

Simple Coffee Co.

NOVEMBER 2019

PREPARED BY
Olivia Youngs



SIMPLE COFFEE CO.
ABRIDGED BUSINESS PLAN

Executive Summary

Simple Coffee Co. will introduce Grand County to true specialty coffee, with a focus on sustainability, ethics, and aesthetics, while providing a much needed “half-way” point between the hubs of Granby, Grand Lake and Winter Park. Our simplified coffee offerings, light and healthy snacks, and welcoming staff will cultivate an unexpected community for locals and visitors alike.

We exist first and foremost, to provide quality coffee and, in turn, foster community. Coffee has always been the perfect conduit for relationships to thrive, and we believe Grand County is in desperate need of welcoming, safe, aesthetically appealing, high quality places for community to thrive. We don't think being a drive-through space limits us, but rather heightens our ability to serve more people. Beyond the space itself, Simple Coffee Co. will introduce specialty coffee in a non-judgmental, approachable way.

Mission

To fill the specialty coffee void with a welcoming space that produces consistent, high quality beverages for locals and visitors alike

Vision

Several years from now, we will be known locally and beyond as a destination cafe(s). Our sustainability will inspire other cafe owners and we will continue to push boundaries in sustainability and approachable hospitality.

Values

We are guided by three values: sustainability, consistency, and welcoming yet unexpected spaces

Target Market

Grand County, Tabernash in particular, is a diverse crowd. Our target market consists mostly of locals living near the cafe (in Coyote Creek District, Tabernash, Pole Creek, Winter Park Highlands, etc.), tourists travelling on Highway 40 from Winter Park to Grand Lake or from Grand Lake to Winter Park, and blue collar workers going to and from work.

Simple Coffee targets a diverse crowd of locals and tourists - providing a welcoming spot for all to enjoy amazing coffee. Here is a brief breakdown of each segment of customers:

- Grand County Total Population (as of 2017): 15,321
- Young, local families: 4,000 local households (2010 census)
- Millennials: 5,400 locals aged 18+
- Tourists travelling on Highway 40:
- Coffee connoisseurs: 48% millennials/60% of 25-39 year olds. (Denver Post)

Competition

- *The Perk:*

- *Rocky Mountain Roastery:*

- *Lionhead Coffee:*

- *Stoked Meeting Space:*

- *Java Lava:*

Midtown Café:

Execution

MARKETING & SALES

With more than four years of professional experience in the marketing and social media realm, Olivia is well equipped to spread the word about her endeavor both online and in person. She plans to use social media (Instagram and Facebook, primarily) to establish a strong, engaged customer base of locals and non-locals alike. In addition, she plans to promote her business in the beginning through newspaper articles and, in the beginning and long term, through word of mouth (ultimately, the most powerful form of advertisement) and social media.

LOCATION & FACILITIES

Simple Coffee Co. will operate out of an approximately 200 sq. ft. commercial space within a larger building. It is attached to a re-sale shop called Jackpot and has an Air-bnb rental directly above. It's located in the center of Tabernash, behind the well-known antique store in a historic building with easy access for traffic from both locations.

EQUIPMENT & TOOLS (TOTAL FUNDING 35K-40K)

Simple Coffee will require an impressive (yet simple) lineup of state of the art coffee equipment to achieve the level of professionalism and quality coffee that we aim to serve. The following items are the ones we believe we will need to purchase brand-new. Other, less important equipment we will take a more thrifty approach and look for used/refurbished/DIY options.

BASE EQUIPMENT LIST:

- LA MARZOCCO LINEA ESPRESSO MACHINE
- MAHLKONIG GH2 & K30 AIR GRINDERS
- FETCO BATCH BREWER (AND DISPENSERS)
- ESPRESSO TAMPERS, DISTRIBUTORS, KNOCK BOX, PITCHERS/BUILT IN RINSER

WE HAVE ACCESS TO WHOLESALE DISCOUNTS THROUGH OUR SUPPLIERS AND COFFEE ROASTER.

Milestones & Metrics

JULY 2019	PRESENT BUSINESS PLAN TO POTENTIAL ADVISORS AND INVESTORS
AUGUST 2019	<ul style="list-style-type: none">- APPLY FOR EIN NUMBER AND CORPORATION LICENSING- ESTABLISH FUNDING VIA INVESTORS AND CROWDFUNDING PLATFORMS-BEGIN ORDERING EQUIPMENT WHICH CAN TAKE SEVERAL MONTHS TO ARRIVE ON-SITE/BEGIN BUILDING WEBSITE AND SOCIAL MEDIA PRESENCE
SEPT 2019	SIGN BUILDING LEASE AND BEGIN BUILD OUT
NOV 2019	GRAND OPENING

Financials & Projections

Although projections are always difficult, Olivia has had her finger on the coffee community in Colorado and Grand County specifically for years. Much like the craft-beer scene in Colorado, craft coffee is an emerging and quickly growing market with a wide range of customers. With the growth expected (and already happening) in Grand County, it's the perfect time to introduce a unique specialty coffee shop like ours to locals and tourists alike.

With the knowledge that 65% of adults are coffee drinkers and an average sale of \$10/customer and a market average increase of 15% growth in the second year and 25% in the third, Simple Coffee Co. projects the following financials:

START UP COSTS: \$25,000

LEGAL/STATE FEES + PROPERTY FEES + EQUIPMENT
+ BUILD OUT + BEGINNING INVENTORY

SOURCE OF FUNDING:

In order to remodel the space and provide a valuable and lucrative coffee shop experience, Simple Coffee Co. will need funding in the amount of \$60,000 to fund start up costs and overhead fees. We are hoping to find a small group of like-minded supporters to back this venture and join us in creating a community around coffee.

Simple Coffee is looking for a select group of investors to personally loan the business money during startup to be paid off with interest in the first five years. In order to purchase equipment, build the shop, and pay for other opening fees, Simple Coffee Co. will expect to receive funding before September of 2019. In addition to personal investors, crowdfunding via Kiva.org will help Olivia's large circle of influence (and beyond) to back this venture

See attached: profit/loss statement, cash flow projection, income statement