

Friday 10th May

Kick Start Meeting

- Started in May 2015. **9 years this month**
- The idea began sometime in feb 2015 and explored more
- Went semi live May 2015 with the concept. Resigned in June from work. His last work day was in September. He was a manager for western digital, managing a team doing engineering r&d.
- Interest in coffee began during uni. He worked part time in a cafe in aussie. In march 2015 he thought "maybe it's time to pursue what i want instead of career from red waste"
- "Business means knowing what you sell. ***I'm not selling coffee, I'm selling convenience***". Bringing cafe standard coffee to most factories... By opening food trucks or kiosks in factories.
- He emphasised on ***convenience and value*** (engage direct w/ factory. Most venues are subsidised by venue owners. Subsidiaries are indirectly put into the value of a better product: beans and all).
- ***Engagement with customers or people around***. Not numbers. Some don't drink coffee but with good engagement from talking about coffee, how it's made and all, they end up buying coffee for friends also
- His goals are:
 - for us to achieve our objective
 - random content is ok (not building up to something big)
- QnA Sesh:
 - Sometimes food depends on the location. Mostly coffee content though to be safe
 - Coffee rescue as a nickname. From when he was working he would have 5am meetings and another at 6.30 or at 8 and there would be no good coffee around the factory. It was also a nickname for a cafe he worked at in New Zealand. It was made from a container, near the helipad for mountain rescue in queenstown. He chose the name because it is relevant to the engineers who face the same problem as he did.
 - ***Diff day, diff venue***. But it's specific to his schedule already. Fri specific venue in that factory, Sun at hin bus.
 - There is also a ***certain fixed menu. Unless its seasonal menu*** that pops up every now and then with a diff flavour
 - coffee flavours are hard to say because diff people have diff preference. He wants to sell what most customers may want. So he has ***a few diff beans***, sometimes the strong ones for when in the factory maaaybe.

- competitors are what other cafes serve and vending machines within the area. So he ***has to sell good coffee at a valued margin.***
- ***He doesn't promote coffee beans*** because he uses some other people's facilities and its an agreement that its not for commercial use