

Battery-powered, cold-drip coffee cart.

Problem

No good quality coffee in hard-to-reach places (new biz district? Events? outdoors?)

- Waiting in line sucks
- No established coffee places in new areas
- Inconsistent quality

Solution

A coffee cart that sells take-away cold drip coffee, and home-baked cookies

- Cold drinks are quick!
- Cart can be moved anywhere, with battery power
- One product, consistent quality

Key metrics

Average number of coffees sold per day = cover costs

Number of repeat customers = reliable long term revenue

Unique value proposition

The battery-powered cold drip coffee cart that funds small plot farmers in sub-saharan Africa.

Unfair Advantage

We move our coffee cart to where the business is, and everything is battery powered

Channels

Posters at locations where we often park the cart?

Infiltrate business Yammer / Slack groups at bizs nearby?

Customer segments

Office workers in new business districts with no good coffee nearby

Out-of-the-way events / gatherings of people with no nearby power?

Early adopters

- People in the foyer of a new building at a busy office block

Cost structure

- Capital: Coffee gear, batteries, and cart - probably ~ \$10-15K AUD?
- Fixed: Wage for one or two casual staff members, basic ads?
- Variable: Milk, coffee, pre-made cookies
- Profit share: 50% of profits (minimum \$5K) to charity partner yearly

Revenue streams

Coffee at \$3.5 per cup, \$4 with milk.
 $\$4 \times 100 \text{ ppl} \times 300 \text{ days/year} = \120K per year

Cookies at \$5 each.
 $\$5 \times 50 \text{ ppl} \times 300 \text{ days/year} = \75K per year

Tests, notes and ideas.

Test 1

Timeframe:

One hour / day

Method:

E.g. call 20 people / research competitors / build a prototype.

Pass / fail criteria:

E.g. This test passes if X people have bought a product like this before.

Results:

X and Y happened, how surprising!

Test 2

Timeframe:

One hour / day

Method:

E.g. call 20 people / research competitors / build a prototype.

Pass / fail criteria:

E.g. This test passes if X people have bought a product like this before.

Results:

X and Y happened, how surprising!

Test 3

Timeframe:

One hour / day

Method:

E.g. call 20 people / research competitors / build a prototype.

Pass / fail criteria:

E.g. This test passes if X people have bought a product like this before.

Results:

X and Y happened, how surprising!

Test 4

Timeframe:

One hour / day

Method:

E.g. call 20 people / research competitors / build a prototype.

Pass / fail criteria:

E.g. This test passes if X people have bought a product like this before.

Results:

X and Y happened, how surprising!