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**Brew Brilliant**

April 14, 2024



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## Summary

### Brew Brilliant

Idea: Brew Brilliant is a coffee shop and roastery that offers a unique coffee experience with on-site roasted single-origin coffees and blends in a minimalist space. It aims to attract its first customers through a grand opening, partnerships, social media, loyalty programs, influencer engagement, referral programs, local press, and participation in festivals. To calculate customer acquisition cost, Brew Brilliant should consider market research, marketing channel costs, promotional expenses, operational costs for marketing activities, and the estimated conversion rate, adjusting the figure with actual data over time.



## Business overview

### Business viability

Based on the concept provided, Brew Brilliant appears to be tapping into the specialty coffee market, which has been showing sustained growth. Here are three pieces of data from adjacent industries and competitors that support the viability of this company:

1. **Market Growth:** The global specialty coffee market was valued at around \$35.9 billion in 2020 and is expected to grow at a CAGR of 8.3% from 2021 to 2028. This indicates a strong and expanding market that Brew Brilliant can capitalize on.
2. **Consumer Trends:** There is an increasing consumer preference for premium and artisanal coffee experiences. Companies like Blue Bottle Coffee and Intelligentsia have seen significant success with a focus on high-quality, single-origin coffee and immersive retail experiences, similar to what Brew Brilliant is proposing.
3. **Digital Engagement:** The utilization of social media and influencer marketing has been a successful strategy for coffee shops. For example, Starbucks' social media strategy has contributed significantly to their brand engagement, suggesting that Brew Brilliant's plans to engage customers through social media and influencers could be effective in building a loyal customer base.

Based on these data points, Brew Brilliant's focus on single-origin coffees, a minimalist space, and a robust marketing strategy aligns with current market trends and successful practices in the industry. This suggests potential viability in the market.

This is just an opinion, not business advice. More analysis is available in the other reports on this page.



## Business overview

Our company is a transformative coffee shop and roastery that revolutionizes the coffee experience by offering freshly roasted single-origin coffees and artisanal blends in a space that celebrates simplicity and quality.

**Problem** Coffee enthusiasts are often disappointed by the lack of freshness and quality in the coffee available at mainstream cafes, which typically serve mass-produced blends with little transparency regarding origin and roasting dates. Current solutions fail to provide a personalized coffee experience that caters to the discerning tastes of true coffee aficionados.

**Solution** The eureka moment came when we recognized the gap in the market for a coffee shop that not only serves but also educates customers about the coffee they drink. Our value proposition is unique and compelling because we combine the freshest possible product with an educational experience in a serene environment. This approach will endure because it taps into the growing trend of consumer interest in the origins and production of their food and drink. The concept is scalable and can evolve into a larger educational platform about coffee culture.

**Why now?** The rise of the 'third wave' coffee movement, an increased consumer focus on sustainability, and a desire for artisanal food experiences have created the perfect conditions for our concept. Until now, there hasn't been a sufficient convergence of market demand, supply chain transparency, and consumer education to support such a venture.

**Market potential** Our primary customers are coffee enthusiasts and millennials who seek authentic, high-quality coffee experiences. The market potential is vast, as coffee is one of the most consumed beverages globally, and there is a significant shift towards premium coffee consumption.

**Competition / alternatives** Our direct competitors are other



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## User pain points

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## **Revenue and market opportunities**

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## Potential risks

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## Why now

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## **Validate unknown factors**

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# Market research

## Trends in the market sector

- 1. Shift to E-commerce and Subscription Models:** The coffee industry has seen a significant shift towards online sales and subscription services, driven by changes in consumer behavior due to the COVID-19 pandemic. Consumers have become more accustomed to purchasing goods online, including coffee. According to a report by the National Coffee Association, online sales of coffee have grown, and many consumers are now subscribing to regular deliveries. This trend could affect Brew Brilliant by necessitating an investment in a robust online platform and subscription service to meet customer expectations and compete effectively.
- 2. Sustainability and Ethical Sourcing:** There is an increasing consumer demand for sustainable and ethically sourced products. In the coffee industry, this translates to a preference for fair trade, organic, and sustainably grown coffee beans. A study by the Specialty Coffee Association found that sustainability is a key factor for consumers when choosing coffee brands. Brew Brilliant could be impacted by this trend, as it may need to ensure that its sourcing practices align with these consumer values and communicate this commitment effectively to its customer base.
- 3. Advancements in Coffee Brewing Technology:** Technological advancements in coffee brewing equipment and techniques continue to evolve, with new innovations aimed at improving the quality and consistency of coffee. For instance, precision grinders and brewing machines that allow for better control over brewing variables like temperature and time are becoming more popular. Data from the Specialty Coffee Association indicates that specialty coffee shops are investing in these technologies to enhance their offerings. Brew Brilliant may need to consider investing in such technologies to ensure that it remains competitive and can offer a product that meets the high standards of coffee aficionados.



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## **Market size and growth potential**

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## **Consumer behavior**

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## Customer segmentation

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## **Regulatory environment**

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## Key considerations

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## Launch and scale

### MVP Roadmap

#### Minimum Viable Product (MVP) for Brew Brilliant:

The MVP for Brew Brilliant is a simplified coffee shop setup that focuses on the core value proposition: serving freshly roasted single-origin coffees and blends in a minimalist space.

1. **Basic Coffee Shop Setup:** A small, minimalist-designed space with essential furniture and a cozy ambiance.
2. **Limited Coffee Selection:** A few high-quality single-origin coffees and one or two signature blends.
3. **Simple Menu:** A limited menu focusing on coffee and a few pastry options.
4. **Roasting Equipment:** Basic roasting equipment to roast coffee on-site.
5. **Point of Sale System:** A simple POS system to manage transactions and track sales data.
6. **Initial Branding:** Basic branding elements like a logo, packaging for coffee beans, and in-store branding.
7. **Social Media Presence:** Set up profiles on major social media platforms to start building an online community.
8. **Feedback Mechanism:** A simple way for customers to provide feedback, such as comment cards or a digital survey.
9. **Grand Opening Event:** A soft launch event to introduce the shop to the local community.
10. **Basic Online Presence:** A simple website with the shop's location, hours, and menu.

#### 10 Step Plan to Achieve the MVP:

1. **Secure a Location:** Find and lease a small retail space in a high



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## **Operational cost**

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## Tech Stack

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## Code/No Code

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## **AI/ML Implementation**

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## **Analytics and metrics**

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## **Distribution channels**

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## Early user acquisition strategy

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## **Late game user acquisition strategy**

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## **Partnerships and Collaborations**

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## Customer Retention

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## **Guerrilla marketing ideas**

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## Website FAQs

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## SEO Terms

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## Google/Text Ad Copy

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## **Raise capital**

### **Elevator pitch**

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## YC-style pitch deck

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## Pitch preparation

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## Valuation

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## **Funding required for seed/pre-seed stage**

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## **Investor outreach**

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## **Investor concerns**

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## **Business introduction**

This company is for coffee enthusiasts who are unsatisfied with the generic and mass-produced coffee options currently available. Brew Brilliant is a new concept in the coffee shop and roastery space that provides a unique coffee experience with on-site roasted single-origin coffees and blends in a minimalist setting. Unlike mainstream coffee chains, Brew Brilliant offers a curated coffee experience with a focus on quality, transparency, and customer education. The company stands out with its commitment to freshness, direct relationships with coffee farmers, and a sophisticated yet accessible atmosphere that invites customers to explore the world of coffee.