



# BIKE CAFE™

- Mobile gourmet coffee and pastry shop anywhere at a fraction of the overhead cost of traditional brick and mortar shops.
- Conceptualized in Iceland by Fitzgerald Gesse & Vigfuss Vigfusson
- Environmentally friendly
- New business for major cities in the US
- Indoor/outdoor business



BIKE CAFE™

# INTRODUCTION

- Mobile Coffee's targeted market segment is the average coffee consumer that appreciates convenience and quality coffee.

While most coffee retailers require their customers to come to

- them, our Mobile units allow us to place ourselves at strategic locations, minimizing the precious commute time otherwise needed for the customer to travel between their coffee and their destination.

Catch customers on the run craving a hot cup of coffee and pastries anywhere anytime.



**BIKE CAFE**<sup>TM</sup>

During Mr. Fitzgerald's stay in Iceland in 2012, he became acquainted with Mr. Vigfússon. One day while he visited Mr. Vigfússon at his job as an assistant manager, he came across two salespersons introducing their company's line of coffee within the supermarket. For their presentation, they used a funny looking, tiny transporter as a prop, equipped with only an espresso machine and their coffee logo on the side of the van. Mr. Fitzgerald, who at the time was involved in the creation of Café Haiti, now a very successful café in Reykjavik Iceland, found the design to be, although simple and crude, extremely fascinating. He told Mr. Vigfússon that New York had nothing like this, and so an idea was born. Ever since then the two have been working on this project by conducting research, establishing relationships with suppliers, and preparing this document.



# MISSION STATEMENT

- Convenient quality coffee is what Mobile Coffee will stand for.
- Products from our partners to our Customers, with a focus on convenience.
- We aim to build a blossoming franchise with Endless possibilities. Our baristas will be highly trained and skilled to provide a cup of high-quality Coffee with outstanding customer service.
- Our unique business model will allow new Entrepreneurs to successfully run their businesses as our franchisees. They are bound to succeed with our service, training, and help.



# Target Market

---



- Our primary target markets are pressed-for-time hard-working New Yorkers from the age of 18 to 64, as well as the ever-increasing number of travelers.
- The Census Bureau estimated in 2012 that New York had over 8.3 million inhabitants living within its five boroughs:
  - Manhattan, Bronx, Queens, Staten Island, and Brooklyn – out of which an estimated 6.5 million fall into our age demographic. The average median household income is \$55,140 within the five boroughs of New York City, which will serve as our initial marketplace.
- Over 52 million tourists visited the city in 2012, exceeding its previous record from 2011 of 50.9 million, continuing its growth since the year 2002, and they are thirsty for coffee.

# Target Market (continued)

## Coffee Consumption:

How many cups of coffee are consumed daily in the US? See below chart

## Coffee Statistics:

50% of the population, equivalent to 150 million Americans, drink espresso, cappuccino, latte, or iced/cold coffees.

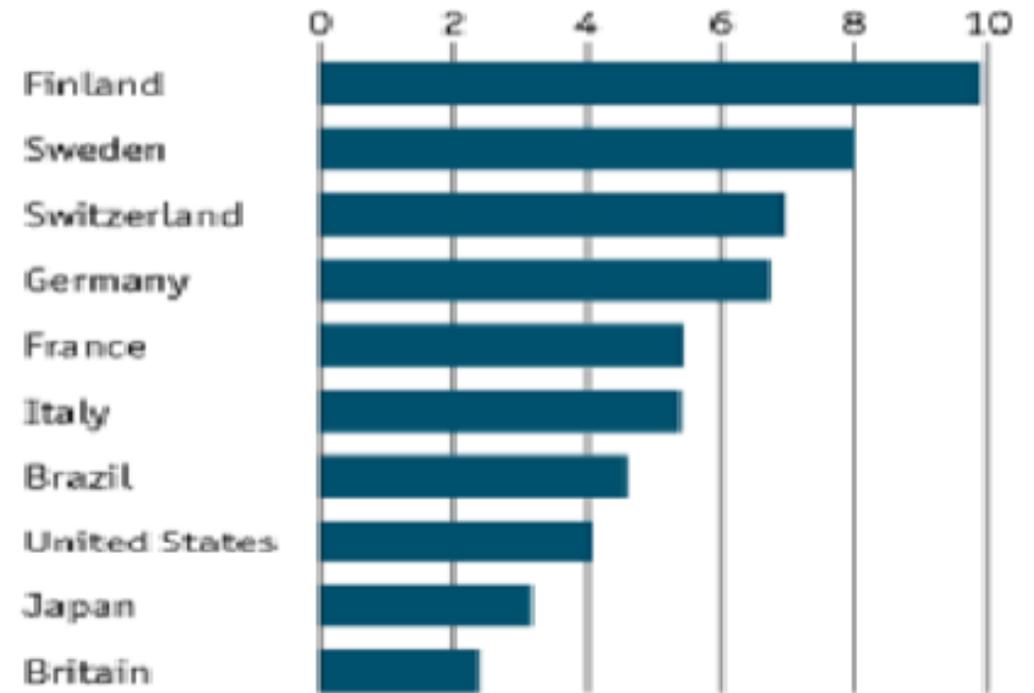
## Coffee Shop Facts:

Independent coffee shops equal \$12 billion in annual sales. At the present time, there are approximately 24,000 Coffee Shops across the country. Statistics show there will be approximately 50,000+ Coffee Shops within the years to follow. The average Espresso Drive-thru Business sells approximately 200-300 Cups of Espresso and Coffee Based Drinks per day.

## COFFEE CONSUMPTION STATISTICS

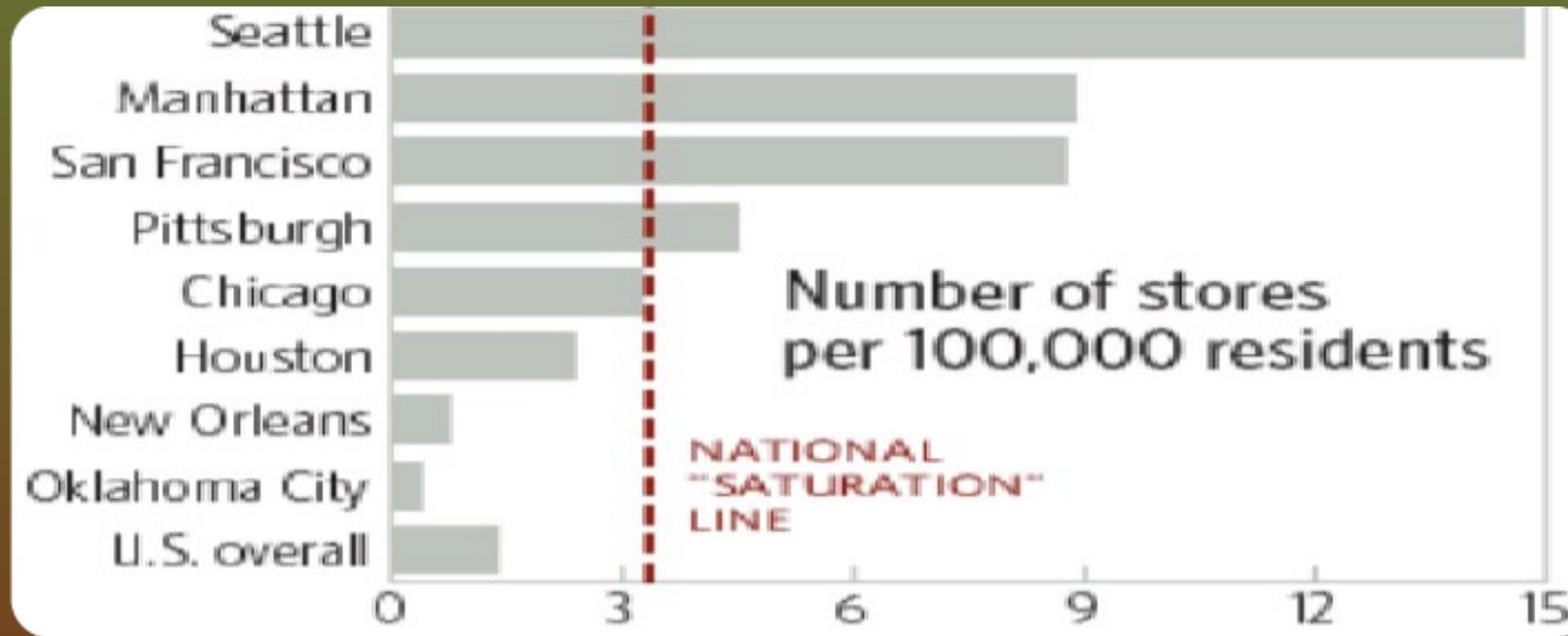
### *Coffee Consumption by Country*

Coffee consumption, 2000, kg per person



Source: International Coffee Organisation

# Coffee Shops Nationwide



## Target Market (continued)

When it comes to coffee shops nationwide (USA Only), the cities with the greatest number of stores per 100,000 residents include:

Seattle, Manhattan, San Francisco, Pittsburgh, Chicago, Houston, New Orleans, and Oklahoma City.

# Target Market (continued)

## Key Coffee Statistics 2022

- 62% of men drink coffee every day in contrast to 66% of women who drink coffee daily.
- 64% of adults in America admit to drinking coffee daily.
- In America, people drink around 400 million cups of coffee each day.  
79% of American adults make their coffee at home.
- Americans drink approximately 146 billion cups of coffee annually.
- 45% of American consumers make their coffee using a drip coffee maker.  
Around 35% of people who drink coffee commonly drink it black without cream or sugar.
- Nearly 110-120 million bags of coffee are made across the globe yearly.
- Robusta coffee beans contain more caffeine than Arabica beans.
- 12 kgs of coffee are consumed in Finland per person, per year.





## Target Market (continued)

### US Coffee Statistics 2022

The following coffee statistics will reveal how much coffee Americans drink.

1. In America, People Drink Around 400 million Cups of Coffee Each Day.

Coffee ranks as the most consumed beverage in America at 59%, just above bottled water at

58%. Soft drinks account for 53% and tea 47% in the rankings.

Also, America is among the leading consumers of coffee across the planet, according to recent coffee statistics.

2. 64% of Adults in America Admit to Drinking Coffee Daily.

The NCA performed a study that revealed coffee consumption is at an all-time high since 2012. According to the study, 64% of adults in the United States drink coffee daily. Do you think that has caused a rise in insomnia rates? That's for another article.

3. The Average American Consumes at Least 3 Cups of Coffee Each Day.

Coffee statistics reveal that the average consumption of coffee in America accounts for 3 cups per day.

# PRICING STRATEGY

When Mobile Coffee enters the market it will follow a market-oriented pricing strategy. That is, we set our prices similar to the market leaders. This allows us to maintain the competitive pricing our customers are accustomed to while at the same time generating a healthy gross margin. Our prices will be reviewed every quarter or as needed if there are sudden market changes.

Mobile Coffee prices	8 oz	12 oz.	Pastry Prices	Single	1/2 Dozen
Coffee	\$1,25	\$1,88	Donuts	\$0,99	\$5,89
Iced Coffee	\$1,75	\$2,02	Chocolate Donuts	\$0,99	\$5,89
Latte	\$1,91	\$2,87	Vanilla Frosted Donuts	\$0,99	\$5,89
Iced Latte	\$2,79	\$3,49	Chocolate Chip Muffins	\$1,84	
Latte lite	\$2,20	\$3,30	Blueberry Muffins	\$1,84	
Cappuccino	\$1,90	\$2,86	English Muffins	\$1,84	-
Espresso shot (additional)	\$1,45		Chocolate Brownies	\$1,07	
			Croissants	\$1,07	
			Bagels	\$1,19	\$5,99
			Bagel with Cream Cheese	\$2,30	\$11,49

# TRADEMARK OWNED AND OPERATED

One-of-a-kind business

Independent coffee producer

Grown and roasted by Vestnet Capital

Option to be the sole distributor for Vesnet Capital coffee??

Independent bakery supplier ????

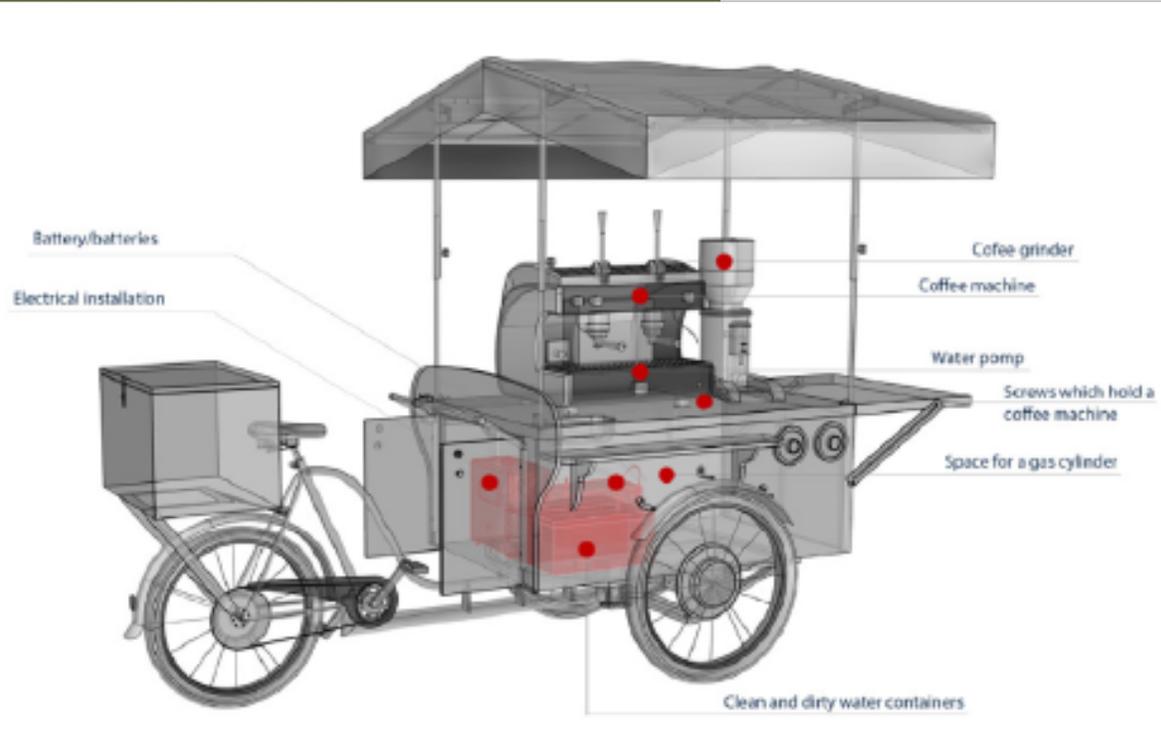
Bikes/stations designed and developed exclusively for Bike Café

Major city licenses

Locations can be anywhere...Malls, office buildings, parks, concerts, hospitals, venues, corporate events...etc



# BUSINESS OPPORTUNITY



- One of a kind business in the US
- Franchise business
- Low cost entry (???? Vesnet will provide numbers)
- Great opportunity for minorities owned business
- Full support from Bike Café management team
- Business management guidance (taxes, business acct, merchant acct, vendors permits, food protection permit..etc)
- Coffee and pastries supplies from Bike café for quality control
- Online store for Franchisees to purchase supplies and for Bike café bookings
- Association with delivery services (Ubereats,
- Barista training school (2weeks). Classroom and physical location training.
- Bike maintenance and repairs provided by Bike café

# BUSINESS OPPORTUNITY (continued)

Our Barista Training and Latte Art courses will be mandatory for all our new ground employees, regardless of whether they are complete coffee novices or coffee veterans. This will be done to ensure consistency throughout all mobile units. Along with extensive barista training, all employees will be put through a customer Service course covering everything from greetings to dealing with unsatisfied customers. The barista training courses will be designed to give our employees a chance to learn and practice essential skills, including the correct setting of a grinder and producing the velvety-textured milk for latte art known as micro foam, as well as the topics listed below.

- An introduction to coffee - an insight into a world of coffee
- Harvesting and roasting
- The important role of the grinder and how to master it
- Achieving the perfect espresso extraction
- Foaming milk for the perfect cappuccino
- Texturing milk and an introduction to latte art
- Learning about bad coffee
- The barista's menu – what is served in today's modern world and how is it made
- Daily care and maintenance of machinery
- 



# BUSINESS OPPORTUNITY (continued)

## WELCOME TO BIKE CAFÉ™

LET'S TAKE A LOOK AT WHAT BIKE CAFÉ OFFERS NEW OWNERS

- FULL TECHNOLOGY DEPARTMENT SUPPORT.
- MANAGEMENT BACK OFFICE WILL MANAGE EACH BUSINESS FRANCHISE ENTITIES
- ASSIST WITH THE CREATION OF YOUR BUSINESS ENTITIES NAME
- ASSIST WITH OBTAIN YOUR SALE TAX ID FOR YOUR BUSINESS
- SET UP YOUR BUSINESS ACCOUNT DUE TO OUR RELATIONSHIP WITH BANKS.
- SET UP YOUR BUSINESS ACCOUNT FOR YOUR BUSINESS
- SHOW YOU HOW TO REGISTER FOR YOUR FOOD PROTECTION COURSE FOR YOUR VENDOR PERMIT IN 5 DAY OR 15 DAYS
- PROVIDE INDIVTUROIR ENTITIES WITH BUSINESS ACCOUNT PAYROLL EACH UNIT WILL SELF-OPERATE BUSINESS ENTITIES
- SUPPLY EACH FRANCHISE WITH COFFE SUPPLY FROM OUR ONLINE STORE WHERE EACH FRANCHISE COULD PLACE AN ORDER FOR REPLYING PRODUCTS
- OPERATE A WEBSITE EACH ENTITY WILL HAVE A WEBPAGE SET UP OF EACH LOCATION. WITH MANAGER/OWNER OPERATING WITH HE/SHE PICTURE AT LOCATION





## BUSINESS OPPORTUNITY (continued)

- SETUP MERCHANT ACCOUNT AND PROVIDE EQUIPMENT FOR CREDIT CARD PROCESSING
- SUPPLY BAKERY, COFFEE, AND ALL RELATED PRODUCT FOR EACH FRANCHISE TO SELF
- OPERATE
- PROVIDE UNIFORM
- BARISTA TWO WEEKS TRAINING SCHOOLS WERE WEEK ONE Our barista training and latte art courses are open to everyone. It doesn't matter if you work in the coffee industry or are just a coffee enthusiast. So, if you are a complete coffee novice or want to know a little more about setting up your grinder correctly, learning to extract the perfect espresso, steam milk correctly, and improving your general skills  
WEEK TW: FIELD TRAINING STARTS YOU'LL WORK ON THE FIELD DOING CUSTOMERS SERVICE, FIELD OPERATIONS ETC. BEFORE YOU HEAD ON YOUR WAY TO START YOUR NEW BUSINESS VENTURE!  
RESUPPLY ARE DELIVERED TO HOME OR BUSINESS.
- OLIVE SHOP HOME DELIVERS ORDERS 8OZ 12OZ 16OZ 32OZ 64OZ COFFEE BAGS, AND
- WHOLESALE COFFEE SUPPLY DELIVERS TO HOME OR BUSINESS.

# THE MARKET

- There are well known organizations such as Starbucks and Dunkin Donuts..etc, who are the best-known brands, and in recent years McDonald's has been increasing its market share.

Coffee has been called liquid gold because the

- recession/pandemic has had zero affect the market.

Although it's a fiercely competitive field, we believe there is still a very lucrative gap that has not been exploited.

- We will offer a system that has minimum overhead and takes the business, quite literally, right to the customer, pressed-for time-New Yorkers that know the value of convenience.



# RISK/OPPORTUNITY

- Mobile Coffee will become a fiercely competitive market. Being the first will make Bike Café a leader in the space. The fact that we'll be the first to enter only means less competition, to begin with, granting us a competitive edge and time to increase our market share in the market

Being the first while risky presents a great opportunity

- Rent-free presence in major cities. This gives us a huge advantage in a densely urban territory such as New York City, where rent is a major factor in expenses, allowing us to use a portion of the rent expense to pay higher wages that other competitors will have difficulty matching.

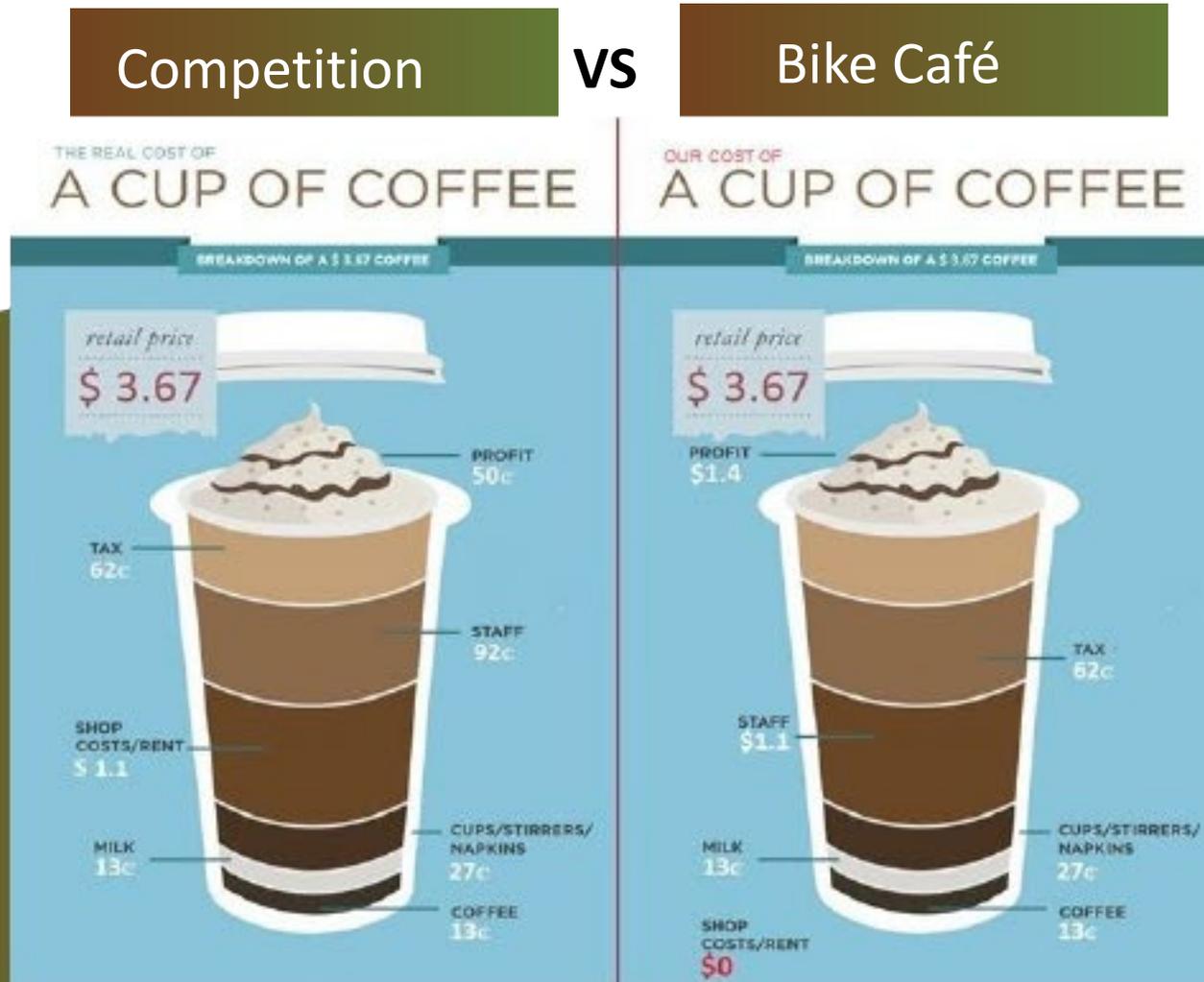
This allows us to attract highly skilled staff to further ensure the quality of our product. For a visual presentation of how our business model differs from a

- regular one, please see Figure 3.



# Risk/Opportunity (continued)

- Bike café can attract highly skilled staff to further ensure the quality of our product. For a visual presentation of how our business model differs from a regular one, please see below Figure.



# Risk/Opportunity (continued)

- Bike café fixed cost for each unit also presents a unique opportunity. We expect daily sales to be around \$1,500 daily. But due to the low overhead, the breakeven point for a two manned operation only requires daily sales of \$866.79 including taxes.
- Low operation cost and initial cost, yet another opportunity presents itself.  
Franchising our design also represents a great source of income. While many of the
- major franchises require hundreds of thousands of dollars in start-up costs, highly motivated entrepreneurs can start working for their own company under our franchise for \$110,000.  
To build one mobile unit is only \$32,000 plus \$2,700 for shipping and \$2,000 for taxes. We're making a profit of \$74,000 in just one order, and we also maintain
- ownership of the van, our targeting individuals looking for opportunities and a commitment contract of seven years to fifteen years for each location. Hours of operation will start at 7 am and end at 7 pm. We'll require all owners to work at each station for two years minimum. Employees are required to work 8-9 shifts?  
Fritz Clairvil mention 3 shift based on 13.00 per hour which is LOW



# FINANCIAL SUMMARY

- Low-end estimate that daily sales will range between \$1,500 and \$2,500 Low End Operations are expected to begin in April 2022, or as soon as starting capital has been raised.
- The forecast calculations demonstrated in Figure 4 are based on an average of \$1,500 daily sales for half a year.

The breakeven point for our business model is \$866.79 daily sales for a two-employee operation and \$1,227.48 for a

- three-employee operation. A budget is needed to complete the real actual cost.



# CAPITAL REQUIREMENTS

---

- **Start-up**





# BUSINESS SUMMARY

---

- According to the National Coffee Association and Specialty Coffee Association of America, more than 150 million American adults drink coffee on a daily basis. With average monthly sales per store up slightly from

# COFFEE FARM STORY





# COFFEE FARM

---

# FLOW CHART

