brand systems, print	Unify 3 sub-brands into one franchise-grade system
Digital marketing	Social, paid media, email measured in revenue	Corporate catering pipeline + consumer funnel
SEO	Local rankings, maps, compounding content	Own "dessert truck Atlanta / Douglasville" searches
AI integration	Chatbots, AI avatars, 24/7 automation	Instant-quote concierge for event inquiries
Hosting & support	Hosting, CRM, dashboards, human on call	Single stack, no SaaS sprawl

Published track record. The flagship chvisions.com reports 16 years in the digital space, 1,100+ projects, 300+ clients, and 132,000 project hours. The firm's secondary property, chvassociates.com, is an older snapshot of the same company — 1,150+ projects delivered and $375,000 in client revenue generated — reflecting earlier figures rather than a different business. Client testimonials reference Midnight Dreams Reborns, Wolfpack Elite (a 2am-answering AI assistant that "paid for itself in weeks"), and realtor MDot. One clerical item to confirm during verification: the contacts page lists a second Texas file number (#804352261) alongside the primary #801790477 — most plausibly a related filing, worth a one-line confirmation.

DUE-DILIGENCE NOTE Standard prudence, not a red flag: confirm a certificate of good standing from the Texas Secretary of State (File #801790477), hold three client reference calls, and begin with a fixed-scope paid pilot before any retainer. Section 04 builds that discipline into the structure of the deal.

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04 · Partnership Fit — Pros, Cons, Gaps & Risks

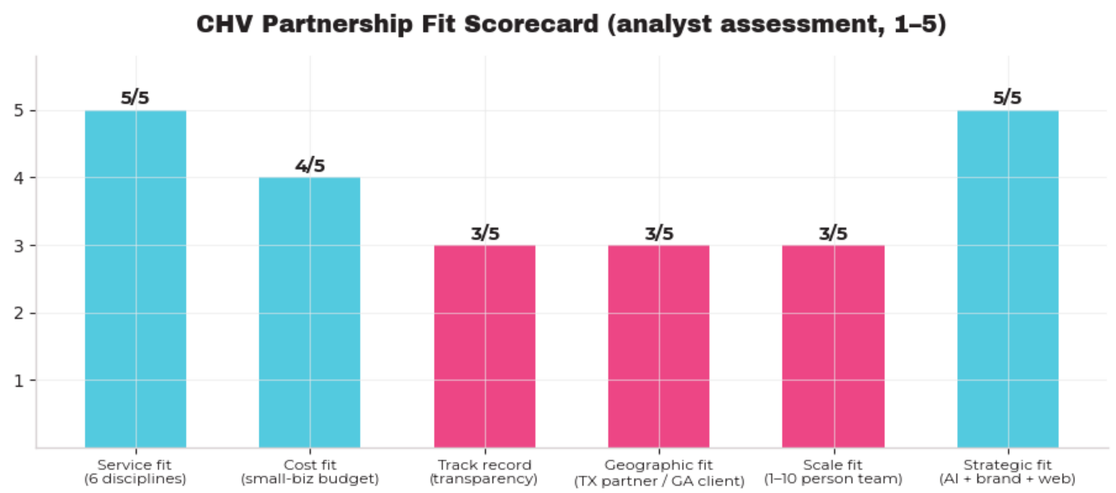
An objective scorecard: where CHV fits Dreaming Sweets, where it doesn't, and how to de-risk the engagement. The values alignment is genuine — veteran-owned, community-committed, and a "no templates" craft ethos that mirrors the client's scratch-made positioning — and CHV's client base is deliberately diverse, serving a diversity of clients across industries rather than a single vertical. The points below are items to structure, not disqualifiers: a micro-team in Texas serving a multi-brand Georgia caterer, and franchise-grade technology to be proven in phases. Every item carries a named mitigation.

Pros — where the fit is strong	Cons — where the fit is weak
One-stop stack — web, brand, marketing, SEO, AI, and hosting under one roof removes multi-vendor chaos for a founder running three brands	**Unverified track record** — conflicting stats and two different Texas file numbers across CHV's own properties
Small-business economics — published revenue (~$375K across 1,150+ projects) implies project pricing in the hundreds-to-low-thousands — accessible without outside capital	**Micro-team capacity** — 1–10 employees may struggle to serve a scaling, multi-brand account at franchise build-out speed
AI-first offer — chatbots and automation match the highest-leverage need: 24/7 quote capture while the founder is on the truck	**Geographic distance** — Texas-based partner for a Georgia caterer; no on-site presence for local shoots, events, or venue walkthroughs
Values alignment — veteran-owned, community-committed, "no templates" craft ethos mirrors the client's scratch-made positioning	**Diverse, cross-industry client base** — portfolio spans nursery, sports, real-estate, and more; food and catering joins that mix, with the Phase-1 pilot demonstrating the booking use-case directly
Hand-coded sites — no page-builder lock-in means faster sites and full ownership — critical for a future franchise web portal	**Franchise-tech unproven** — no public evidence of FDD portals, multi-location store locators, or royalty-reporting systems

Fit scorecard (analyst assessment, 1 = poor to 5 = excellent). Scoring is based on published evidence; the dimensions marked low are exactly the ones the verification gate in Section 11 is designed to close before money changes hands.

Dimension	Score	Note
Service fit — six disciplines cover every need	5 / 5	Full coverage of the gap

Dimension	Score	Note
		list
Strategic fit — AI + brand + web under one roof	5 / 5	One accountable partner during scale-up
Cost fit — small-business budget compatibility	4 / 5	Published pricing implies SMB-band projects
Public footprint — flagship + legacy properties to consolidate	3 / 5	Needs mitigation before engagement
Geographic fit — TX partner serving GA client	3 / 5	Remote-capable; no on-site presence
Scale fit — micro-team vs. multi-brand roadmap	3 / 5	Watch capacity through Phase 2



Fit scorecard: service and strategic fit score 5/5; transparency, geography, and scale each 3/5 — the three dimensions the verification gate targets.

Risk register. Each risk is scored on likelihood × impact (1–5 scale) and mapped to a concrete mitigation. The pattern to notice: every high-heat risk is neutralized by the verify-then-commit gate structure proposed in Section 11 — none of them requires abandoning the partnership.

Risk	Likelihood	Impact	Mitigation
R1 · Verification before signing — good standing &	3	4	Texas SOS certificate of good standing (File #801790477); three client reference calls; fixed-

Risk	Likelihood	Impact	Mitigation
references			scope paid pilot before any retainer. Severity: routine before signing, closed after verification
R2 · Micro-team capacity vs. multi-brand roadmap	3	3	Milestone-scoped contracts; named delivery team; SLA on response times; reassess capacity at each phase gate
R3 · Geographic distance (TX partner, GA client)	4	2	Remote-first workflow with weekly video check-ins; local photographer booked separately for shoots; quarterly in-person reviews
R4 · Food-service depth to be demonstrated	3	3	Pilot scoped to the booking flow — the most event-driven surface — so capability is proven on the client's hardest use-case first; CHV's diverse client experience transfers directly
R5 · Franchise-tech unproven	2	4	Phase 3 portal contracted separately only after Phases 1–2 deliver; franchise counsel (outside CHV's scope) owns FDD compliance
R6 · Founder bandwidth for digital change-management	4	3	Phase 1 limits scope to booking + GBP; CHV provides training and SOPs; weekly check-ins capped at 30 minutes

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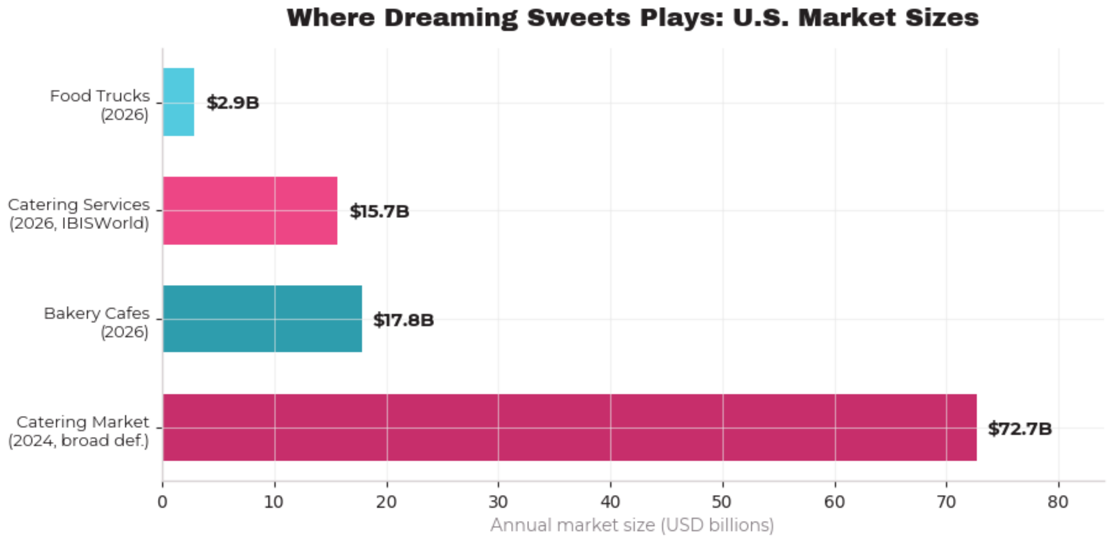
05 · Business Valuation & Financial Indicators

A transparency note first. Dreaming Sweets is privately held and publishes no financial statements; CHV likewise discloses no audited figures. This section therefore works from published industry benchmarks and clearly-labeled illustrative scenarios — not invented figures. Inputs below (revenue ranges, margins, multiples) are sourced; the scenario math is a model, not a claim about actual performance.

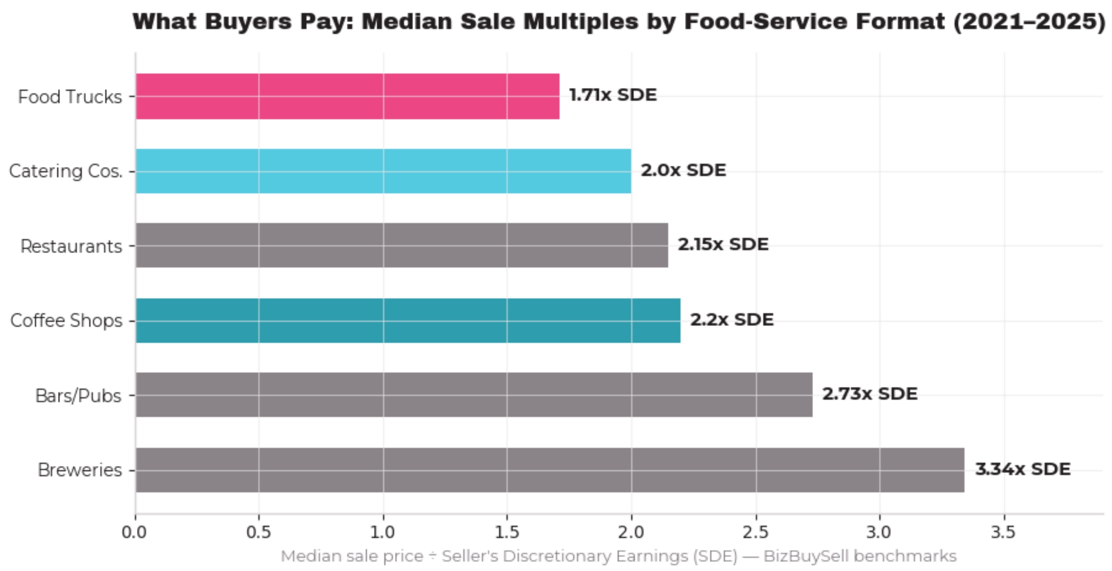
Benchmark economics of the model. Across U.S. food trucks, the average operation generates about $346,000 in annual revenue (typical range $250K–$500K), with net margins of 6–9% and up to ~15% for owner-operators; startup capital runs $50K–$200K. PitStop's

2026 compilation puts median truck revenue at $350,000 on a ~$13 average ticket, with roughly 60% three-year survival. Dreaming Sweets' B2B-heavy mix — prepaid $250–$800+ minimums per event — structurally de-risks revenue versus pure street vending.



The market playground: the brand sits at the intersection of three industries plus the broad $72.7B U.S. catering market.

What buyers pay (SDE multiples). BizBuySell 2021–2025 benchmarks: food trucks sell at ~1.71× SDE, catering companies ~2.00×, restaurants ~2.15×, and coffee shops ~2.20×; bars/pubs reach ~2.73× and breweries ~3.34×. Sold catering companies show a median sale price of $332,500 on median revenue of $931,891 with median owner earnings of $212,214. Multi-unit or franchise groups above ~$5M revenue can command 4–7× EBITDA. Dreaming Sweets spans three of these formats — truck, catering, cafe — and systems plus brand documentation push value toward the top of each band.



Median sale price ÷ Seller's Discretionary Earnings (SDE) — BizBuySell benchmarks. Highlighted formats are the ones Dreaming Sweets operates.

Illustrative valuation scenarios (model, not appraisal). The strategic point is the slope: moving from an owner-operated 1.7–2.0× profile to a documented, systemized 2.5–3.0×+ profile roughly quintuples indicative enterprise value, before any franchise-fee revenue — the entire financial argument for the digital build-out in Section 07.

Scenario (Year-3 state)	Illustrative revenue	SDE assumption	Applicable multiple	Indicative value range
Consolidate — three brands, owner-operated, organic growth	~$295K	12% ≈ $35K	1.7–2.0× (truck/catering blend)	~$60K–$71K
Scale — digital engine + second trailer + Dream Cafe open	~$510K	14% ≈ $71K	2.0–2.2× (catering/cafe blend)	~$143K–$157K
Franchise-ready — documented system, licensed pilot unit, recurring B2B contracts	~$760K + royalty stream	15% ≈ $114K	2.5–3.0×+ (systems premium)	~$285K–$342K + franchise fees

READ THIS CORRECTLY Scenario revenues are analyst illustrations consistent with industry medians ($250K–$500K per truck) and the client's published booking minimums. They are not appraisals and not representations of the owner's actual earnings. Any transaction-grade valuation requires the actuals.

5.1 · Public-record anchors & three-year projection

Because Dreaming Sweets' books are private, this valuation triangulates from what is publicly verifiable: state health-department records, third-party review platforms, the client's published corporate roster and event minimums, and public industry comparables for food trucks and catering businesses. Those anchors feed the same three-horizon model shown above — expanded here with explicit growth rates.

Public-record anchor	What the record shows	Why it matters to value
Health permit (GA DPH)	Permit FSP-060-012369 active; 100/100 Grade-A inspection (June 2025)	Regulatory asset — de-risks franchise licensing
WeddingWire	4.9★ across 41 reviews; 100% recommended	Demand proof — supports premium pricing power
Corporate roster (client site)	Warner Bros. Discovery, Nike, Morgan Stanley, Toyota, BCG + 4 universities	Recurring B2B revenue signal — raises multiple
Event economics	$800 minimum per booking over ≤3 hours	≈ $267+/hour floor — anchors revenue model
Delivery marketplace	DoorDash storefront active with live promo	Secondary channel revenue (address fix pending)
Industry comps (public)	Food trucks median $250K–$500K/yr; catering SDE multiples 1.7–2.2× owner-operated, 2.5–3.0× systemized (BizBuySell/Iconic)	Multiple band used in the scenarios above

Projection path (analyst illustration)

Horizon	Illustrative revenue	SDE	Multiple	Indicative value	Primary driver
Year 1 — Consolidate	~$295K	12% ≈ $35K	1.7–2.0×	~$60K–$71K	Digital rebuild + booking automation; reviews migrate to Google
Year 2 — Scale	~$510K (+73% YoY)	14% ≈ $71K	2.0–2.2×	~$143K–$157K	Second trailer + Dream Cafe open; corporate ABM compounding
Year 3 — Franchise-ready	~$760K+ (+49% YoY)	15% ≈ $114K	2.5–3.0×	~$285K–$342K + franchise fees	Documented system, licensed pilot, recurring B2B contracts

HOW TO READ THIS VALUATION Every dollar figure is an illustration built from public records and industry medians — not an appraisal and not a representation of the owner's actual earnings. The defensible takeaway is structural: documented systems move a business from the 1.7–2.0× owner-operated band to the 2.5–3.0× systemized band, and that multiple shift — roughly a 4–5× swing on indicative enterprise value — is the entire financial case for the Phase-1 build-out. Transaction-grade numbers require the actuals.

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06 · Client Weaknesses & How CHV Fills Them

Every gap below is observable from the public footprint — and each maps to a named CHV discipline. The pattern: Dreaming Sweets' weaknesses are all systems weaknesses, not product or demand weaknesses. Systems are precisely what a full-stack digital partner sells — which is why this partnership is strategically coherent rather than cosmetic.

6.1 · Digital performance & search visibility snapshot

Beyond systems gaps, the brand's public search and social surfaces were measured directly in August 2026. The headline: demand-side reputation is elite — a 4.9★ WeddingWire average across 41 reviews and a 100/100 Grade-A health inspection (June 2025, GA DPH permit FSP-060-012369) — while Google-side infrastructure is thin. The map pack, structured data, and analytics that turn that reputation into searchable demand are exactly the Phase-1 build items in Section 07.

Google & platform scorecard — the ten-second version

Metric (measured Aug 2026)	Reading	Grade / note
TTFB (server response)	≈ 0.4s	GOOD — under the 0.8s target
Homepage payload	135 KB HTML	OK — keep under 200 KB as content grows
HTTPS / HSTS	Enabled (preload)	GOOD
Title tag	"Home"	POOR — generic; wastes the #1 ranking field

Metric (measured Aug 2026)	Reading	Grade / note
Image alt text	4 of 24 images (17%)	POOR — image search + accessibility gap
Schema.org markup	None detected	MISSING — no rich-result eligibility
GA4 / Tag Manager	Not detected	MISSING — zero measurement
Google Business Profile	Not optimized/visible	MISSING — excluded from map 3-pack
Google reviews	Thin vs. 4.9★ / 41 on WeddingWire	GAP — reputation not on Google
Public sitemap	~16 pages indexed	OK — includes legacy duplicate homepage

Surface	Observed performance (Aug 2026)	Gap → action
Website speed & hosting	GoDaddy-managed hosting; HTTPS + HSTS enabled; TTFB ≈ 0.4s (measured Aug 2026)	Solid base — compress images and keep pages lean as content grows
On-page SEO	Homepage title tag is literally "Home"; meta description present; 1 H1; only 4 of 24 images carry alt text; no schema.org markup	Rewrite titles per page ("Dessert Truck Catering — Douglasville, GA"); add LocalBusiness/FoodEstablishment schema; alt-text every image
Google Business Profile	No claimed/optimized GBP visible in public search surfaces; Google reviews thin vs. WeddingWire's 4.9★ across 41 reviews	Claim and optimize GBPs for all three brands; redirect the review flywheel to Google — complete profiles earn ~7× more clicks
TripAdvisor	Listing live at the former Veterans Memorial Hwy address — zero reviews	Claim, update NAP to 6680 Broad St, seed first reviews
Delivery marketplaces	DoorDash storefront active (order.online) at the old 12411 Veterans Memorial Hwy address with a live 20%-off promo	Update address and menu; align marketplace promos with the brand calendar
Instagram — @dreamingsweetsatl	Active profile, but linked only from a legacy homepage — not from the main site	Site-wide social links; bio link pointed at the new booking engine
TikTok — @dreamingsweetsga	Active and algorithm-native (flavor drops, farmers-market builds, Arthur	3×/week cadence, trend-jacking, QR-to-follow on every cart

Surface	Observed performance (Aug 2026)	Gap → action
	Blank Foundation delivery); indexed videos earn ~50–300 likes — early-stage audience	
YouTube	No brand channel found	Launch for event recaps, cart builds, and "Young Mogul Diaries" long-form
LinkedIn	No company page found	Create page to anchor the corporate-catering ABM plays in Section 08
Analytics	No GA4/GTM configuration detected firing on the site; no Meta Pixel	Install GA4 + Search Console + pixel before any paid spend — every Phase-1 decision needs this data

> **READ THE SNAPSHOT CORRECTLY** Every ranking observation here is a fixable settings-and-systems issue, not a demand problem — the brand already out-ranks its own infrastructure on reputation. Nothing requires new ad spend; it requires claiming, tagging, and wiring what already exists.

Observed weakness (evidence)	Business cost	CHV gap-fill	Priority
Template website on a DIY builder (GoDaddy Sites; account scaffolding visible in page chrome)	Slow, generic, weak SEO; cannot support a franchise portal later	Web design & development — hand-coded, conversion-first site	**P0**
No visible analytics, CRM, or lead capture beyond a contact form	Inquiries leak; corporate pipeline untracked; no quote-to-booking metric	Hosting & support — CRM + dashboards; AI integration — instant-quote chatbot	**P0**
Invisible in local search strategy — no blog, location pages, or review engine, despite 96% of consumers learning about local businesses online	Loses "dessert truck near me" demand; 44% of local clicks go to the map 3-pack	SEO — local rankings, Google Business Profile, maps, content	**P0**
Three brands, three identities, no brand system	Marketing effort splits three ways; franchise	Branding & design — unified brand architecture + franchise-	**P1**

Observed weakness (evidence)	Business cost	CHV gap-fill	Priority
(Dreaming Sweets / Nibble+Graze / Dream Cafe styled independently)	packaging impossible without one system	grade style guide	
Manual booking workflow (minimums, guest-pay reconciliation, sales reports done by hand)	Founder-hours consumed per event; errors at scale; no self-serve checkout	AI integration + web — automated quoting, deposits, guest-pay tracker	**P1**
No email/retention engine in a category where email returns $36 per $1	One-time events don't compound into recurring corporate accounts	Digital marketing — email automation, corporate nurture sequences	**P1**
No franchise infrastructure (no operations portal, training hub, or licensee onboarding)	Blocks the franchise pathway entirely	Web + SaaS-style portal + AI — licensee portal, SOP library, training content	**P2**

6.2 · SWOT — the Dreaming Sweets × CHV growth idea

Read as a strategy map: every Strength is something to amplify through the new digital engine, every Weakness maps to a named CHV discipline in the table above, every Opportunity is a phase in the roadmap, and every Threat is neutralized by owning the infrastructure rather than renting it.

S — STRENGTHS

- Elite verified reputation: 4.9★ WeddingWire (41 reviews, 100% recommended) + 100/100 Grade-A health score
- Blue-chip corporate roster (Warner Bros. Discovery, Nike, Morgan Stanley, Toyota, BCG) + 4 universities
- Three-brand portfolio (trailer, Nibble+Graze, Dream Cafe) covering events, carts, and café formats
- Premium event economics: $800 minimums over ≤3 hours
- Founder story with genuine PR gravity (started at 17)

W — WEAKNESSES

- Thin Google-side infrastructure: no optimized GBP, no schema, "Home" title tag, no analytics
- Manual booking, quoting, and guest-pay reconciliation consume founder hours
- NAP inconsistencies on TripAdvisor & DoorDash (former address, zero reviews)
- No YouTube or LinkedIn presence; social links buried on a legacy page
- Key-person concentration — the brand runs on one owner's calendar

O — OPPORTUNITIES	T — THREATS
• $2.9B food-truck + $15.7B catering industries; 12,000+ new franchise units in 2026 • Georgia ranked a top-10 franchise growth state — home-field advantage for the pilot • Corporate-catering ABM: convert one-off bookings into recurring contracts • Franchise pathway once systems are documented (Section 09 roadmap) • Untapped channels: YouTube long-form, LinkedIn B2B, Google map pack	• Local dessert/catering competitors with stronger local-SEO footprints capture 'near me' demand • Rising food, labor, and event-insurance costs compress SDE margins • Marketplace/platform dependency (stale DoorDash address already live) • Seasonality of events and corporate-budget softness cycles • DIY-platform lock-in limits scale if not rebuilt (Phase 1 dependency)

THE SWOT VERDICT The idea clears the test: strengths are demand-side and hard to copy, while weaknesses are all build-side and fully addressable. Nothing in the threat column attacks the core thesis — each threat is mitigated by exactly the systems this plan builds in Phases 1–3.

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07 · Comprehensive Growth & Scalability Plan

Three phases over 36 months: Stabilize → Systemize → Scale. Each phase has entry criteria, build items, and a hard gate — nothing proceeds on momentum alone. This sequencing matches investment to evidence and keeps the founder's risk bounded at every step.

Phase 1 · Months 0–6 — Stabilize the digital core (build the booking engine). Verify CHV (references, Texas SOS standing, paid pilot); replace the template site with a hand-coded, conversion-first website featuring instant-quote AI chat, online deposits, and per-unit booking calendars; claim and optimize Google Business Profiles for all three brands (complete profiles earn ~7× more clicks); stand up the CRM + analytics dashboard; baseline KPIs. Gate to Phase 2: quote response time under 5 minutes (vs. hours today), ≥25% of bookings self-served online, dashboards live.

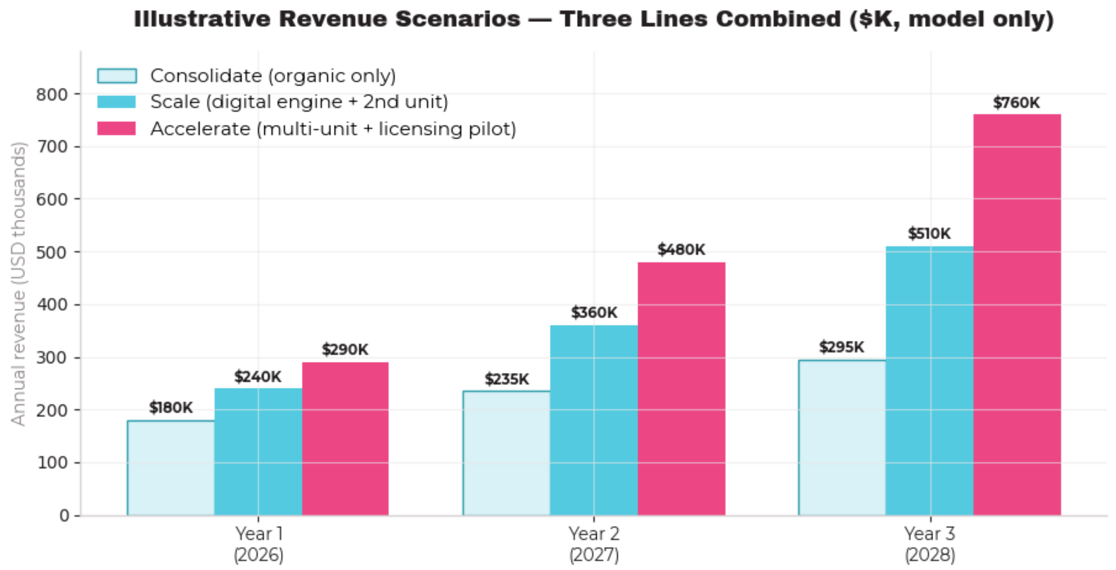
Phase 2 · Months 6–18 — Systemize growth (turn events into an engine). Build the local-SEO moat: location pages (Douglasville, Atlanta, Marietta, Decatur), a review engine, and content targeting "corporate dessert catering Atlanta" — local 3-pack results capture 44% of clicks. Launch the corporate nurture program (email ROI benchmark $36:1) converting one-off events into quarterly contracts with the existing blue-chip roster. Unify the three brands under one architecture. Add the second trailer/cart unit when booked-revenue coverage holds ≥60% for two consecutive quarters. Gate to Phase 3: documented SOPs, unit-level P&L per asset, ≥3 recurring corporate contracts, NPS ≥ 60.

Phase 3 · Months 18–36 — Scale toward franchising (package the dream). Build the franchise-grade kit: brand style system, operations manual, training hub, and licensee web portal (CHV build); commission a franchise attorney for FDD preparation (outside CHV's scope); pilot with 1–2 licensed units operated by young entrepreneurs from Trinity's school-district and CVB network; pursue grant/visibility programs such as Atlanta's youth-entrepreneurship accelerators. Outcome: a documented, teachable, sellable system — the asset class that trades at 4–7× EBITDA instead of 1.7–2.2× SDE.

Phase	Focus	Key builds	Gate to next phase
1 · Stabilize (mo. 0–6)	Digital core	Conversion website + instant-quote AI; booking calendars + deposits; GBP ×3; CRM + dashboards	Quote response <5 min; ≥25% self-served bookings
2 · Systemize (mo. 6–18)	Event engine	Local-SEO moat; corporate nurture program; unified brand architecture; second unit at ≥60% coverage	SOPs + unit P&L; ≥3 recurring corporate contracts; NPS ≥60
3 · Scale (mo. 18–36)	Franchise packaging	Brand system + ops manual + training hub + licensee portal; FDD via franchise counsel; 1–2 pilot licenses	Documented, teachable, sellable system

Illustrative revenue trajectories. Three modeled paths for combined revenue across all three brands — consistent with industry medians ($250K–$500K per truck) and published minimums. Model only; not a forecast of actual results.

Path	Year 1 (2026)	Year 2 (2027)	Year 3 (2028)
Consolidate (organic only)	$180K	$235K	$295K
Scale (digital engine + 2nd unit)	$240K	$360K	$510K
Accelerate (multi-unit + licensing pilot)	$300K	$480K	$760K



Three modeled revenue paths across all three brands ($K). The gap between Consolidate and Accelerate is the value of executing this plan.

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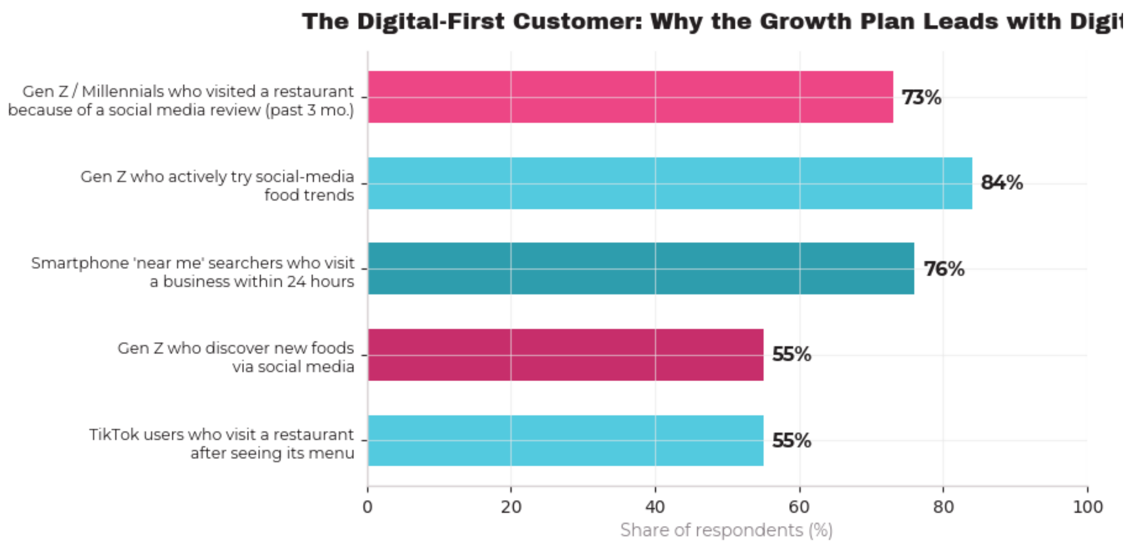
08 · Full Marketing Strategy — In the Client's Own Colors

Every tactic below is written to be executed in Dreaming Sweets' voice and visual identity: teal + pink, Archivo Black headlines, Montserrat body, hand-lettered script accents, and the hand-drawn dream-badge motif — the same system this document is typeset in. Adopt a branded-house architecture: "Dreaming Sweets ATL" as the master brand, with Dream Carts, Dream Cafe, and Nibble+Graze as endorsed sub-brands sharing the palette and badge. CHV's branding discipline codifies this into a franchise-grade style guide — logo clear-space, color ratios, tone rules — so every future licensee reproduces the brand perfectly. Tone of voice stays first-person, warm, ambitious, never corporate.

Social-first, because the customer is. 73% of Gen Z and millennials visited a restaurant in the last three months because of a social-media review, and 43.7% now go to social media before Google or Yelp for recommendations. 84% of Gen Z actively try social-media food trends; 55% of TikTok users visit a restaurant after seeing its menu; 76% of smartphone "near me" searchers visit a business within 24 hours. Live-spun cotton candy, build-your-own cupcakes, and cake shakes are algorithm-native content — the product is the ad.

Channel	Plays	KPI
Social & content	Signature formats: "31 Flavors in 31 Days" (dye-free cotton candy), Cart Cam POV builds, corporate-event recaps tagging client brands; "Young Mogul Diaries" founder-story series; UGC engine — branded backdrop + tag prompt on every cart	Engagement rate; follower growth; DM-to-booking conversion
Cadence (CHV-managed)	3× short-form video (TikTok/Reels) — trend + behind-the-cart; 2× static/carousel (Instagram) — menu, client wall, recaps; 1× LinkedIn post — corporate catering proof	Publishing consistency; cost per booked lead
Local SEO & maps	Google Business Profiles ×3 fully optimized; review engine — QR on every cart, ask at peak delight, respond to 100%; location pages: "Dessert truck catering in {Douglasville · Atlanta · Marietta · Decatur · Villa Rica}"	Map-pack ranking (44% of clicks); review velocity
Email & CRM	Post-event capture; seasonal pre-order drops; cart-location announcements; corporate nurture sequences converting one-off events into quarterly contracts ($36:1 channel benchmark)	List size; repeat-booking rate; contracts per quarter
B2B / corporate	LinkedIn account-based campaigns to event planners at lookalikes of the existing roster; polished corporate one-pager in the brand system; client-wall case-study pages; referral program; a single case-study video outperforms a year of ads with this buyer	Corporate inquiries; pipeline value
AI & automation	Instant-quote concierge answering 24/7 (58% of small businesses already adopt AI; 91% of adopters report revenue gains) — but always with a human handoff, since 89% of customers want the option	Quote response time; after-hours capture rate



Why the plan leads with digital: the customer's discovery journey starts on social and maps, not on the street.

THE FLYWHEEL Bookings create content → content grows the owned list → the list fills bookings → every event seeds the next. The CHV build makes the flywheel automatic: QR review prompts, instant quotes, and list capture are wired into the booking flow from day one. Timing tailwind: FIFA World Cup 2026 lands in Atlanta with $1B+ in regional impact and 300K+ visitors — a once-in-a-generation demand spike for mobile dessert vendors.

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09 · The Franchise Pathway — Built for Young Entrepreneurs

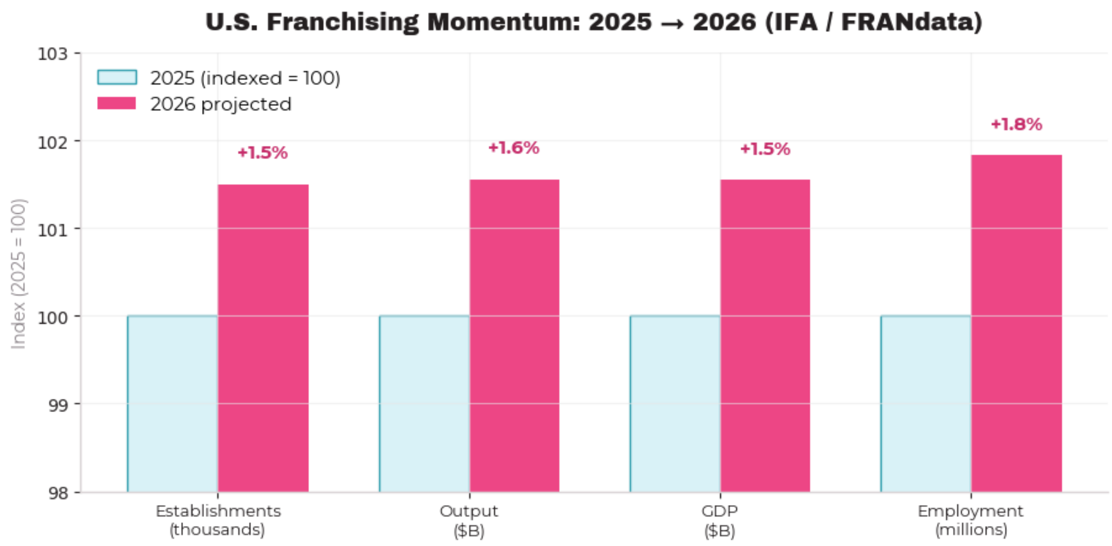
Why now — and why this brand. U.S. franchising enters 2026 with 845,000 establishments, $921.4B in output, and 8.9M jobs projected; the Southeast holds nearly 30% of all franchise establishments, and Georgia is a top-10 growth state. Retail food franchises are projected to grow 2.3% in 2026, and analysts note asset-light, mobile, sub-$150K concepts are positioned to dominate new-unit growth. Demand-side, the timing is generational: 62% of Gen Z want to start their own business, and franchise brands report surging interest from Gen Z and millennial buyers seeking ownership with training, support, and a proven playbook. Dreaming Sweets offers precisely that — plus a founder who is herself the proof that a teenager can build it.

The "Young Mogul License" concept. Position the offer explicitly for operators aged 18–30: a cart-first entry (a Dream Cart unit, low capital), graduating to trailer and cafe formats. Trinity's existing DECA/CVB/school-district network becomes the recruiting funnel; Atlanta's youth-entrepreneurship grant ecosystem provides visibility and co-funding precedents. Benchmark framing: food franchises average $460K–$1.36M total investment with ~$36K franchise fees — a cart-based Dream license can enter far below that, undercutting the category while royalties of 4–8% plus a 1–4% marketing fund remain standard.

Franchise-ready revenue mix (illustrative Year-3 target)	Share	Why it matters
Corporate catering contracts	38%	Recurring B2B revenue concentrates risk reduction
Private events (carts + trailer)	30%	High-margin, prepaid, brand-building
Dream Cafe retail + mobile bar	19%	Daily cash flow + brand visibility
Street vending & other	13%	Discovery channel feeding the funnel

Readiness checklist — what must exist before the first license sells.

Requirement	Owner
FDD drafted (FTC Franchise Rule: 23 prescribed items, 14-day disclosure window)	Franchise counsel — a legal step, not CHV's role
Operations manual + training hub	CHV builds the digital home
Unit-level P&L history ≥ 4 quarters (Item 19 credibility)	CHV dashboard + bookkeeper
Brand style system + protected marks	CHV branding + IP attorney
Licensee portal: onboarding, SOPs, ordering, marketing kits	CHV web/SaaS build
Georgia compliance playbook per unit (base of operation, county authorizations under the 2023 mobile-food recognition law)	Operator + counsel



Franchising momentum: establishments +1.5%, output +1.6%, GDP +1.8%, employment +1.8% projected for 2026 — with the Southeast the largest region.

THE MISSION, MULTIPLIED Trinity started at 17 with family recipes. The franchise pathway turns her story into the system's core product: every license sold to a young operator is the Young Mogul mission compounding — and every unit sold makes the next one easier to recruit, train, and support.

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10 · Supporting Data & Visuals

The quantitative spine of this blueprint, consolidated. All industry figures trace to the numbered sources in Section 12; client-specific financials are clearly-labeled illustrative models, not actuals.

The market playground — U.S. industry sizes.

Segment (measure, year)	Size	Businesses / notes
Food trucks (IBISWorld, 2026)	$2.9B	88,353 businesses — high competition
Catering services (IBISWorld, 2026)	$15.7B	13,658 businesses
Bakery cafes (IBISWorld, 2026)	$17.8B	9,112 businesses

Segment (measure, year)	Size	Businesses / notes
U.S. catering market (broad def., 2024)	$72.7B	Projected $132.6B by 2034

Franchising momentum 2025 → 2026 (IFA / FRANdata).

Metric	2025	2026 proj.	Δ
Establishments	832,521	845,000	+1.5%
Economic output	$907.3B	$921.4B	+1.6%
Franchise GDP	$549.9B	$558.4B	+1.8%
Employment	~8.74M	~8.9M	+1.8%

Food-truck unit economics (industry benchmarks).

Metric	Benchmark
Average annual revenue	~$346K (range $250K–$500K)
Median truck revenue / average ticket	$350K / $13
Net profit margin	6–9% (up to ~15% owner-operated)
Startup capital	$50K–$200K
Three-year survival	~60%

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11 · How We Can Help — The Zero-Obligation Sequence

Current state → scalable growth → franchising readiness. Every step is a decision gate; nothing here requires or implies financial commitment, and Dreaming Sweets owns every asset produced at every step.

Step	What happens	Cost & commitment
1 · Free discovery &	Mutual fit call; CHV runs its free website-score audit	$0 — obligation: none

Step	What happens	Cost & commitment
verification sprint (2 weeks)	on dreamingsweets.com; Dreaming Sweets verifies CHV (Texas SOS standing, three client references). Deliverable: a written findings memo	
2 · Paid pilot, fixed scope (90-day foundation)	Two deliverables only: (1) booking-flow redesign with instant-quote AI concierge; (2) local-SEO + Google Business Profile overhaul. Success metrics agreed in writing before work starts. Either side can walk away at day 90 with all assets owned by Dreaming Sweets	Fixed price agreed in advance
3 · Scale-up decision (growth retainer, mo. 4–18)	If pilot gates pass: full website rebuild, CRM + dashboards, email engine, unified brand system, and the corporate nurture program — the Systemize phase of Section 07	Retainer only after pilot gates pass
4 · Franchise readiness (package & pilot, mo. 18–36)	CHV builds the licensee portal, training hub, and marketing kits; franchise counsel drafts the FDD; 1–2 young-entrepreneur pilot licenses from the Douglas County network. The dream becomes a system	Scoped separately at Phase 3

TALK TO DREAMING SWEETS

Book the trailer, carts, or coffee bar — or open the conversation about this blueprint.

DREAMINGSWEETS.COM →

TALK TO CLARK & HARPER VISIONS

Free website score, then a fixed-scope plan — a senior partner replies within 24 hours.

CHVISIONS.COM →

DATA LIMITATIONS, STATED PLAINLY Dreaming Sweets' financials are private; CHV's flagship and legacy web properties show snapshot figures from different eras; third-party industry benchmarks vary by definition (IBISWorld's narrow $2.9B food-truck measure vs. broader gross-sales estimates of $14–20B). All scenario figures are illustrative models built on sourced benchmarks. This report is advisory only — not financial, legal, or investment advice, and no offer to sell a franchise.

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12 · Appendix — Sources & Verification Trail

Public sources consulted August 2026. Each entry links out to the live source. Industry statistics come from published market research and franchise regulatory/economic-outlook sources; client and partner details come from their official web properties, local press, school-district coverage, and public business directories. For CHV, the flagship chvisions.com is treated as authoritative; the older chvassociates.com property is listed for completeness.

1. Dreaming Sweets — official site: home, services, corporate client wall — **https://dreamingsweets.com/home**
2. Dreaming Sweets — Young Mogul & The Mission / Dream Cafe story (Trinity Marks) — **https://dreamingsweets.com/dream-cafe**
3. Douglas County School System — Young Entrepreneur's Sweet Dream Becomes a Reality (Mar 2024) — **https://www.douglas.k12.ga.us/article/1635884**
4. Douglas County Sentinel — Dreaming Sweets move to 6680 Broad St (2023) — **https://www.douglascountysentinel.com/news/local/the-vine-closing-with-new-owner-concept-taking-over/article_76439613-bf21-536d-a1c2-6c0bdba39a8d.html**
5. StreetFoodFinder — Dreaming Sweets food-truck profile & menu — **https://streetfoodfinder.com/dreamingsweetsft**
6. Dreaming Sweets — Book Your Event pricing & minimums — **https://dreamingsweets.com/book-your-event**
7. Dreaming Sweets — Dream Carts interactive dessert options — **https://dreamingsweets.com/dream-carts**
8. Clark & Harper Visions — secondary property (chvassociates.com): services, process, testimonials — **https://chvassociates.com/**
9. Clark & Harper Visions — secondary property About page: Texas File #801790477, founding, team — **https://chvassociates.com/about**
10. Clark & Harper Visions — flagship site (chvisions.com): 16 years in the digital space, 1,100+ projects, 300+ clients — **https://chvisions.com/**
11. Clark & Harper Visions — contacts page (secondary file-number listing) — **https://chvisions.com/contacts/**
12. The Org — Clark & Harper Visions profile (CEO Manwell Clark, 1–10 employees) — **https://theorg.com/org/clark-harper-visions/org-chart/manwell-clark**

13. ZoomInfo — Clark & Harper Visions overview (SMMA-H, Austin TX) — **https://www.zoominfo.com/c/clark--harper-visions-llc/415309578**

14. IBISWorld — Food Trucks in the US (2026): $2.9B, 88,353 businesses — **https://www.ibisworld.com/united-states/industry/food-trucks/4322/**

15. PitStop — Food Truck Industry Statistics (2026): revenue, ticket, survival — **https://runpitstop.com/blog/food-truck-industry-statistics**

16. Harvest — Average food-truck revenue, margins, startup costs — **https://www.getharvest.com/calculators/average-food-truck-profit-margin**

17. Research & Markets — U.S. Catering Market: $72.67B (2024) → $132.62B (2034) — **https://www.researchandmarkets.com/report/united-states-catering-market**

18. IBISWorld — Catering Services in the US (2026): $15.7B, 13,658 businesses — **https://www.ibisworld.com/united-states/industry/catering-services/1682/**

19. IBISWorld — Bakery Cafes in the US (2026): $17.8B, 9,112 businesses — **https://www.ibisworld.com/united-states/industry/bakery-cafes/4319/**

20. IFA / FRANdata — 2026 Franchising Economic Outlook (PR Newswire, Feb 2026) — **https://www.prnewswire.com/news-releases/ifa-predicts-steady-growth-for-franchising-in-2026-economic-outlook-302692895.html**

21. Vetted Biz — IFA 2026 Outlook investor guide (retail food +2.3%, asset-light concepts) — **https://www.vettedbiz.com/resources/ifa-2026-franchising-economic-outlook-investors-guide**

22. VetMyFranchise — Food & Beverage Franchise Investment Guide (2026 FDD analysis) — **https://vetmyfranchise.com/blog/food-franchise-investment-guide**

23. CoolVu — 2026 Franchise Investment Guide (royalties, marketing funds, cash requirements) — **https://www.coolvufranchise.com/blog/how-much-to-buy-a-franchise-complete-2026-investment-guide/**

24. Iconic — Restaurant & food-service valuation multiples (BizBuySell 2021–2025) — **https://iconic.co/blog/restaurant-valuation/**

25. BizBuySell — Restaurant valuation benchmarks — **https://www.bizbuysell.com/learning-center/valuation-benchmarks/restaurants/**

26. BizBuySell — Catering business valuation benchmarks — **https://www.bizbuysell.com/learning-center/valuation-benchmarks/catering/**

27. Fibrenew — Gen Z in franchising statistics (62% entrepreneurial intent) — **https://www.fibrenew.com/blog/gen-z-in-franchising/**

28. Business Insider — Gen Z & millennials embrace franchising (Jun 2026) — **https://www.businessinsider.com/genz-millennial-entrepreneurs-embrace-**

franchising-business-ownership-corporate-america-2026-6

29. Belle Communication × Nation's Restaurant News — social review study (55% / 73% / 43.7%) — **https://bellecommunication.com/how-social-media-influencers-are-reshaping-restaurant-discovery-and-choice-for-gen-z-millennials/**

30. FB101 — 84% of Gen Z try social-media food trends — **https://www.fb101.com/why-84-of-gen-z-are-trying-social-media-food-trends-and-what-that-means-for-restaurant-marketing**

31. Cropink — Restaurant social-media statistics (TikTok 55%) — **https://cropink.com/restaurant-social-media-statistics**

32. BeyondMenu — Local SEO for restaurants (GBP 7× clicks; 76% visit in 24h) — **https://get.beyondmenu.com/blog/blog-guide-local-seo-for-restaurants**

33. SEO.com — Local SEO statistics (1.5B near-me searches; 96% online discovery) — **https://www.seo.com/blog/local-seo-statistics/**

34. SeoProfy — Local 3-pack statistics (44% of clicks; +126% traffic) — **https://seoprofy.com/blog/local-seo-statistics/**

35. Forbes Advisor — Email marketing statistics ($36 ROI) — **https://www.forbes.com/advisor/business/software/email-marketing-statistics/**

36. Constant Contact — Email ROI & SMB channel value (2026) — **https://www.constantcontact.com/blog/what-is-the-roi-of-email-marketing/**

37. Carly / U.S. Chamber — Small-business AI adoption (58%; 91% revenue gains) — **https://www.usecarly.com/blog/small-business-ai-statistics/**

38. Grand View Research — Chatbot market $9.6B (2025) → $41.2B (2033) — **https://www.grandviewresearch.com/industry-analysis/chatbot-market**

39. Georgia DPH — Mobile Food Service Establishment FAQ (base of operation; 2023 recognition law) — **https://dph.georgia.gov/document/document/mobile-food-frequency-asked-questions/download**

40. Start Business By State — Georgia food-truck permits & costs (2026) — **https://startbusinessbystate.com/georgia/food-truck/**

41. Metro Atlanta Chamber — FIFA World Cup 26 Georgia impact ($503.2M simulation) — **https://metroatlantachamber.com/an-early-look-at-the-economic-impact-of-fifa-world-cup-26-on-the-state-of-georgia/**

42. Partners — FIFA World Cup 2026 economic impact (Atlanta $1B+, 300K visitors) — **https://partnersrealestate.com/research/market-edge-by-partners-fifa-world-cup-2026/**

43. Showcase Atlanta — 2026 Youth Entrepreneurship Accelerator —

https://showcaseatlanta.com/youth

44. USAFacts (Census) — Douglas County, GA population & growth — **https://usafacts.org/answers/how-many-people-live-in-the-us/county/douglas-county-ga/**

45. GoFoodservice — Food-truck trends (IBISWorld Jul 2025: 6.8% margin) — **https://www.gofoodservice.com/blog/food-trucks-matter**

46. Medium (J. Shaw) — Why Gen Z is turning dining into a game (55% food discovery) — **https://medium.com/@jodiemshaw/why-gen-z-is-turning-dining-into-a-game-65ed989abfcc**

47. Master of Code — AI customer-service statistics (89% want human option) — **https://masterofcode.com/blog/ai-in-customer-service-statistics**

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49. Georgia DPH / krudalert — 100/100 Grade-A health inspection, permit FSP-060-012369 — **https://krudalert.com/ga/fulton/atlanta/dreaming-sweets-atl-mobile-2945-stone-hogan-connector-ste-210**

50. DoorDash (order.online) — Dreaming Sweets storefront, legacy address with live promo — **https://order.online/store/dreaming-sweets-24320951**

51. Georgia Business Journal — Dreaming Sweets listing ("Best of Georgia" food-truck voting) — **https://gbj.com/atlanta/food-drink/dreaming-sweets**

52. TikTok — @dreamingsweetsga (flavor drops, market builds; indexed videos ~50–300 likes) — **https://www.tiktok.com/@dreamingsweetsga**

VERIFICATION TRAIL All links verified as of August 2026. CHV's flagship site (chvisions.com) is treated as authoritative; its older secondary property (chvassociates.com) is cited for completeness, with the differing-era figures noted in Section 03.

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Real impact.

A growth & scalability blueprint for Dreaming Sweets ATL, powered by Clark & Harper Visions.

dreamingsweets.com