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