

Prometheus V To Provide Equity to QSR

Prometheus V is a private equity firm that has targeted the quick service segment for 2004. "We like the fast food model," said **Nick Peters**, president of Prometheus. "A national fast food chain has a predictable cash flow, the franchisor is spending a lot on advertising; they keep the menu simple, it's easy to replicate—which keeps the business simple...that's what we want to support."

Prometheus will grow a franchisee business by building new restaurants and acquiring existing locations—a typical investment will range from \$4 to \$5 million, and will target companies with more than 10 units, or more preferably, around 20+. Over a five-year term, they would like to build their investment to at least 60 restaurants between building sites and acquiring them. Prometheus also will assist in locating debt financing. For more information on Prometheus V, contact Nick Peters, president, at (770) 395-9091.