INVESTOR BRIEF

Starfish

A stateside night on Guam

An American karaoke bar and grill with a live band, for the people who live and serve on Guam. A produced stage, a real kitchen, and a room that feels like home after a long watch.

17k to 24k	Service members on island by FY2033
$420k–$560k	Startup range, with six months of reserve
$1.15M	Year 1 sales scenario
3 bases	Andersen, Camp Blaz, Naval Base Guam

Concept plan. Not an offer to sell securities.

THE OPENING

Karaoke is everywhere. A live American band is not.

Private-room boxes serve Japanese and Korean visitors. Neighborhood pubs serve a beer. Live professional music on the island is at a minimum. What is missing is a produced American stage night for service members, families, and the locals who already go out with them.

Upper Tumon or Tamuning. Main stage, two or three bookable rooms, smash burgers and wings, posted prices, doors closed by 3 a.m. No hostess model. No surprise tab.

THE ROOM

One stage. A short menu. A name people say.

Stage

Karaoke most nights, and a live American band on the same stage. Country, rock, hip-hop, R&B, plus a smaller Japanese and Korean library so mixed groups are not shut out.

Kitchen

Food is a revenue line. Burgers, wings, steak bites, late-night breakfast. Happy hour that is a real discount.

Rooms

Bookable for reenlistments, birthdays, and ship-visit crews. A posted minimum, not a hostess hour.

THE FOUNDERS

The band is in the partnership, not rented for opening night.



Fred Smith

MUSIC AND THE ROOM

Accomplished musician and veteran. He has toured the world, directed bands, and engineered the sound. Starfish puts that on a Guam stage: karaoke when the room wants a mic, and a live American band when it wants a show.



Renauda Hunter

THE MARKET AND THE GUESTS

Holds a master's in communications, with years in hotel administration. An active Army National Guard recruiter, she saw the opening while training on Guam: service members with nowhere to hear professional American music live.

WHY NOW

The military base is growing. Tourism is not the underwriting case.

Visitor arrivals in 2025 were still about half of 2019. Korea and Japan remain the largest tourist markets, and a weak yen and won make Guam an expensive trip. Starfish takes that traffic when it shows up. It does not need it to open the doors.

Active liquor licenses have fallen from about 1,100 before the pandemic to 801. Fewer rooms, and a format that is not another Tumon box, is the opening.

WHO FILLS THE SEATS

Stationed personnel first.

Stationed personnel and families are the base. Ship weeks and exercises such as Cope North and Valiant Shield are upside. Locals come in at the same posted price, with a simple ID discount that does not insult the room.

Site preference is Upper Tumon or Tamuning: between the north bases and the Navy base, on the nightlife circuit, off the most expensive Pale San Vitores rents.

PLANNING CASE

What the money does, and what it has to earn.

Figures are planning estimates from the October 2026 concept plan. They are not quotes and not a forecast a lender should treat as a promise.

Build-out, soundproofing, permits	$140,000 – $200,000
Kitchen, bar, stage, karaoke	$110,000 – $170,000
Inventory, licenses, pre-open	$45,000 – $65,000
Lease deposit and six-month reserve	$125,000
Total	**$420,000 – $560,000**

Year 1	$1.15M sales	$107k operating income
Year 2	$1.32M sales	$161k operating income
Year 3	$1.45M sales	$205k operating income

Year 1 operating income does not repay a fully leveraged open. Equity, or a small note beside equity, is the structure that survives a slow quarter. Break-even sits near $85,000 to $95,000 a month once the room is staffed six nights.

THE ASK

Partners for the build.

The raise covers a second-generation space, a Class 4 on-sale path, and six months of reserve. A clean transferable liquor license, if one exists, is worth paying for outside this range. In return: a named stake, a seat at the site decision, and a room you would send a shipmate to.

Licensing, rent, and build-out must be confirmed on island before capital is committed. This brief is not an offer to sell securities.