

# Beanchain Coffee



A coffee shop with strong community and good coffee in addition to a shared workspace with a conference room and offices.

## Our Opportunity

### Problems worth solving

1. Getting coffee and tea to the people
2. Finding a good place to work and study
3. Making Great food
4. Be a peaceful environment to relax in



### Target market

- Hungry people 58% (\$538.1M)
- Coffee drinkers 36% (\$667.3M)
- Remote workers 5% (\$250M)

Market size: \$1.5B

### Our solution

We aim to provide a great sit down coffee shop experience for an area that completely lacks one. Our offices and conference room will provide an affordable shared work experience for anyone that needs a place to work or gather.

Competitors	How our solution is better
Dutch Bros	More space, wifi, plugs, environment
Starbucks	Better community, atmosphere, seating

Funding needed

\$ **124K**

Building out and operating expenses to ensure that we can become profitable.

## Sales and Marketing

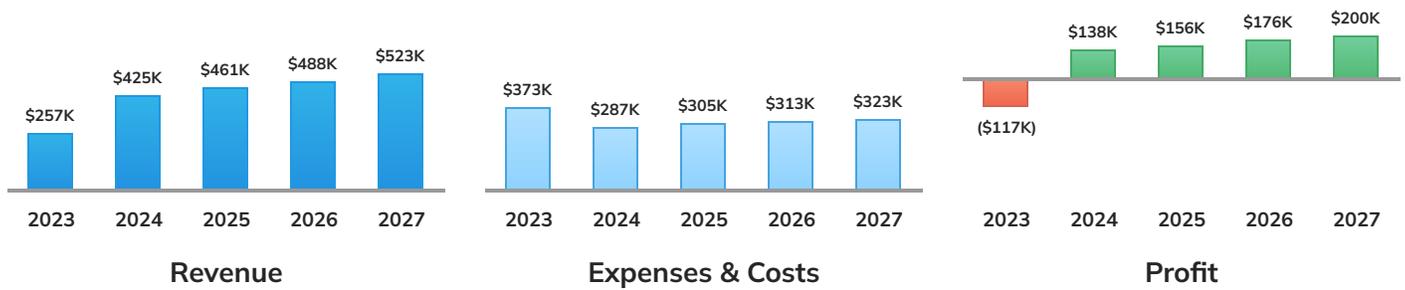
### Sales channels

1. Word of mouth
2. Online marketing
3. Coffee cart at events
4. Host events for niche communities
5. Relationships with Businesses

### Marketing activities

1. Reaching out to local businesses
2. Social Presence
3. Online Advertisement
4. Colaboration with local bakers
5. Using coffee cart at events

## Financial Projections



## Milestones



**Launch BeanChain Coffee shop**

*Feb 28, 2023*



**Coffee truck**

*May 15, 2023*



**Open a second location**

*Apr 15, 2025*

## Team and Key Roles



**David Baxter**  
Owner/Founder

Has worked for years as a barista before becoming a software engineer.



**Shannon Baxter**  
Designer and Manager

A student of Design and long time waitress / Barista

---

## Partners and Resources

---

### PROVISION

#### Provision Coffee

A coffee supplier and great teacher!  
They've helped us hone our skills and  
are a great ally!



#### ASU Blockchain Club

A group of passionate students that  
would love a great place to study and  
work!



#### Arizona Science Center

An educational facility that opens the  
world of science to families in Arizona.