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► BRIEFLY NOTED

A MOBILE MODEL FOR MAKING PIZZA

For entrepreneurs who want into the pizza business but don't want an existing company, Ajith Dharma is offering the "anti-franchise" arrangement.

Dharma last year purchased Fire Within, a Denver company that sells mobile wood-fired ovens and offers training and community groups for those who are willing to pay \$15,000 or more for them. The roughly 500 owners of the ovens across the country use them as food trucks, set them up at golf courses or brewpubs, or even install them at their restaurants.

A former computer consultant, Dharma bought an automotive-repair service franchise in 2003 and ran it for 11 years, but felt he got almost no support from the main company.

He pitches his mobile ovens — the trailers are made in Fort Collins and the ovens are manufactured in California by a Colorado Springs-owned company — as tools that have attracted



Ajith Dharma's company, Fire Within, sells mobile wood-fired ovens to pizza entrepreneurs.

businesspeople from all backgrounds and for which "the sky is the limit."

Like food trucks, the ovens are in demand at events ranging from local fairs to weddings to public areas; one is located daily beside the Daniels & Fisher Tower on the 16th Street

Mall. As people's palates continue to evolve, demand will grow, as will interest from potential owners, he is betting.

"You can choose your event calendar ... Your crew can run this," Dharma said. "There's a ton of freedom; that's what this is about."