



# 106/108 W WELLS

Project Presentation for Cawker HOA

A 3D architectural rendering of a building interior, showing multiple rooms and corridors. The rendering is in a dark, muted color palette with white outlines for furniture and fixtures. The text is overlaid on the left side of the image.

# LOI to Purchase Sent Feb 18, 2025

- Outlines intent to purchase
- Proposes two new businesses:
  - Phase 1: French-themed café & wine bar
  - Phase 2: Co-work and collaboration space



*Emilie* AND THE COOL KIDS  
COOKIES AND COFFEE SHOP



# Emilie and the Cool Kids



30 Stores in France



1 opening April 2025,  
Santa Cruz, California



Would open on river-  
side of Cawker Building

















## Co/Lab MKE

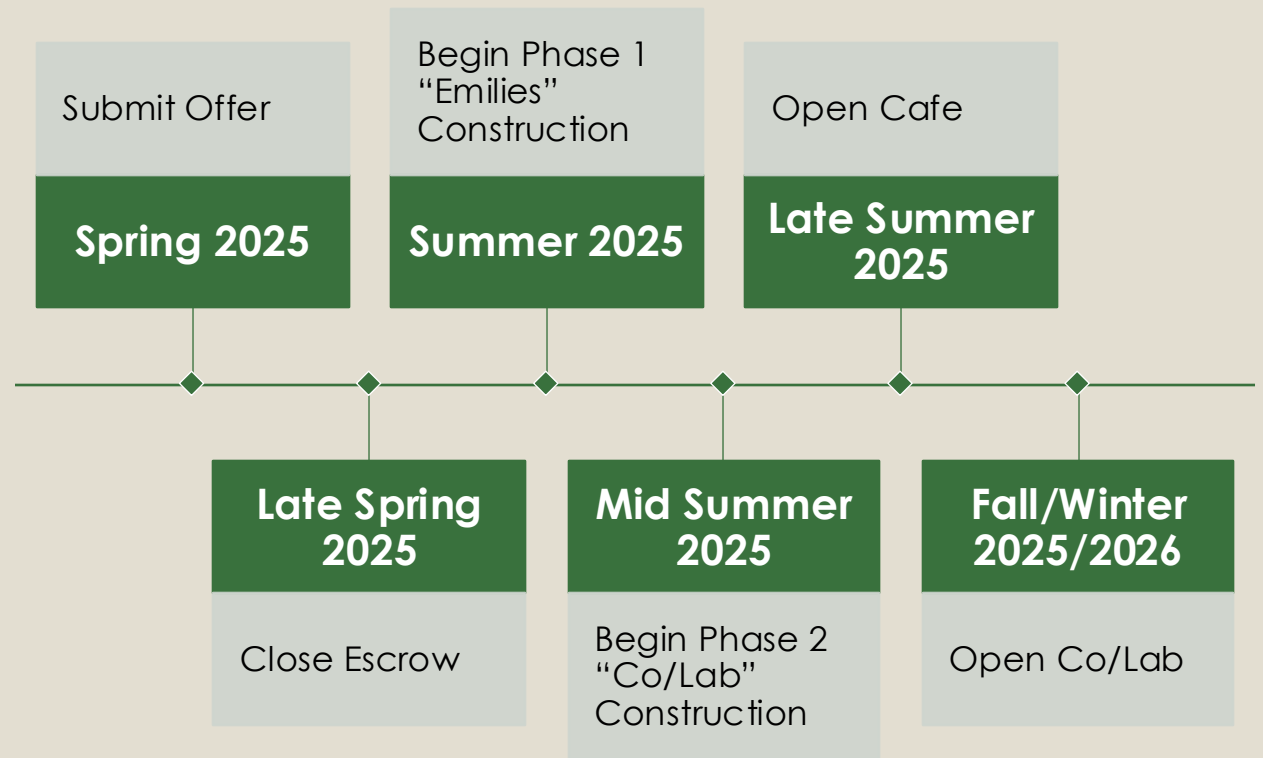
- A Unique Collaborative Coworking and Maker Space
- Potential Partnerships with Shapeways & Thangs.com
- Potential shipping & fulfillment services







# Project Timeline





# Offer

- \$2,500 Earnest Money
- \$250,000 for Unit 1 Only
- 20% Down

# Asking for

- Seller financing
- 15-20-year term
- 4-5% financing
- ROFR for Unit 0

# Unit 1 Build-out

- \$200,000-\$300,000 estimated cost to inspect, renovate, repair and build out both businesses
- 2-6 months depending on contractors and permits
- Prioritizing opening of “Emilie and the Cool Kids” for Summer 2025
- Building access to café from condo lobby

# Key Benefits



Increased property  
values



Increased HOA  
revenue



Reduce  
neighborhood blight





# Eddie Phanichkul

- Entrepreneur; co-founder of Skrewball Whiskey, Lutema USA, American Medical Manufacturers Association (AMMA); CEO of VIDA & Co. & M2Z LLC
- Past experience includes restaurants & bars, in the city of San Diego.
- Business Partner *Emilie and the Cool Kids* in the United States
- Resident of 108 W Wells!



# Celine Moliere

- Entrepreneur; co-founder of Emilie and the Cool Kids
- Over 20 years experience developing cafes around the world
- Will serve as Creative Consultant for the project in Milwaukee





# Marleen Vogelaar

- Entrepreneur; co-founder & CEO of Shapeways, and Thangs.com
- Past experience includes technology, 3D Printing, fashion design, PPE manufacturing.
- Will serve as consultant for Co/Lab