



**Discover Your Perfect Roast**

A G o u r m e t C o f f e e R e v o l u t i o n

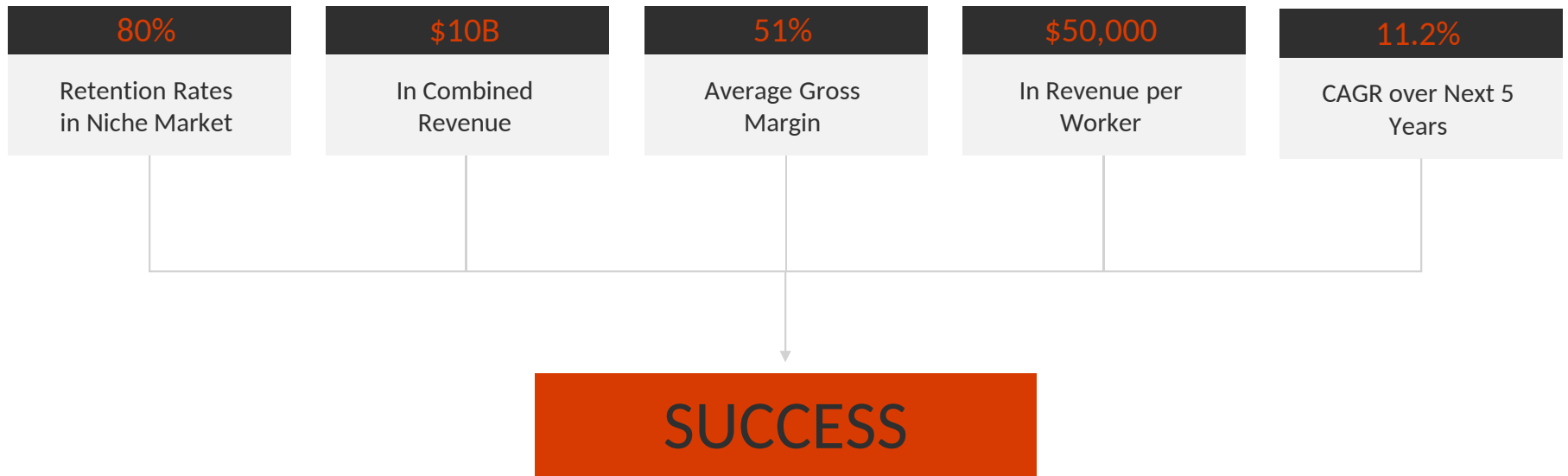


## THE PROBLEM

- Coffee lovers crave freshness, variety, and convenience.
- Mass-market coffee is old, stale, and dead. It's uninspired, and lacks personalization.
- Local roasters mostly focus on wholesale to scale and reach broader audiences through resellers.
- Purpose: Highlight the market gap C.R. Bean™ will fill.

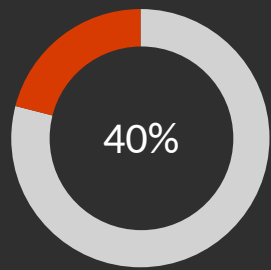


# INDUSTRY OUTLOOK

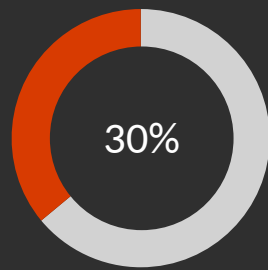


# THE MARKET

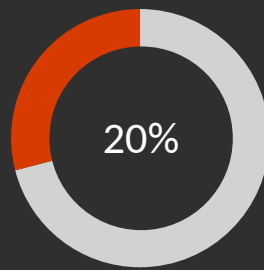
## CUSTOMER SEGMENTATION



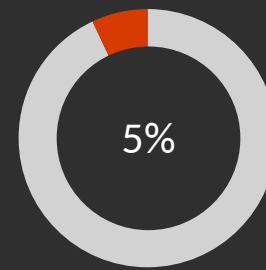
Premium Coffee Enthusiasts



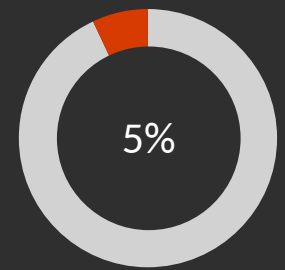
Health Conscious Consumers



Budget Conscious Consumers



Coffee Newbies/Experimenters



Corporate Clients

## OUR PREMIUM OFFERINGS



**Roasters Club** – Specialty green coffee for home roasting enthusiasts.



**Fresh Roasted Box Service** – Monthly and themed boxes featuring premium coffee, accessories, and exclusive items.



**E-commerce Store** – Selling premium coffee, roasting equipment, and niche accessories.



## OUR PREMIUM OFFERINGS



**Franchise Expansion** – Mobile coffee carts & trailers selling fresh espresso and promoting subscriptions.



**Corporate & Luxury Gifting** – Custom-branded coffee boxes for businesses and high-end clients.



**Themed Subscription Boxes** – Outdoor, seasonal, travel, and sports-themed coffee experiences.



# REVENUE MODEL

## Green Coffee Box

- 15 to 20 different varieties
- Differing flavors, origins, and regions
- Specialized coffee inventories
- Monthly Mystery Items
- Cost \$3.00 to \$15.00 per pound
- Average cost per pound. \$5.00
- 51% of CC fees support charities

## Roasted Coffee Box

- Variety of coffee from various farms
- Roasted to Order for Max Freshness
- Ranging from \$8-\$12 per pound Roasted
- Average \$9 per pound
- Provides a steady, reliable cash flow
- Highly predictable and high margin
- 51% of CC fees support charities

## Beverage Trailer

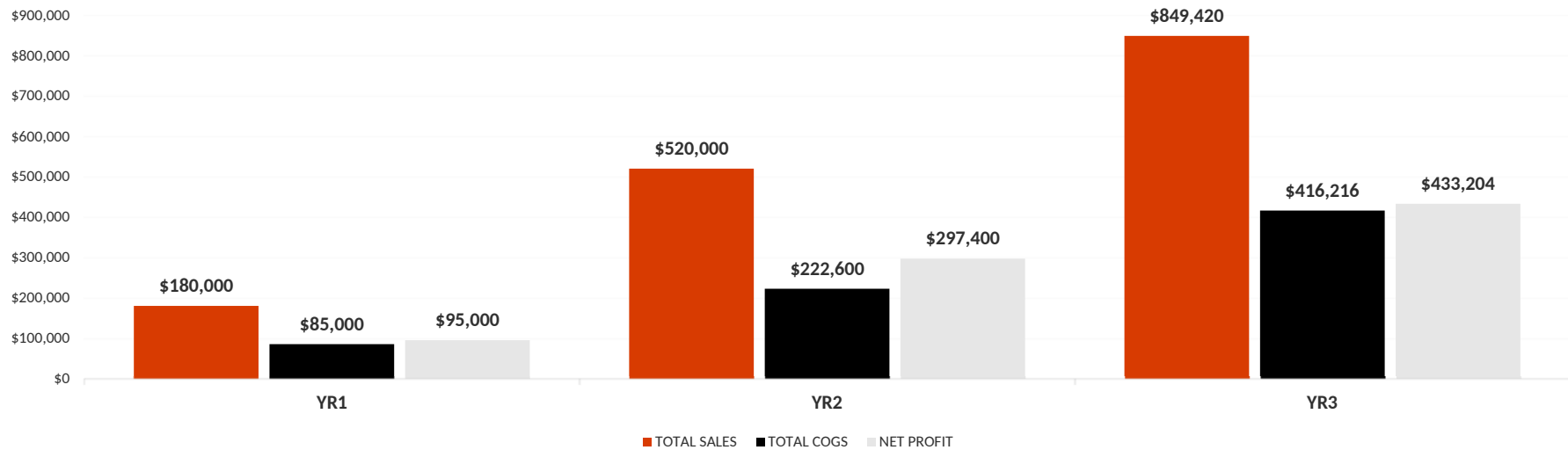
- Premium espresso drinks, cold brew, teas
- Direct sale and promotion of boxes
- Cost of ready to go trailer - \$30k
- \$2k-\$4k per catering or event
- Industry or Holiday Themed Gift Boxes
- May include themed items, food items
- 51% of CC fees support charities



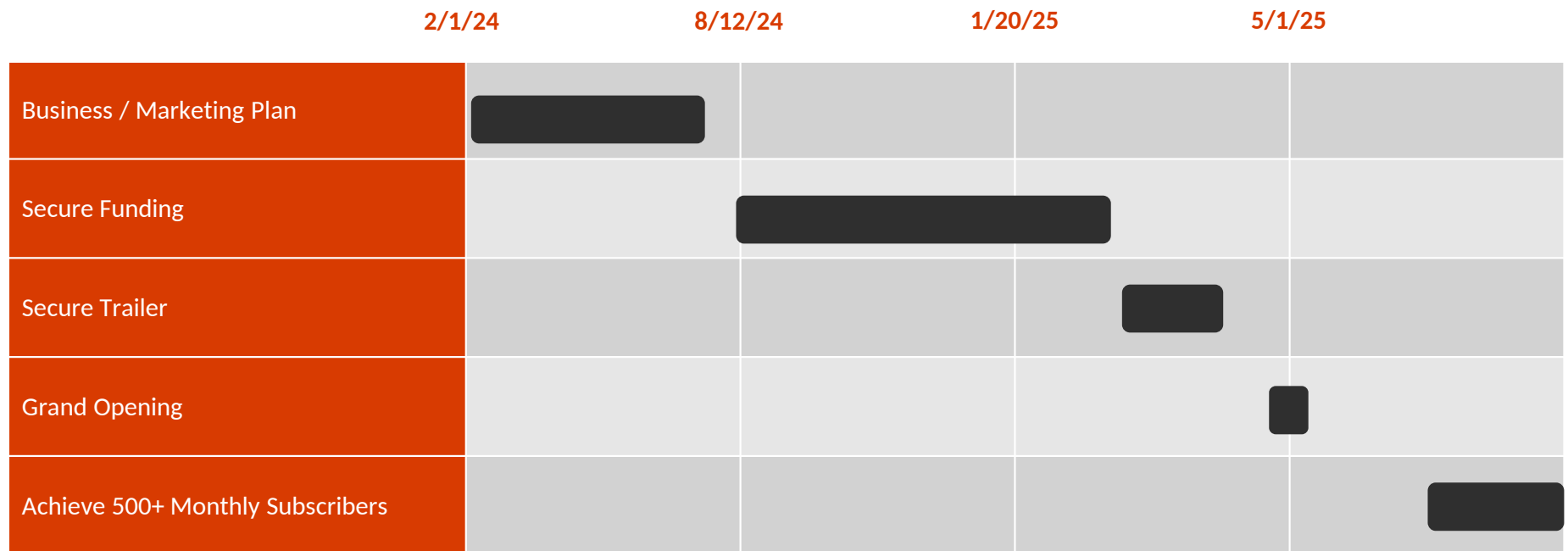
# SALES FORECAST

3 YEAR SALES SUMMARY	YR1	YR2	YR3
TOTAL SALES	\$180,000	\$520,000	\$849,420
TOTAL COGS	\$85,000	\$222,600	\$416,216
NET PROFIT	\$95,000	\$297,400	\$433,204

## ANNUAL SALES & GROSS PROFIT

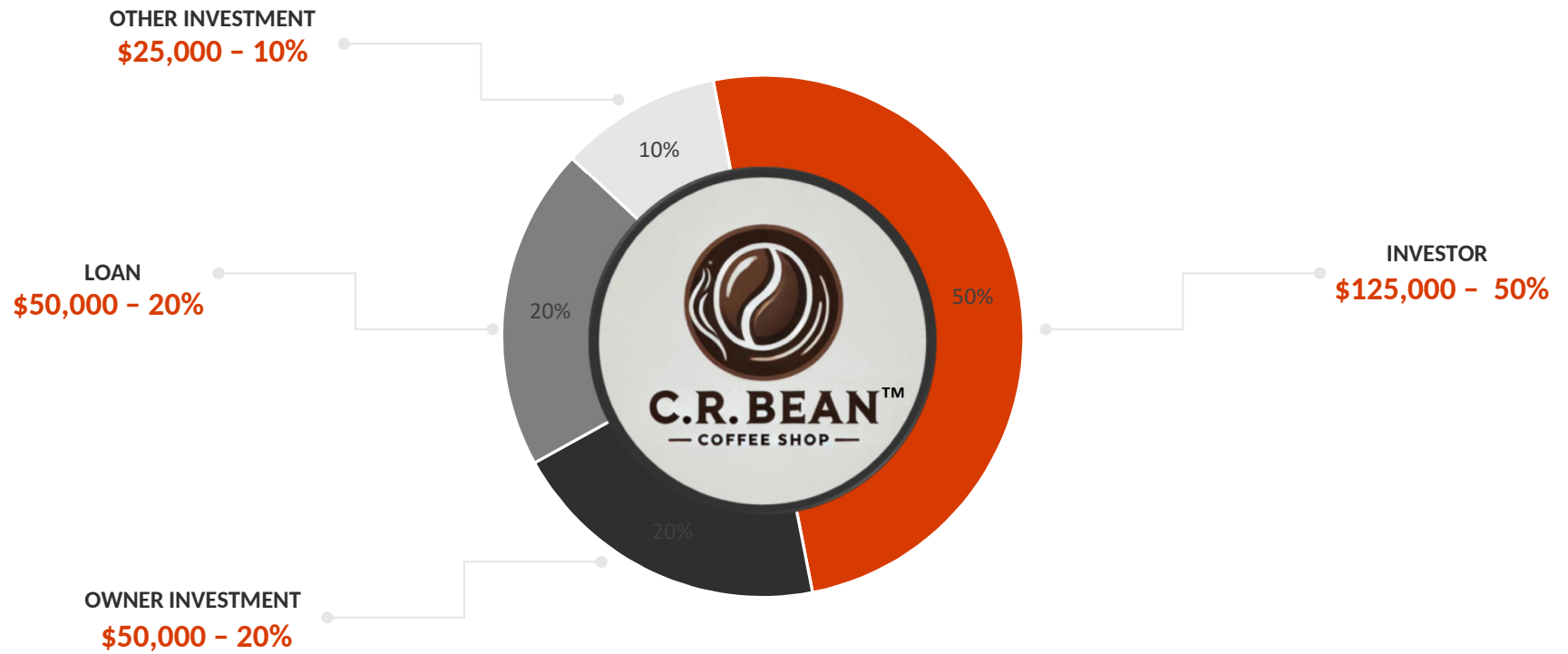


# KEY TIMELINE GOALS

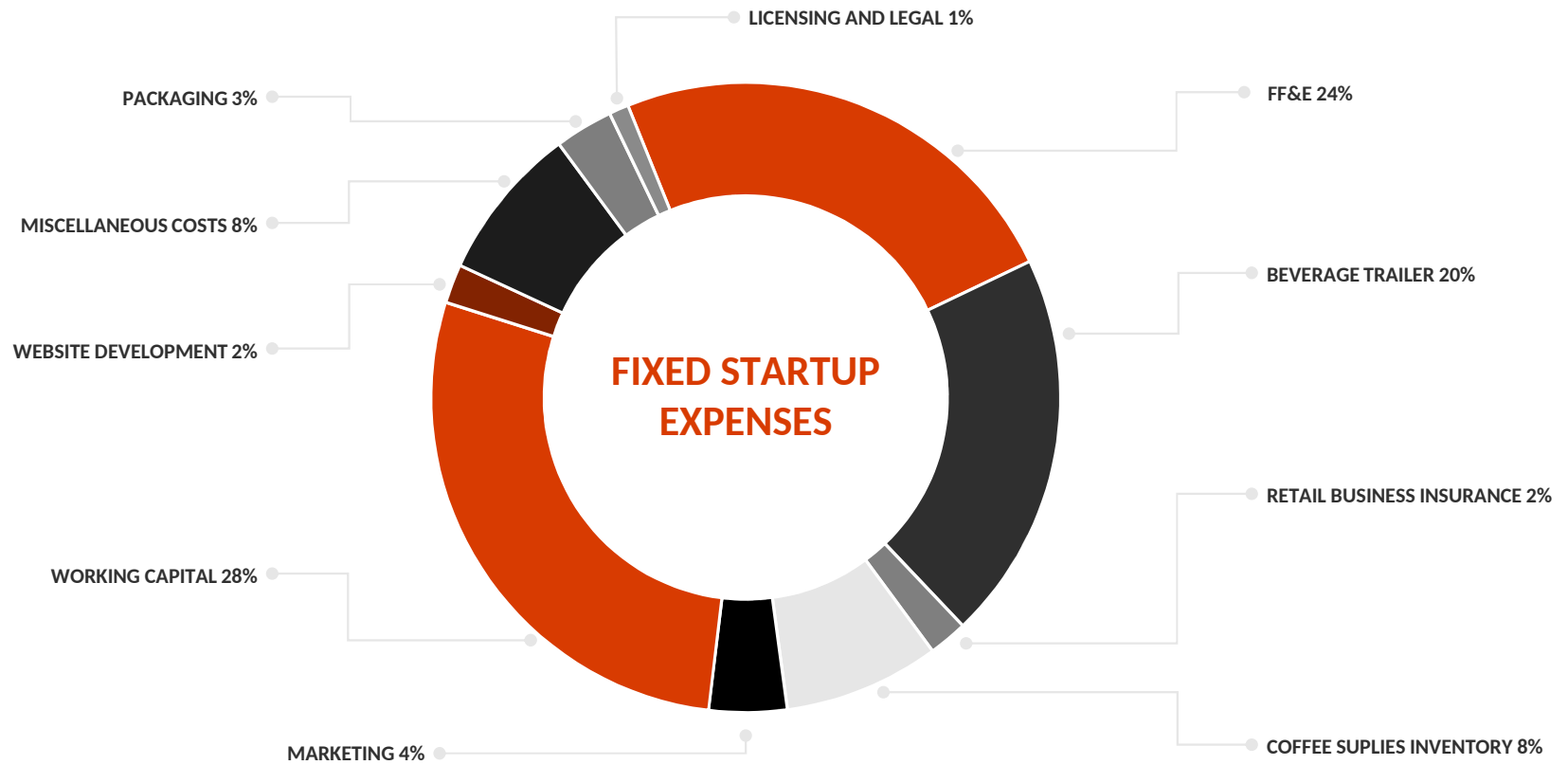


# REQUIRED FUNDING

## FUNDING REQUIREMENT \$250,000 SEED ROUND



# USE OF FUNDS



# THANK YOU!

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