



# Coffee Connect

ELPP Spring 2023 - Team 2

# Team & Background



**Tejaswi S. - CEO**  
Coffee Plantation Owner @ India  
Yahoo



**Aman S. - CTO**  
Yahoo



**Albert Y. - CPO**  
Applied Materials



**Andy S. - CMO**  
Samsung



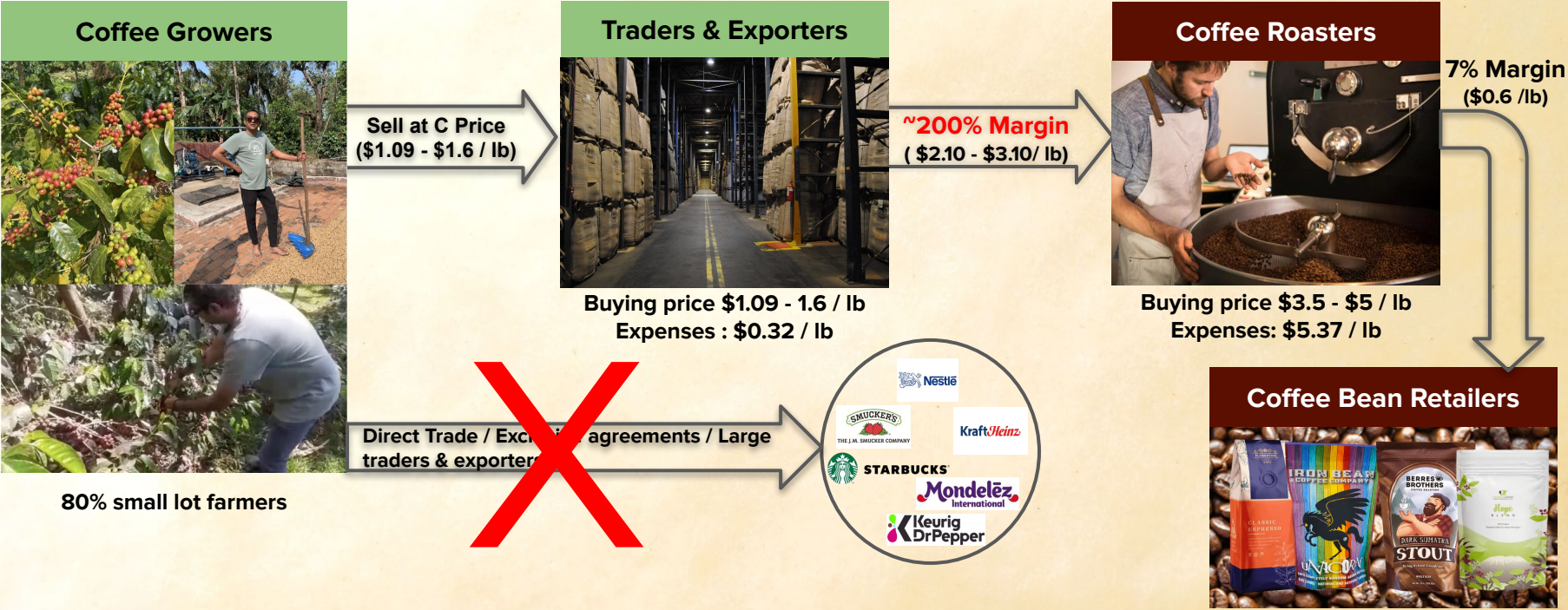
**Ken O. - Strategy**  
Applied Materials



**Saurabh M. - Data Scientist**  
Google



# Coffee Supply Chain



# The Need

## Growers



- **Better price** for their beans

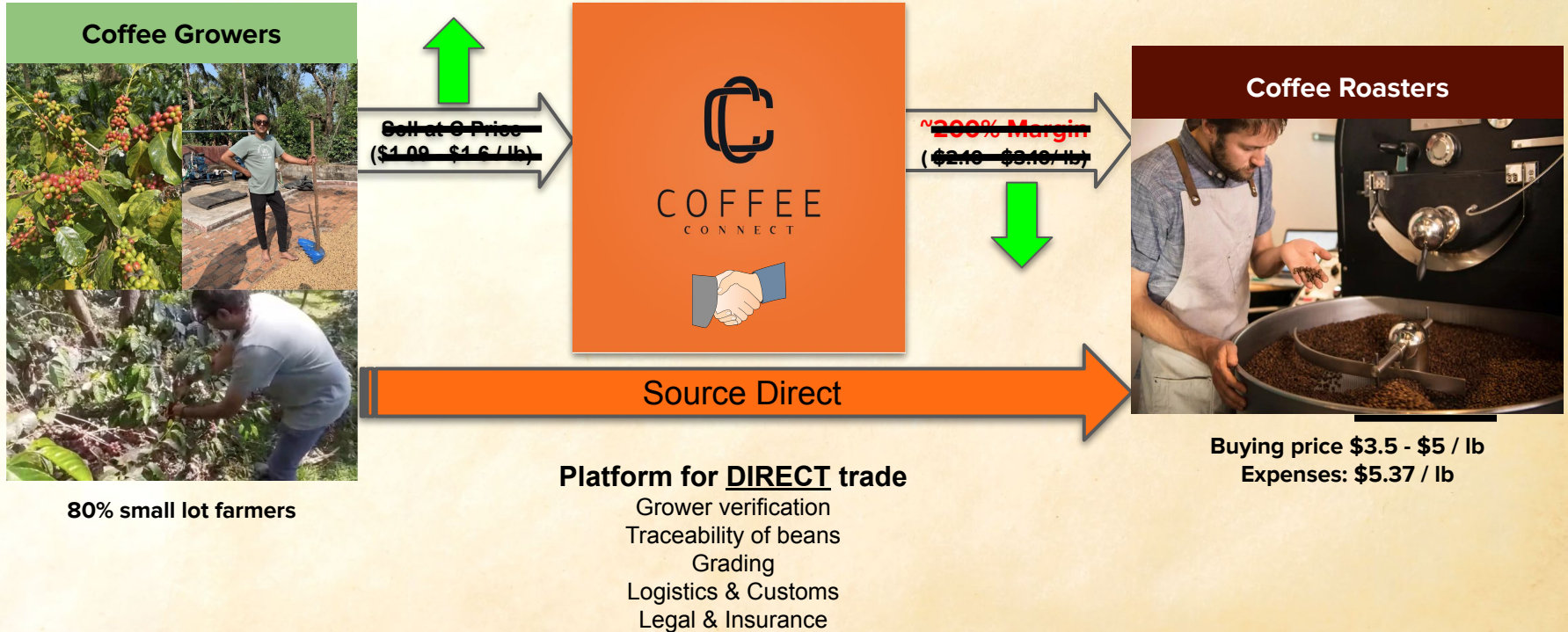
## Roasters



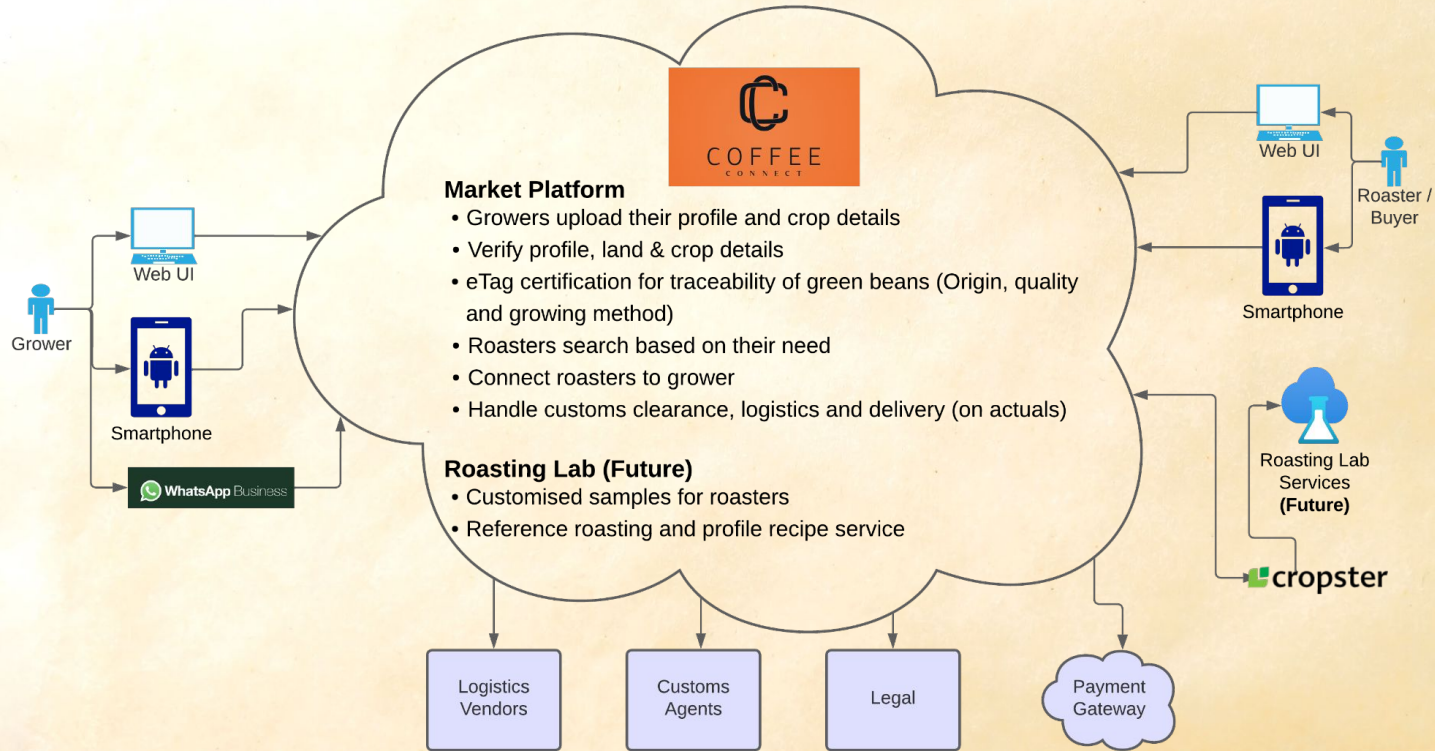
- **Quality** and **traceability**
- **Better** and **transparent** pricing



# Coffee Connect



# Our Solution - Market Platform



# Benefit

## Growers



### Better returns

- Assured future returns
- Knowledge of demand patterns
- Community/knowledge base for research/best practices



COFFEE  
CONNECT

### Market Insights

- Upfront knowledge of demand patterns
- Community/knowledge base for research/best practices

## Roasters



### Quality & Traceability

- Avoid unnecessary cost markup
- Assured supply
- Transparent pricing for freight, insurance and imports



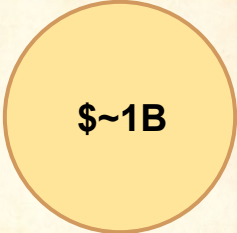
# Market

Total Addressable Market



US total coffee imports

Served Addressable Market



US import Coffee beans  
*(Non-direct)*

Target Market

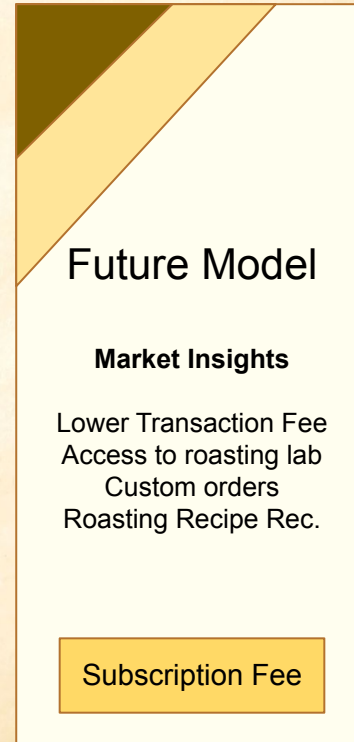
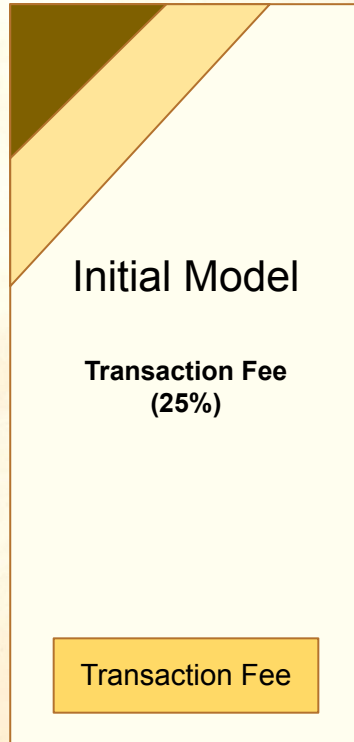


Portion of US Coffee imports  
CoffeeConnect can capture





# Business Model



# Go-to-Market

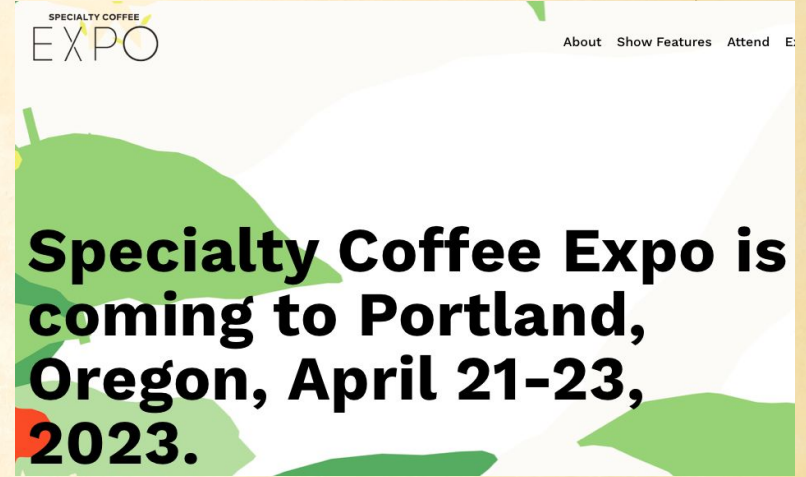


Start with growers in India

Regional varieties

Many Bay Area roasters  
specialized in India  
beans

Team member owns  
small plantation



Pitch in specialty coffee trade show



# Growth Plan

Coffee  
\$6.9B\*



Pepper  
\$72M\*



Tea  
\$530M\*



Wine  
\$7.5B\*



Expand services to other  
speciality foods

\* US import \$



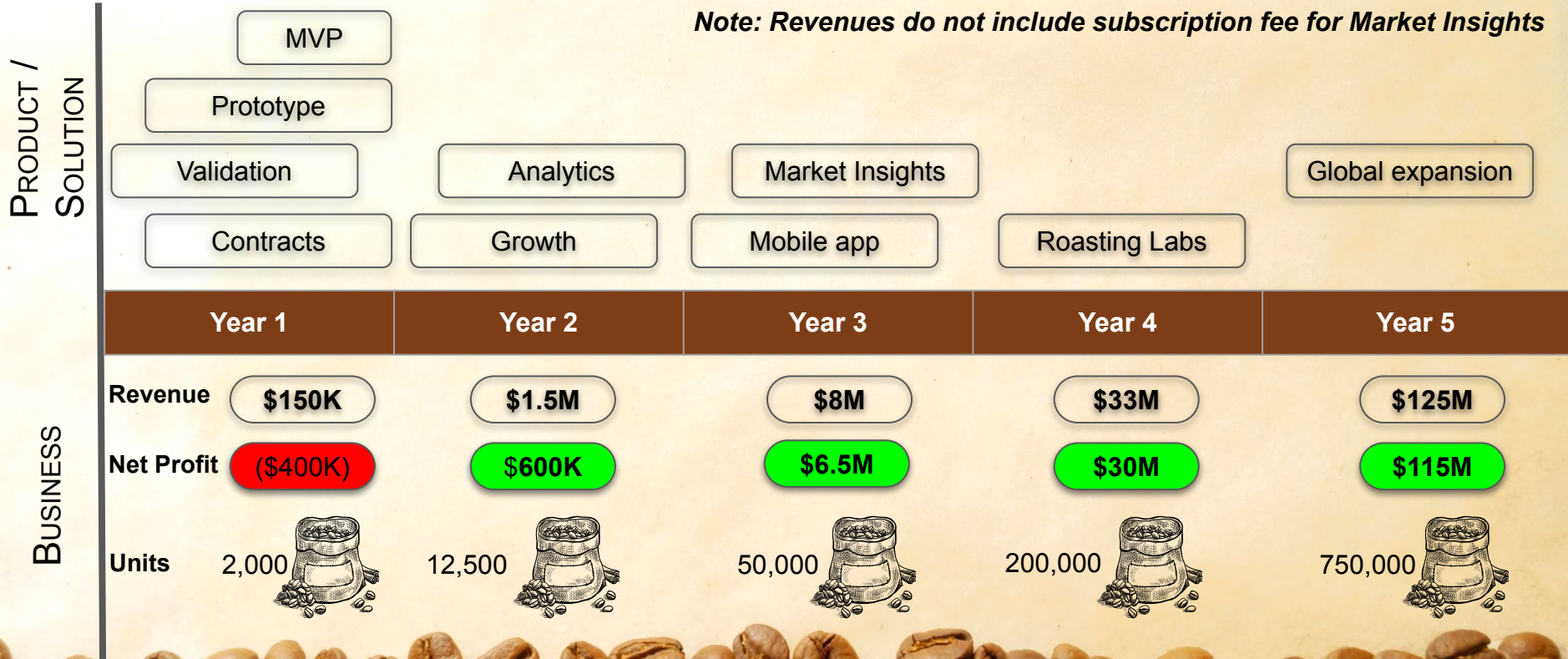
# Competition - why us?

Features	Coffee Connect	Coffee Exchange	m-cultivo	Project Origin	Traders & Exporters
Location of Growers	Worldwide <sup>1</sup>	Worldwide	Ethiopia	Australia	Worldwide
Better returns for Growers	✓	✗	✓	✗	✗
Cheaper prices for roasters	✓	✓	✓	✓	✗
Traceability	✓	✗	✓		In some cases
Focus on single origin / small lot coffee	✓	✗	✓	✓	✗
Customised Coffee roasting recipe	✓	✓	✗	✗	In some cases
Market Insights	✓	✗	✗	✗	✗

1 - Start with growers in India and expand globally



# Milestones



# The Ask

**\$500K**

**Customer Acquisition  
Product Development  
Sales and Marketing  
Growth**

Validation

Prototype

Contracts

MVP

500



The image features a dense field of dark brown, roasted coffee beans. In the center-left, there is a large, irregularly shaped piece of dark, layered rock, possibly volcanic, with a rough, textured surface. The text is overlaid on the right side of the image.

**Questions ?**

**Ready to invest?**

The image features a top-down perspective of a wooden surface, possibly a table or a tray, which is densely covered with dark brown, roasted coffee beans. The beans are scattered across the surface, with some clusters and some individual beans. In the center-left area, there is a prominent, irregularly shaped piece of dark, textured material that resembles a piece of bark or a fragment of wood, with a rough, layered appearance. The lighting is warm and directional, creating highlights and shadows that emphasize the textures of the beans and the wood. The overall composition is rich and textured, with a strong focus on natural, earthy elements.

# Appendix



# Mission

Marketplace for selling single-origin/small lot produce green coffee (can be extended to other agricultural commodities) directly from grower to roasters (OR small/large scale businesses) : This helps small growers to sell their produce directly to the roasters who look for single origin/small lot produce for a better price than selling it to traders.



# How Coffee works !

## HOW COFFEE WORKS!

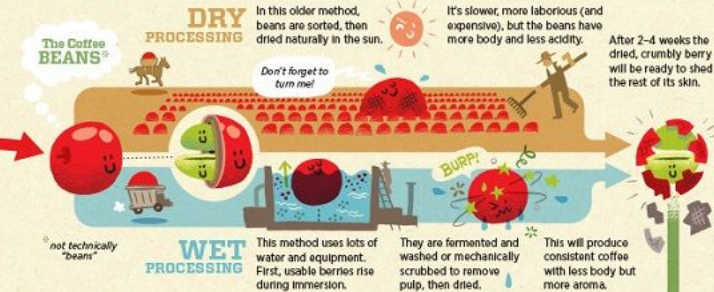
Each particle of pick-me-up in your morning coffee has traveled a great distance, not to mention been transformed and refined, to be there for your daily grind. Here's the life cycle of a typical bean:



## 10 Steps from Shrub to Mug!

### 3 PROCESSING

In this important step, the outer covering and pulpy fruit are removed from the berry, leaving the seeds (aka the "beans"). There are two primary ways to do it:



### 4 MILLING

Any remaining fruit or parchment will be removed and dry coffee will become sought-after "green coffee" beans.



### 8 GRINDING

Beans will be ground into a specific fineness, whether by machine or hand.

### 9 BREWING

Water can be introduced to the grounds in many ways, but these are the main methods.

### 10 DRINKING!

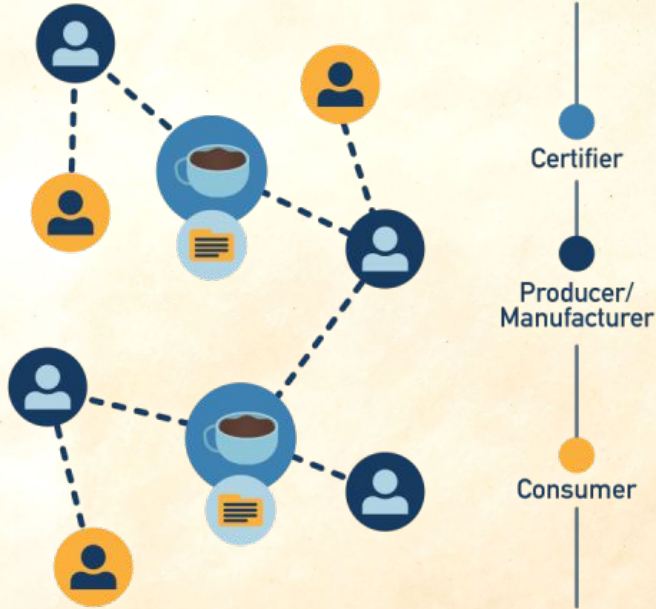
Finally! Enjoy your morning joe even more now that you know what the little coffee bean has been through.

D. ZETTWOCH

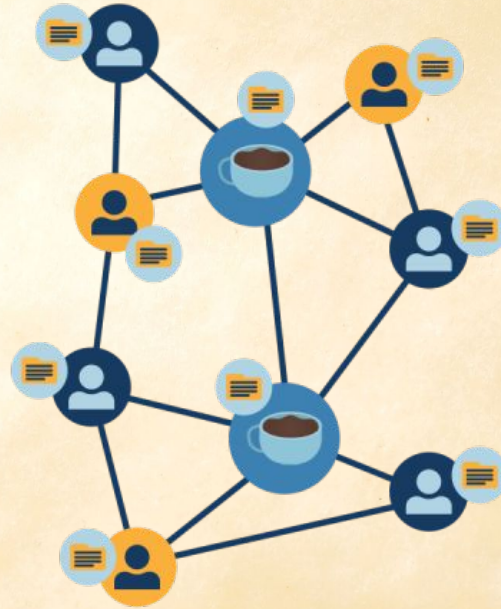


# Technology (Future)

## CERTIFICATION ACCESS TODAY



## THE FUTURE



*With blockchain, data can be accessed and verified by all actors, rather than solely by the original certifier.*



# Use of data

- Market Insights
- Forecast demand
- Knowledge base for growers
- Monetize insights?



# Traction

Roasters:

- Validation exercise

Farmers:

-



# Risks & challenges

- Immediate settlement for farmers
- Competition with traders & exporters

