



The Caffeinated Coalition





**“SOMEONE IS PAYING THE PRICE FOR EVERY
CHEAP CUP OF COFFEE”**

CONTENT:

INTRODUCTION

Background
How Might We
Vision Mission

RESEARCH

Research Methods
Case Study - Yemen
Supporting Quotes
Market Study
Observations and Analysis
Ethnographic Research

SYNTHESIS

Insights
Project Concept

Personna
Opportunity Framing

STRATEGY

Business Strategy
Business Model Canvas

PROTOTYPE

MVP
Expert feedback
Hypothesis
Prototype
Branding Strategy
Testing Plan
Feedback and Iterations
UX Report

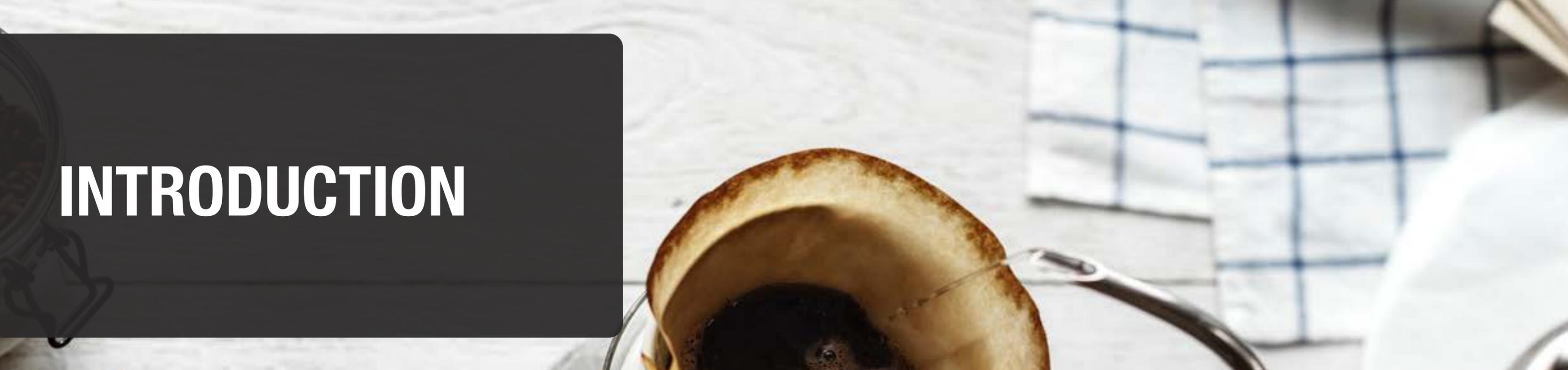
LANDSCAPE

Competitive Landscape
Benchmark Analysis
Valuechain Analysis

PROJECTIONS

Financial Projections
Pre-Launch and Launch
Marketing Strategy

INTRODUCTION



In today's era, the world is encountering various monumental shifts and social reforms. These shifts take place at various levels in different industries. The advent of new technology has propelled most countries and industries to become more adaptive and resilient. However, there are also countries which do not have access to basic amenities such as electricity and water. These countries are blessed with rich resources like their land, crops, soil, traditional roots, culture, etc. Their resources can be utilized to generate economic growth in their regions by coming up with premium quality products.

In the coffee industry, we are in the midst of a paradigm shift which is also known as the Third Wave of coffee where the consumption of ordinary coffee is moving towards a higher standard. The customers want a better experience, better quality and consistency in every cup of coffee.

New Yorkers consume seven times more coffee than any other city. However, it is ironic that most consumers don't know about the history, process or story behind their cup of coffee. Stakeholders at the bottom line of the supply chain, whose livelihood depends on coffee sales, don't make enough money by coffee production.



VISION

We aspire to uplift the economic value of under-served farming communities of various countries to help improve their livelihood through the production of coffee.

MISSION

Our purpose is to raise awareness and transparency about the origin, process and procurement of specialty coffee amongst consumers to increase its demand.

A top-down view of a white ceramic coffee cup with a dark, patterned exterior, filled with dark coffee. The cup is surrounded by coffee cherries and green leaves on a dark, textured surface. A semi-transparent white rectangular box is overlaid on the center of the image, containing text.

HOW MIGHT WE

help low-income coffee growers thrive socially and economically by elevating the value of specialty coffee?

RESEARCH

Ashima - Coffee Consumer
Wade - Coffee Connoisseurs
Meghan - Coffee Connoisseurs
Collin Ray - Daily Coffee Drinker
Travis Gensler - Occasional Drinker

Coffee
Consumers

135
Surveys

10
Interviews

Sarrah - StandArt Editor
Andrew - Miller in Yemen
Caroline - CEO Cafe Grumpy
Ed - CEO of Joe roasting company
Shabbir - Coffee Producer in Yemen

Experts



Desk
Research



Surveys



Case Studies



Interviews



Site visits



Ethnographic
Research

CASE STUDY #1 YEMEN

Although Yemen is one of the poorest countries in the Middle East, the economy was developing and a fledgling tourist industry was emerging, taking advantage of Yemen's golden beaches, turquoise seas, stunning mountains, Unesco heritage sites and fascinating history. The country's lush green highlands were cultivated into terraces for growing fruit, vegetables, grains and coffee. The large coastline provided plentiful supplies of fish for the population. Yemen, with its wide array of arable climatic zones had great potential for agricultural development. Agriculture is an important part of the economy (accounting for 20% of GDP), despite the lack of arable land, scarcity of water, periodic droughts, and difficult terrain. Employment in the agricultural sector accounts for more than 64% of the workforce, but with only 3% of its land area arable, Yemen's potential for agricultural self - sufficiency is very remote.

Yemen

Agriculture

20% of GDP

64% of workforce

3% of land used



In the war-torn region of Yemen, where 'Mocha' and 'Arabica' found their origin, a cash crop called 'Khat' is being cultivated instead of coffee plants, which has significantly stifled the economic and social development of Yemen.

For one coffee farm, there are seven khat farms in Yemen, which uses up 40% of the country's water supply. The government has recently moved to ban its consumption in public offices and on army duty due to economic and social costs associated as it is a stimulant which causes excitement, loss of appetite and euphoria.

To increase the coffee production in Yemen, it is important to create a demand for original Yemeni coffee.

YEMEN FARMS

KHAT

Banned in countries including US and Canada

Uses 40 % of the country's water supply

COFFEE

Long term sustainability

Economic growth

This is not just a problem in Yemen but in most of the coffee growing countries such as Guatemala, Peru, Columbia, etc

“ Yemeni Coffee is premium priced but isn't as expensive as they sell it for in the US”

“ I want the khat plants to be removed and give farmers the opportunity to know the value of their coffee”.

“ A lot of coffee is sold in the name of Yemeni coffee but it's not always coffee from Yemen and that is why traceability is very important.”

Shabbir Ezzi - Yemen/India



“ My aim is not just to make money but also to help farmers who work hard yet don't get enough in terms of returns”.

“ Yemen coffee is naturally processed but the consumers aren't ready for it. I believe that Yemen coffee is the future”.

“ The only thing which is stopping me from exporting Yemeni coffee currently is the war in that country otherwise it is an amazing country and has great people.”

Andrew Nicholson - US



COFFEE MARKET IN USA

“Coffee demand is robust and growing at about 1.5 percent per annum,”

Carlos Mera Arzeno, Commodities analyst

Coffee is the most commonly consumed beverage in the United States. It touches communities across the country in great ways from generating tax dollars to creating jobs in a supermarket and in dairy farms. The USA is the largest consumer and the second largest importer of coffee in North America.

“Any growth in demand of coffee will create a massive changes to the demand-supply balance,” Harish Sundaresh, a portfolio manager and commodities analyst for Loomis Sayles, told Bloomberg. Over the past decade, coffee prices have maybe risen, but it doesn't reflect on how hard the production and procurement has become.



“ I believe naturally processed coffee is the future but I don't think consumers are ready yet”

“ All farmers are old, getting retired or wants to work in the cities as they don't realise the benefits from coffee and coffee business”.

Cheryl - Cafe Grumpy

“ For me Farmers are very important, it is important to make them Happy, they are the ones picking berries for better the cup of coffee”

Caroline Grumpy Cafe



“ I believe naturally processed coffee is the future but I don't think consumers are ready yet”

“ Farmers are old, getting retired or wants to work in the cities as they don't realize the benefits from coffee and coffee business”.

Cheryl - Cafe Grumpy



KEY LEARNINGS

53%

of people did not know where their coffee came from.

“Just because it is an expensive coffee, doesn't mean the producers are living a lavish life”

Sarrah Renolds - StandArt Magazine

60%

of people wanted to know where their coffee came from.

“Amazed how people can drink a cup of coffee from a completely different origin and yet know nothing about it.”

Ed Kaufman - CEO Joe Cafe

82%

said that bringing coffee from different origins matters!



CAFE VISITS

- Specialty coffee shops look no different from the rest of the coffee shop, aesthetics are important but authenticity and purpose are more important.
- Branding for the coffee cups and bean bags are focusing more on the company rather than the origin or educating consumers.
- Specialty Cafes are not conveniently located like large brand-led coffee chains.
- Consumers who are usually exposed to the information and the experience of coffee production and procurement tend to be more conscious about their buying decisions when it comes to authenticity.

ETHNOGRAPHIC RESEARCH

- Large chains like Starbucks have tapped into the specialty coffee market by creating a sub - brand called Starbucks Reserve and have tie ups with sustainable coffee organizations for sourcing their coffee.
- An average coffee drinker is only willing to travel one mile to fill their cup of coffee.
- Coffee drinkers are not usually aware of the coffee origins or supply chain.
- Coffee consumers usually buy coffee on the go in take-away cups and drink their coffee even when mobile.



INSIGHT #1

Low supply and high demand makes Yemeni coffee more expensive.

Fact

Khat (drug) is destroying Yemen's resources and leaving the farmers with nothing but poverty.

Observation

Farmers are unwilling to shift from Khat to coffee production because of economic and political issues.

INSIGHT #2

Convenience is the driving force on how people buy coffee throughout their life

Fact

4 out of 6 people said that location and convenience is the ultimate priority.

Observation

New Yorkers don't want to walk for more than 2 blocks for a cup of coffee

INSIGHT #3

Story creates Value

Fact

53% give attention to single origin coffee based on the knowledge and stories

Observation

People consider single origin only based on consistency unless there is a social cause.

INSIGHT #4

The coffee industry can promote sustainability and health benefits.

Fact

Coffee is the second most traded commodity in the world helping farmers to generate income.

Observation

Coffee is a healthy option to energize people during their daily routine and facilitate social interactions.

INSIGHT #5

There is a decline in coffee procurement using traditional practices.

Fact

Natural and traditional methods are the most complex and rigorous ways to process coffee - lack of consistency.

Observation

Not enough demand or awareness about traditionally processed coffee - people have not developed the taste for it.

OPPORTUNITY AREAS

Coffee consumption is currently based on factors like **accessibility and convenience** instead of the quality (Process, origin or history)

Coffee consumers don't have **knowledge and awareness** about the origin of the coffee and how has it been processed.

There is **no direct connection** between the coffee growers and the consumers.

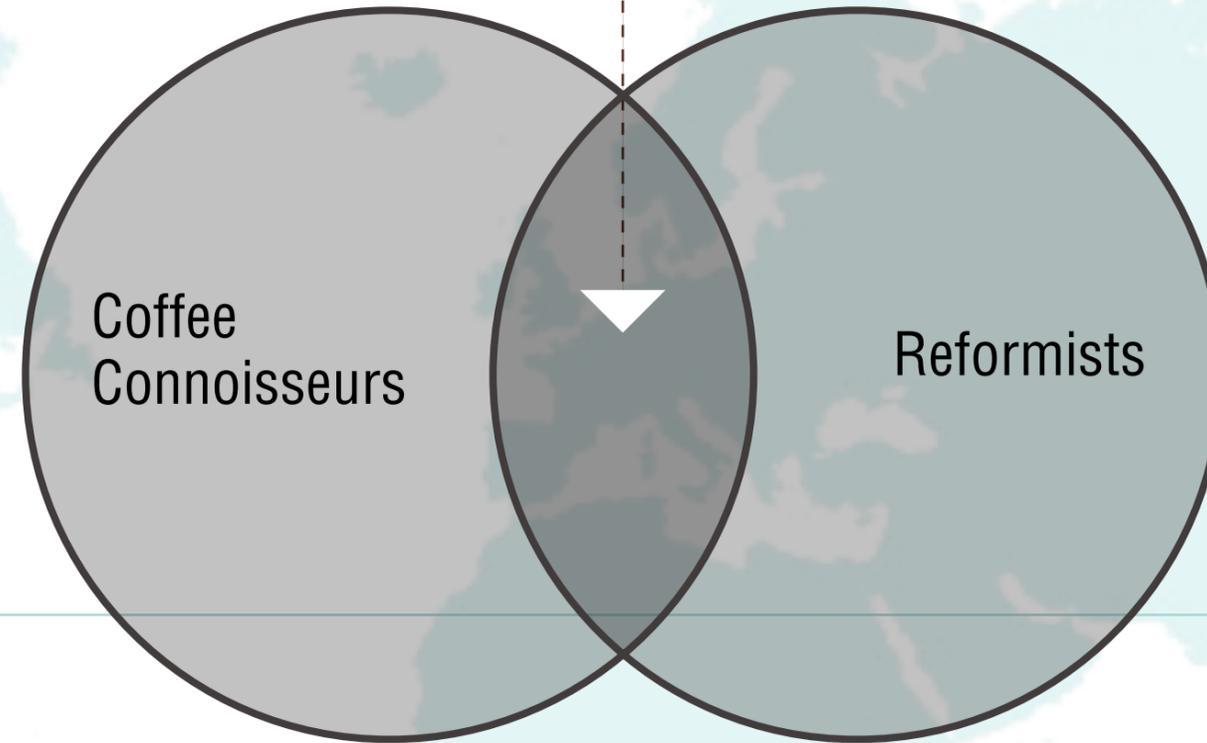
**“If there is a social cause behind the product,
I would be willing to buy it”**

PROJECT CONCEPT

To design an experiential service that connects the cultural roots, context and information of different coffee origins around the world with the consumers.



TARGET AUDIENCE



TAM

Coffee consumers in USA

53 MILLION

63% of NY population

SAM

Specialty coffee consumers
in New York

2.4 MILLION

45% of TAM

SOM

Specialty coffee subscription
consumers in New York

240,000

10% of SAM



CLAYTON

COMPASSIONATE PERSON AND A COFFEE LOVER

27
years old

**Investment
Banker**

Brooklyn



Likes to unwind
at home after work



3 cups of coffee
a day

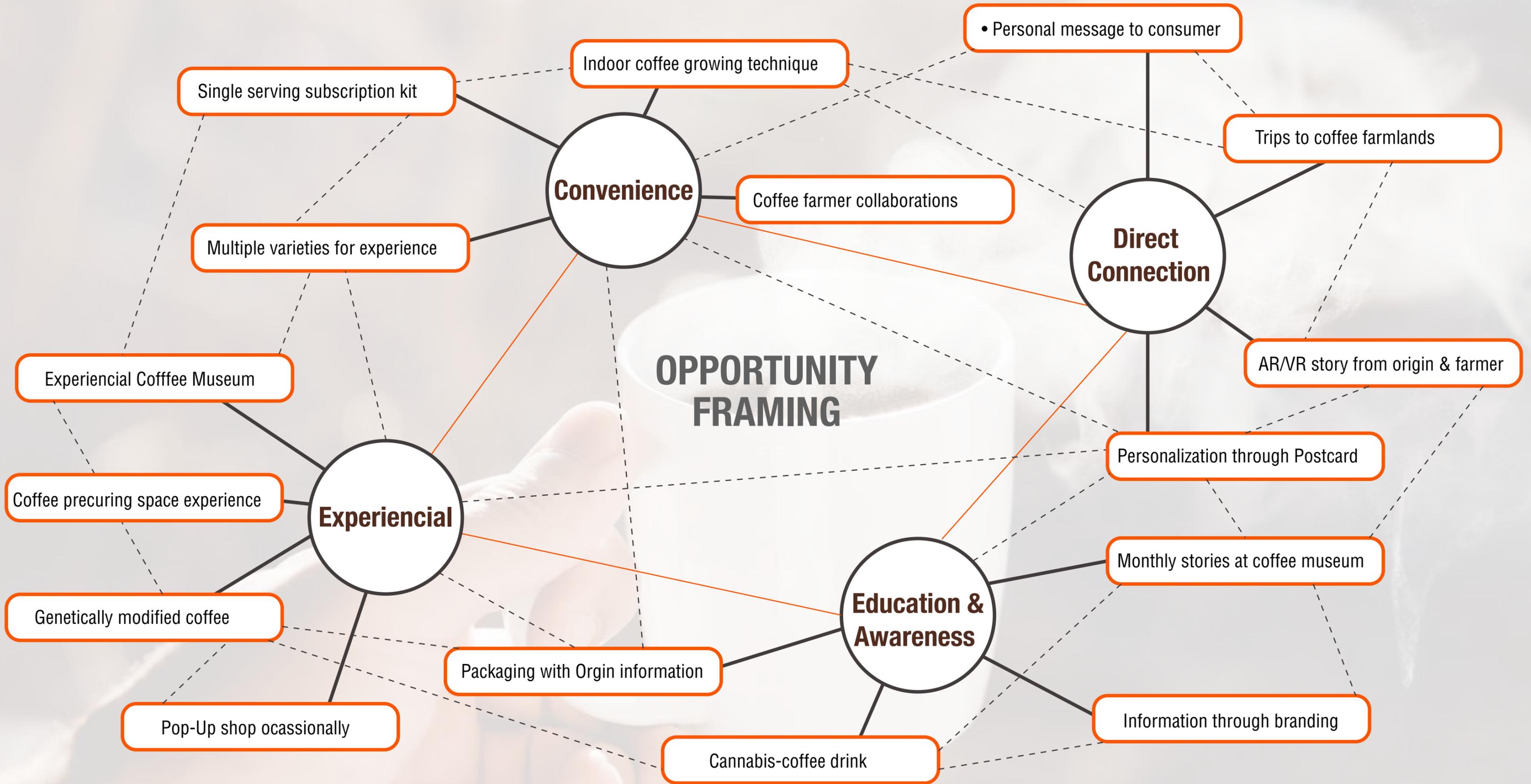


Sets aside income
for social good



Buys daily products
online

- He conducts himself with integrity in his daily life.
- He takes an interest in the arts and aims to broaden his horizon through continual learning.
- He leads a busy, fast-paced life and travels out of town for work sometimes.
- He enjoys being the first of his friends to try new experiences.
- Giving back to the communities in his own small way makes him feel like a part of something bigger.
- When finds a brand he like, he sticks with it.



BUSINESS STRATEGY

PEOPLE • ART • HISTORY • PROCESS

1.

COFFEE KIT SUBSCRIPTION

- 4 Origins - 8 Sachets each (32/month)
- Application and website to support the service

2.

POP UP PROMOTIONS

- Guerrilla Marketing
- Awareness about the service

3.

COFFEE MUSEUM

- Experiential design
- Build a coalitions

KEY PARTNERS

- Coffee Growers, Farming communities
- Specialty Coffee Association (SCA)
- Social Entrepreneurs, Donors
- Coffee festival, event companies
- Fairchain.org (Blockchain)

KEY ACTIVITIES

- Direct coffee Procurement
- In-house Branding
- Online Platform
- Distribution
- Marketing

KEY RESOURCES

- Employees
- Coffee Cuppers
- Designers
- Platform Developers
- Coffee Researchers

VALUE PROPOSITION

A personalized, eco - friendly coffee kit with coffee sachets of four different varieties, bringing out the story and process from farm to cup.

CUSTOMER RELATIONSHIPS

- Online
- Direct
- Transparent
- Accessible

CHANNELS

- Website and Application
- Social Media (FB, Instagram)
- Print media

CUSTOMER SEGMENTS

- Coffee Consumers
- Reformists (NY based, Mid - high level income)

- Coffee Bloggers
- Word of Mouth
- Coffee events
- Guerrilla Marketing

COST STRUCTURE

- Coffee kit (sachets, cups, postcard, coffee, etc)
- Website and App development
- Salaries
- Marketing
- Research and Development
- Merchandise (Coffee Cups, Coffee Maker, postcard, etc)

REVENUE STREAMS

- Sponsors
- 'Grow a Plant' donation
- Online subscriptions kit
- Advertising on the Website (Tourism, new movies, coffee sources)
- Merchandise (Coffee Cups, Coffee Maker, postcard, etc)

KEY PARTNERS

- Coffee Growers, Farming communities
- Specialty Coffee Association (SCA)
- Social Entrepreneurs, Donors
- Fairchain.org (Blockchain)
- Coffee festival, event companies
- Retail spaces for Pop ups

KEY ACTIVITIES

- Coffee Procurement
- In-house Branding
- Online Platform
- Distribution
- Marketing
- Pop up experience

KEY RESOURCES

- Employees
- Designers
- Platform Developers
- Coffee Researchers
- Software Engineers

VALUE PROPOSITION

Bringing out the story and process from farm to cup by creating a stimulating and invigorating experience.

CUSTOMER RELATIONSHIPS

- Online
- Direct
- Transparency
- Accessible

CHANNELS

- Website and Application
- Social Media (FB, Instagram)
- Print media

CUSTOMER SEGMENTS

- Coffee Connoisseur
- Reformists
- Xenophiles (NY based, Mid - high level income)

- Coffee Bloggers
- Word of Mouth
- Guerrilla Marketing
- Pop - up/ Museum

COST STRUCTURE

- Coffee kit (sachets, cups, postcard, coffee, etc)
- Website and App development
- Salaries
- Marketing
- Research and Development

- Merchandise (Coffee Cups, Coffee Maker, postcard, etc)
- Pop - up/ Museum

REVENUE STREAMS

- Sponsors
- 'Grow a Plant' donation
- Online subscriptions kit
- Advertising on the Website (Tourism, new movies, coffee sources)

- Merchandise (Coffee Cups, Coffee Maker, postcard, etc)
- Pop - up/ Museum

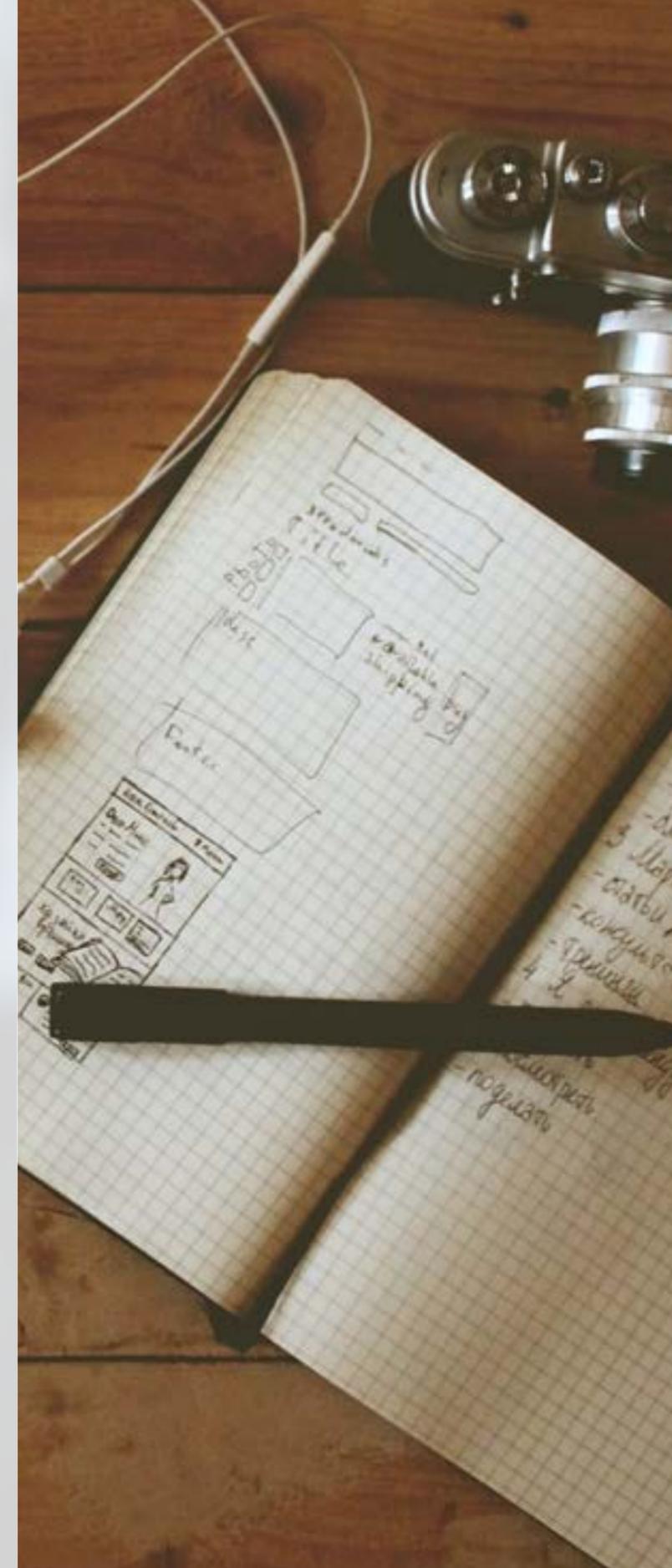


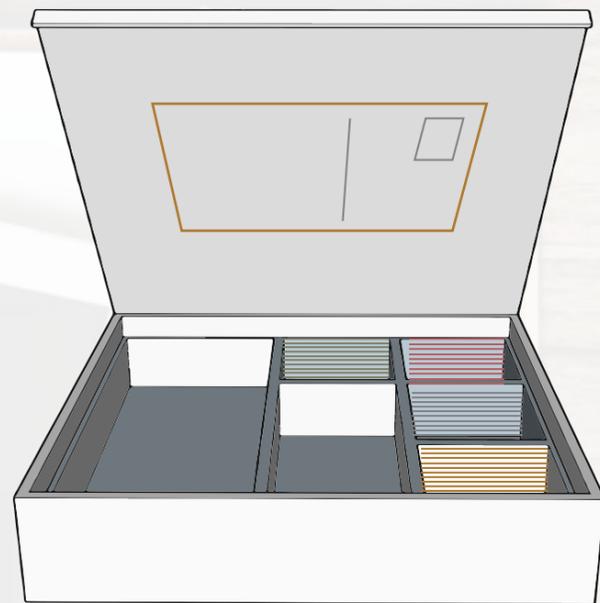
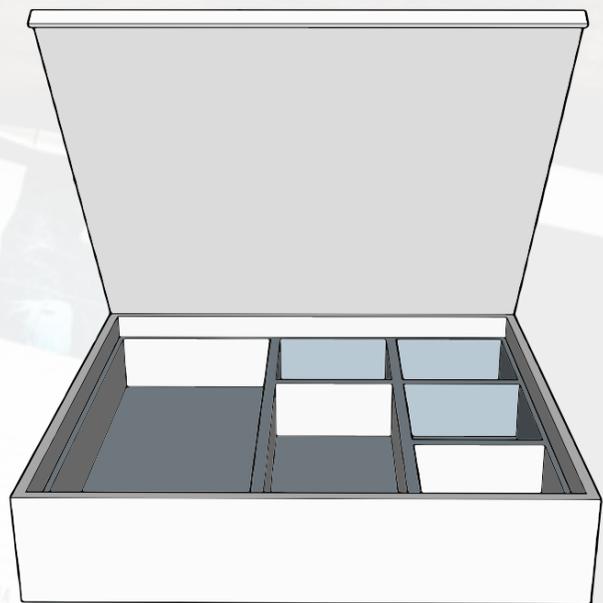
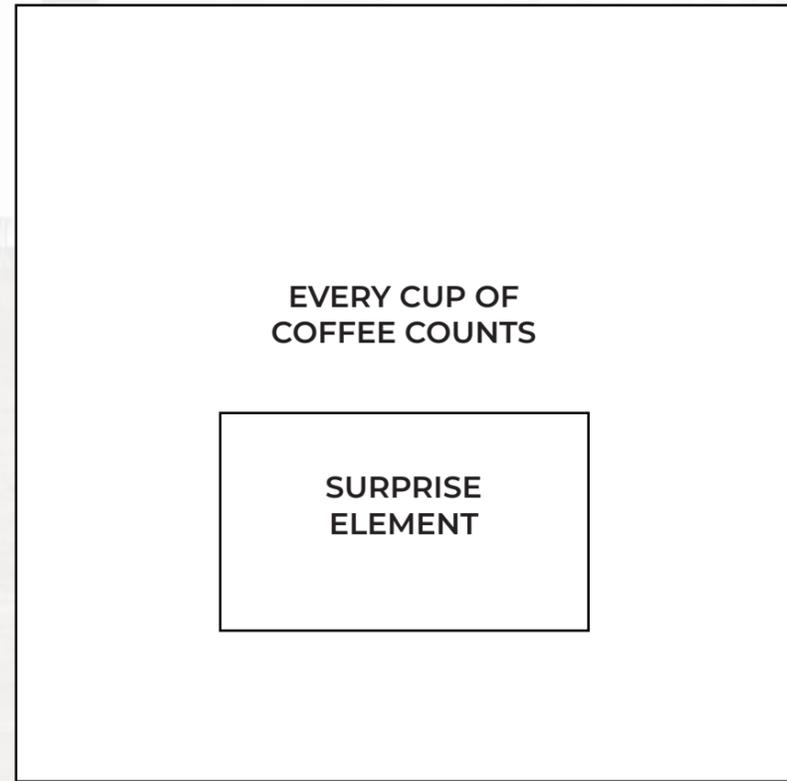
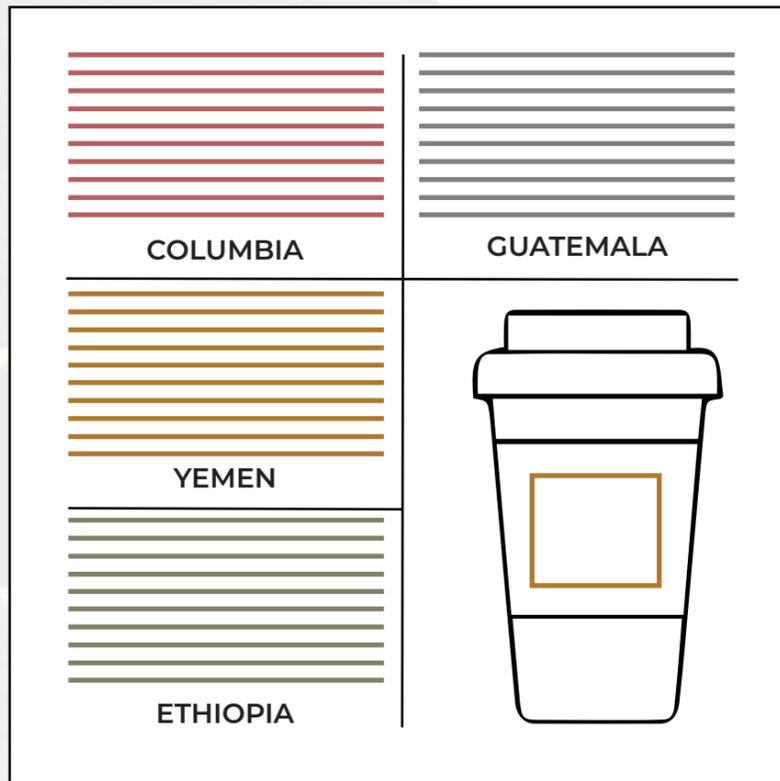
PROTOTYPE CONCEPT

“The Caffeinated Coalition” (TCC) coffee kit subscription

A solution that brings coffee from around the world to the user’s doorsteps by providing information about the experience and process utilized to procure coffee from farm to table, making it more personal, relatable and impactful, also providing transparency in the supply chain.

We give users the option to curate their own coffee kit by choosing four from a choice of 8 origins of coffee. The kit will make users aware of the farmers, procedures, fact, history and culture of the place of origin with interesting visually pleasing graphics and text. The kit will provide transparency in terms of payments made to members of the coffee supply chain. On the other hand the website will provide users the opportunity of growing a coffee plant for a farmer of any particular origin with a minimum donation amount. The aim is to eventually broaden the market and increase the demand for specialty coffee around the world which would help in gaining the trust of farmers and encourage them to make a shift from growing drug plants towards the production of coffee plants for better economic and sustainable prospects.





MVP - COFFEE KIT

- 4 Coffee Varieties - 8 Sachets of each - (32 sachets/month)
- 4 disposable coffee cups with graphically represented information
- Surprise element such as a postcard, magnet, farmers note and a user guide.
- Journey of the coffee from farmer to consumer - (Scan QR)
- Optional Traditional one cup coffee maker/grinder for first-time subscribers

WIREFRAME

The website will be the main touchpoint for the consumers who want to take up the subscription for the coffee kit.

It will provide a mock-up of what the kit will look like and information about the procedure, procurement, personas of farmers, the social cause - sustainability and how it will help the economy and the supply chain.

It will allow the consumers to curate their own coffee kit.

COFFEE PREFERENCE?

GROUND COFFEE	COFFEE BEANS
---------------	--------------

A

GROUND COFFEE			
ROAST LEVEL			
LIGHT	MEDIUM	DARK	NOT SURE
HOW OFTEN <small>35 Sachets</small>			
2 Weeks	1 Months	3 Months	6 Months
CHOOSE ANY 4			
COLUMBIA	GUATEMALA	YEMEN	ETHIOPIA
SCANDANAVIA	KENYA	BRAZIL	MEXICO
COFFEE KIT			
4 Origins - 7 Sachets each	4 Re-usable coffee cups	Surprise Element	40 Coffee Filters
Traditional Coffee Maker *			
* Optional			
Place Order			

B

COFFEE BEANS			
ROAST LEVEL			
LIGHT	MEDIUM	DARK	NOT SURE
HOW OFTEN			
2 Weeks	1 Months	3 Months	6 Months
CHOOSE ANY 2			
COLUMBIA	GUATEMALA	YEMEN	ETHIOPIA
SCANDANAVIA	KENYA	BRAZIL	MEXICO
COFFEE KIT			
2 Origins Coffee Beans	2 Re-usable coffee cups	Surprise Element	40 coffee filters
Traditional Coffee Maker *	TCC Coffee Grinder *		
* Optional			
Place Order			



EXPERT FEEDBACK

Ed Kauffman, the owner of Joe Cafe shared his knowledge, experience and valuable insights regarding the coffee industry and consumers. He also provided constructive feedback through-out the project

Try to use a format that looks appealing on a center table.

Connecting information with consumers can be tedious. Find a way to grab the users attention via the coffee kit.

The surprise element should not be something you feel like throwing away in the trash can. An example of a good element would be the StandArt coffee magazine.

Make sure that the message is empowering and can be shared.

Break down the cost per cup and look at the percentage going to the farmers.

Think about the same model with instant specialty coffee - on the go. Eg. Swift coffee.

PROTOTYPE

Iteration #1

Customer
curated
coffee kit

Surprise
element in
the box

YOU ARE NOT JUST SIPPING COFFEE,
YOU ARE CONSUMING A CULTURE!


The Caffeinated Coalition

4 Disposable Coffee Cups
with origin based information

32 Single - Serve coffee
sachets from 4 origins

Branding to showcase
social cause and impact

Roasting Time,
Picking time provided

Yemeni Coffee

“Ninety percent of the world’s coffee can be traced back to Yemen”

- Mokhtar Alkhanshali

Yemen is where the words “mocha” and “Arabica” both found their roots.

You just helped reduce the water scarcity in Yemen.

“Yemeni coffee being the most ancient, is unique. And sure, when I tried it, there was nothing like it”

- George Howell, Frappuccino Roaster

Coffee seeds are generally planted in large beds in shaded nurseries.

The war torn region of Yemen currently is facing the most humanitarian crisis

- the UN

This coffee has been hand picked by Bani Mattar and family.

You are a part of increasing the GDP of Yemen by 2%

Ethiopian Coffee

60% of foreign income in Ethiopia comes from coffee

Shepherds discovered coffee in Ethiopia circa 800 A.D.

Cultivating and drying the beans is still done by hands in Ethiopia

Coffee ceremony is a strong cultural tradition to Ethiopian culture and hospitality.

Ethiopia is the birthplace of coffee and the world’s fifth largest producer of Arabica coffee beans.

Ethiopia accounts for around 3 % of the global coffee market

Ethiopia is the only place on Earth where coffee still exists wild in Afromontane rainforests, allowing unique coffee varieties to grow and thrive.

“My children need a lot of financial support from me. This is tough, and my only source of income is coffee, so this is a struggle.”

- Mengiste

Columbian Coffee

Colombia's average annual coffee production of 11.5 million bags is the third highest in the world.

Farmers earn 112 Peso a month which puts them way below the poverty line in Colombia

Colombia’s coffee growing region is generally between the cities of Cali, Medellín and Bogotá, and is known as the Zona Cafetera or Eje Cafetero

Colombians drink and order a black coffee called ‘tinto’. The word “Tinto” means “ink”.

Colombians pride themselves on their high-quality coffee beans, which result from rich volcanic soil and predominantly shade-grown cultivation

Coffee production is a family-run operation in Colombia, in which all of the harvesting and post-harvest processing is carried out by the growers themselves.

Coffee production in Colombia represents 16% of the national agricultural GDP

You might drink a cup of coffee in half an hour, but it takes weeks to produce it.

Guatemala Coffee

Coffee plants grown in Guatemala are predominantly Typica and Bourbon, but also grown are Catuai, Caturra, and Pache.

Guatemala is among the countries most vulnerable to the impacts of climate change.

Guatemala Coffee beans typically have tasting notes indicating a full body and a rich chocolatey - cocoa flavor, and a toffee-like sweetness

With the invention of chemical dyes in 1800s, the export for indigo and cochineal collapsed. Coffee was developed as an export crop to take their place

Few farmers in Guatemala are fortunate to sell 100 percent of their coffee on Fair Trade terms.

The coffee cherries is dried and sold as cascara which is also known as coffee cherry tea, boosting sales for farmers.

Guatemala coffee is grown on mountain-side "fincas" (farms) at 1200 to 1700 meters above sea level

Traditionally, women in Guatemala have limited participation in coffee production and minimal decision making.

BRANDING STRATEGY

The four origins have been depicted in four different colors.

The branding provides a diversity of information within particular origins that has been divided under different categories such as statistics about the economic condition, quotes from the farmers, culture of the country, history of the origin and the process of growing the coffee.

The main goal is to provide information that is impactful, easy to register and to encourage consumers to be a part of the positive impact via TCC



You are a part of increasing the GDP of Yemen by 2%

You just helped reduce the water scarcity in Yemen

Yemeni Coffee

Yemen is where the words "mocha" and "Arabica" both found their roots

Yemen currently is facing the most humanitarian crisis - The UN

90% of the world's coffee can be traced back to Yemen

The Caffeinated Coalition

EVERY CUP OF COFFEE COUNTS!



Ethiopia accounts for around 3% of the global coffee market

60% of foreign income in Ethiopia comes from coffee

Ethiopian Coffee

Coffee ceremony is a strong cultural tradition to Ethiopian culture and hospitality

The birthplace of coffee and the world's fifth largest producer of Arabica coffee beans

The Caffeinated Coalition

EVERY CUP OF COFFEE COUNTS!



Farmers mostly earn 112,000 Pesos a month

Coffee production in Columbia represents 16% of the national agricultural GDP

Columbian Coffee

Coffee production is a family-run operation in Columbia, in which all of the harvesting and post-harvest processing is carried out by the growers themselves

Colombians drink and order a black coffee called 'tinto'. The word "Tinto" means "ink"

The Caffeinated Coalition

EVERY CUP OF COFFEE COUNTS!



Few of the farmers get to sell 100% of their coffee on Fair Trade terms

Coffee plants grown in Guatemala farms are predominantly Typica and Bourbon

Guatemala Coffee

Guatemala is among the countries most vulnerable to the impacts of climate change

The coffee cherries is dried and sold as cascara which is also known as coffee cherry tea, boosting sales for farmers

The Caffeinated Coalition

EVERY CUP OF COFFEE COUNTS!



Be a part of the net positive impact!

Order more!



Will you help Ethiopian coffee growers earn more from their beans?

Order more!



Recommendation for your next buy: Scandinavian coffee!



Do you want to be a part of the third wave of coffee?

Order more!

HYPOTHESIS

- Users are willing to take up an online coffee delivery subscription.
- Users are looking for a more interactive and cultural experience.
- Users like to believe that they are supporting a social and environmental cause by buying a product.
- Users like to flaunt their collection on the basis of its uniqueness and value. (origin, story, art and culture, country craft, etc).
- Users like to try different coffee varieties depending on accessibility and convenience.

TESTING PLAN

Testing the prototype is the best way to find out whether the customers would be interested in supporting the coffee subscription service and the social cause behind it or not. It also helped to understand the customer preferences and how much would they be willing to pay for the service.

Aim Of Testing:

- To make improvements and iterations in the prototype depending on the feedback, comments and insights of the users.
- To know if coffee connoisseurs would sign up for a subscription service like this.
- To know how much would people be willing to pay for the subscription kit.

Testing Methods:

Split Testing / A/B testing - to understand the user's priorities and preferences

Link tracking and landing page - to understand the user's Interest and relevance

Fake sales - to understand the willingness and ability of the user to pay

Testing Ground:

Small Cafes

Large coffee chains

Online (Websites, Social Media, Emails)

Outside Coffee Shops

The New School Campus.

CUSTOMER FEEDBACK

Francisca Saverino
Location: The New School



- What are the incentives for a continuous subscription?
- Any rewards for consumers to be eco-friendly?
- Needs more information about the farmers and the social impact.
- Too big to keep in my house, we have limited space in New York.
- Postcards need more attention on where the farmer is from.
- What if I'm making coffee for more than one person? My family or a group of friends?

Diana and Sarah
Location: Think Coffee



- The postcards should have a stamp to make it easier for the consumer.
- The variety and kit looks like it would cost around \$30 - \$40
- The word sachet isn't the right word, it's more like a packet of coffee
- Develop different boxes for the origins instead of compartments - easy to carry.
- The message comes across really well on the sachets
- The single serving is very useful as I never get the same consistency per cup.

Olivia and Taming Chen
Location: Think Coffee



- The coffee kit looks very beautiful, well-curated with divisions
- The size could be smaller to be more economical.
- "Grow a plant" is a good addition even if people don't buy the kit but support the cause.
- I would pay more than \$25 for this Kit based on the varieties.
- Its would be a perfect gift option.

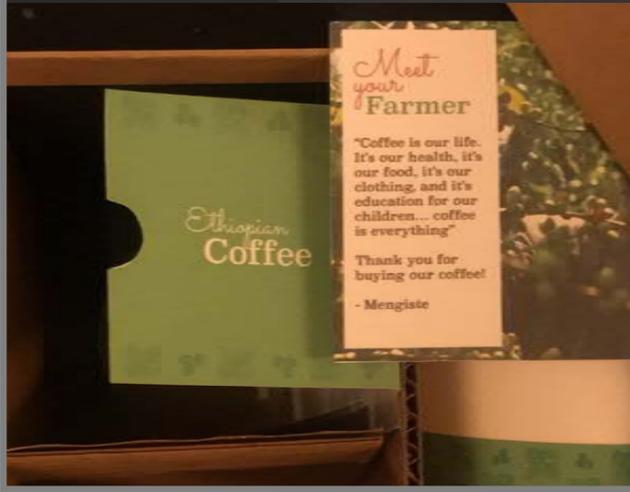
Henry and Jenifer
Location: Stumptown Cafe



- Tons of Informations and too much to register at once.
- The problems regarding the supply chain needs to be shown.
- What if people could prioritize their most consumed origin.
- A smaller box would be more appropriate, easier to carry from office to home.
- Would pay around 30 - 40 bucks for it.
- Having a postcard is a very good option, build empathy.

CUSTOMER FEEDBACK

Focus Group
Location: Parsons, NY



- Can the boxes be made by the Artisans of a particular origin?
- Website landing page needs to have a clear mission and mock-up of the kit.
- Could TCC provide a sample kit (1 sachet per origin at a lower price)
- Concentrate on retention of customers and not just acquisition
- Reusable take away mugs with a particular choice of origin
- Looks very beautiful as the prototype has a personal touch

Ron and Mark
Location: Blue Bottle Cafe



- Don't think I would use the disposable cups, prefer reusable ones.
- The kit looks like a \$60 bucks kit and not less than \$45.
- People are disassociated with the food they consume nowadays.
- Its important for consumers to know all this information on coffee.

Marianna
Location: Intellegencia Cafe



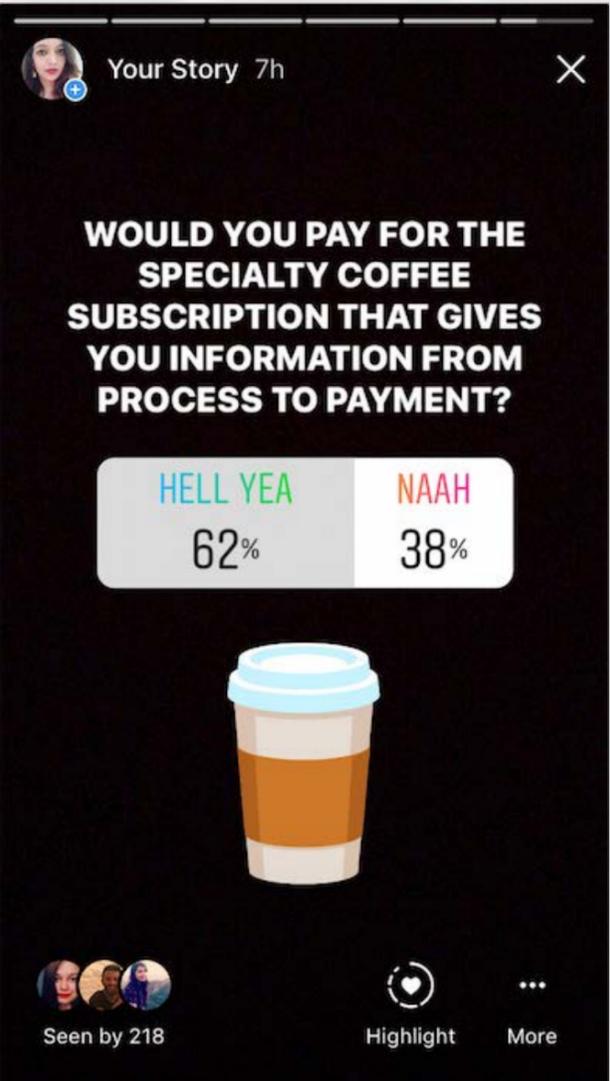
- Love the look of the TCC kit, well designed and curated.
- The history brings more social impact to coffee consumers
- I am sometimes more bias towards Colombian coffee. This kit would allow me to try coffee other than Colombian.
- The single serving can be very convenient
- The kit can be priced for around \$35

Emily Haile
Location: WaterAid America



- I usually need to make four cups of coffee in my coffeemaker at a time, the one serve sachet would not be useful for me.
 - What id you give the option of buying a 1 serve traditional coffee maker with the kit?
- No one uses QR Scanners nowadays. Think of some other way to bring out the information.
- Very well thought through concept.

SOCIAL MEDIA POLL



Conducting a poll on Instagram validated the demand for the prototype even when the poll wasn't targetted to a particular audience.

USER EXPERIENCE

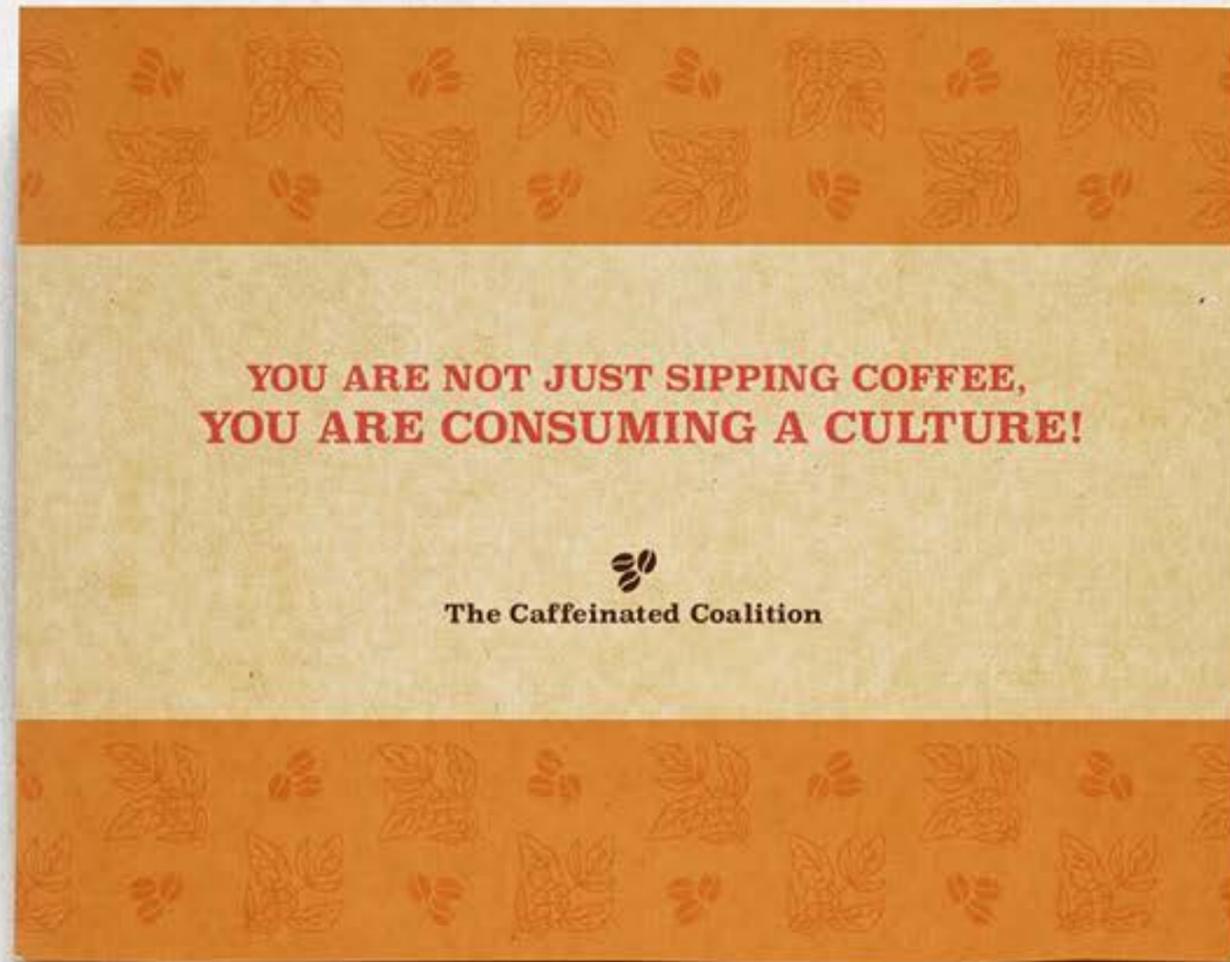
FEEDBACK

- Users appreciated the idea of the postcard with the personal msg from the farmer - helped build empathy and make it personal, relatable and impactful.
- Knowing about the coffee farmers and the process is a plus but not the deciding factor for a customer - the decision is usually based on the quality, price and name of the Origin.
- Users appreciated the idea of “grow a coffee plant on the website and tracking it” - users not interested in the product might still be interested in supporting the cause behind it.
- Some users thought the postcard was a good addition to show to friends, guests, etc - users thought the kit could be a very good gift.
- Users wanted the kit to be smaller so that they could keep it on their dining table.
- Users loved the fact that the kit provides different varieties of coffee from around the world.

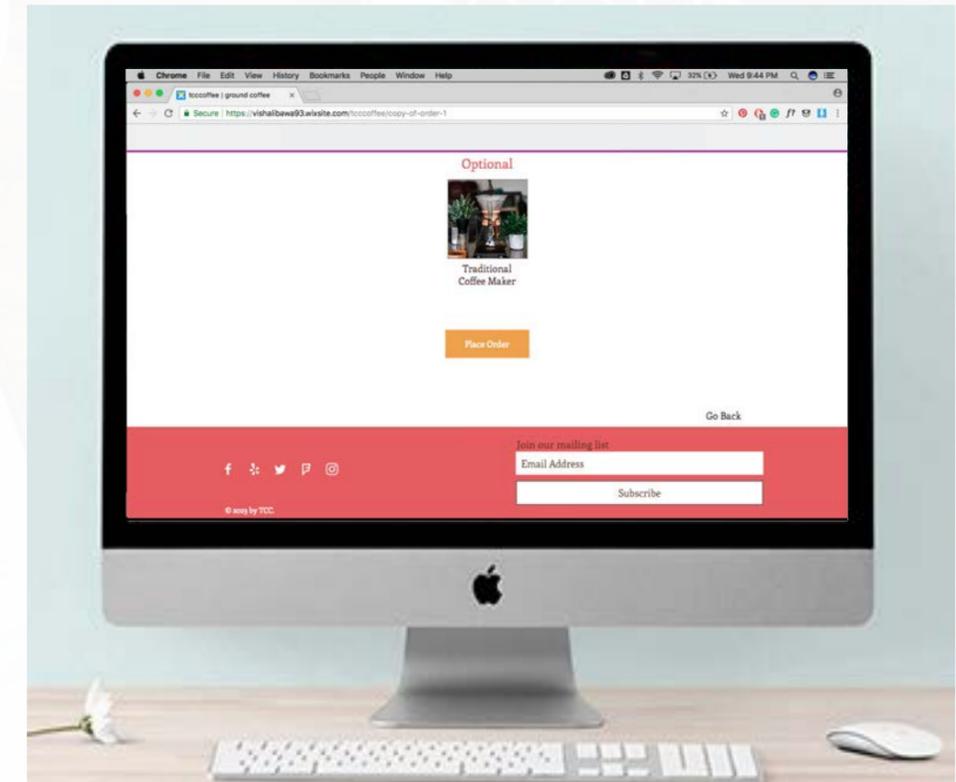
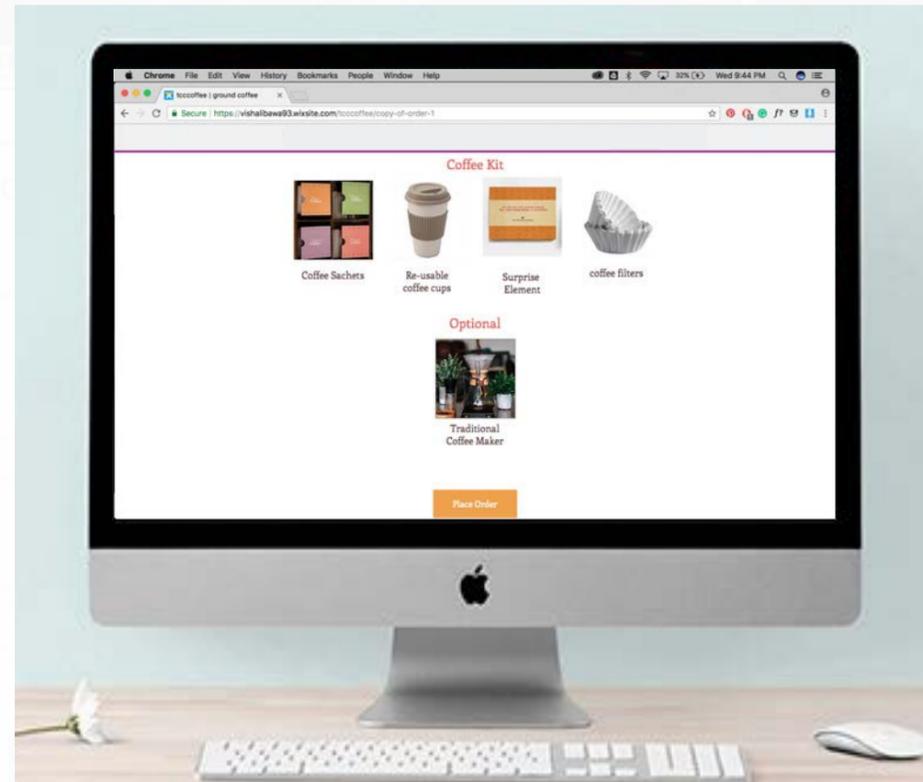
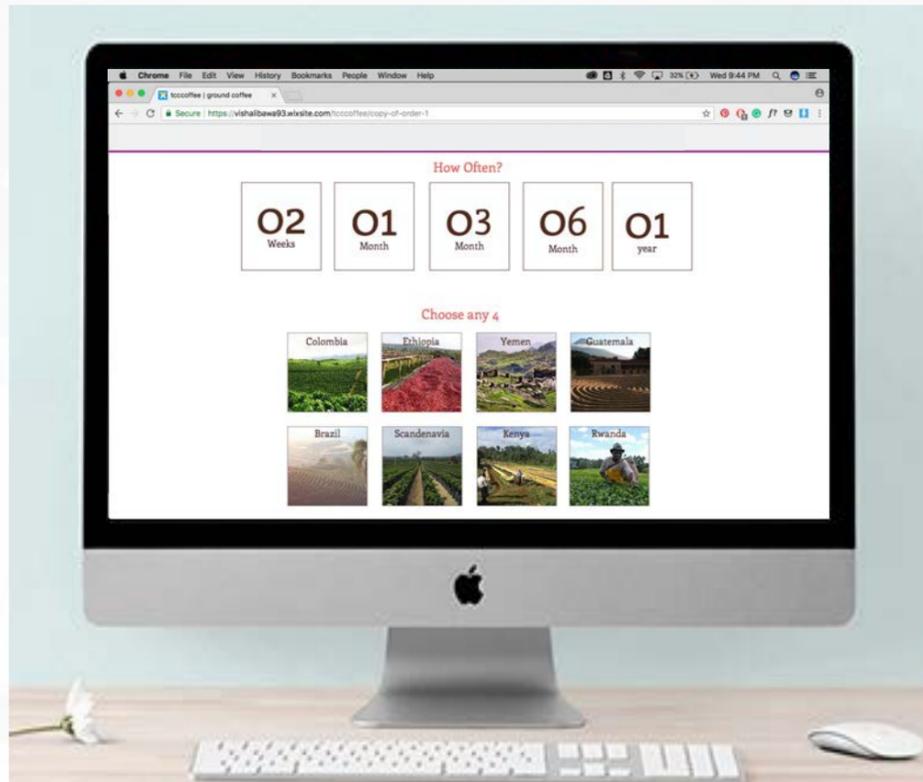
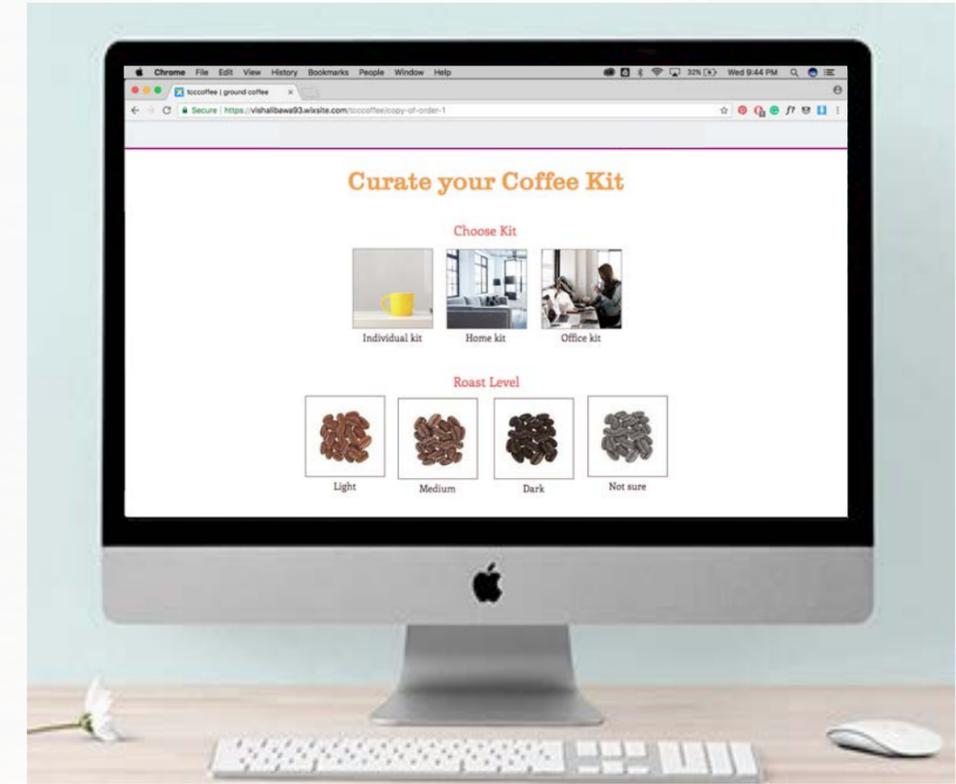
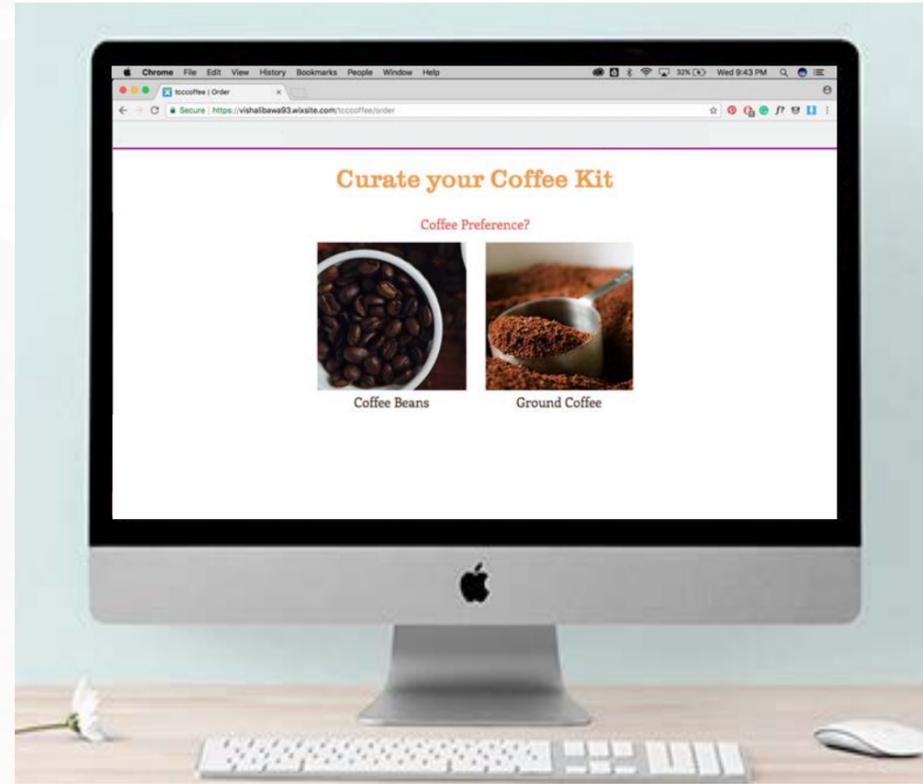
Pain Points

- **Incentive:**
 - Reward for a one-year subscription to the user
 - Benefit from a one-year subscription to a farmer
- **Bias:**
 - Only known coffee origins are preferred (eg. Colombia, Ethiopia)
- **Cups:**
 - A single reusable cup instead of four disposable ones
- **Branding :**
 - More graphics and less text heavy
 - More impactful to bring out the social cause (why do farmers need this)

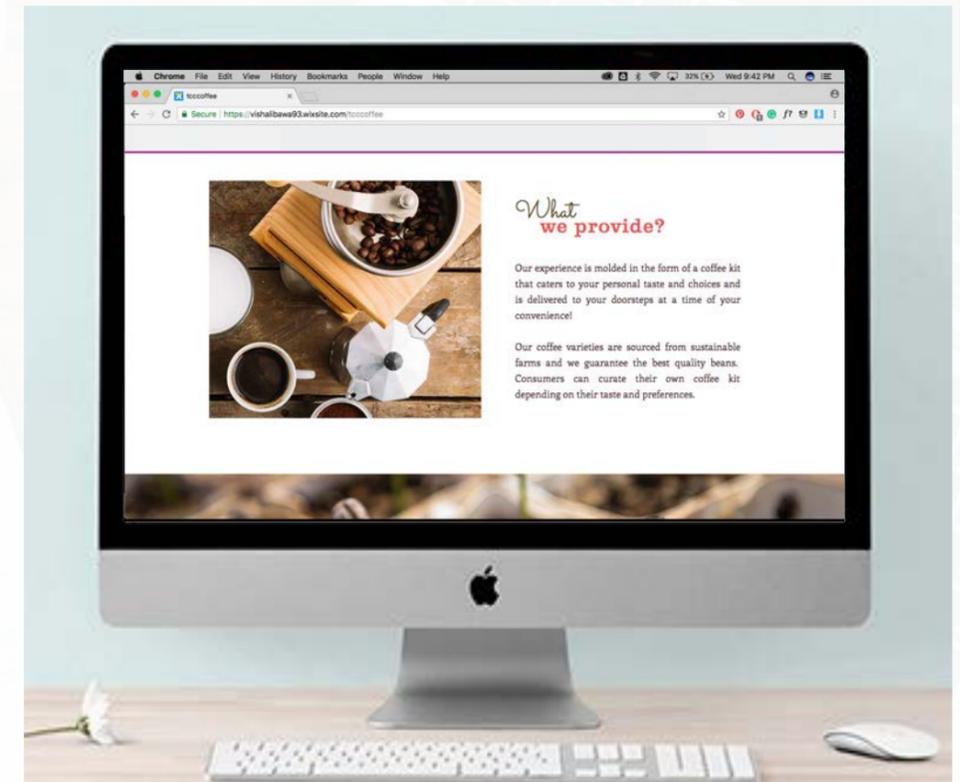
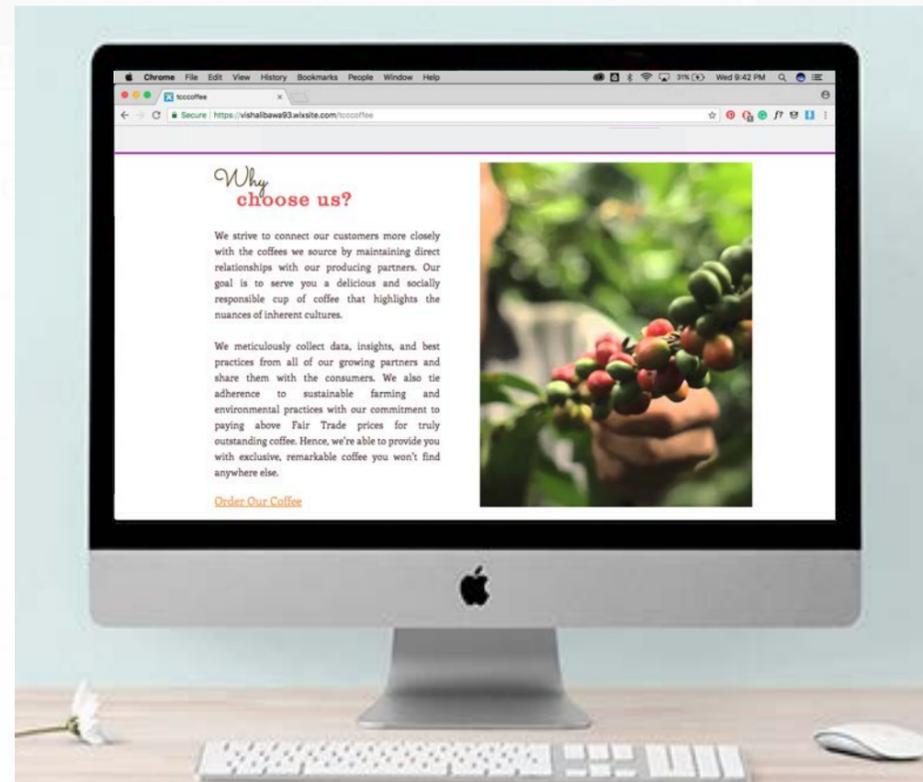
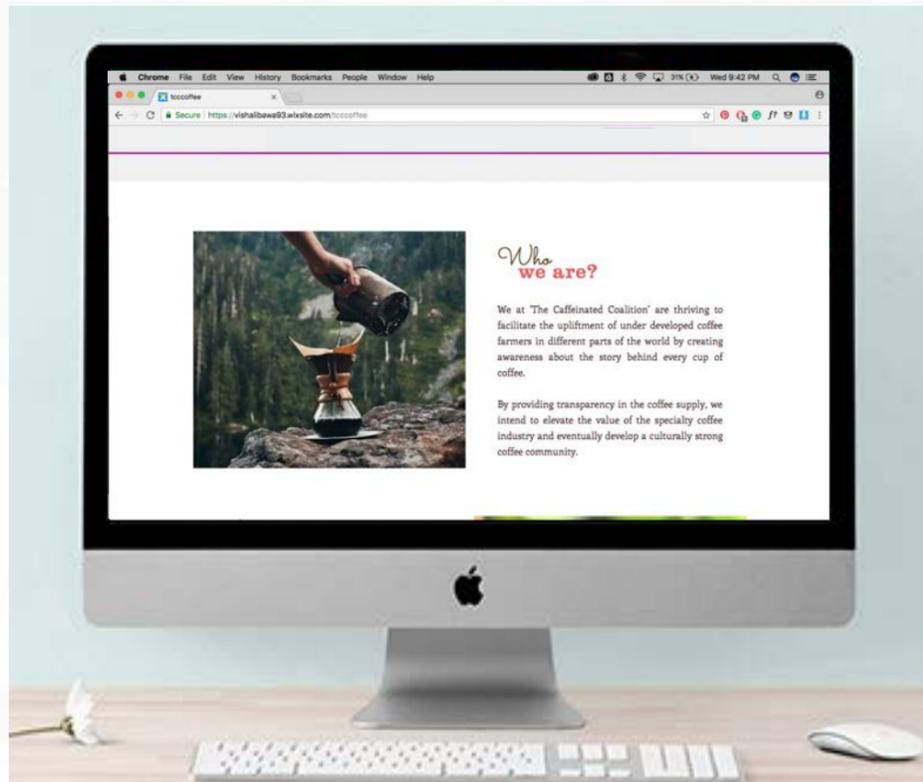
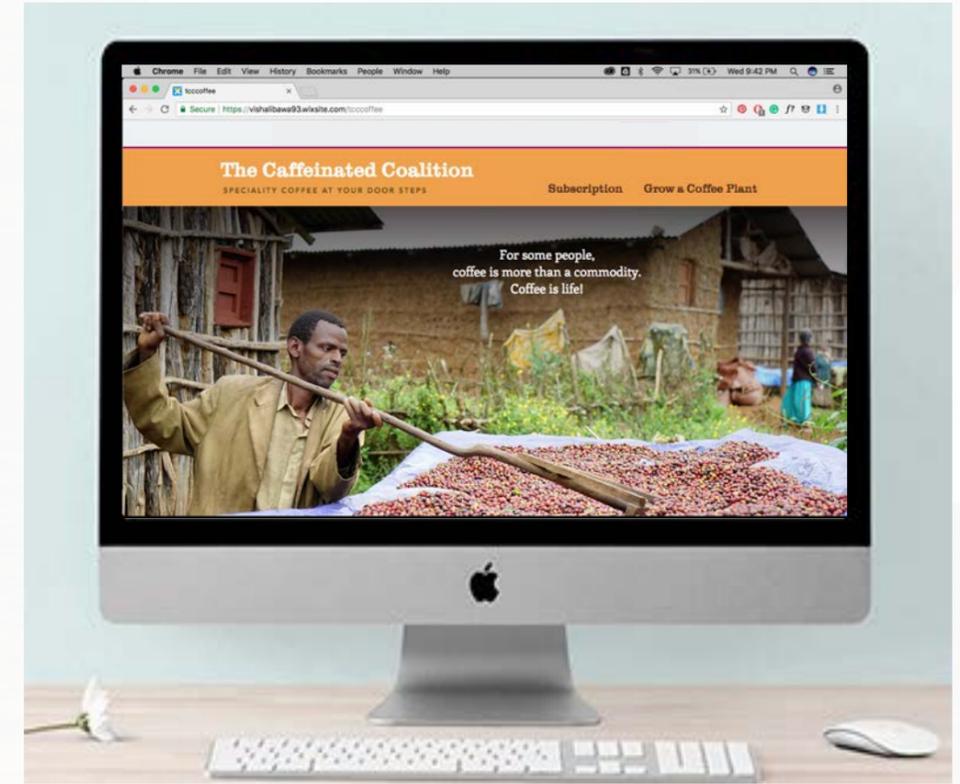
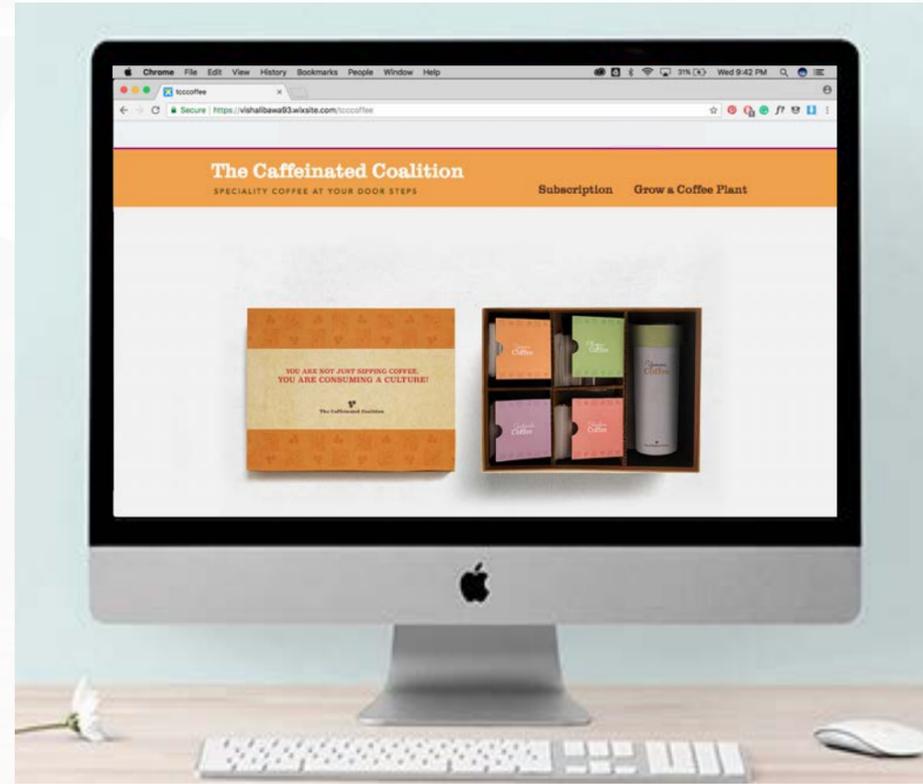
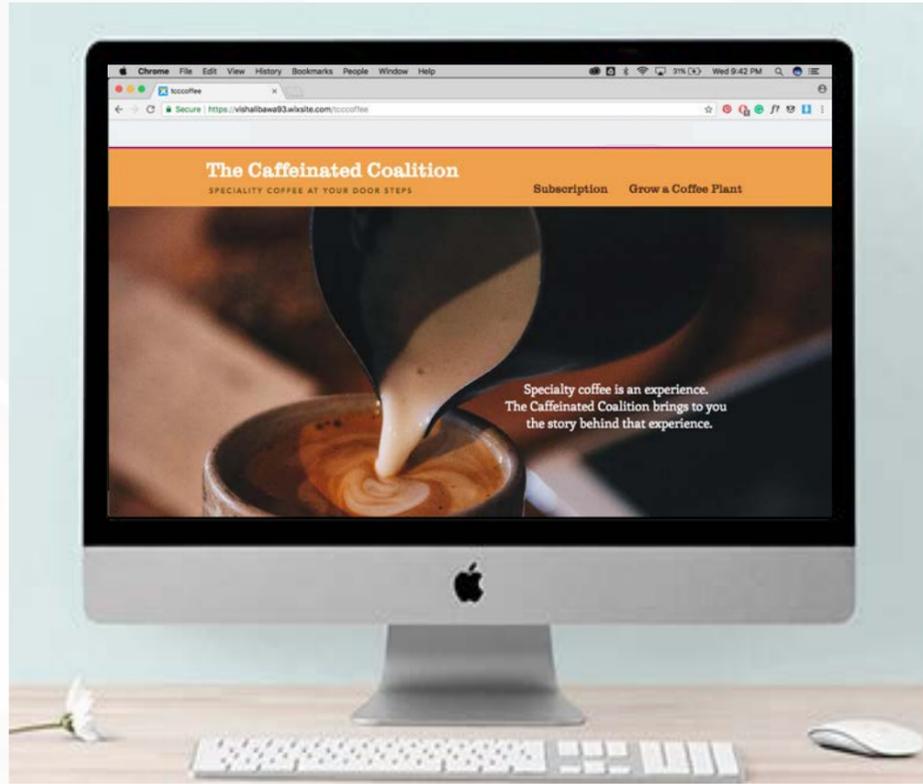
FINAL PROTOTYPE



SUBSCRIPTION PAGE

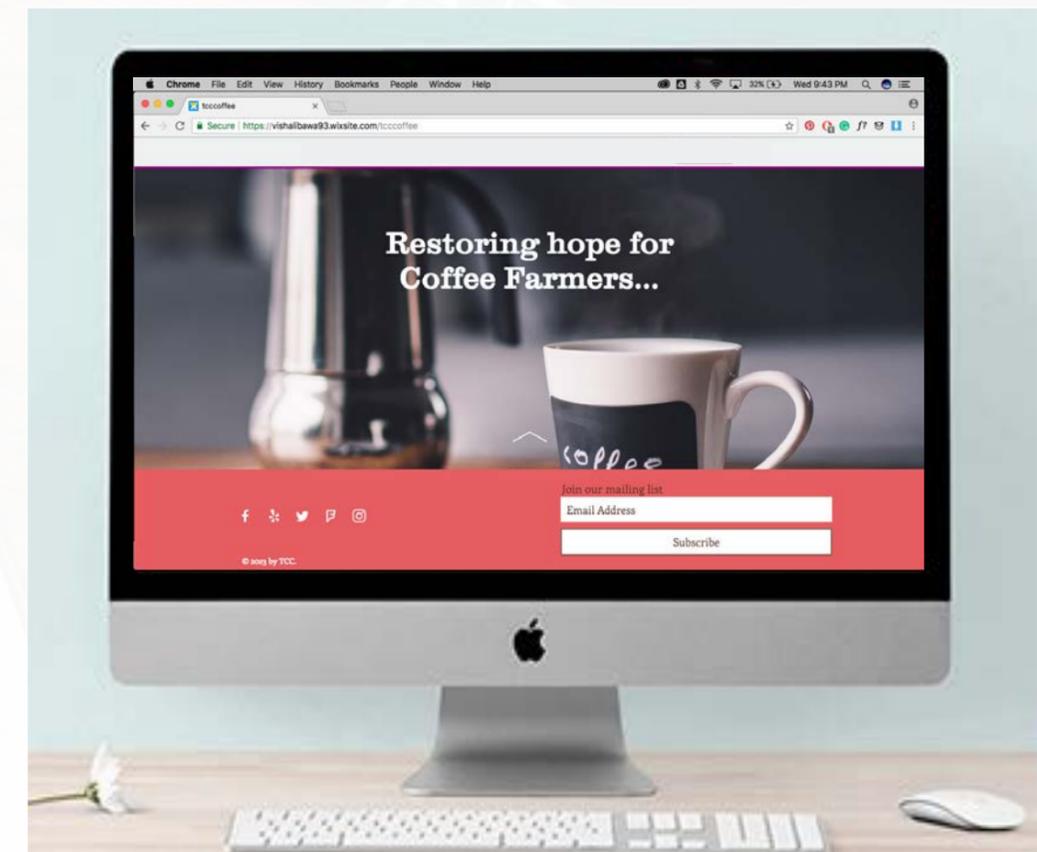
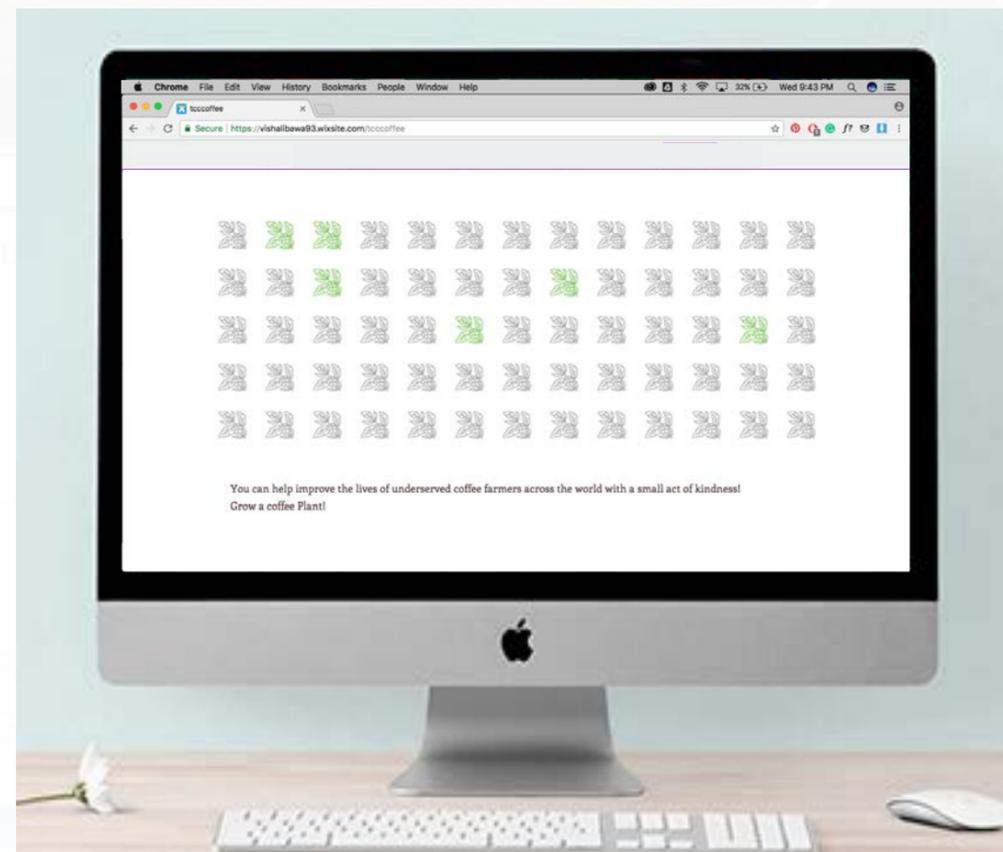
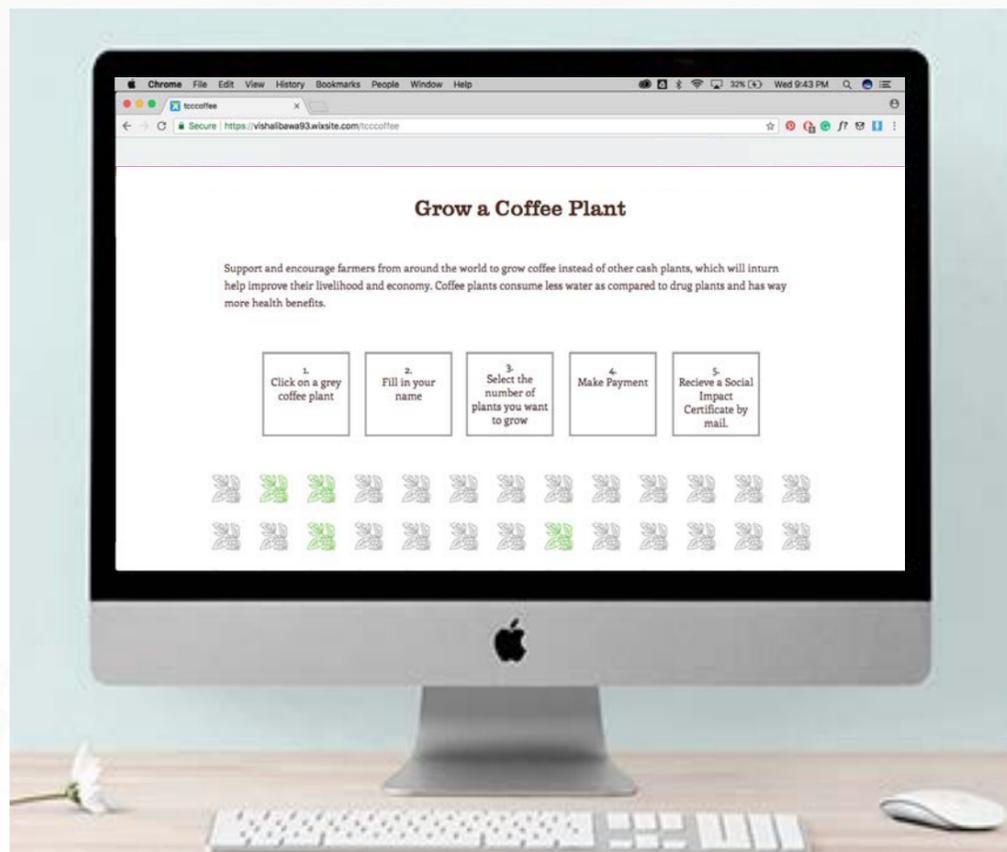
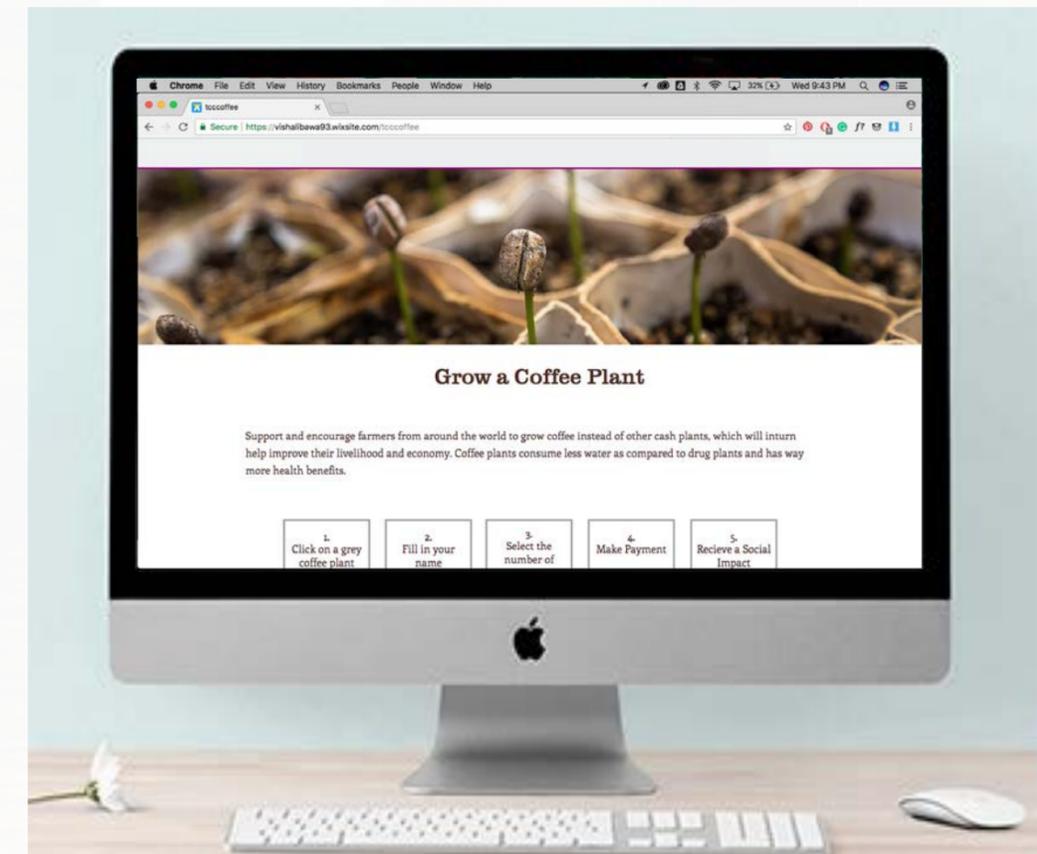


THE WEBSITE - HOMEPAGE



GROW A PLANT DONATION MODEL

The 'Grow a Plant' Donation model is a way in which common users can connect and contribute towards inspiring and supporting farmers to engage in a long-term ROI plant to facilitate a shift from Khat to Coffee. With this, the user gets to name the plant on himself, gift it or buy it in memory of a loved one and track its growth. We aim to bridge the gap between the farmers and the users in an empathetic way to develop an emotional vestigial interest. Simply put - Grow your personal coffee plant and watch the farmers thrive.





MARKET SCENARIO

- United States is the largest consumer of coffee.
- Current retail size of the coffee industry in USA is estimated to be \$48 billion dollars.
- With specialty comprising approx. 55% value share.
- Record price of coffee will increase by 3 times by 2050
- Premium coffee subscription appeals to demanding coffee consumers.



POSITIONING OURSELVES

2 x 2

Benchmark Analysis

SWOT Analysis



Convenient

• Deli

• moustache coffee club

• Starbucks

• Bodega

• Dunkin Donuts

• Pret

• TCC

• Nespresso

• Small Speciality Cafes

• Joe Cafe

Regular

Specialty

• Stumptown

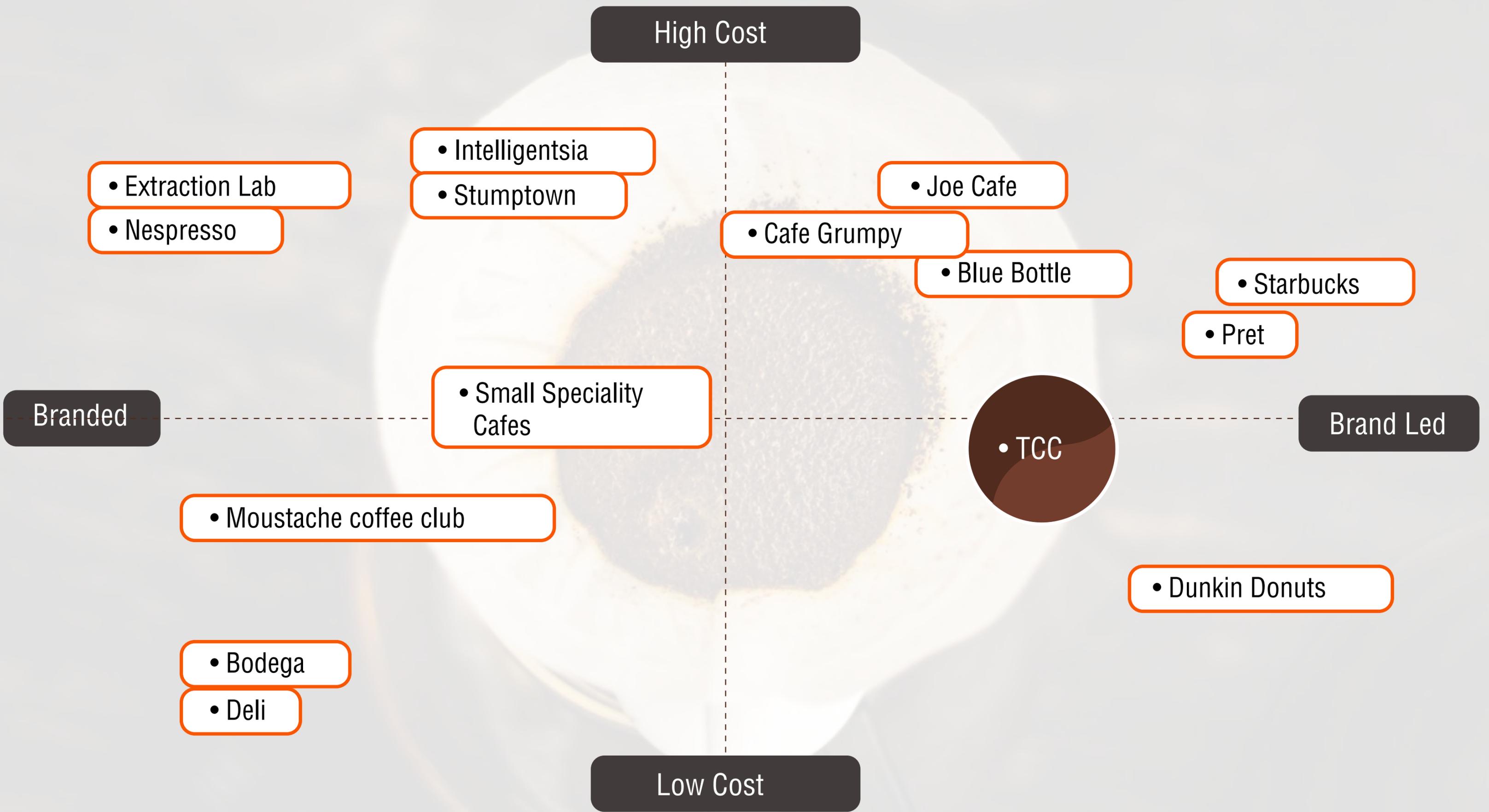
• Intelligentsia

• Blue bottle

• Cafe Grumpy

• Extraction Lab

Inconvenient



High Cost

Low Cost

Branded

Brand Led

• TCC

• Extraction Lab

• Nespresso

• Intelligentsia

• Stumptown

• Joe Cafe

• Cafe Grumpy

• Blue Bottle

• Starbucks

• Pret

• Small Speciality Cafes

• Moustache coffee club

• Dunkin Donuts

• Bodega

• Deli

Benchmark Analysis

Online

Physical

	<i>Moustache</i>	<i>Nespresso</i>	<i>Craft Coffee</i>	<i>Crema.Co</i>	<i>Misto Box</i>	<i>Cafe Grumpy</i>	<i>Extraction Lab</i>	<i>Intelligentsia</i>	<i>Blue Bottle</i>	<i>Starbucks</i>	<i>TCC</i>
Variety	●	●		●	●	◐	●	●	●		●
Convenience	◐	●	◐		◐			◐	●	●	●
Subscription	●	●	●	●	●				●		●
Transparent - Process	◐		●	●	◐		●		●		●
Transparent - Supply Chain				●				◐			●
Cost Effective	●		●	◐	●	◐				◐	●
Specialty Coffee	●		●	●	◐	●	●	●	●		●
User Experience	◐		●	●	●	◐	●	●	●	●	●
Sustainable		●								◐	●
Brand Value		●	◐	◐				◐	◐	●	●

MISTOBOX

STRENGTH

- Customization - selection by coffee expert
- Top quality for reasonable price brewing)
- Free shipping each month
- Informative (origin, roasting, home
- Misto points to create customer loyalty

WEAKNESS

- Limited marketing budget
- Customers may not enjoy all coffee they receive in the subscription box
- Don't offer various flavors. (Limited specialty)

OPPORTUNITY

- Universally beloved beverage
- Part of people's daily routine
- Leveraging technology and convenience market

THREAT

- Other options
- Other subscription based coffee companies
- Potential competitors - subscriptions by starbucks, dunkin, etc

NESPRESSO

STRENGTH

- High quality coffee
- Variety and innovation -origin, flavors and aroma profile
- Genuine, unique coffee machine
- Strong customer service
- Luxury image
- B2B business
- Environmental impact - recycling

WEAKNESS

- Expensive pricing
- No - to go service
- Limited distribution - delivery pick up points - no delivery service
- If you don't have the machine, you can't buy the coffee

OPPORTUNITY

- Ethical and sustainable business trends
- Coffee becoming a popular drink

THREAT

- Other drinks and alternatives
- Coffee brand competitors
- Coffee beans supply

THE CAFFEINATED COALITION

STRENGTH

- Quality of Coffee (Yemen, Ethiopia, Brazilian, Guatemala, etc)
- Personalization (size, variety)
- Narrative/storytelling (branding, packaging)
- Educational / Informative (origin, process)
- Sustainable (biodegradable material)
- B2C business

WEAKNESS

- Price point (Specialty coffee is expensive compared to regular coffee)
- No expert opinion, choose on your own.

OPPORTUNITY

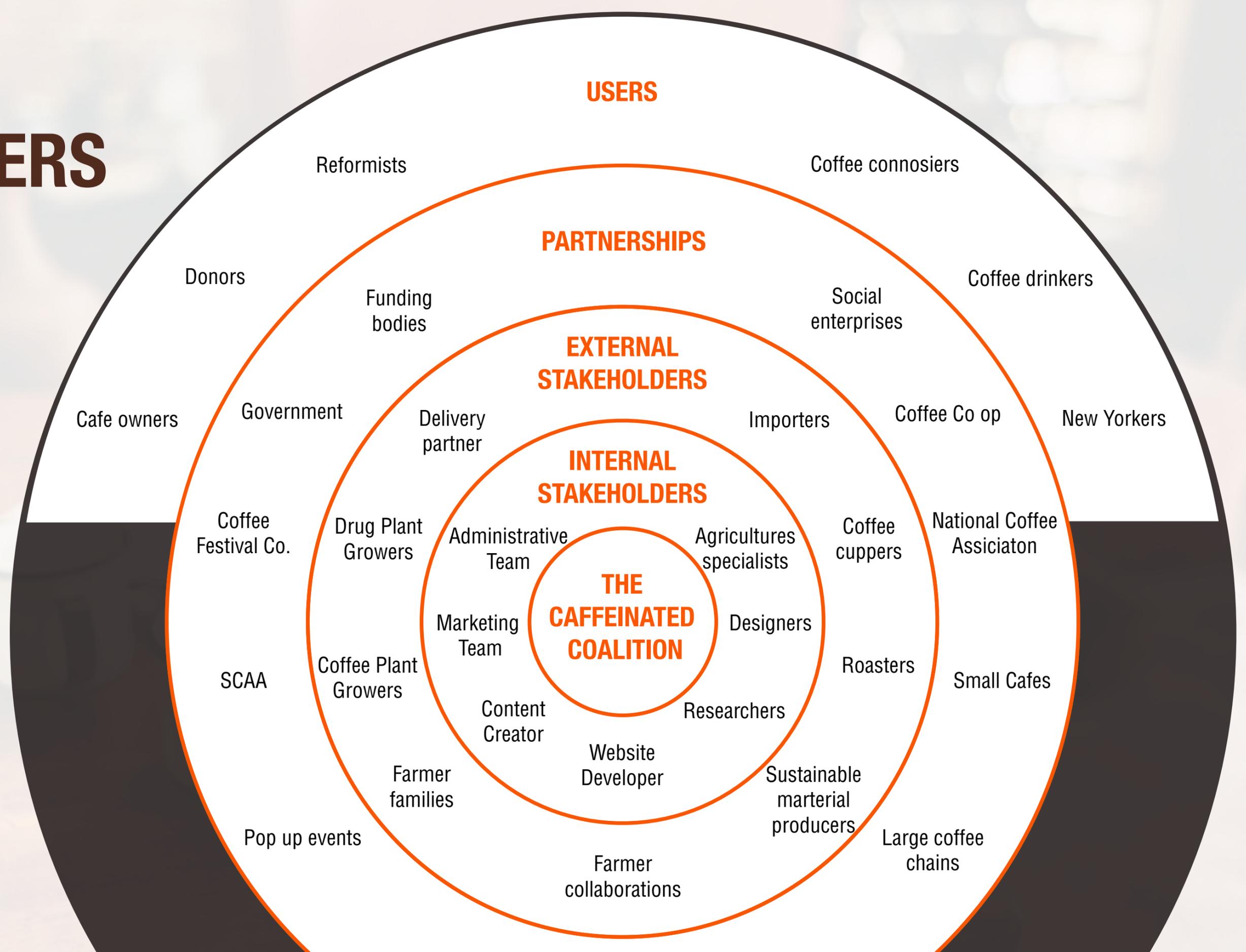
- Create awareness
- Facilitate convenience
- Shift of millennials towards specialty coffee industry
- Connect farmer's story with the consumer's
- Importance of single-cup coffee in today's market

THREAT

- Direct, Indirect and potential competitors in the specialty coffee market
- Various Subscription models
- Brand Value of big specialty chains
- Coffee beans supply

STAKEHOLDERS

The map helped visualise the over all internal and external stakeholders of “The caffeinated Coation”



VALUE CHAIN ANALYSIS

INPUTS	GROWING	PRODUCTION	TRADERS	ROASTERS	TCC	OUTPUT
Seeds	Processing (Wet, Dry process)	Robusta	Facilitating trade	Roasting (Roast, Instant)	Packaging	Online Sales
Land	Milling	Arabica	Buying coffee	Grinding	Preparing Coffee Kit	Pop - up events
Irrigation	Parchment coffee (Seed coat removed)			Blending	Facilitating deliveries	
Fertilizers				Brewing		
Labor						
Machinery						

GROWERS

TRADERS

ROASTERS

CONSUMERS



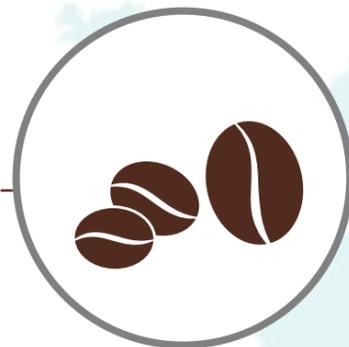
Small Holding Farmers

27%



Transportation

2%



TCC

5%



Roasters

15%



Packaging (TCC) - Coffee Kit

3%



Deliveries

3%



Encouraged to grow coffee over Drug plants



Revenue



Financial Benefits to the coffee Growers

COFFEE TRADING

Coffee trading is currently around \$1.75 per pound, but when a consumer purchases a pound of coffee from their favorite roaster, they pay around \$12 per pound. So where is all the money going? According to Ric Rhinehart, Executive Director of the Specialty Coffee Association of America, the money made is not the price difference between a pound of coffee. There are a lot of other smaller pieces that make up the overall cost per cup.

The calculation for any cup of coffee starts at the farm gate. Typical expenses at origin include labor, fertilizer, inspections, certifications, transportation, and membership fees. The current mechanism used to determine pricing for specialty coffee is inadequate and does little to empower farmers. It does not allow farmers to price coffees based on their value.

If a roaster suddenly increases their price on wholesale coffee, the retailer has the option to raise the menu prices. If a roaster is told by their importer to expect a cost increase, the roaster has the option to raise prices for their wholesale customers. If the cost of production suddenly goes up for a coffee farmer, they have few or no options, because the selling price for coffee is determined by an average market price.

While most of these coffees are reasonably priced, top-quality coffees are becoming increasingly scarce and expensive. Calculating the true cost of a cup of coffee involves navigating a complex system where small profits are carved away at each transaction point. Unfortunately, average consumers don't understand the whole value chain.

FINANCE STRUCTURE

KIT PRICE

ITEM	PRICE
Ethiopia Coffee..... 16oz = 4 Kits	\$0.50 / Kit
Columbia Coffee..... 16oz = 4 Kits	\$0.50 / Kit
Guatemala Coffee..... 16oz = 4 Kits	\$0.50 / Kit
Yemen Coffee..... 16oz = 4 Kits	\$0.50 / Kit
Eco-friendly Coffee Box..... 1 box	\$1.50 / box
Eco-friendly bags..... 32 bags - 2"x 3"	\$8.00 / bag
Bamboo Reusable Cup..... 1 cup	\$2.50 / piece
Coffee Filters..... 32 pieces	\$1.00 / piece
Cost Price of the kit.....	\$15

EXPENSES

PRIMARY (per annum)	
Website development and maintenance.....	\$2000
Transportation.....	\$36,000
Storage.....	\$18,000
Marketing.....	\$20,000
Salaries.....	\$48,000
SECONDARY	
Internet/phone.....	\$2,400
Insurance.....	\$2,643

REVENUE

PRIMARY (per month)	
Subscription Kit.....	\$35
With coffee maker.....	\$42
SECONDARY	
“Grow a Plant” donations.....	\$5
FUTURE REVENUE STREAMS	
Merchandise on the website	
Parallel Marketing	
Website Ads	

FINANCIAL PROJECTIONS

YEAR 1

1% of SOM

Targeting Market: 4600
Total Expense: \$129,043
Sales : \$161,000
Profit : \$92,000
Donation: \$230 (1% of TM)

YEAR 2

Increase by 30%

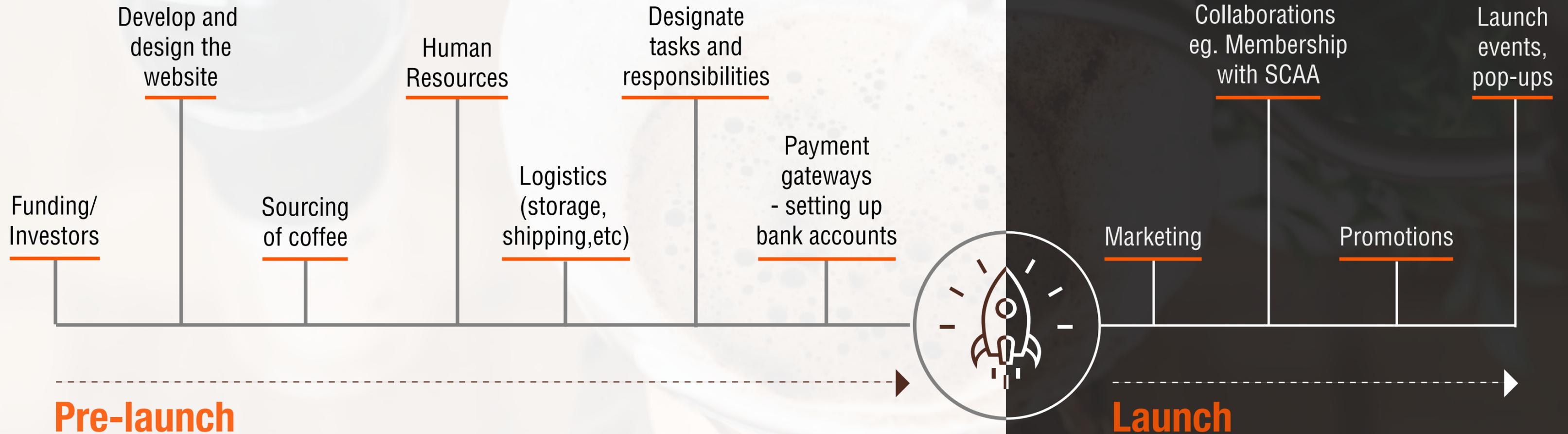
Targeting Market: 6000
Total Expense: \$134,043
Sales : \$209,300
Profit : 119,300
Donation: \$600 (2% of TM)

YEAR 3

Increase by 30%

Targeting Market: 7800
Total Expense: \$150,000
Sales : \$273,000
Profit : \$156,000
Donation: \$1170 (3% of TM)

IMPLEMENTATION PLAN



MARKETING PLAN





Abdul Qadir



Vishali Bawa



The Caffeinated Coalition

