

## Uplifting Communities through Coffee



[sepiacoffeeproject.com](https://sepiacoffeeproject.com) Detroit MI

Food & Beverage Consumer Goods Retail Minority Founder Risk & Monitor

### Highlights

- 1 Minority-owned coffee roastery opening the FIRST specialty coffee shop in Highland Park, MI
- 2 Offering EARLY BIRD investors a 2x return with projected repayment in 4 years (not guaranteed)
- 3 20+ wholesale accounts and a successful launch of a RTD (ready to drink) cold coffee
- 4 Raising capital to build our first retail location, \$700k projected revenue in 2024 (not guaranteed)
- 5 Martell (CEO) was born and raised in Highland Park and has 15 years of experience in coffee industry
- 6 Helping to revitalize our neighborhood by bringing ethically sourced coffee to the people

### Our Team



**Martell Mason** CEO, Roaster-In-Chief

15+ years experience in the coffee industry working throughout North America, Europe and Asia. Northeastern Alum. Extensive fieldwork spent in East Africa(Ethiopia, Kenya, Tanzania) to better understand coffee production.



**Maria Hernaez** Co-founder, Sales(New England)

Northeastern Alum. Immigrated from the Philippines at the age of 11. 20+ years in high-end retail, banking and real estate from New England to California.



**Kevin Keefe** Co-founder, Sales(DC, Maryland, Virginia)

UVA/George Mason School of Law Alum. 30+ years working with the Dept. of Justice & Defense and at the Equal Employment Opportunity Commission. Lover of the arts with an affiliation with the Coalition for African American in the Performing Arts(CAAPA).

### For The People | By The People

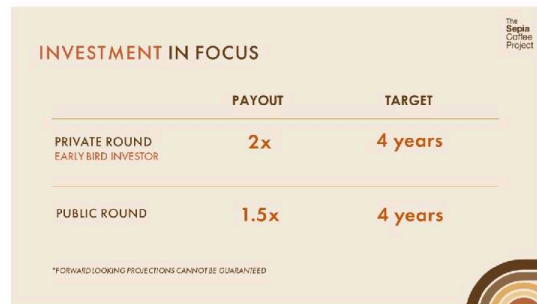


The Sepia Coffee Project(SCP) is a minority-owned roaster in Highland Park that seeks to generate an evolution of coffee through collective investment. Founded with the intent to create inroads to equitable opportunity, inclusion, and community. By adopting a model such as this, we are able to help our patrons

be part of the process.

When you invest in SCP, you're not just buying coffee, you're giving back to this community. From origin and cultivation, to involvement on what it means to invest in SCP, our goal goes beyond just expanding investment opportunities but into revitalizing a community.

## Investment Opportunity



While helping us to revitalize Highland Park, bringing good coffee and good people to the enclave, investors will get up to 2x return on their investment!

Early Bird Investors will receive 2x return on their investment during the *Private Round* while *Public Round* Investors will receive 1.5x return.

- Early Bird/Private Round: \$10,000 today --> \$20,000 in four years.
- This [economic model](#) gives a detailed view of our revenue projection and expected payout schedule for Early Bird investors.

Based on our revenue projections, we're expecting a 4 year target repayment period for investors to receive full payout. We will pay a percentage of our quarterly revenues back to investors until all investors have realized their respective payout. Repayments are scheduled to begin Q3 2024.

Our aspiration is to facilitate a good economic outcome for our investors and our community. We want our supporters to be a part of our success. It is our hope to continue the steady growth of the wholesale side of our business.

We expect \$170k in revenue in 2023 and \$350k in wholesale revenue in 2024.

We are using the funds raised on Wefunder to support the buildout of our first retail location in Highland Park, MI which is already underway.

Our projected revenue in 2024 across both wholesale and retail is \$700k.

*Forward-looking projections cannot be guaranteed.*

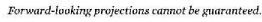
## Business Model, Revenue and Partners



Our business model has focused on B2B(business to business) - offering bulk coffee to coffee shops, restaurants and specialty markets. With an extensive network of partners, we have made great strides within our first year securing over 20 wholesale accounts with standing orders averaging 100 kg(220lb) of roasted coffee per month. 2023 projections show a 400% increase in volume by the end of the year as we scale up our business to meet market demand.

In addition to wholesale, we have gained significant traction within the B2C(business to consumer) market as online and retail sales have increased. Adding a brick and mortar retail space will allow use to diversify our revenue stream and tap into a growing consumer market with our first coffee shop.





## FUNDS IN FOCUS

WEFUNDER COMMUNITY ROUND

**Minimum Raise: \$275,000**

(Price One: recording functionality and copywriting; product)

Category	Percentage
Building Community	44%
Dispersing Operations, R&D	33%
Inventory	11%
Payroll	12%

**Maximum Raise: \$400,000**

(Price One + Price Two: building elements on the (existing) structure)

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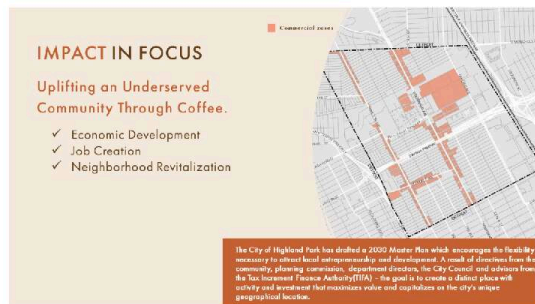


The City of Highland Park has agreed to sell us commercial land to build out Sepia Coffee Project's new headquarters.

Securing our minimum raise of \$275,000 will allow for us to complete the first phase of our build out which includes a 2,500+ sq. ft. primary structure to house our roasting facility and retail coffee shop. If our maximum raise of \$400,000 is secured, we will add an adjoining structure to accommodate coffee trainings, workshops and community/private events(an additional revenue stream).

*Note: only \$124k of this raise will be solicited through Wefunder. The minimum amount we need to raise to access funds is \$50k.*

## The Impact of Sepia Coffee Project in Highland Park



The City of Highland Park drafted a 2030 Master Plan which encourages the flexibility necessary to attract local entrepreneurship and development. A result of directives from the community, planning commission, department directors, the City Council and advisors from the Tax Increment Finance Authority(TIFA); the goal of Highland Park's 2030 Master Plan is to create a distinct place with activity and investment that maximizes value and capitalizes on the cities unique geographical location.

Building our roastery and coffee shop in Highland Park would implement facets of the 2030 Master Plan by revitalizing an underdeveloped neighborhood, creating jobs in multiple sectors including manufacturing(roasting), retail(baristas, sales reps) and logistics(shipping).



One of the first indicators of development usually comes in the form of new eateries(cafes, bakeries and bars). While development certainly brings much needed investment to previously neglected neighborhoods, it also means the most vulnerable members of that community are often unable to reap the benefits of this growth.

Highland Park, a predominately Black enclave of Detroit, has not benefited from the massive development seen right on its doorstep. Despite its geographical location between two affluent Detroit communities(*Boston-Edison* and *Palmer Woods*), Highland Park residents have limited access to quality goods and services including coffee shops.



In an effort to improve the enclave's food and beverage industry, building our



roasting facility in Highland Park and opening its first specialty coffee shop would bring great opportunities to the city.

## Worldwide Experience. Local Roots.



Martell Mason is CEO and Head Roaster of the Sepia Coffee Project. A native of Highland Park, he has lived throughout Asia, East Africa and Europe. With a BA in International Affairs and graduate work specializing in Sustainable Development, he continues to find ways to bridge the gap from "farm to cup" while ensuring there is greater representation of black and brown folks along the coffee value chain.

Pivoting after the shocks of the pandemic, Martell returned to the US in 2021 and saw an opportunity to be of service to a young, yet vibrant coffee community in Metro-Detroit. His mission to make specialty coffee more accessible to underserved communities has fueled opportunities creating platforms that are more inclusive and equitable for coffee consumers and industry peers.

## Testimonials + Press

