

Coffeepreneur Bootcamp™

Build Beyond Opening.

A 2-Day Business Bootcamp for Coffee Entrepreneurs

Build Intentionally. Build Sustainably. Build Smarter.

PROGRAM OVERVIEW & CURRICULUM GUIDE

Curriculum at a Glance

A quick reference to all 10 modules across both days — use this page as your at-a-glance curriculum guide.

#	Day	Module	Workshop Output
1	1	The CEO Mindset	CEO Self-Assessment
2	1	Business Model Design	Business Model Canvas
3	1	Menu Engineering & Profit Strategy	Menu Optimization Plan
4	1	Reading Your Numbers Like a CEO	Business Health Scorecard
5	1	Better Business Decisions	CEO Decision Framework
6	2	Systems That Scale	Operations Blueprint
7	2	AI for Coffee Business Owners	AI Prompt Library, AI Business Toolkit, AI Implementation Plan
8	2	Building a Business That Doesn't Depend on You	Team Development Plan
9	2	Sustainable Growth Strategy	Growth Roadmap
10	2	Coffeepreneur CEO Blueprint	12-Month CEO Planner & Full Roadmap

About the Program

Most coffee trainings teach you how to make coffee. Some teach you how to start a coffee business. But once your doors are open, a different set of questions begins:

- How do I become profitable?
- How do I know if my business is healthy?
- How do I stop doing everything myself?
- How do I build systems?
- How do I grow without burning out?

- How do I use AI to save time and make better business decisions?

The Coffeepreneur Bootcamp™ is a two-day face-to-face business bootcamp designed for coffee entrepreneurs who want to move beyond simply opening a café — and start building a business that lasts.

This is not a coffee-making class.

This is where you'll work on your business, using your own numbers, ideas, and goals. You'll leave with a complete business blueprint, practical systems, and an action plan you can immediately implement.

Who Should Attend?

This Bootcamp is perfect for:

- ✓ Graduates of the Coffee Business Training
- ✓ Aspiring café owners ready to build with intention
- ✓ Existing coffee shop owners
- ✓ Home café owners
- ✓ Mobile coffee entrepreneurs
- ✓ Coffee businesses planning to expand
- ✓ Owners who want to improve profitability and operations
- ✓ Coffee entrepreneurs who want to leverage AI in their business

Program Objectives

By the end of the Bootcamp, participants will be able to:

- ✓ Evaluate and improve their current business model.
- ✓ Read and interpret their business numbers with confidence.
- ✓ Optimize their menu for better profitability.
- ✓ Build systems that reduce owner dependency.
- ✓ Develop leadership and delegation skills.
- ✓ Create a practical marketing and customer retention strategy.
- ✓ Use AI as a business tool for planning, marketing, operations, and decision-making.
- ✓ Build a 12-month roadmap for sustainable growth.

Day 1 — Build Intentionally

Theme: *Design a business before you chase growth.*

Module 1 The CEO Mindset

Topics:

- From operator to business owner
- Working in the business vs. working on the business
- The stages of a coffee business
- Thinking like a CEO
- Setting priorities that actually move the business forward

Workshop Output: *CEO Self-Assessment*

Module 2 Business Model Design

Topics:

- Is your current business model still serving you?
- Different revenue streams beyond drinks
- Building a lifestyle-first business
- Positioning your café
- Finding your competitive advantage

Workshop Output: *Business Model Canvas*

Module 3 Menu Engineering & Profit Strategy

Topics:

- Identifying star products
- Increasing average transaction value
- Bundles and add-ons
- Premium offerings
- Product mix analysis
- Eliminating low-performing items

Workshop Output: *Menu Optimization Plan*

Module 4 Reading Your Numbers Like a CEO

Topics:

- Revenue trends
- Gross profit analysis
- Product performance
- Identifying financial leaks
- Weekly business reviews
- KPIs every café owner should monitor

| **Workshop Output:** *Business Health Scorecard*

Module 5 Better Business Decisions

Topics:

- When to increase prices
- When to remove products
- When to hire
- When to expand
- When to invest
- When to simplify instead of growing

| **Workshop Output:** *CEO Decision Framework*

Day 2 — Build Smarter

Theme: *Build systems that allow your business to grow without depending on you every hour of the day.*

Module 6 Systems That Scale

Topics:

- Standard Operating Procedures (SOPs)
- Daily operations
- Inventory management
- Purchasing systems
- Quality control
- Weekly management routine
- Building consistency across the business

| **Workshop Output:** *Operations Blueprint*

Module 7 AI for Coffee Business Owners

Discover how AI can become your business assistant — not replace your judgment.

AI for Marketing

- Content ideas
- Social media captions
- Reels and campaign planning
- Monthly content calendars

AI for Business Analysis

- Analyzing monthly sales
- Understanding product performance
- Identifying trends and opportunities

- Decision-making using business data

AI for Menu Development

- New drink ideas
- Seasonal campaigns
- Menu descriptions
- Product naming

AI for Customer Service

- Customer replies
- Frequently asked questions
- Reservation responses
- Complaint handling

AI for Operations

- SOP creation
- Staff manuals
- Meeting agendas
- Daily checklists
- Inventory templates

AI for Team Training

- Training guides
- Quiz generation
- Coaching materials
- Onboarding support

Workshop Outputs:

- *AI Prompt Library for Coffee Business Owners*
- *AI Business Toolkit*
- *AI Implementation Plan*

Module 8 Building a Business That Doesn't Depend on You

Topics:

- Delegation
- Leadership
- Team accountability
- Hiring better people
- Creating ownership within your team
- Weekly CEO routines

Workshop Output: *Team Development Plan*

Module 9 Sustainable Growth Strategy

Topics:

- Improving profitability before expanding
- Additional revenue streams
- Events and catering
- Corporate partnerships
- Retail products
- Wholesale opportunities
- Scaling with intention

Workshop Output: *Growth Roadmap*

Module 10 Coffeepreneur CEO Blueprint

Participants consolidate everything they've created into one practical roadmap for the next 12 months.

Final Outputs:

- *Quarterly Business Priorities*
- *Annual Business Goals*
- *KPI Dashboard*
- *Marketing Calendar*
- *Systems Improvement Plan*
- *AI Implementation Roadmap*
- *Growth Strategy*
- *12-Month CEO Planner*

What You'll Take Home

Every participant will receive:

- ✓ Coffeepreneur Bootcamp Workbook
- ✓ CEO Self-Assessment
- ✓ Business Model Canvas
- ✓ Business Health Scorecard
- ✓ Menu Optimization Planner
- ✓ CEO Decision Framework
- ✓ Operations Blueprint
- ✓ Team Development Plan
- ✓ AI Prompt Library for Coffee Business Owners
- ✓ AI Business Toolkit
- ✓ Marketing Calendar Template

- ✓ Quarterly Planning Workbook
- ✓ 12-Month CEO Planner
- ✓ Growth Roadmap
- ✓ Certificate of Completion

What's Included

- ✓ Two full days of face-to-face training
- ✓ Guided workshops and implementation sessions
- ✓ Business templates and planning tools
- ✓ AI prompt library and practical resources
- ✓ Lunch, snacks, and coffee throughout the program
- ✓ Certificate of Completion

Program Investment

Option	Investment
Regular Rate — per person	<i>P28,000</i>
Graduate Rate — for Coffee Business Training alumni	<i>P20,000</i>
Group / Team Rate	<i>P45,000 for two</i>

Schedule & Venue

Cebu City

September 6-7, 2026
November 19-20, 2026

Metro Manila (Ortigas / Pasay / Makati)

October 12-13, 2026

Payment & Reservation Details

To officially reserve your slot, please settle your payment on or before your chosen deadline below. Slots are confirmed on a first-paid, first-served basis, as each batch is limited.

Register through this link: On invitation yet, please attend the Hands-on Small Coffee Business Training to get invited

Your Next Steps

- Confirm your preferred bootcamp batch and location.
- Settle your payment on or before the deadline to lock in your slot.
- Send your proof of payment and preferred batch for confirmation.
- Watch your inbox — exact venue details will be sent privately via email.

Limited Slots Per Batch — Reserve Your Slot Early

To ensure every participant receives meaningful, hands-on coaching, each Bootcamp batch accepts only a limited number of participants.

Our Promise

We can't promise overnight success.

But we can promise that you'll leave with greater clarity, practical tools, and a complete business roadmap to help you build a coffee business intentionally, sustainably, and with confidence.

This Bootcamp isn't about giving you more information. It's about helping you become the CEO your coffee business needs.

Questions? We're Happy to Help

If you have any questions about the Bootcamp, payment, or schedule, feel free to reach out through any of the channels below.

Viber 09479918931

hellothere@fayelorraine.com

Facebook: <https://facebook.com/fayelorainema>

Instagram: @fayelorainema

Exact venue details will be sent privately via email after registration and payment confirmation.

Ready to build beyond opening?

— Faye Lorraine