



Dope Coffee

Atlanta United States

Dope Coffee is America's fast-growing and trendsetting coffee brand that consumers love because of the quality of our product, our morals, and our dedication to our culture. We are on a mission to bridge the worlds of Coffee, Hip-Hip, and Culture.



Mike Loyd, CEO

Chel Loyd, CPO

Stace Loyd, COO

Help

Dope Coffee Leadership Team

Black-Owned Woman-Owned Veteran-Owned

This collection of creatives produced a Hip-Hop Album, called Spinach, a short-film called White Paper Ballot which inspired the launch of a new Hip-Hop Coffee Roast, Ethiopian Dripp.

Our company does many things well but at our core, we are here to elevate & uplift Black culture while serving great coffee to great people. Based in Atlanta, Dope Coffee has made a name for itself with loyal customers that are dedicated to the success of the company.

Through our growing social media presence, retail storefront, local and national wholesale distribution, and 5-star customer ratings-Dope Coffee continues to be the one to beat in specialty coffee.

Our Coffees Tell A Story



Help



Our signature roast is the Ethiopian Drripp, the first Coffee x Hip-Hop line we've released.

Check out the Ethiopian Drripp [Black Card Commercial](#).

To learn more about our coffees, check out our [selections of coffee here](#)

New packaging with coffee vibes deliver the flavor profiles of our coffees. Each coffee is themed with a quote that sums up the feeling that the aroma and taste incite.

Packaging Designed To Simplify Making Great Coffee



Each Roast Has A Story Created To Uplift & Elevate

Drripp Tips on each package serve as an easy reference for making a great cup of coffee.

Help

zdn.filestackcontent.com/2YDUahdTdk5gwi4Oc6K5

Resealable 2oz Packets



Our customers love our 2oz packs which they can purchase in a three-pack called the Pleasure Pack.

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filestackcontent.com/oLqrt9HCT6WN1RAOEwng

COFFEE FOR SELF-CARE



Coffee Soap



Coffee Scrub



Beard Serum

Hip-Hop is about the break, we break down coffee and keep it simple. You don't have to have a degree to make a great cup of coffee at home and Dope Coffee is here to break that barrier through a deliberate and targeted campaign. The core of our programming will come through Dripp Tips. Check out the [Black Coffee \(The Documentary\)](#) [Coffee x Hip-Hop Brewing In Atlanta](#) to see what we've been up to behind the scenes.



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Stace Loyd is the COO & VP of Music. Stace brings The Energy Sound to the company while pushing us towards growth. Chel created Ethiopian Dripp to accompany the Spinach Album produced by Stace. A Coffee x Hip-Hop project.

The CPG x DSP or Consumer Packaged Goods x Digital Streaming model is already here. Travis Scott's retail dominance is simple, the artist does the marketing and the brand delivers the product. Dope Coffee is both, that's why this makes sense and is continuing to grow in the midst of a pandemic.

Our Competitive Advantage

INNOVATION

Beyond Whole Bean & Ground Coffee



HBCU
Ready To Drink Concept



Hip-Hop Coffee & Tea Line
Ready To Drink Concept



Coffee x Hip-Hop model or more geekily put CPG x DSP or Consumer Packaged Goods x Digital Streaming Platform. Make no doubt this model is already here with Travis Scott & His Cactus Jack Burger at McDonald's.

Help

A Concept With Great Traction & Market Acceptance

Demonstrated Traction



- Last 12 Month Revenue \$192,490 +2628% ↑
- 5600+ Customers ↑
- Store Session Growth +646% ↑
- Returning Customer Rate 17.2%
- Store Conversion Rate 6% ↑
- Average Order Value \$38.32 ↑

*Stats as of February 2021



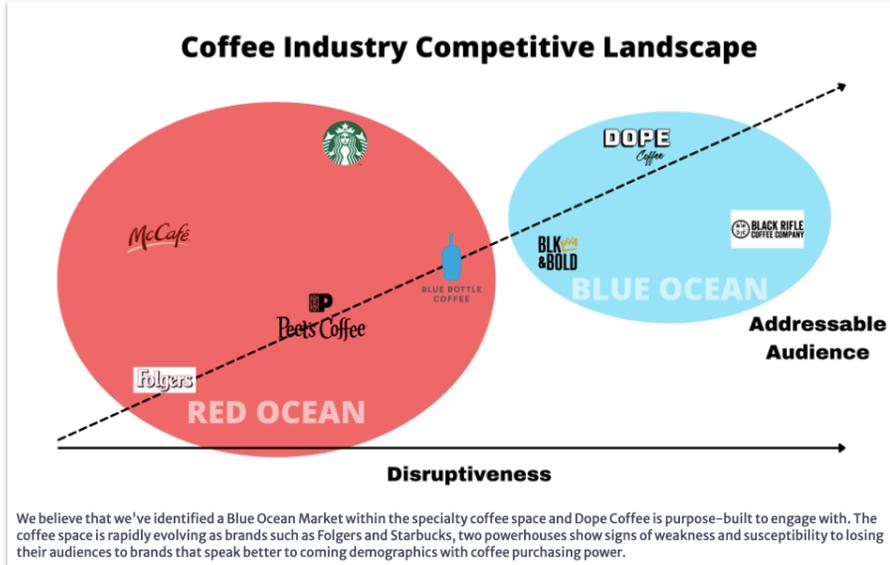
In 2020, B2C was our primary focus. In 2021 we will make an aggressive push in B2B and local distribution.

Help

Dope Coffee Is Distinct In A Crowded Market

Dope Coffee Is Distinct In A Crowded Market

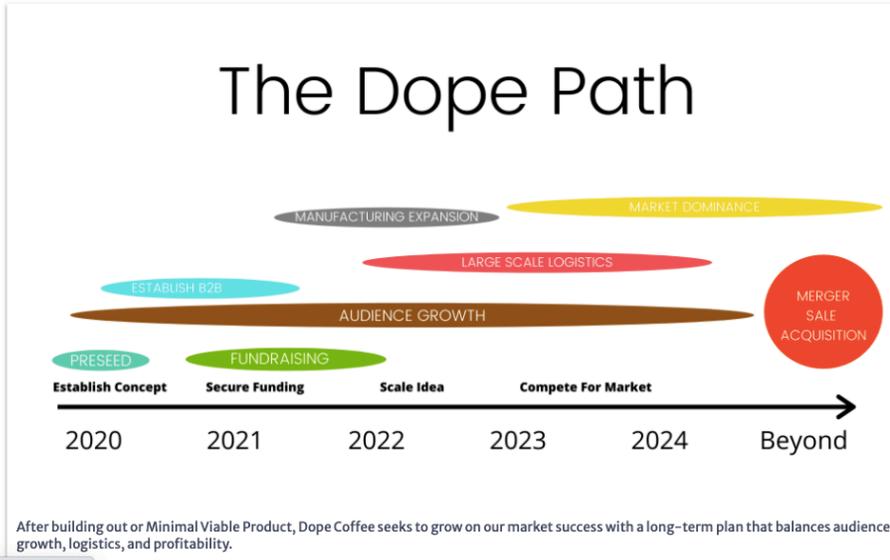
Our research and blue ocean marketing strategy signal that the market is ready for a modern coffee giant equivalent to Folgers. A Black-owned household name that, like Travis Scott, is hard not to like.



[Help](#)

The Way Forward

In many ways, we've forged our own path, now we must begin consolidating our efforts by placing the company on a path to growth and profitability.



[Help](#)

Growth Capital Is The Fuel

Marketing, Manufacturing & Logistics



content.com/ljfnhv9KSCeORXIGbhAP

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It's been said, we have the "sauce", we take that to mean great bean selection and whatever else the people want.

Dope Coffee has gained traction, not only in Atlanta but nationwide, and will only continue to grow. We plan on capitalizing on our momentum by doing the following:

- Launching a targeted digital media and marketing campaign aimed to build a 2,000 recurring customer base
- Expanding our manufacturing and distribution facility to accommodate expected growth
- Acquiring equipment to scale manufacturing capabilities
- Continuing to invest in our communities by partnering with Black businesses and encouraging entrepreneurship

Marketing

Our marketing strategy hinges around the creative controlling the product. We combine creativity plus business acumen to leap to the next tier. Throughout 2020, Dope Coffee engaged in a highly effective marketing campaign that set our brand apart from direct competitors and the overall coffee industry. We need capital to not only continue but ramp up our outreach effort. Dope Coffee aims to be a household name in less than 3 years.

B2C Marketing Approach

Digital Marketing

Content Marketing Public Relations

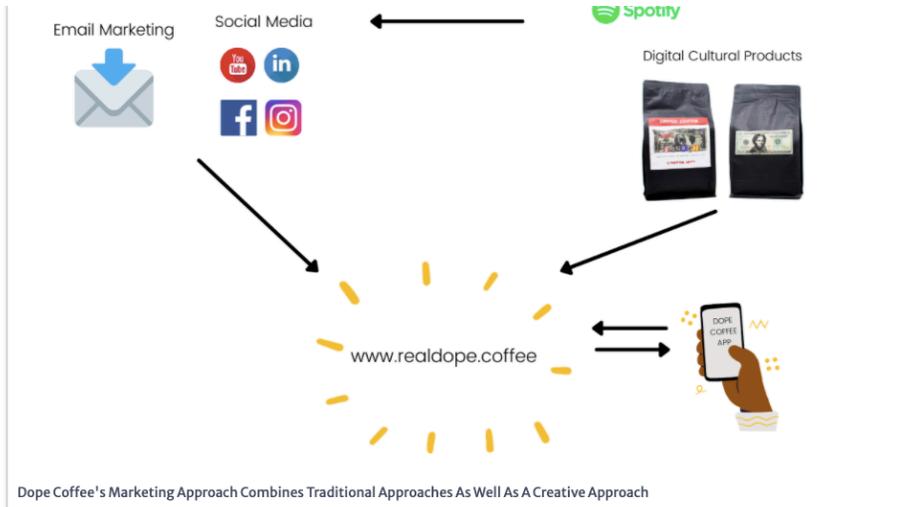


Dope Coffee Music

Digital Streaming Platforms Live Shows



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B2B Sales Approach

So far, Dope Coffee has handled all B2B transactions internally resulting in a major goal of this raise is to standup a national sales team with local sales teams in Atlanta, Georgia and Winston-Salem, North Carolina. Our national sales manager will initially handle all sales and subsequently, begin building out our local sales teams.

Manufacturing

Dope Coffee currently relies on toll and contract roasting to meet our coffee supply needs. We have the ability to bring 90% of our product manufacturing in-house saving nearly 50% on our coffee cost while maintaining a tighter supply chain.

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As we expand, we need to build out a dedicated roasting facility that doubles as a creative workspace in order for Dope Coffee to continue telling the story over coffee that has made us so successful.

Following this Title III Crowdfund, Dope Coffee Company plans to explore the acquisition of commercial space in an Opportunity Zone.

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Supply, Logistics, Reducing COGS



Additional working capital will allow us to purchase inventory in greater volume allowing each sale to return more dollars into company growth. We will reduce our flexible bag cost and boxes and handling material by up to 70%.

Dope Coffee can expand our sales footprint with the addition of a delivery van. Our first van will also double as a local ATL free delivery option that we test before expanding.

Our Ideal Investor

We believe in the democracy of the economy and we also recognize that not everyone has the opportunity to invest in a high-growth startup. Through equity crowdfunding, we can open our offer to \$250K investors as well as \$250 through our convertible note offering. We seek investors who recognize that great ideas become reality when nurtured properly.

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INVESTOR PERKS

\$10,000 Dope Coffee Investor Box

\$50,000 Complimentary 6 Month Coffee Subscription and Dope Coffee Investor Box

\$75,000 Complimentary 1 Year Coffee Subscription and Dope Coffee Investor Box

\$100,000 Complimentary 2 Year Coffee Subscription and Dope Coffee Investor Box



Dope Coffee Investor Box

We pride ourselves in being:
Highly Efficient, Innovative, and Disruptive

Help

We pride ourselves in being:
Highly Proficient, Innovative, and Disruptive.

We seek to push the boundary of what it means to be a coffee company through the exponential power of Hip-Hop and the creative arts to create new ways of consuming a product and uplifting culture.

Our leadership team is highly dedicated and the sum of their experience sets the tone for Dope Coffee to become one of the most disruptive coffee brands of all time. Coffee and Hip-Hop are both industries where showing up is not enough, you must be iconic to stand the test of time and we will be up to the challenge of creating an iconic brand... That's why we called it Dope.

Press & Features

[Roast Magazine](#)
[Forbes](#)
[Travel Noire](#)



#BlackOwned #DiverseFounders #Food&Drink #Retail

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\$0 FUNDS RECEIVED
of \$428,980 maximum target

\$50K MINIMUM

Investment Summary

Convertible Note

Minimum Investment: \$250

Interest rate: 6%

Maturity date: 2026-05-01

Discount: 10%

*See [Offering](#) & [Form C](#) sections below for disclosures

Offering

Convertible Debt

[Pitch Deck 2021.pdf](#)

[Help](#)

Convertible Debt

-  Pitch Deck 2021.pdf
-  Exec Summ 2021.pdf
-  Financial Cond 2021.pdf
-  2021 term sheet.pdf
-  2021 Use of Proceeds.pdf

Form C

-  Preview Form C

Mission

OUR MISSION and PLAN OF ACTION

Dope Coffee is a trendsetting and well-loved consumer packaged goods brand based in Atlanta, Ga that seeks to be America's #1 Specialty Coffee Brand. We are on a mission inspired by coffee, Hip-Hop, and Black culture.

Our mission is to elevate Black culture while serving great coffee to great people. Based in Atlanta, Dope Coffee has made a name for itself with loyal customers that are dedicated to the success of the company.

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Complimentary 1 Year Coffee
Subscription and Dope Coffee
Investor Box

\$100,000

Complimentary 2 Year Coffee
Subscription and Dope Coffee
Investor Box

Key Facts & Financials

- Press Features: Roast Magazine Forbes**
- Press Features: Roast Magazine Forbes, Cosmopolitan, Esquire, Food Network, Refinery29, Healthline**
- Over 7,000 Orders Shipped!**
- Won 2020 Populus Group Pitch Competition**
- Bunker Labs Veteran In Residence 2020**
- WeWork Veteran in Residence 2020**
- 2020 Achieve 3700% Growth in sales from 2019**
- 6.3% online store conversion rate**
- 25k+ social media followers**
- 4700+ email list**
- 250+ Recurring Coffee Subscribers**

 Articles of Organization.pdf
 Articles of Organization.pdf

 Dope Coffee Financials and CPA Review...

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Dope Coffee Story

This company was founded by builders and has added a team of like-minded individuals to build alongside them. As Michael Loyd, CEO and Co-Founder said, "As a Black-owned company, we get opportunities like this few and far between. We will not waste any of this energy. We need to push each other further. All of our accomplishments are in the past, we move on to new ones or we fail."

We've always known that Hip-Hop was the way to go in terms of marketing and 2020 proves that our target audience is willingly accepting of a brand with up-to-date messaging for flavor profiles that are appreciated and readily distinguished from competitors.



Chel Lloyd

Though 2020 proved to be a difficult time for small businesses, Dope Coffee was able to thrive and be profitable due to following our proven business plan—being a champion of our culture. We create products designed to increase the quality of life through avenues of self-care, health, and cultural expression.

Being authentic in who we are, what drives us forward, and the communities we serve has ensured that Dope Coffee is a brand that will continue to be successful.

For more detail regarding our current operations and product offerings, please visit our website at www.realdope.coffee.

Truth: The coffee industry is missing out on several fronts due to a lack of engagement and underrepresentation in an industry in which people of color should have prominence and great pride.

"Be comfortable in your own skin. Then Win."

— Chel Lloyd

The Founders

Help

Help



Michael Loyd
CEO / CoFounder

The Dope Coffee team is led by former Marine Officer & Combat Veteran Michael Loyd who is the Founder & Chief Executive Officer. As a serial entrepreneur & innovator, Michael founded Solar Cafe in 2016 while serving as an Officer in the United States Marine Corps, and generated over \$800k in 3 years. As a specialty coffee connoisseur and expert, Michael is passionate about premium coffee.
Michael's vision is to change the culture around specialty coffee and make it more inclusive of all humankind.

B.A. Wake Forest University 2006
M.S. North Carolina A&T SU 2009
michael@realdope.coffee



Michelle Loyd
CPO / CoFounder

Registered Dietitian & Chef by trade, Chel brings an expert background in food and nutrition and is the heart and soul of Dope Coffee's product development team. She led the design of the menu which gets 5 Star reviews. Chel is a food and beverage expert with a talent for creative fusions and recipes. She currently leads the marketing effort to introduce innovative products into the cultural coffee market.

Chel's vision is to change the perspective surrounding specialty coffee by introducing self care as a method through which coffee is consumed and used to maximize its nutritional and wellness benefits.

B.A. Wake Forest University 2008
M.S. Eastern Carolina University 2010



Stace Loyd
COO / VP Music

Stace Loyd is Dope Coffee's Chief Operating Officer and Creative Director and leads the company's internal growth efforts as well as the companies public story.

Stace is the Founder and CEO of Why I Create which is a collaborative space online and at events that seeks to bring together artists, entertainers, and entrepreneurs in a way that creates financial freedom and value for their intellectual property.

Stace is also a professional content producer and hip hop producer with over 15 years of experience in music and film production experience.

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The Team



Bruce McTague
Advisor

In a career spanning over 20 years, I've been involved with a wide range of industries including packaged goods, restaurant, pharmaceutical, retail, business-to-business and tourism. I won't bore you with all the details, but the bottom line is I have touched so many businesses across so many categories the headline for my career should probably be "Collector of experiences and knowledge."

[f](#) [t](#) [in](#) www.realdope.coffee

[Back to campaign details](#)



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