

Coffeeshing

Uberizing the coffee shop market

Investor Presentation

BOSECO



Enormous opportunity **to disrupt a massive global market** with “Uber and Starbucks-like” business model

\$465 billion
Global Coffee Market

 **1.6** billion
cups of coffee daily

20%
potential disruption
for \$90 billion market

\$30 billion
potential revenue
of the barista

Capitalize on “contact less” on-demand coffee delivery

Problem

B2C

- ▮ **Long lines to get coffee**
- ▮ **Unwilling / unable to travel to get their coffee**
- ▮ **Social distancing reduced demand for coffee shops**

B2B

- ▮ **Opening coffee shop is an expensive, high-risk**
 - Upfront costs \$300k+
 - Ongoing expenses (overhead, rent, labor and more)
- ▮ **Leaving day job is not an option**
 - Uber like opportunities easily supplement a day job
- ▮ **Most mobile coffee shops run on petrol (cars or scooters)**
 - Limited reach, mobility and customer base (cannot drive in parks or recreation spaces)
- ▮ **Vending machines offer limited options and have poor quality**

Solution



- ▀ **Coffeeshing provides an “Uber for coffee”**

- High reach and mobility
 - Faster delivery times and greater convenience

- ▀ **Quick and easy secondary income stream**

- Fits any schedule
 - No high fixed costs or commitments

- ▀ **Design for maximum efficiency and convenience for clients and baristas**

- Minimum costs for both sides

- ▀ **Mobile app connects baristas to customers**

- Quickly and easily order coffee
 - Baristas can take orders directly on the street

- ▀ **Fully electric and eco-friendly**

- Navigate virtually anywhere in the city
 - Reach locations gasoline power can't

- ▀ **Low costs and high demand for high profit potential**

- Baristas to quickly achieve ROI

- ▀ **Unique know-how & technology for gourmet-quality coffee**

- Special capsule design
 - Only 3 button presses to prepare coffee

Exceptional and explosive growth

\$600k
total revenue

x11
total revenue growth
over 2 years

\$1 Million
Founders invested
personal funds

\$2 Billion
Revenue capability for new
generation of “coffee uber”
entrepreneurs

Built one of a kind brand
and passionate **customer
base that loves our
premium-quality coffee**
and selection of original tastes

Technology built & roll-out
with first customers
underway

**Deploy and disrupt massive
global coffee market** in any
major city world-wide
at “a minutes notice”

Highlights



1

Total revenue

\$600k

x11 total revenue growth over 2 years

2

170%

yearly revenue growth

3

Initial roll-out

completed

Boseco

Exceptional Traction



4

Currently sell

1.2 million

doses of coffee per year

5

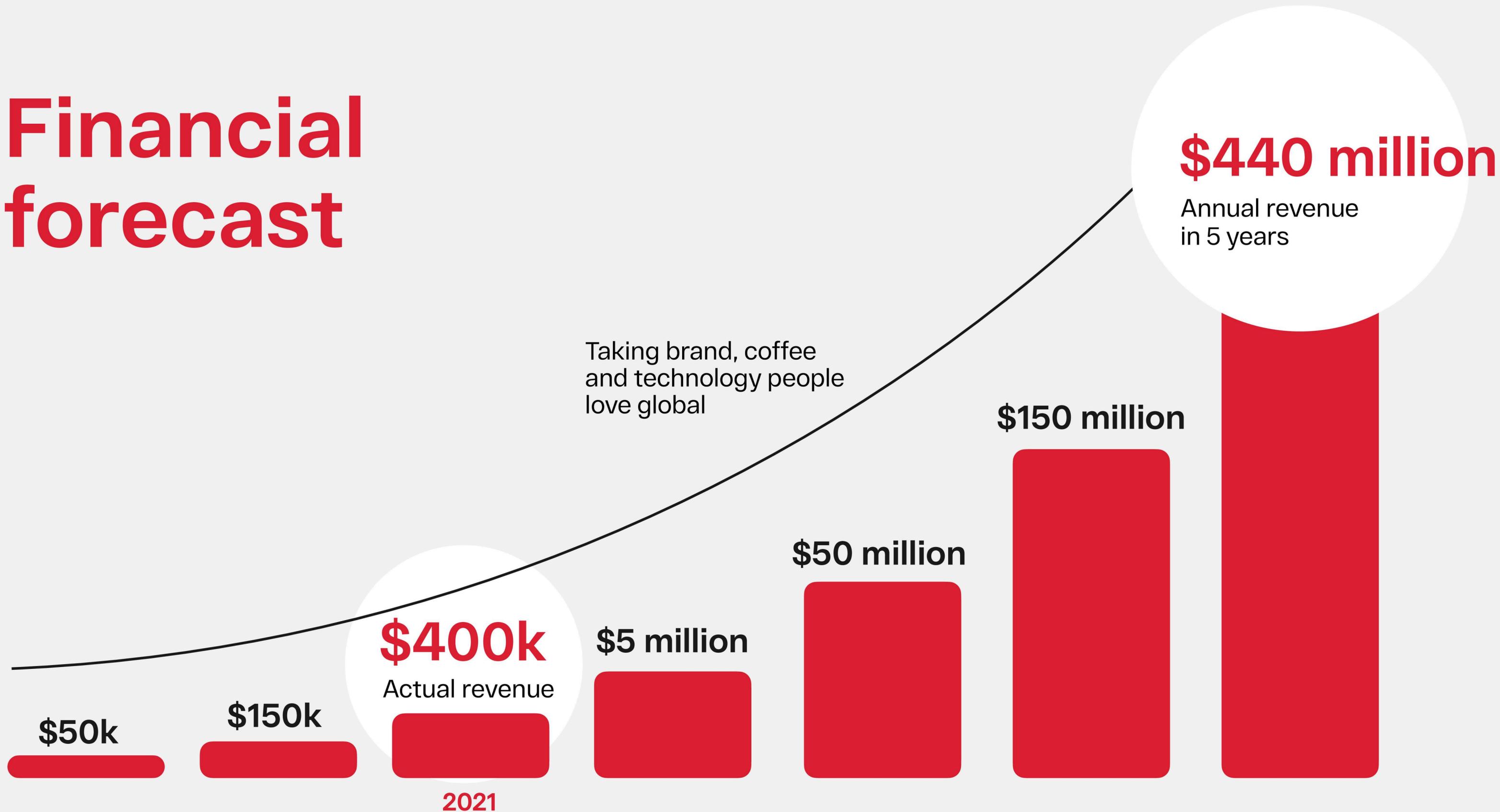
Operating strategy to enroll

20,000

mobile coffee shops by year 5

Financial forecast

Taking brand, coffee and technology people love global



How It Works

(B2B and B2C)

Entrepreneurs

Upon purchasing a franchise, entrepreneurs will receive:

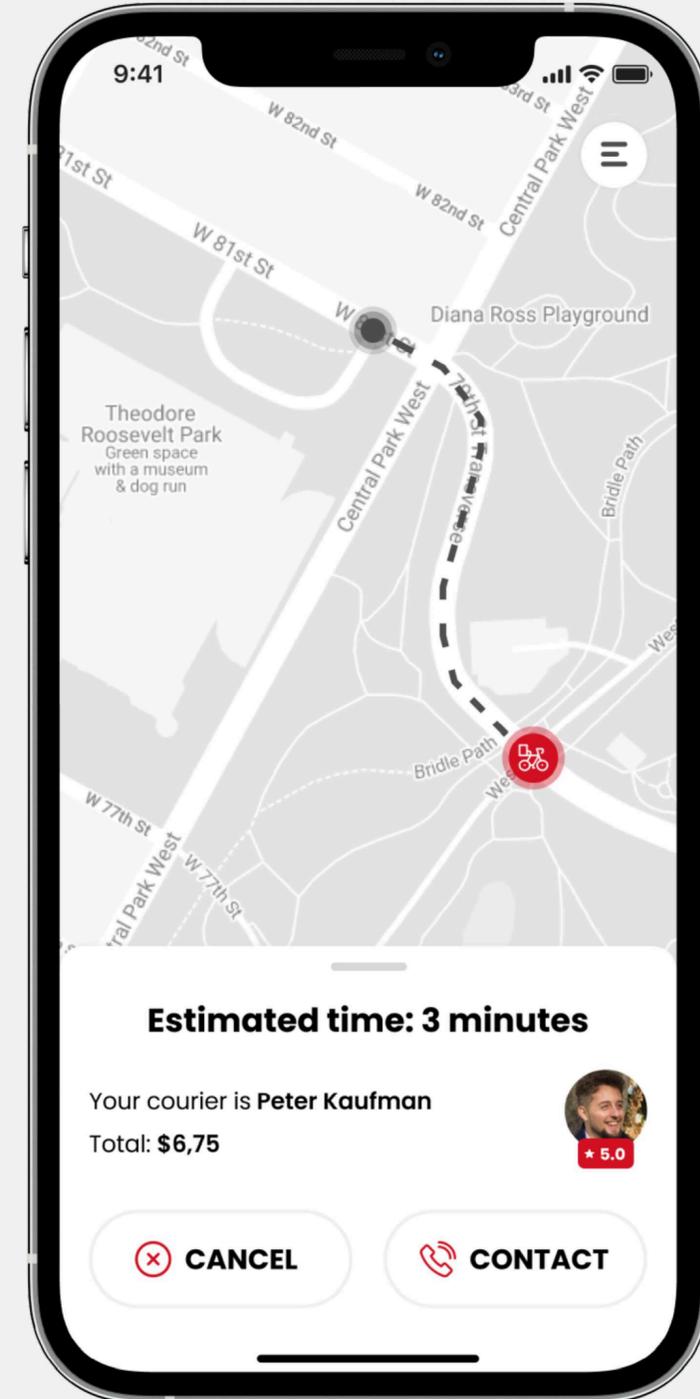
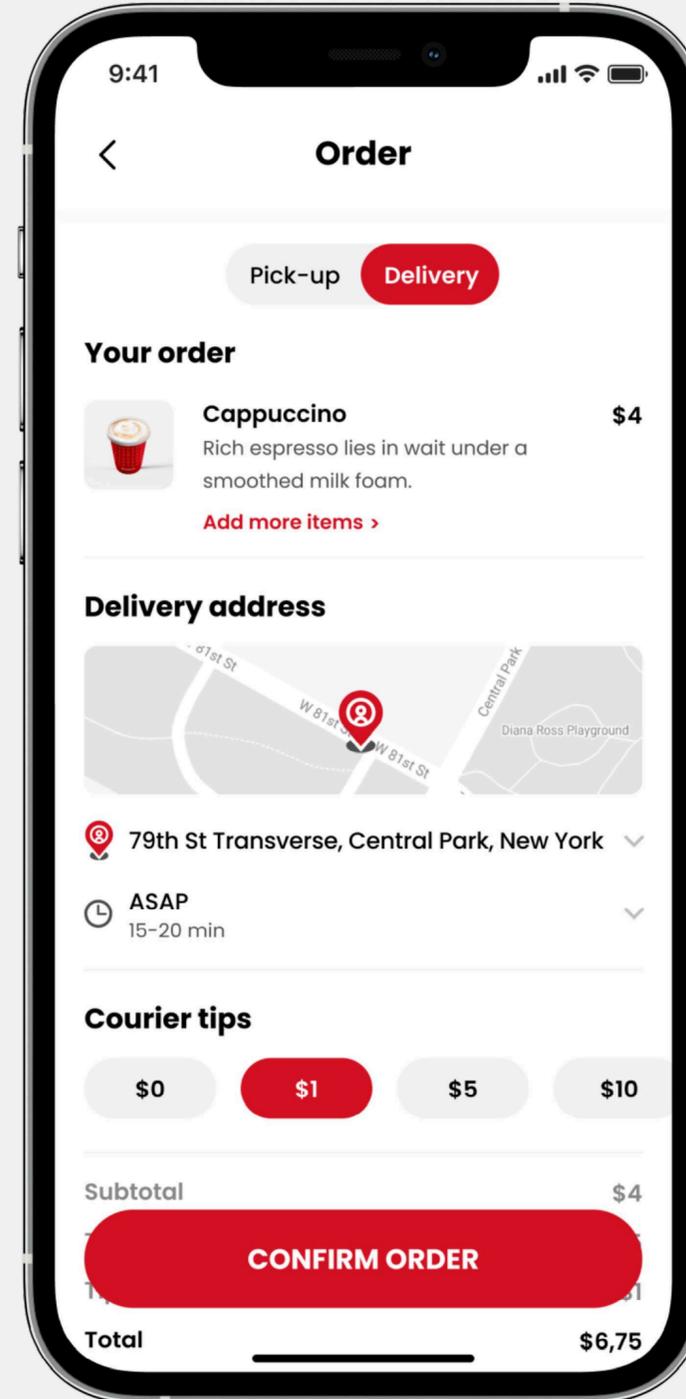
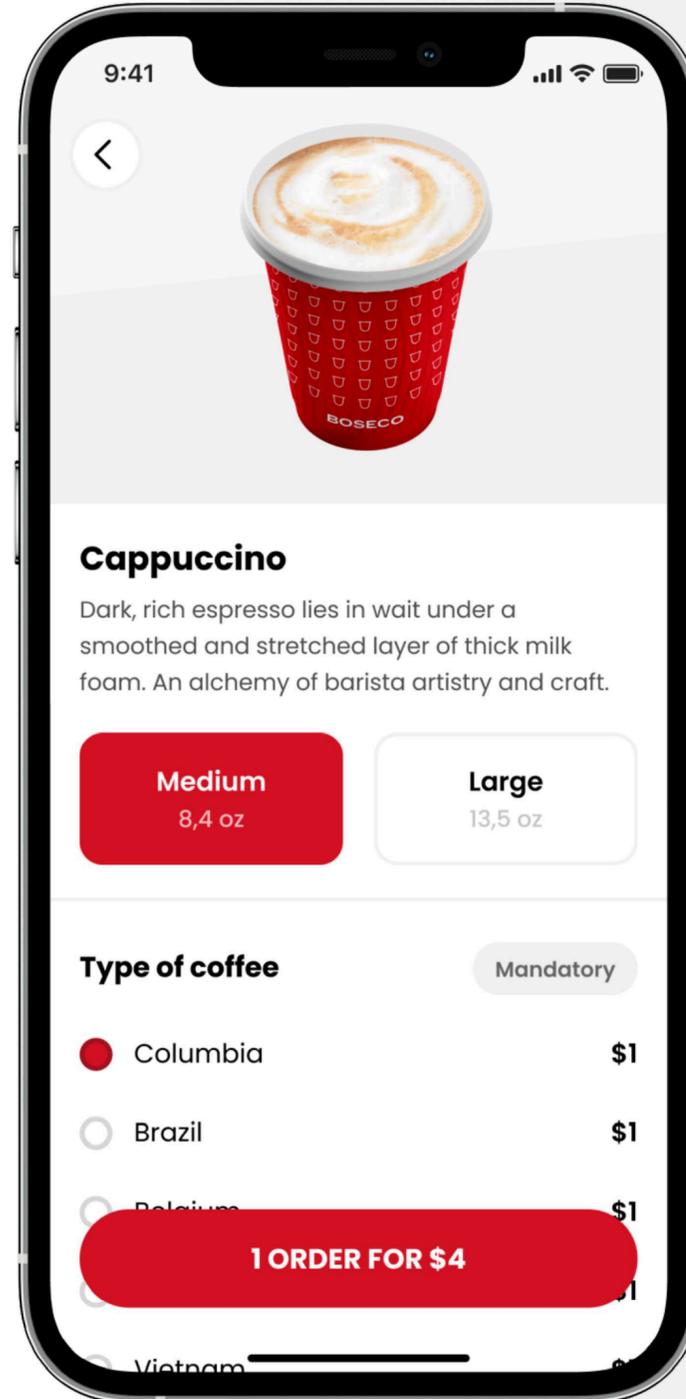
- 1 Mobile e-bike coffee shop with pre-installed equipment and all accessories needed for 'out of the box' operation
- 2 Complete documentation: Scripts, Recipes, Suggested Routes, Manuals and Training Material
- 3 Access to our mobile app along with instructions on how to use all of its features
- 4 Forms to get necessary licensing

Consumers

- Simply need to open our app and tap a button to call the nearest Coffeeshing barista
- Consumers can expect their barista to arrive in 5-10 minutes
- Upon arriving, the barista will brew a fresh cup of coffee on the spot (made possible with our special capsules) for a high-quality final product that leaves customers satisfied

BOSECO Coffe App

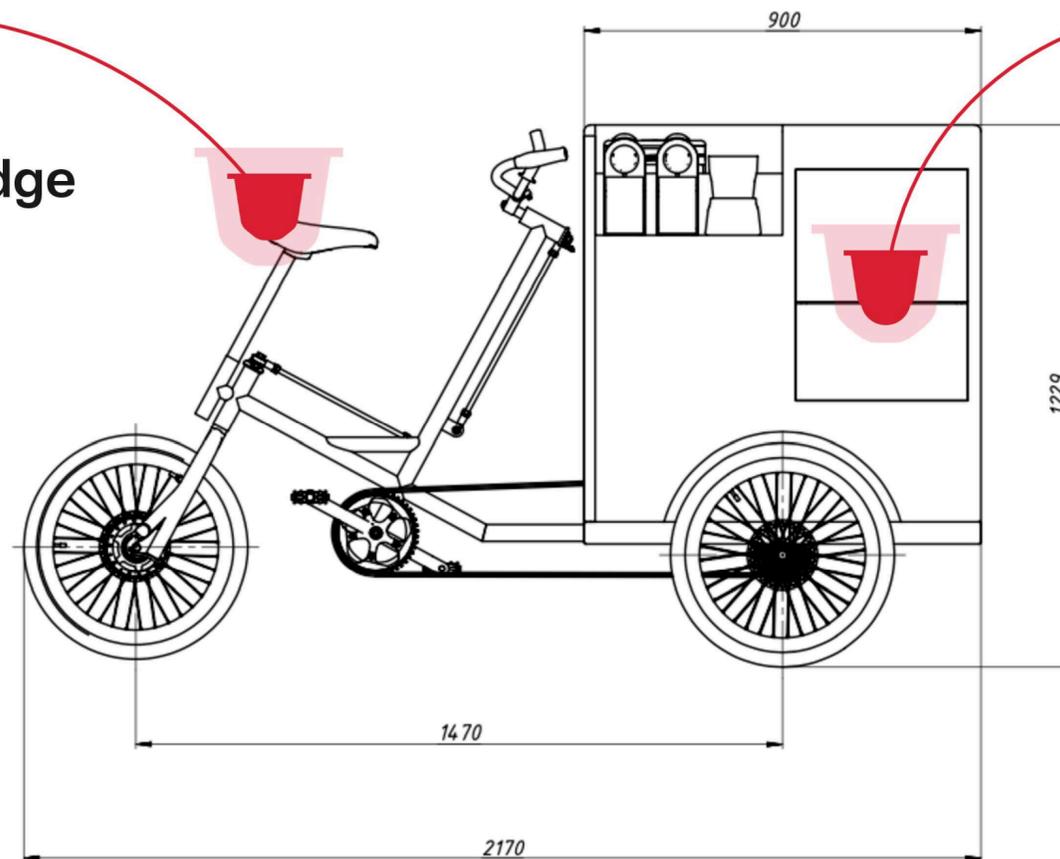
- ✓ Fulfill orders through Pickup or Delivery options (and set your fees accordingly)
- ✓ Manage customers and individual availability so you never get overwhelmed by demand
- ✓ Access sales reports in two taps for the insights you need to stay on top
- ✓ Get immediate access to our 24/7 technical support so your business stays running smoothly



Technology

Our electric tricycle is a fully cutting-edge EV developed from the ground up

- ▀ fitted to our custom barista stand and equipment
- ▀ safe, stable and maneuverable
- ▀ operates on a powerful **12 Ah battery** (48 Volt) which lasts for **25 miles**



Our proprietary developed barista stand runs on a separate **38 Ah battery** (48 Volt)

- ▀ produce up to **200 cups of coffee** from a single charge
- ▀ equipped with two coffee makers, fridge, milk frother, and a showcase for snacks

How it works for entrepreneurs



Coffeeshing Mini

The Smallest Mobile Coffee Shop
In The World

This easy, affordable, and low-maintenance package is ideal for beginners who want to get their business off the ground without breaking the bank

Start-up capital: **\$2 000**



Coffeeshing City

Transform Your Coffeeshop Into
An All-In-One Deli, Bakery And Pitstop

Expand your profit potential with a refrigerator, microwave, electric grill and more. Please customers with a delicious selection of baked goods, hot food, and other appetizing items

Start-up capital: **\$4 000**



Coffeeshing Deluxe

Deliver The Premier Coffeeshop
Experience To Anyone In Your City

Unlock maximum capacity, impress clientele with a sun awning and transparent show windows, and provide the 5-star experience

Start-up capital: **\$8 000**

Our coffee is some of the best out there

We are passionate about our coffee that people love and our revenue speaks for itself

1 We are passionate about our specialized premium Belgian coffee

2 We source our coffee beans around the world

3 Our coffee is produced in top-rated Belgian factories

4 In addition to exquisite taste, our coffee is aromatic with no added calories

5 Thanks to our special capsules, we have been able to capture the taste and essence of our coffee into a convenient, portable and easy-to-prepare form

6 Provide our customers the best selection and quality there is constantly expand our assortment of coffee

Total market

\$465 Billion

Product potential

\$90 Billion

Product potential

- Driven by worldwide popularity of **Uber-like delivery services**

- Global offering and outsourcing will allow to win **“low hanging fruit customers”** world-wide

- Flexible and highly accessible format** can be easily deployed in any major city without limitations and barriers to entry



Development map

\$440 million

in annual recurring revenue by year 5

BOSECO

2 years
milestone

Coffeeshing enters

10 big cities

500+

operating mobile coffee shops per city

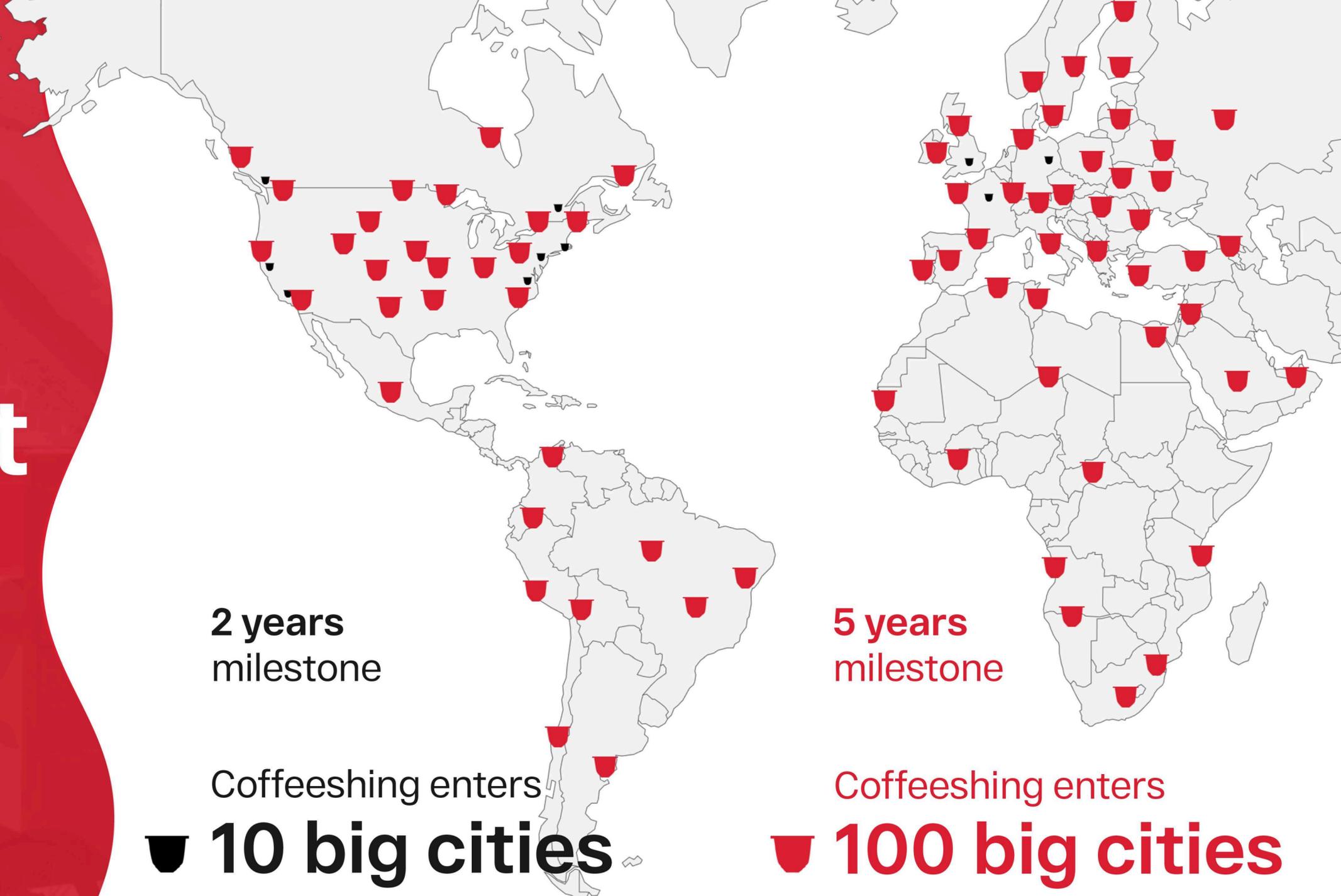
5 years
milestone

Coffeeshing enters

100 big cities

20,000

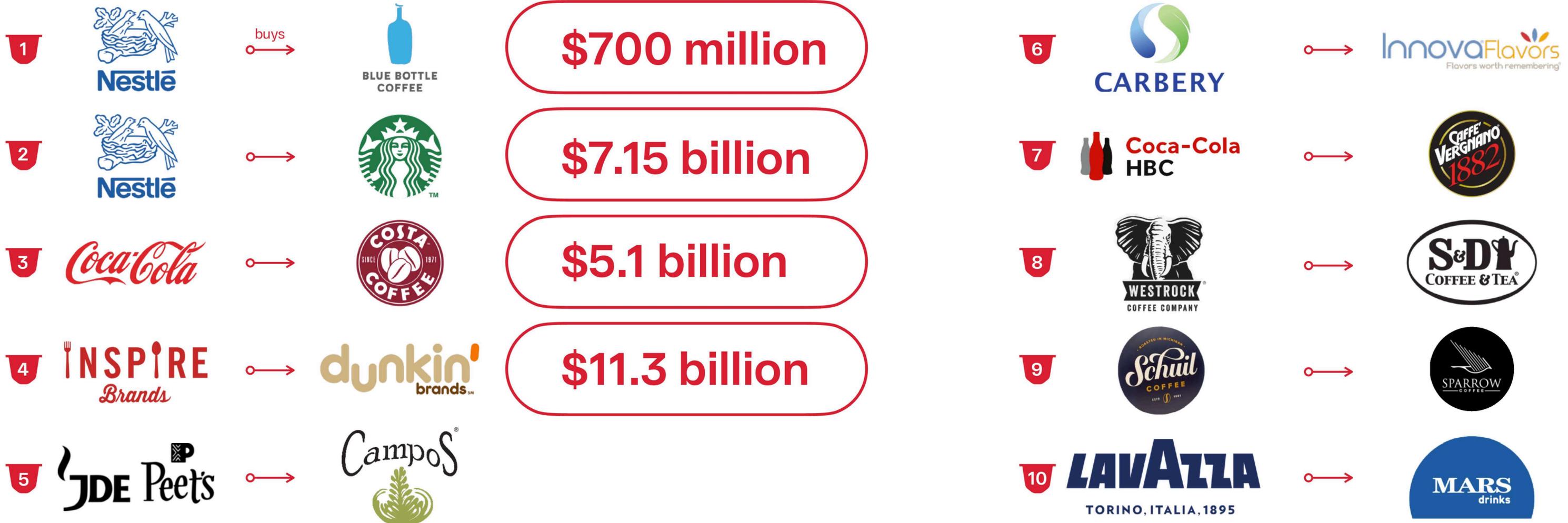
mobile coffee shops



Industry financing



We believe we can achieve a major deal with a global company thanks to our unique strengths and offering



Our Team



Konstantyn Yun Sr.

CEO
Co-Founder

- He founded and built an international diversified investment and management holding with a valuation of \$70 million.
- Within the holding, as a CEO, he grew multiple companies ranging from manufacturing to chemical distribution to a real estate development division that developed real estate projects worth over \$10 million. Konstantyn's businesses generated over \$150 million in cumulative revenue and achieved excellent profitability. He achieved 1 exit



Constantine Yun Jr.

CPO
Co-Founder

- He studied at a top university in the UK, obtaining International Finance degree
- He then helped found Boseco to change the world with new, unique products that disrupt massive global industries



Serge Adamyan

CFO
Co-Founder

- He is a co-founder and CEO/CFO of multiple successful companies which he bootstrapped to excellent revenue and profitability.
- Among the companies he built, he founded a company which became an exclusive Universal Music distributor in international markets. He also ran a success franchise of Baskin Robins stores. Serge's businesses generated over \$50 million in cumulative revenue, achieved excellent 30%+ EBITDA profitability and created over \$50 million in shareholder value. Some of his businesses grew over 30x. He achieved 3 exits

Our Team's Successful Track Record



Experienced team turned Boseco into a successful and rapidly growing brand, with **over 1.2 Million capsules** of Boseco coffee sold and **\$600k total revenue**



3 of our co-founders have built and sold successful businesses. Now we will plan to **turn Boseco into our biggest and most successful venture** yet



Our Plan

Moving Forward

We are very confident that our highly qualified team can complete this project and hit all major milestones.

Our business is fully up and running and provides us with a constant stream of cash flow.

We already have a **high-quality and in-demand product.**

We plan to expand on our existing strengths with a new and unique offering.

We have fully developed and launched **Coffeeshing 1.0**

We will soon finalize the development of the **Coffeeshong 2.0** and **3.0** for world wide roll out





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