



Sample Company

Investment Pitch Deck

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Introducing Sample Company

A unique new coffee shop in Sample City, located in a XXX square-foot, renovated space operating with a kiosk model to reduce operational costs.

Despite the pandemic, consumers continue to spend at cafes, increasingly favoring delivery and takeout.

XX% of adults in Sample Country drink coffee daily, averaging X.X cups, making it one of the most widely consumed beverages.

Increased coffee consumption has boosted the baked goods market, offering additional revenue opportunities.

The following pitch deck outlines Sample Company's five-year strategy and financial forecasts, **aiming to leverage these trends.**



Why Now With Sample Company?



XX% of coffee spending and XX% of volume occur outside the home in places like restaurants and coffee shops (Source: Sample Source).

Expected increases in coffee and related product sales per capita in Sample Country are expected to boost retail sales of baked goods and other items by 20XX (Source: Sample Source).

Nearly half of millennials reported consuming gourmet coffee or artisan baked goods the previous day (Source: Sample Source).

With the pandemic, more consumers are opting for delivery or takeout, with XX% ordering at least weekly and a XXX% rise in digital orders since 20XX compared to dine-in traffic (Source: Sample Source)

Key Global Target Markets



TAM: Global Coffee Industry
+X.X% (CAGR 20XX-20XX)

SAM: Global Coffee & Snack Shops Industry
+XX.X% (CAGR 20XX-20XX)

SOM: Sample Country Coffee & Snack Shops Industry
+XX.X% (CAGR 2024-2028)

Sample Company's Five-Year Revenue Forecast
+Cumulative Year 1 through 5

\$XX.XB

\$X.XB

\$X.XM

\$X.XM
(Five Years)

Massive Proposed Target Market



General Target

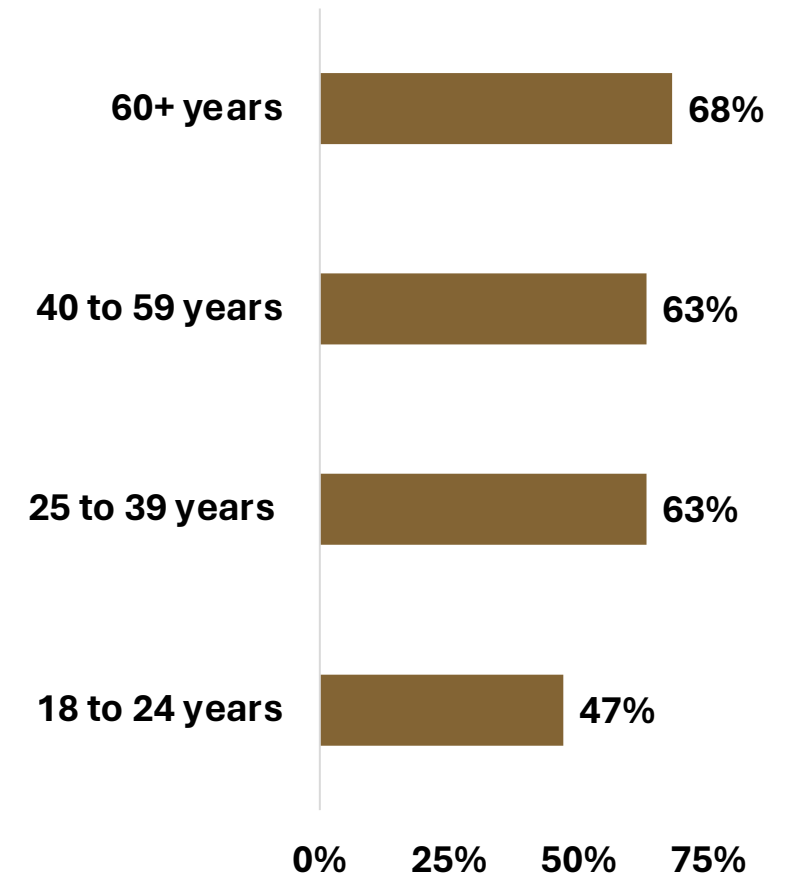
- Coffee is immensely popular across all ages in Sample Country, appealing equally to males and females.
- It is most favored by individuals aged 60+, yet consistently popular among those aged 18 and above.
- Sample Company will target adults over the age of 18, catering to a broad audience rather than a specific demographic.



Surrounding Area Emphasis

- Over X,XXX tenants in Sample Location provide a substantial customer base.
- Sample Company benefits from easy access due to proximity to six other major Sample Location buildings.
- Its strategic location near the boardwalk attracts customers traveling from both directions on the highway.

Sample Country Share of Coffee Drinkers (20XX)



Direct Competitors

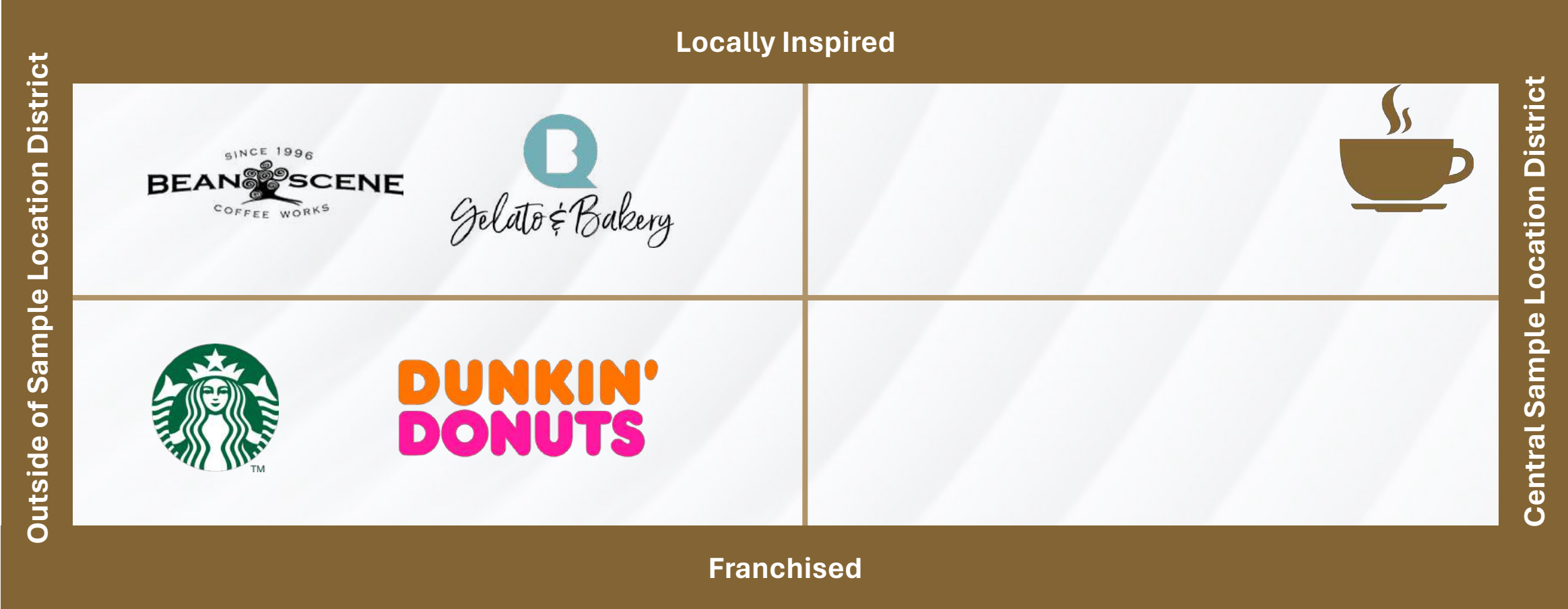


	Competitor 1	Competitor 2	Competitor 3
Proximity	<1 km	<1 km	2.4 km
Google Review	4.6 on 381	4.8 on 393	4.4 on 197
Locations	8	1	3
Average Price (Coffee)	\$3.00	\$3.50	\$2.75
Menu Variety	Extensive	Limited	Moderate
Seating Capacity	50 seats	20 seats	30 seats
Specialty Offerings	Craft beers, Wine	None	Organic teas
Operating Hours	7am - 10pm	8am - 8pm	7am - 9pm
Customer Loyalty Program	Yes	No	Yes
Parking Availability	Limited	Street Parking	Ample

Distinct Differentiation



Current competitors are considered indirect competition. Direct competitors are characterized by three key attributes: (1) they employ low overhead, kiosk-style distribution strategy; (2) they are strategically situated in the central Landmark district of Lonsdale; and (3) they offer authentic, locally sourced ingredients.



Value Proposition



Exceptional Location

- Sample Company will be located at the base of a XX story commercial office space with internal and external entrances.
- The location is situated between a fitness gym, work offices and several other commercial businesses.
- The Sample Location district comprises of X buildings, with Sample Company situated in the largest and newest building.



Local

- Sample Company is a local, friendly and west coast style coffee shop.
- Beans and food not made in-house are sourced from local suppliers.
- Local vendors are promoted and supported, bringing a sense of community to the local demographic and not acting as another chain/franchise.



Convenient

- Kiosk style distribution strategy that offers customers stop-and-go options.
- Extra convenient for local businesses who need a quick coffee or snack between meetings, on breaks etc.
- The stop-and-go model also alleviates threats of COVID-19 outburst, enabling the company to operate without needing sit down menu options.

Strategic Locational Characteristics



Urban Pulse

Located in the vibrant Sample Location District, the area thrives as a hub for modern business success, beyond just housing office towers

Business-Centric

The Sample Location District supports a dynamic business environment with its comprehensive amenities and strategic positioning

Prime Positioning

The café is prominently located at the entrance of the newest building addition, ensuring visibility and accessibility to all patrons entering the district.

Modern Design

Sample Company is situated in "Sample Location," a cutting-edge XX-storey building at the district's heart, reflecting contemporary architectural styles.

Versatile Community Hub

Integrating residential, educational, commercial, retail, and green spaces, the district serves as a pioneering mixed-use development in the Sample Location Valley.

Strategic Objectives



Phase One

Preparation and Setup

- Complete branding, begin sourcing PR and advertising teams.
- Complete all consulting activities to secure strategic investment sources for equipment, leasehold improvements, and salaries.
- Acquire all necessary permits and licenses, purchase equipment and furnishings, and outsource labeling and branding for products.

Phase 2

Launch and Initial Growth

- Launch a robust marketing campaign leveraging online presence, trade shows, and partnerships.
- Open the facility in August 20XX, emphasizing strong community and stakeholder engagement.
- Begin revenue operations, focus on building local relations and brand awareness within the Kelowna community.

Phase 3

Expansion

- Ensure stable month-over-month revenue growth.
- Explore expansion opportunities within the Sample Location area and consider a second location in the Sample Location area as the brand becomes more established.

Funding Required for Development

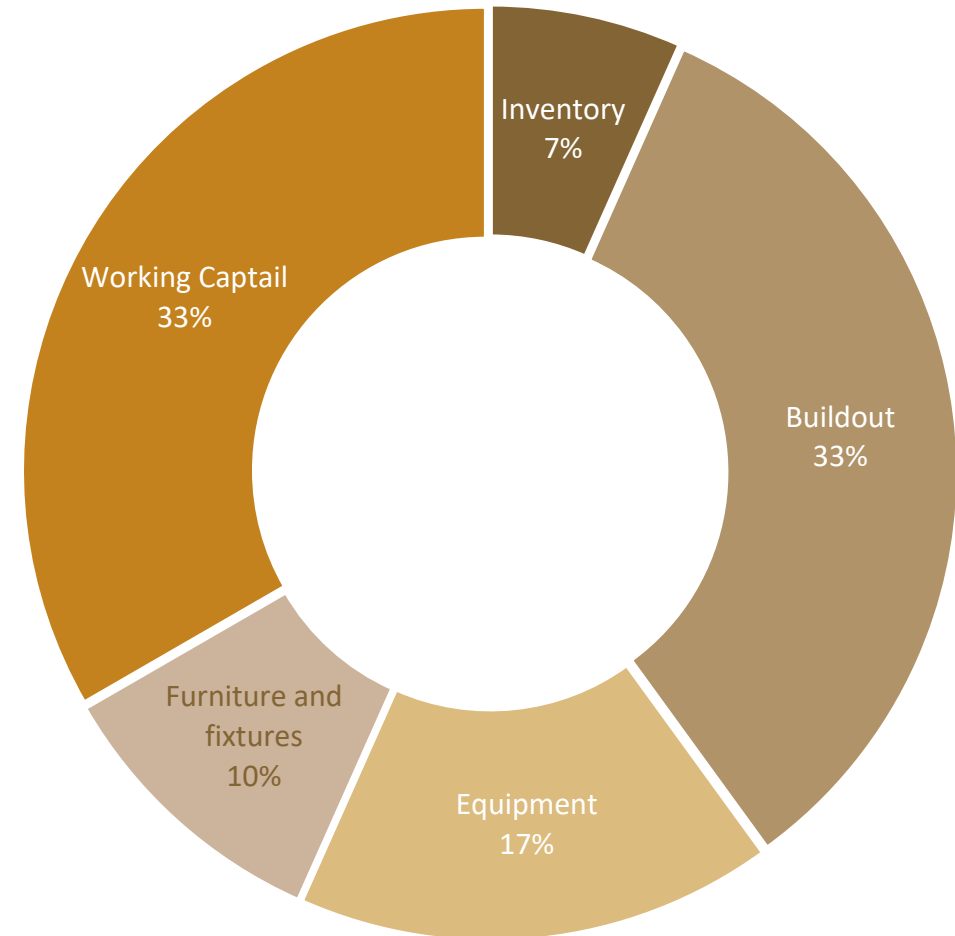


Funding Requirements

Funding Round	Friend & Family
Target Close	QX/20XX
Investment	\$XXX,XXX*

Current Valuation

Pre-Money Valuation	\$X.XM
Funding Round Preferred Shares	\$X.XM
Post-Money Valuation	\$X.XM

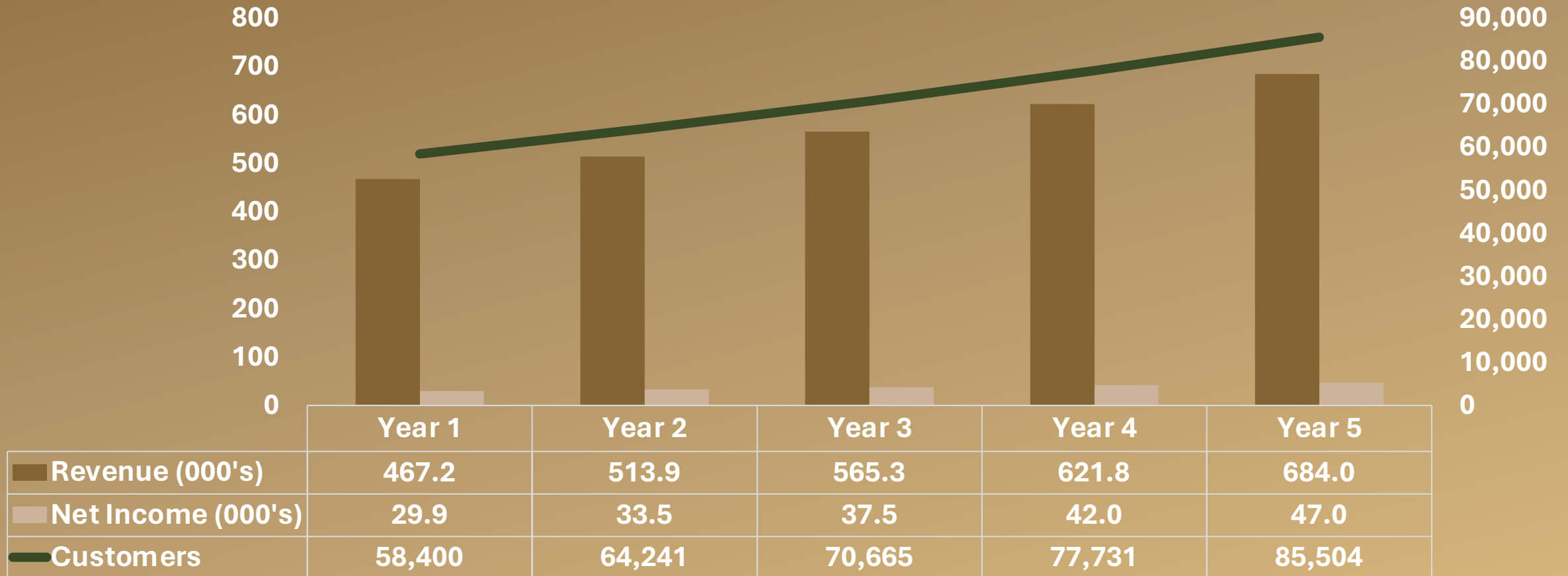


*Investment breakup includes \$XX,XXX from the owners, \$XX,XXX from friends and family, and \$XXX,XXX from investors.

Financial Assumptions Output



We are expected to capture 58,400 customers in year one (187 per day) with average spend per customer of \$8.00. Revenues and margins are expected growth over the next five years as brand awareness takes place.





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