



# COFFINTY

AN **EXCEPTIONAL** CONCEPT FOR ONLINE MEDIA EXCELLENCE

The Ultimate **Source** of Information for Coffee Industry Enthusiasts  
and Professionals






HELLO!

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# INTRODUCTION





## PROBLEM STATEMENT

- If you are someone who enjoys coffee, you prefer to purchase it from a trustworthy source offering competitive prices and comprehensive product information. However, in unfamiliar areas, finding the right cafe can be challenging. **Coffinty** solves this problem with its extensive online presence, boasting over **134,000** Instagram followers and **+1000** organic Google search results. Beyond being a typical shop, Coffinty features a detailed cafe review map, barista training courses, personalized barista CV pages, and QR codes for cafes, alongside a variety of coffee recipes and machine showcases. This innovative platform is poised to make a significant impact on the Canadian coffee scene, with potential collaborations with major.



khoshkalacom

928 posts 133K followers 41 following

فروشگاه قهوه خوش کالا  
Shopping & retail  
فروش انواع قهوه و دم‌افزار  
سفارش از دایرکت و سایت - ارسال رایگان  
لینک خرید محصولات  
See Translation  
[khoshkala.com/search/all-coffee](https://khoshkala.com/search/all-coffee)







Our market analysis indicates promising prospects within Canada's coffee industry. With a growing trend towards premium and specialty coffee consumption, the Canadian market presents a lucrative opportunity for our platform. It's characterized by a discerning consumer base valuing quality, sustainability, and variety. Research shows steady demand for artisanal coffee products, fueled by unique flavor profiles and ethically sourced beans. Moreover, the prevalence of coffee culture in Canadian society, along with increasing preferences for home brewing, fosters an environment conducive to our platform's growth. Consequently, our strategic entry into the Canadian market aligns seamlessly with evolving consumer preferences and market dynamics, positioning us for success in capturing a significant market share. Additionally, we have a successful track record in Iran and can share our experiences with new collaborators for mutual benefit.



## EXPANSION STRATEGY



Our expansion strategy is built upon our extensive expertise in digital marketing, web design, and online retail, combined with our dedication to empowering both coffee brands and consumers in the specialty coffee market. As a marketplace, our primary goal is to facilitate seamless transactions between coffee brands and end consumers, without engaging in coffee production ourselves. With four years of hands-on experience in online retail, we possess a deep understanding of consumer preferences and market trends, positioning us as industry leaders in e-commerce. Our strategy involves implementing targeted marketing initiatives to enhance brand awareness among both coffee brands and consumers, leveraging data-driven insights to optimize campaign performance and drive conversion. Furthermore, we are committed to enriching our platform with comprehensive coffee courses and educational resources, equipping consumers with the knowledge and tools they need to make informed purchasing decisions. By fostering strategic alliances with coffee brands and providing them with access to our expansive customer base, we aim to cultivate mutually beneficial partnerships that drive sales and enhance brand loyalty. Through these strategic endeavors, we are confident in our ability to expand our market reach and solidify our position as the premier destination for premium coffee products. Additionally, we encourage baristas to join our platform, introducing them to the market and inviting them to contribute their expertise to our community.







# TARGET MARKET

- > Coffee enthusiasts seeking high-quality coffee products
- > Home baristas interested in refining their brewing techniques
- > Individuals who enjoy exploring diverse coffee varieties
- > Consumers looking for cafe recommendations and reviews
- > Aspiring baristas seeking training and career opportunities in the coffee industry
- > Community members interested in sharing and accessing authentic coffee-related experiences and reviews.





## SOLUTION

Our platform is set to become the premier destination for coffee enthusiasts seeking high-quality coffee products. Numerous coffee suppliers will showcase their offerings with detailed descriptions, empowering customers to easily compare prices and select the finest coffees from a diverse range of suppliers.

Moreover, we are committed to educating our users on all aspects of coffee. From online and offline classes covering coffee brewing techniques to exploring the rich diversity of coffee varieties, we aim to empower home baristas to create exceptional coffee experiences in the comfort of their homes.

Additionally, our platform will allow users to discover nearby cafes, explore their menus, compare product prices, and read authentic customer reviews to make well-informed decisions. Specialized features include barista training courses and dedicated profiles for baristas to showcase their skills and build their professional reputations. Baristas can upload their CVs to highlight their experience and expertise, providing users with insights into their professional backgrounds.

Furthermore, each coffee shop listed on our platform will feature a dedicated page complete with a QR code for seamless access, enabling customers to leave reviews and rate their coffee experiences. Detailed reviews of coffee shops and machines will further assist users in making informed purchasing decisions.



# BUSINESS MODEL CANVAS



## Key Partners



- Reputable suppliers of high-quality coffee beans
- Leading manufacturers of coffee equipment and accessories
- Renowned barista training institutions and coffee schools
- Digital marketing and branding agencies
- Network of high-quality local and international cafes

## Key Activities



- Selecting and sourcing premium coffee products
- Providing expert reviews and product comparisons
- Hosting online and in-person educational classes with experienced instructors
- Developing and updating online and mobile platforms
- Creating valuable and engaging content to attract and retain customers

## Key Resources



- A diverse collection of high-quality coffee products
- A team of expert coffee professionals and baristas
- Advanced and user-friendly e-commerce platform
- Extensive network of suppliers and business partners
- Strong reputation and credibility in the coffee industry

## Value Propositions



- Offering comprehensive and unbiased product comparisons
- Access to a wide range of premium coffees from various suppliers
- Providing specialized and practical educational resources for coffee enthusiasts and professionals
- An active and dynamic community for sharing coffee knowledge and experiences
- Offering up-to-date barista training courses with recognized certifications
- Holding barista competitions

## Customer Relationships



- Personalized support and quick response to customer needs
- Loyalty programs and exclusive discounts and benefits
- Active engagement through social media and online forums
- Regular newsletters with exclusive offers and product updates
- Hosting and organizing specialized coffee events and workshops

## Channels



- E-commerce website and mobile app (Coffinty.com)
- Social media platforms (Instagram, YouTube)
- Email and SMS newsletters
- Partnerships with cafes and coffee shops
- Online advertising, search engine optimization (SEO), and content marketing

## Customer Segments



- Coffee enthusiasts and home brewers
- Professional baristas and cafe owners
- Coffee lovers seeking high-quality products
- Students and individuals interested in barista training
- Coffee product manufacturers and sellers
- Professional baristas

## Cost Structure



- Website and app development and maintenance
- Digital marketing and advertising expenses
- Salaries for staff and experts
- Product sourcing and inventory management
- Hosting events and community activities

## Revenue Streams



- Sales of coffee products and equipment
- Subscription fees for access to premium content and specialized services
- Fees for online and in-person coffee classes
- Advertising revenue from partners and sponsors
- Affiliate commissions from product recommendations and sales
- Sponsorship fees for holding competitions





# BUSINESS MODEL

1

**Supplier Partnerships:** Revenue can be generated through partnerships with coffee suppliers who showcase their products on our platform. This could involve a subscription or listing fee for suppliers to feature their offerings. As well as sponsorship for competitions is one of the most important part.

**Educational Courses:** Income can be generated by offering paid online and offline courses covering various aspects of coffee brewing techniques and coffee culture. This could be through one-time course fees or subscription models for access to a library of courses.

**Cafe Listings and Promotions:** Revenue can be earned by charging cafes for premium listings, featured promotions, or advertising space on our platform. Additionally, affiliate marketing arrangements could be made with cafes for referring customers.

**Barista Training Programs:** You can generate revenue by offering paid barista training programs, workshops, or certification courses. This could include fees for enrollment, materials, and certification exams.



## BUSINESS MODEL

**Premium Features and Subscriptions:** Offer premium features such as advanced search filters, exclusive content, or ad-free browsing for a subscription fee.

**Data and Insights:** Utilize data collected from user interactions, reviews, and purchasing behavior to offer insights and analytics to suppliers and cafes for a fee.

**Partnerships and Sponsorships:** Collaborate with coffee-related brands for sponsorships, partnerships, or co-branded events to generate additional revenue streams.

**Transaction Fees:** Charge a small transaction fee for purchases made through your platform, similar to e-commerce models.





## BUSINESS MODEL

**Membership Programs:** Offer membership programs with perks such as discounts, early access to new products, or exclusive events for a recurring fee.

**Consulting Services:** Provide consulting services to cafes, suppliers, or individuals looking to enhance their coffee-related business or skills, charging fees for your expertise.

**Sponsorship for Competitions:** We can host events like 'Best Barista' or 'Best Coffee Taste,' offering sponsorship opportunities to promote these exciting competitions.





## MARKETING AND SALES STRATEGY

- > **Premium Content Creation:** Craft high-quality content across multiple platforms to educate and engage our audience effectively.
- > **Data-Driven Email Marketing:** Leverage data insights to personalize email campaigns and nurture customer loyalty.
- > **Omni-Channel Branding:** Maintain a consistent brand identity across all touchpoints for a cohesive user experience.
- > **Strategic Social Media:** Utilize social media strategically to build community and collaborate with influencers in the coffee industry.
- > **Partnerships and Collaborations:** Forge strategic partnerships to enhance our platform's offerings and reach.
- > **Innovation and Growth:** Continuously innovate and adapt your marketing strategies to stay ahead in the competitive landscape.
- > **Community Engagement:** Create interactive forums and events to foster a vibrant community around our platform.
- > **Digital marketing:** The main strength of our team lies in a strong presence in SEO, targeted advertising, specialized content production, and ultimately effective and continuous activity on social media.







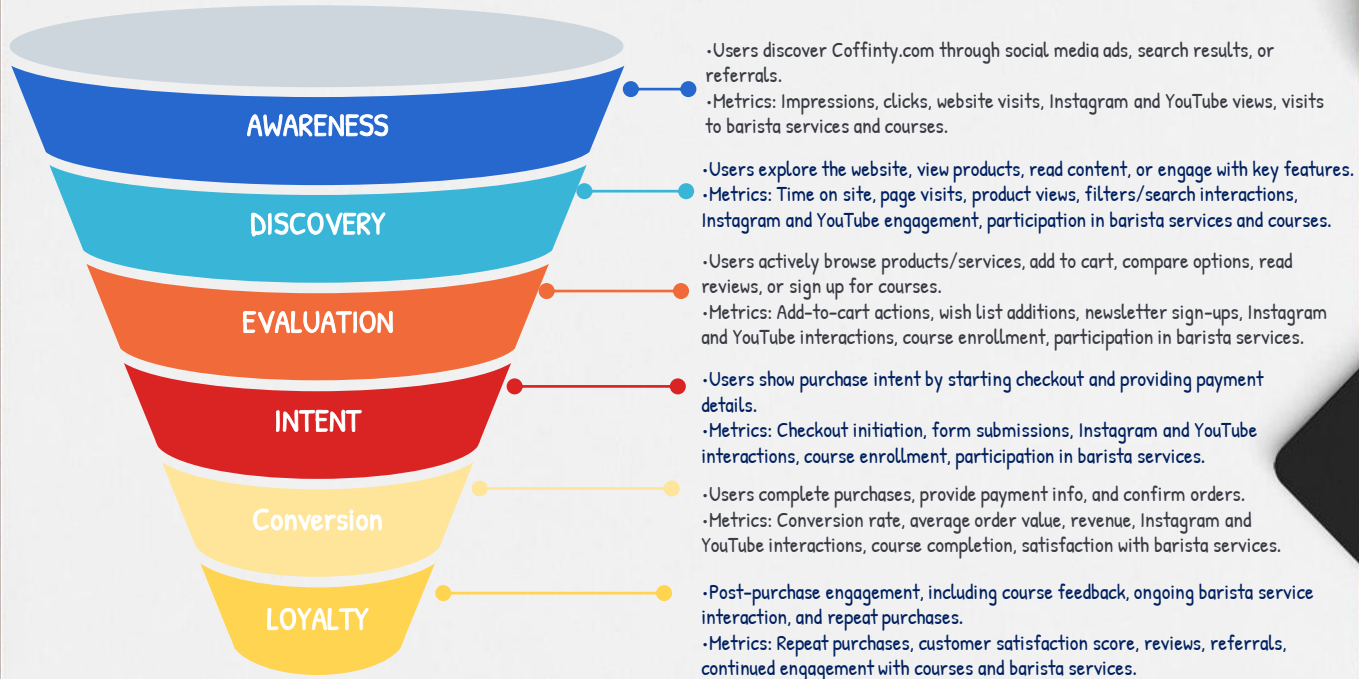
## STRATEGIC TARGETING

Our organization is dedicated to enhancing the coffee industry in Canada. Our endeavors are not centered around competition but rather aimed at fostering the growth of coffee culture in the country."

- > **Competitor Landscape:** Identify key competitors in the coffee industry, focusing on their product offerings, pricing, market positioning, and online presence.
- > **Product and Pricing Analysis:** Evaluate competitors' product range, quality, and pricing strategies to understand their market positioning and potential pricing advantages.
- > **Marketing Tactics:** Analyze competitors' marketing efforts, including content, social media, email campaigns, and partnerships, to identify effective strategies and areas for differentiation.
- > **Customer Experience Assessment:** Assess competitors' customer experience, including service quality, delivery times, and user reviews, to identify opportunities for improvement and differentiation.
- > **SWOT Analysis:** Consolidate findings into a concise SWOT analysis to identify strategic insights, including competitor strengths, weaknesses, opportunities, and threats, informing our platform's strategic direction.



## FUNNEL







## COMPETITOR ANALYSIS

Our organization is committed to enhancing the coffee industry in Canada, positioning ourselves as partners rather than competitors. We aim to foster coffee culture through our unique platform, providing unbiased guidance for consumers and strong support for suppliers. While our closest "competitors" may be online marketplaces, none offer comprehensive consultation, genuine product comparisons, or an unbiased coffee reference backed by robust advertising and digital marketing expertise.

Drawing from our experience with Coffinty—where we achieved over 135,000 organic followers on Instagram and over 1,000 organic clicks on Google—we aim to establish similar success in Canada. We'll attract collaborators with our solid marketing foundation and effective content strategies, building a community rather than competing with the coffee shops and suppliers themselves. Our research indicates there's no comparable platform offering this level of digital presence, marketing experience, and unbiased resources in the coffee industry.

Careful analysis of all competitors' behavior shows that our system emphasizes collaboration and partnership over competition with other key players in the industry. However, unfair pricing strategies and a lack of focus on quality remain the biggest weaknesses of the current market participants.







## OPERATIONS AND LOGISTICS:

Within our platform, each supplier possesses their own designated panel. Upon receiving an order, an automated notification is promptly dispatched to the corresponding supplier. Subsequently, the supplier assumes responsibility for order preparation and logistics arrangement. Depending on the nature of the contractual agreement with the supplier, logistics may be managed independently or in collaboration with our platform's support team. To facilitate order dispatch via our platform, a contractual agreement must be established with one of our partnered domestic transport companies.





## Risks

### Website Malfunction Risk

There's a potential risk of website downtime or technical glitches that could affect user experience and hinder transactions.

### Security and Privacy Risk

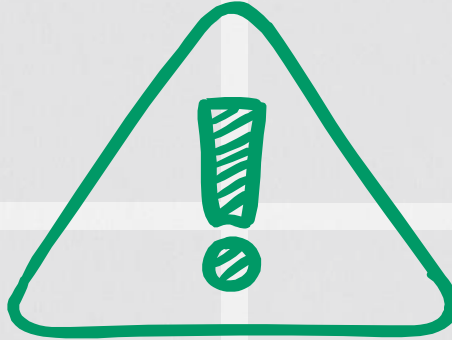
The risk of cybersecurity breaches or privacy violations could undermine customer trust and tarnish our reputation

### Customer Reach Risk

Difficulty in effectively reaching our target audience amidst fierce competition in the online marketplace poses a significant risk to our marketing efforts.

### Leadership and Team Management

Leadership and team management involve guiding teams effectively. In business, risks include financial loss and market volatility





**Website Malfunction Risk Solution:** As website designers, we're equipped to promptly identify and resolve any technical issues, ensuring the continuous smooth operation of our platform. Regular maintenance protocols will be established to prevent and address potential website malfunctions proactively.

**Customer Reach Risk Solution:** Leveraging our expertise in SEO and digital marketing, we'll optimize our online presence to enhance visibility and engagement across various digital channels. Implementing targeted marketing strategies and engaging content will facilitate effective communication and connection with our target audience.

**Security and Privacy Risk Solution:** Strengthening our cybersecurity measures and implementing robust privacy protection protocols will safeguard customer data and uphold their trust in our platform. Additionally, ongoing employee training on security best practices will mitigate the risk of cybersecurity breaches.

**Leadership and Team Management Risk:** As leaders in website design and digital marketing, we recognize the importance of building a competent and cohesive team to lead effectively. We'll focus on assembling a diverse team of experts with complementary skills and providing them with the necessary guidance and support to thrive in their roles.

**Market Competition Risk:** Operating in the competitive North America's market presents challenges in standing out among competitors. We'll differentiate ourselves by offering unique services, providing exceptional customer experiences, and continuously innovating to meet evolving market demands.





## RISK MITIGATION TOOLS

- > 4 years of experience in the coffee industry, identifying gaps and opportunities.
- > 20 years of expertise in software development.
- > 15 years of expertise in leadership and customer relationship management .
- > Fully developed website ready for launch.
- > Completed keyword research with a strategic SEO plan in place.
- > Two-year growth scenario prepared to guide our progress.
- > Comprehensive Instagram content calendar ready to engage our audience.





# FINANCIAL PROJECTIONS

Financial Projections: Our marketing team requires assistance with sales forecasting for our platform as we plan to expand into new markets. However, we are encountering several challenges in selling our platform in Iran due to stringent internet filtering and exchange rate fluctuations. Since coffee products are imported, the price of coffee in Iran is heavily influenced by exchange rate fluctuations, further complicating matters. Consequently, we anticipate that these obstacles will either be non-existent or less severe in Canada. As a result, we expect significantly higher sales in Canada compared to our experiences in the Iranian market. We have provided our sales data from Iran for your reference. Please note that each Canadian dollar is equivalent to 700,000 Iranian Rials at the current exchange rate. Despite nearly tenfold growth over the past four years, Instagram filtering and bans on foreign sales undermine progress, leading to failure.



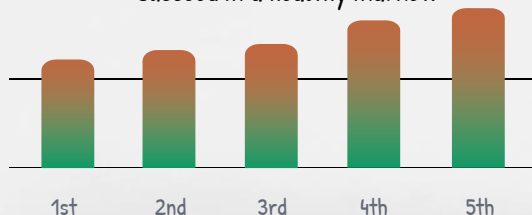


# FINANCIAL PROJECTIONS CHARTS



Given a profit margin of 25% over the past four years, 130,000 Instagram followers, 600 daily clicks, and a diverse range of products and services, our sales model is well-positioned to

succeed in a healthy market.



Gaining 130,000 followers on our platform in four years and ranking on the first page of Google for all relevant keywords demonstrates a 25% growth in income. With no obstacles like warehousing and human resources, and with meticulous growth planning, we project continued 25% growth.





## Coffinty's revenue model in detail

We have bunches of model for revenue, main channel is website and all consumers will lead by these models:

- Online coffee store.
- Online Coffee academy.
- In person Coffee academy.
- Online baristas CV maker to introduce themselves.
- Online brand new Coffee equipment.
- Online Second-hand store Coffee equipment.
- Coffee terminology >> Blogs and videos database.
- Bunches of advertisement plan for every parts of system.
- Coffee buy online consolation.
- Premium subscription.



## INVESTMENT SEEKING

We are seeking an investment which will be strategically allocated as follows:

**Platform Expansion:** Everything on the website is ready; we just need to translate it into English and set up a hosting space for data uploads.

**Keyword Research:** We need to create a strategic document to analyze what industry players have done and how consumers behave.

**Enhanced Marketing Plan:** A comprehensive document is required to identify the market share of every inbound channel, such as Google Ads, SEO, social media, and YouTube.

**Team Setup:** We need to establish teams for SEO, content management, marketing, CRM, technical support, and customer service.

**Third-Party Software:** We need third-party software such as CRM systems, email marketing applications, and more.

We can implement our plan with minimal equipment and human resources.





## INVESTMENT AMOUNT & ALLOCATION ESTIMATION

- > Salaries:
  - General Staff: \$60,000
  - Enhanced Marketer: \$30,000
  - Digital Marketer: \$70,000
  - SEO Specialist: \$90,000
  - Web Designer: \$20,000
  - Content Creator: \$40,000
  - Marketing Coordinator: \$30,000
- > **Total Salaries: \$320.000**



## EXIT STRATEGY

- **Acquisition by a Larger Tech or Coffee Industry Player**

After scaling in Canada, we may become a strategic acquisition target for e-commerce platforms or coffee distributors.

- **Dividend-Based Return**

As revenue grows and stabilizes, investors will receive regular returns based on profitability, proportional to their stake.

- **Equity Buyback**

Option for the founding team to buy back investor shares at an agreed multiplier after 3-5 years.

- **Public Offering (IPO)**

In case of substantial scale, we may pursue listing in a Canadian stock exchange (long-term outlook: 10+ years).





## FUNDING REQUEST

Funding Request: With over two decades of expertise in digital marketing, website design, and application development, we are well-equipped to spearhead our platform's expansion into the Canadian market. This extensive experience not only fortifies our capabilities but also enhances our agility in adapting to dynamic market conditions. Armed with this seasoned proficiency, we seek an logical investment to facilitate our kick start the project. While our existing investors stand ready to support us, we eagerly anticipate forging partnerships within the North America's investment landscape. We are confident that our track record and expertise will ensure a seamless transition and drive success in our new venture.





## our team

Our team is composed of accomplished individuals with extensive experience in crucial domains for operational success. With over two decades of expertise in marketing and web design, bolstered by four years in online retail and [Coffinty](#) platform management, our team is well-prepared to navigate project complexities. Each member brings ample experience and knowledge to the table, ensuring a robust and comprehensive approach to achieving our goals. Our team's resumes highlight the skills and achievements of each member, underscoring our commitment to delivering exceptional results. Additionally, we collaborate with experts from [BHPsolution](#) and [Behpardazan](#), alongside our prominent CEO, all serving as leaders of our team.



Experience



Expertise



Knowledge

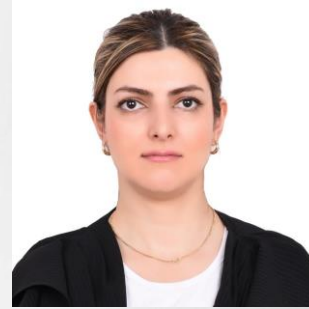




## MANAGEMENT TEAM



Askar Mahdavian



Samaneh Ghafouri

[Askar's CV](#)  
[Samaneh's CV.](#)





## CONCLUSION

Our journey in establishing our business in Iran has been marked by resounding success, as we have adeptly navigated through various challenges inherent in the Iranian market. Bolstered by this positive experience, we harbor unwavering confidence in our ability to surpass previous achievements and excel in the Canadian market. With a meticulous understanding of market dynamics and a steadfast commitment to excellence, we are poised to elevate our business to new heights based on our accumulated expertise. Canada stands as our chosen destination for expansion, driven by its proactive support for burgeoning enterprises and its provision of comprehensive assistance to entrepreneurs. Moreover, Canada's superior living standards and conducive working environment position it as an ideal hub for growth and innovation. As we embark on this exciting venture, we pledge our utmost dedication to ensuring the success of our startup. Rest assured, every facet of our operations will be executed flawlessly, as we strive to deliver nothing short of perfection. With our unwavering determination and unparalleled dedication, we are confident that our startup will emerge as a trailblazer in the North America's market, setting new benchmarks for excellence and innovation.







KNOWING THESE CAN BE  
FASCINATING.





## TARGET DEMOGRAPHICS

Urban Areas  
Suburban Areas

Coffee Enthusiasts  
Professionals and Entrepreneurs  
Food and Beverage Aficionados

Marked in next slide

Age Group

Location

Income Level

Interests

Consumer Behavior

Geographical Preferences

Primary Target: 25-45 years  
Secondary Target:  
18-24 years and 45-60 years

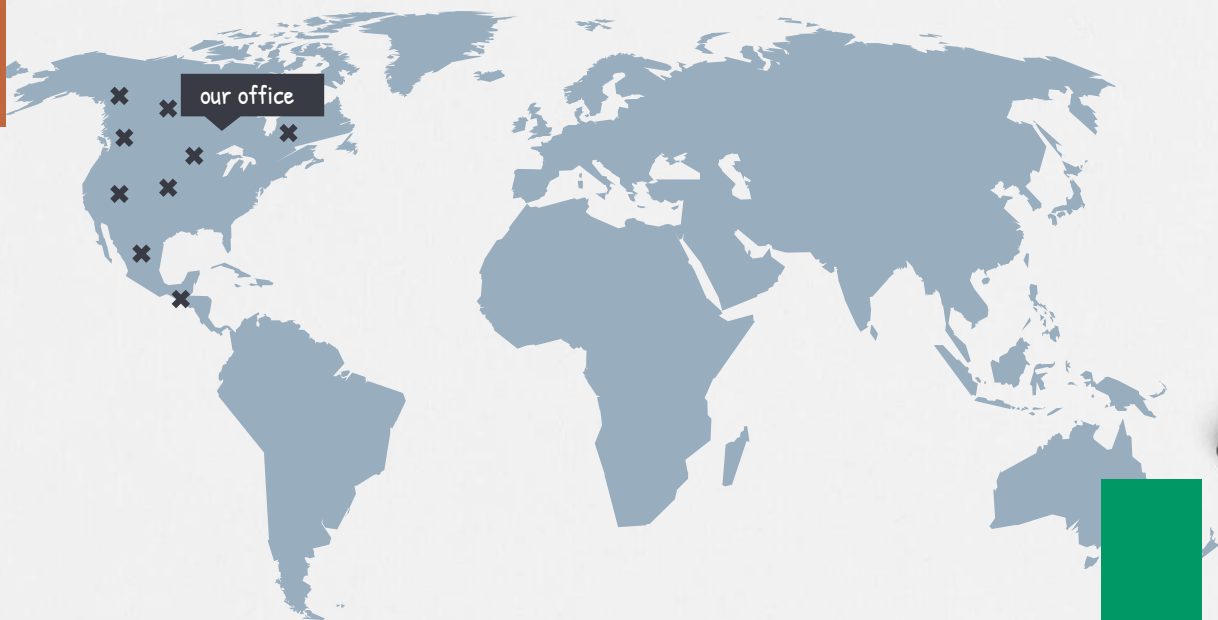
Middle to Upper Middle Class  
Upper Class

Frequent Online Shoppers  
Seekers Education  
Review Readers

System should focus on targeting urban and suburban middle to upper-class coffee enthusiasts aged 25-45, with a secondary focus on young adults and older coffee lovers. These individuals are likely to appreciate high-quality coffee products, educational opportunities, and detailed reviews to aid their purchasing decisions. The target audience also includes professionals and food and beverage aficionados who value convenience and quality in their coffee experiences.



## FOCUS REGIONS





## WHY NORTH AMERICA

- > Expansive Market: North America's rich coffee culture provides a prime opportunity to reach a passionate and growing consumer base.
  - > Local Partnerships: Establishing in Canada opens valuable partnerships with local suppliers, coffee shops, and industry leaders.
  - > Supportive Startup Ecosystem: North America's startup-friendly environment offers access to funding, mentorship, and an innovative community crucial for our growth.
  - > Brand Visibility: Being in North America's boosts our credibility and positions us as a trusted industry source.
- Smooth Compliance: Operating in North America helps us navigate regulations easily, building trust with customers.
- > Expansive Market: North America's rich coffee culture provides a prime opportunity to reach a passionate and growing consumer base.
  - > Local Partnerships: Establishing in Canada opens valuable partnerships with local suppliers, coffee shops, and industry leaders.
- 





## TEAM EXPERIENCE

Our team boasts 20 years of expertise in web design, mobile application design, SEO, and digital marketing.





FAQ

FREQUENTLY ASKED QUESTIONS



## WHAT IS COFFINTY'S UNIQUE VALUE PROPOSITION?

we have six advantages by our business plan.

- A. Dedicated online ecosystem
- B. Education-based platform.
- C. Collaborating with industry actors.
- D. Making involve all industry players such as major coffee brands, café owners, roasters, baristas, equipment manufacturers.
- E. 20 years of expertise in digital marketing and software development.
- F. 4 years of experience in online platform.





## HOW DOES COFFINTY DIFFERENTIATE ITSELF FROM COMPETITORS IN NORTH AMERICA?

- A. Empowering consumers with knowledge to make informed decisions.
- B. Collaborating with major coffee brand rather than competing.
- C. Best gamification scenarios for retain consumers.

## COFFINTY'S TARGET CUSTOMERS, AND THE ESTIMATED MARKET SIZE?

- All Coffee lovers and professionals, equipment manufacturers, Café owners, Major and secondary coffee brands, rosters and baristas are our target.
- Whole north America will be our market.



## WHAT MARKET RESEARCH COFFINTY CONDUCTED FOR ENTERING THE NORTH AMERICAN MARKET?

Our research results show that many coffee lovers lack the knowledge to **distinguish** between high and low-quality coffee. We can easily connect with them to enhance their understanding.

Additionally, our research indicates that there is no **centralized resource** for coffee lovers, and we are here to help and collaborate with coffee brands, rather than compete with them.

## CHALLENGES DO COFFINTY ANTICIPATE IN SCALING THE PLATFORM IN NORTH AMERICA?

As a matter of fact, everything is ready except for '**social proof**' and '**financial resources**'. On both the IT and online platforms sides, we have solid experience.



## WHAT TECHNOLOGIES ARE USED TO BUILD AND MAINTAIN COFFINTY?

We have a ready version of an **ASP.NET MVC** website with a SQL Server database and HTML/CSS front-end technology. Currently, we are developing an **ASP.NET Core** website with a **Vue.js** front-end framework. For marketing, we utilize tools such as **Google** Search Console, Google Analytics, and software like Clarity. Additionally, for social media, we leverage various platforms to implement our plan and explore new market opportunities.

## HOW SCALABLE IS YOUR CURRENT PLATFORM FOR A LARGER AUDIENCE?

Over the past **four years** of our experience, we have developed the software, and like all software, it requires continuous improvement. However, at the moment, everything is functioning smoothly for more than 20,000 users per day. The website operates at this scale without any issues and has proven its **reliability** through live performance in a real market. As we are currently working on a new Vue.js-based website, we are confident that it will perform exceptionally well, but it may take time to be ready.





## DO COFFINTY HAS ANY INTELLECTUAL PROPERTY, LIKE PATENTS OR PROPRIETARY ALGORITHMS?

Yes, we do have intellectual property, including proprietary algorithms that we have developed to enhance our platform's performance and user experience. These algorithms are a key part of our competitive advantage. Additionally, we are exploring potential patents for some of our unique technologies. In fact, this very document is an intellectual property that you are currently reviewing, and no similar system with this scale has ever been seen before.





# THANKS!

## Any questions?

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