Attorney or Party Name, Address, Telephone & FAX Nos., State Bar No. & Email Address ZEV SHECHTMAN (BAR NO. 266280) 1888 Century Park East, Suite 1500 Los Angeles, California 90067 Telephone: (310) 255-6100	FOR COURT USE ONLY
☐ Individual appearing without attorney ☐ Attorney for: Heycart Inc, Debtor-in-Possession	
	ANKRUPTCY COURT FORNIA - SANTA ANA DIVISION
In re:	CASE NO.: 8:24-bk-10483-TA
HEYCART INC,	CHAPTER: 11
Debtor(s).	NOTICE OF SALE OF ESTATE PROPERTY
Sale Date: 8/23/2024	<b>Time:</b> 10:00 a.m.
Location: SAUL EWING LLP, 1888 Century Park East, Su	
·	o file objections: To Be Determined.  ortunity described below and additional information to be
\$60,000 and 100% of liabilities under confirmed chapter 11 plan	r

	Main Document	Page 2 of 27	
Overbid procedure (if any): See attached Bidding Procedures Order.			
If property is to be sold free and clear Not applicable.	of liens or other intere	ests, list date, time and location of hearing:	
		es, telephone, fax and/or email address):	
Financial Advisor to Debtor: James Wong	ı, vıa emaii: jwong@arn	noryconsulting.com or Telephone: 714-222-5552	2.
Date: 8/5/2024			

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1	ZEV SHECHTMAN (BAR NO. 266280)
2	Zev.Shechtman@saul.com CAROL CHOW (BAR NO. 169299)
3	carol.chow@saul.com PAIGE TOPPER (Admitted pro hac vice)
4	paige.topper@saul.com SABRINA ESPINAL (Admitted pro hac vice)
5	sabrina.espinal@saul.com SAUL EWING LLP
6	1888 Century Park East, Suite 1500 Los Angeles, California 90067
7	Telephone: (310) 255-6100 Facsimile: (310) 255-6200
8	Attorneys for Heycart Inc,
9	Debtor and Debtor-in-Possession
10	



### UNITED STATES BANKRUPTCY COURT

#### CENTRAL DISTRICT OF CALIFORNIA - SANTA ANA DIVISION

In re:			
HEYCA	RT INC,		
Debtor a	nd Debtor in 1	Possession.	

Case No. 8:24-bk-10483-TA

Chapter 11

## ORDER APPROVING BIDDING PROCEDURES

Date: July 31, 2024 Time: 10:00 a.m. Crtrm.: 5B

52732339-v3 390877.00001

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On July 31, 2023, at 10:00 a.m., there came before the United States Bankruptcy Court for the Central District of California, Santa Ana Division (the "Court"), the Honorable Theodor Albert, United States Bankruptcy Judge, presiding, the Debtor's Notice of Motion and Motion to Approve Bidding Procedures (doc. no. 173) (the "Motion"), filed by Heycart Inc, debtor and debtor in possession ("Heycart" or the "Debtor"). All appearances were as noted on the record at the hearing. The Court having read and considered the Motion and all papers filed in support thereof; it appearing that due and sufficient notice of the Motion has been given; good cause appearing therefor; it is hereby

#### **ORDERED THAT:**

- 1. The Motion is granted in its entirety.
- 2. The Bidding Procedures set forth below may modified by the Debtor in consultation with the Committee in any manner that is not inconsistent with or otherwise in contravention of the other terms of the Bidding Procedures, this Order, or the Plan; provided that (i) any and all such modifications are disclosed to all Bidders or Qualified Bidders (as applicable) prior to or during the Auction; and (ii) any actions taken by the Debtor shall be consistent with its fiduciary duties. The Court has jurisdiction with respect to any dispute that may arise with respect to these Bidding Procedures.
  - 3. The following Bidding Procedures are approved:

#### **BIDDING PROCEDURES**

20	Marketing of	The Debtor has taken or shall take the following steps, among
21	Reorganized Debtor Interest	others to market the equity interests of the Debtor:
22		• Filing a Notice of Sale with the Court so that buyers of bankruptcy-related assets or investments are notified of the
23		opportunity.
24		• Making a virtual data room available to interested parties, subject to their signing of the Debtor's nondisclosure
25		agreement ("NDA") and providing evidence of financial wherewithal.
26		Preparing marketing materials that may be shared with any
27		interested parties without an NDA, and sending such materials to a list of parties who the Debtor, its officers or directors
28	52732339-v3 390877.00001	believe may be interested. The "Teaser" attached as Exhibit 2, the Debtor's Plan, the form NDA, and a copy of this Order will

	be emailed to any prospective purchasers within three (3) days of entry of this Order.
	The marketing effort will be coordinated by the Debtor's financial advisor, upon consultation with the Committee's financial advisor.
Minimum Initial Overbid:	\$60,000 in cash and assumption of all liabilities under a Confirmed Plan of Reorganization, including post-petition liabilities, the "Plan Payments", and "Payments to Bankruptcy Professionals" under the Plan's Projections.
Deposit	\$60,000
Minimum Overbidding Increments	\$10,000
Existing Equity Contribution Pursuant to the Plan	The existing equity contribution to be paid by the Debtor's principals under the Plan of Reorganization is \$50,000, subject to overbid.
Bid Deadline and Submission Contact:	August 21, 2024 at 5:00 p.m. (prevailing Pacific Time) or as modified by the Debtor in consultation with the Committee (" <u>Bid Deadline</u> "), to: the Debtor's financial advisor, Armory Consulting
	Co., to the attention of James Wong, via email:
Qualification of Bidders:	jwong@armoryconsulting.com.  Only Bidders who make a qualified bid (each such Bidder, a "Qualified Bidder", and each such bid a "Qualified Bid") will be allowed to bid for the Reorganized Debtor's equity interests at the Auction.
	All bids, including the Qualified Bids, shall be shared with the Committee professionals, and the Debtor shall consult with the Committee to determine whether a bid constitutes a Qualified Bid.
	In order to become a Qualified Bidder, a Bidder must meet all of the requirements set forth below:
	A. <u>Timing</u> . The Bid must be in writing, signed by an authorized signatory of the Bidder, and received by the Bid Deadline.
	B. <u>Identity of bidder</u> . Identity of bidder. The Bid must identify the Bidder and the proposed equity holders of the Bidder, and submit their qualifications and make them available for interview with Debtor's
	professionals in consultation with the Committee
	C. <u>Relationship to parties</u> . The Bid must identify whether the Bidder has any relationship or connection to the Debtor, any creditors, or any of their respective equity interest holders, directors or officers.
	D. <u>Intent to bid; Binding</u> . The Bid must indicate the Bidder's intent to acquire 100% of the Reorganized Debtor Interests and to comply with the Debtor's Plan including paying the projected plan payments. The Bid must be binding and irrevocable unless there is a successful

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overbidder	above	the	Rid
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- Amount. The Bid must specify an all cash purchase price of not less than \$60,000, and must be accompanied by a deposit of \$60,000.
- Ability to pay and comply with Plan. The Bidder must provide written proof, reasonably satisfactory to the Debtor upon consultation with the Committee, of the Bidder's financial wherewithal to pay the full bid amount, in cash, on or before the Effective Date of the Debtor's Plan. And, if the Bidder is an entity newly formed for purposes of making the Bid, the Bidder must provide such information with respect to its equity holders, reasonably satisfactory to the Debtor upon consultation with the Committee, who must agree in writing to satisfy the purchase price and other obligations set forth in the Bid. The Bidder must also provide written proof, reasonably satisfactory to the Debtor upon consultation with the Committee, of the Bidder's financial wherewithal to comply with all terms of the Debtor's Plan, including to pay the "Plan Payments" and "Payments to Bankruptcy Professionals" under the Plan's projections, provided however, if the Bidder is able to make a cash bid offer in the full amount of total Plan payments, including the Bankruptcy Professional fees projected, the Bidder has satisfied its ability to pay.
- Authorization to Consummate Sale. The Bidder must provide written proof, reasonably satisfactory to the Debtor in consultation with the Committee, of authorization and approval from its board of directors (or comparable governing body), if any, with respect to the submission, execution, delivery and closing of the Bid submitted by the Bidder.
- H. No Break-Up Fee or Expense Reimbursement. The Bid shall not request or entitle the Bidder to any transaction or break-up fee, expense reimbursement, or similar type of payment.
- Closing. The Bidder must confirm that it understands that the sale is on an "AS IS" and "WHERE IS" basis with no representations or warranties whatsoever, and that there are no diligence or financing requirements or other contingencies to close other than entry of the Confirmation Order. If the Bid contains contingencies, other than Court approval, it will be deemed unqualified subject to approval of the Debtor in consultation with the Committee.
- Future management. The Bid must identify the persons who will manage the Reorganized Debtor if the Bidder is the Successful Bidder at the Auction.
- Compliance with the Plan / Plan Trustee. The Bidder must represent, under penalty of perjury, that the Bidder, or persons chosen by it to manage the Reorganized Debtor, will cause the Reorganized Debtor to comply fully with all obligations of the Reorganized Debtor under the Plan of Reorganization, including all Plan payments and payments to the Bankruptcy Professionals. To ensure compliance by an overbidder, if there is a successful overbidder, a Plan Trustee will be appointed on the Effective Date and will be discharged upon payment in full of all chapter 11 expenses of administration. The Plan

Trustee will have authority over all transactions over \$20,000, and also
access to post-Reorganized Debtor's books and records, including bank
statements. Debtor proposes James Wong of Armory Consulting (who
currently serves as Debtor's financial advisor), as the Plan Trustee if
there is a successful overhidder

- L. <u>Compensation</u>. The Bidder will not pay any fee or any form of compensation to any of the estate's Bankruptcy Professionals.
- M. <u>Consent to Jurisdiction</u>. The Bidder must submit to the jurisdiction of the Court and waive any right to a jury trial in connection with any disputes relating to Debtor and consent to the entry of a final order or judgment in any matter related to qualification of Bids, the Auction, the construction and enforcement of these Bidding Procedures, the sale documents and the closing, as applicable.

### Auction Date and Process

In the event that the Debtor receives a Qualified Overbid, the Debtor will conduct the Auction for the Reorganized Debtor Interests in consultation with the Committee. The Auction will take place on **August 23, 2024, at 10:00 a.m.** (prevailing Pacific Time), at the law offices of the Debtor's general bankruptcy counsel in Los Angeles, California. The Debtor may, in its discretion, also allow videoconference attendance at the Auction. The Committee professionals will be able to attend this Auction through videoconference.

All Qualified Overbids submitted at the Auction will be made and received on an open basis and all other Qualified Bidders participating in the Auction will be entitled to be present for all bidding with the understanding that the true identity of each Qualified Bidder will be fully disclosed on the record to all other Qualified Bidders participating in the Auction and that all material terms of each Qualified Bid submitted in response to the Baseline Bid (as defined below) or to any Subsequent Overbid (as defined below) made at the Auction will be fully disclosed to all other Qualified Bidders throughout the entire Auction. All Qualified Overbids shall be placed on the record, which the Debtor may record.

Parties entitled to attend the Auction shall include the Debtor, the Qualified Bidders, the Committee's Professionals, and each of those parties' respective representatives. Each Qualified Bidder is required to appear at the Auction and will lose its status as Qualified Bidder if it fails to appear. Only a Qualified Bidder that submitted a Qualified Bid shall be entitled to make bids at the Auction.

Prior to the Auction, the Debtor will share with other Qualified Bidders and the Committee the highest and/or otherwise best Qualified Bid that was received prior to the Bid Deadline (the "Baseline Bid"), and will provide copies of all Qualified Bids to the other Qualified Bidders. Qualified Bidders will be permitted to increase and/or enhance their

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bids at any time prior to the start of the Auction based upon the terms of the Baseline Bid. If a Qualified Bid is increased over and above the Baseline Bid prior to the start of the Auction, such higher Qualified Bid shall then be the Baseline Bid.

The Auction will begin with the Baseline Bid. Each Qualified Bidder must bid in each round of the Auction or it will be disqualified from participating in the Auction. Each Qualified Bidder participating in the Auction must confirm on the record, at the commencement of the Auction and again at the conclusion of the Auction, that it has not engaged in any collusion with the Debtor or any other Qualified Bidder regarding these Bidding Procedures, the Auction or any proposed transaction relating to the Reorganized Debtor Interests.

At the request of the Debtor, each Qualified Bidder shall provide evidence, reasonably satisfactory to the Debtor in consultation with the Committee, of their financial wherewithal, corporate authority, and ability to consummate the sale at the increased purchase price presented by their bid(s) during the Auction.

The Auction will continue until the Debtor, upon consultation with the Committee, determines that it has received the highest and/or otherwise best offer for the Reorganized Debtor Interests (the "Successful Bid") and the next highest and/or otherwise best Qualified Bid for the Reorganized Debtor Interests as the Auction (the "Back-up Bid"). The Qualified Bidder submitting the Successful Bid shall become the "Successful Bidder" and the Qualified Bidder submitting the Back-up Bid shall be the "Back-up Bidder."

The Debtor reserves the right, in its business judgment, to make one or more modifications and/or adjustments to the Auction procedures to, among other things: (a) facilitate discussions with individual Qualified Bidders; (b) allow individual Qualified Bidders to consider how they wish to proceed; and (c) give Qualified Bidders the opportunity to provide the Debtor with such additional evidence as the Debtor may require upon consultation with the Committee.

If an Auction is held, the Debtor will file with the Court on or before August 28, 2024 a report identifying the Successful Bidder, the amount of the Successful Bidder's final bid made at the Auction and details concerning the identity of the Successful Bidder. Such report will also include similar information concerning the Back-up Bidder and its final bid made at the Auction.

If, by the Bid Deadline, the Debtor receives Qualified Bids from Bidders and the Auction occurs, at the hearing on confirmation of the Plan, the Debtor shall present the results of the Auction to the Bankruptcy Court and seek approval of the bids submitted by the

# Case 8:24-bk-10483-TA Doc 199 Filed 08/02/24 Entered 08/02/24 02:39:02 Desc MaininDooumeent Page 9 of 27

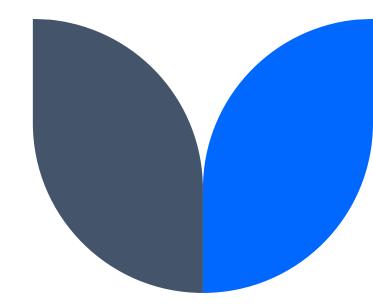
1		Successful Bidder and Back-up Bidder.
2		Following the entry of the confirmation order, if such Successful Bidder fails to consummate the sale for any reason, the Back-up Bidder shall be designated the Successful Bidder and the Debtor shall be
4 5		authorized to close such sale with the Back-up Bidder without further order of the Court.
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22		Theodor C. Albert
23	Date: August 2, 2024	Theodor C. Albert
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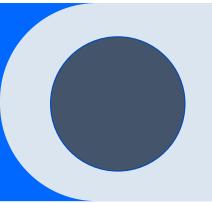
SAUL EWING LLP 1888 CENTURY PARK EAST, SUITE 1500 LOS ANGELES, CALIFORNIA 90067 (310) 255-6100

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**Acquisition Opportunity** 





August 2024

Contact: James Wong Armory Consulting Co. jwong@armoryconsulting.com 714-222-5552 c

# **Disclaimers and Disclosures**

This management presentation has been prepared by Heycart, Inc. (the "Company") for information purposes only.

The Company is a debtor in a chapter 11 bankruptcy proceeding in the U.S. Bankruptcy Court, Central District of California, Santa Ana Division, as case number 8:24-bk-10483-TA. Interested parties must adhere to the Court's approved Bidding Procedures, including signing an NDA for access to the Data Room, submit a Qualified Bid, and have the right to participate in the sale/auction. The sale will be completed on an expedited basis. Parties must be prepared to complete any due diligence they require before the bid deadline. There is unlikely to be any deadline extensions regarding bidding. Parties are encouraged to seek assistance of bankruptcy and financial professionals with respect to the sale.

The information relating to the Company and its respective business and assets contained in this management presentation has not been independently verified. This management presentation does not purport to provide a complete description of the matters to which it relates. No representation, warranty or undertaking, express or implied, is or will be made in, or in relation to, and no responsibility or liability (including, without limitation, any liability in negligence) is or will be accepted by the Company, or any of its connected persons as to, or in relation to, this management presentation or the accuracy or completeness of the information contained herein or any other information, whether written or oral, made available to any interested party or its advisers and any liability therefore is hereby expressly disclaimed. Neither the Company nor any of their respective connected persons undertakes obligation to provide the recipient with access to any additional information or to update this management presentation or to correct any inaccuracies herein which may become apparent. No part of this management presentation shall form the basis of or be relied upon in connection with any contract, commitment or investment decision in relation thereto.

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You acknowledge and represent to the Company that you are a professional investor, have the knowledge, experience and capability to conduct your own assessment of the Company and its securities and that you have and will conduct your own investigation with respect to the Company and its securities and have obtained or will obtain your own independent advice relating to the investment in the securities of the Company. You also acknowledge that nothing in this management presentation may be construed as financial, legal or tax advise and that you should consult with and rely solely on your own advisors with respect to such matters.

You hereby accept the foregoing by accepting delivery of the information contained herein. If you do not accept these conditions and give the acknowledgements and representations set out above, please immediately return this management presentation to the Company.

#### www.smirly.com

# **Overview**

Heycart is an ecommerce home goods business based in Irvine, CA, that sells its products primarily through Amazon.com under the Smirly brand. As a startup company, Heycart initially experimented with a variety of products and eventually focused on "Home & Kitchen" items. Currently, the company sells cheese boards, cutting boards, cooking utensil sets, and other products. Tony Li, the Chief Executive Officer, and Aiden Chien, the Chief Operating Officer, started the company together in 2017. Heycart

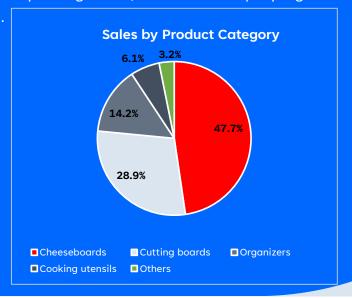
currently has nine employees, including Mr. Li and Mr. Chien.

### **2023 Key Statistics**

# of Orders: 535,285

Avg. \$ per Order: \$42.50

Sold over 1.5m cheese boards to date



### www.smirly.com

# **Overview**

### **Key Assets of the Company**

- No.1 online cheese board seller
- Design patents on certain best sellers
- Predictable, highly seasonal sales
- Design patents
- Deep experience with Amazon advertising and marketing algorithms
- Core product manufacturers, and importation and logistical complexity creates high barriers to entry
- Continuous pipeline of new product development

### **Historical Performance:**

FYE March 31,	E March 31,		2020			2021		2022	2023	2024	
Gross Sales	\$	355,000	\$	1,706,000	\$:	10,124,000	\$3	33,565,000	\$40,014,000	\$23,188,000	
COGs		384,000		668,000		4,263,000	1	1,497,000	17,833,000	19,010,000	
Net Sales		355,000		1,706,000		9,050,000	2	29,750,000	33,893,000	4,178,000	
EBITDA		(148,000)		(154,000)		(809,000)		215,000	(7,095,000)	(3,870,000)	
Pre-Tax Income	\$	(149,000)	\$	(178,000)	\$	(922,000)	\$	(358,000)	\$ (8,166,000)	\$ (4,095,000)	
Source Hereart's toward was expent for 2024, subject to review 9 undetected are each basic presentation											

Source: Heycart's tax returns, except for 2024, subject to review & updates; all are cash basis presentation.











Flat V1 Cheese Board & Knife Set



Round Cheese Board & Knife set



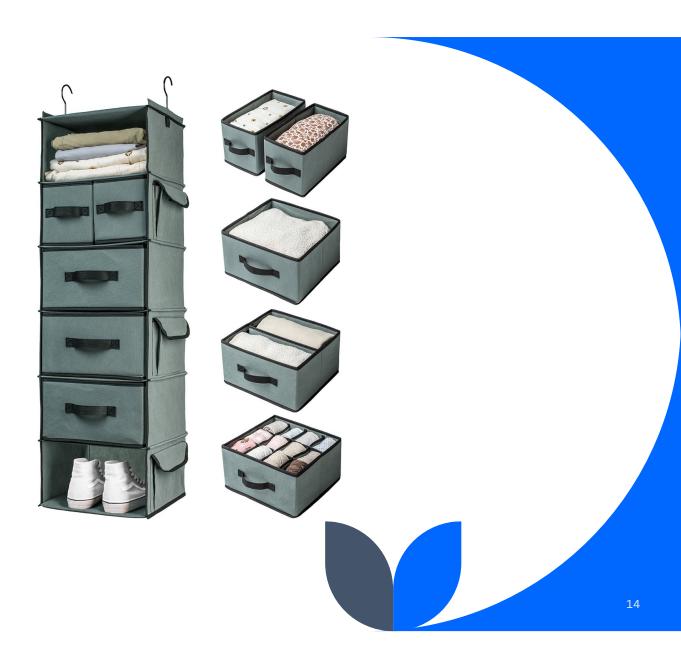




4 Pack Plastic Cutting board



Hanging Closet Organizer



Expandable Kitchen Drawer Organizer







### PROOF OF SERVICE OF DOCUMENT

I am over the age of 18 and not a party to this bankruptcy case or adversary proceeding. My business address is: 701 Brickell Avenue, Suite 1700, Miami, Florida 33131

A true and correct copy of the foregoing document entitled: NOTICE OF SALE OF ESTATE PROPERTY will be served or

was served <b>(a)</b> on the below:	e judge in chambers in the form a	nd manner required b	y LBR 5005-2(d); a	and <b>(b)</b> in the mann	er stated
Orders and LBR, the 08/05/2024 , I chec	foregoing document will be serve ked the CM/ECF docket for this be on the Electronic Mail Notice List	d by the court via NE ankruptcy case or ad	F and hyperlink to t versary proceeding	the document. On <i>(</i> and determined th	<i>date)</i> at the
		⊠ Se	rvice information co	ontinued on attache	d page
case or adversary profirst class, postage pr	TED STATES MAIL:, I served the following persons occeeding by placing a true and co repaid, and addressed as follows. ed no later than 24 hours after the	rrect copy thereof in a Listing the judge here	a sealed envelope i	n the United States	mail,
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l declare under penal	ty of perjury under the laws of the	United States that th			
08/05/2024	Aida McLaughlin		Aida McL Signature	aughlin	
Date	Printed Name		Signature	V	

#### **Electronic Mail Notice List**

The following is the list of parties who are currently on the list to receive email notice/service for this case.

Andrew K Alper aalper@frandzel.com, rsantamaria@frandzel.com

Carol Chow Carol.Chow@saul.com, easter.santamaria@saul.com

Michael G D'Alba mgd@lnbyg.com

David B Golubchik dbg@lnbyg.com, dbg@lnbyg.com

David R Haberbush dhaberbush@lbinsolvency.com,

ahaberbush@lbinsolvency.com,abostic@lbinsolvency.com,vhaberbush@lbinsolvency.com,hab

erbush.assistant@gmail.com,jborin@lbinsolvency.com,lbogard@lbinsolvency.com

Alan Craig Hochheiser ahochheiser@mauricewutscher.com,

arodriguez@mauricewutscher.com

Eric P Israel eisrael@danninggill.com, danninggill@gmail.com;eisrael@ecf.inforuptcy.com

John E Johnson jjohnson@padfieldstout.com

Jeffrey S Kwong jsk@Inbyg.com, jsk@ecf.inforuptcy.com

Anne C Manalili anne.manalili@sba.gov

Queenie K Ng queenie.k.ng@usdoj.gov

Brandy A Sargent brandy.sargent@klgates.com,

litigation.docketing@klgates.com;janna.leasy@klgates.com

Zev Shechtman Zev.Shechtman@saul.com,

zshechtman@ecf.inforuptcy.com;easter.santamaria@saul.com

Michael Smith mike@slclawoffice.com,

langleycr75251@notify.bestcase.com;smithmr75251@notify.bestcase.com

john@slclawoffice.com

Laura A Stoll | Istoll@goodwinlaw.com

United States Trustee (SA) ustpregion16.sa.ecf@usdoj.gov