

BARISTA Boureaux

WHERE'S THE BEST COFFEE NEAR ME?

Mission Statement

To connect our customers to the best coffee near them, anywhere.

The Problem

- Specialty Coffee Shops do not have any uniform app for ordering coffee or finding nearby quality cafes.
- Most shops have their own website or pay for a service that has limited participating cafes.
- Because there is no standard, independent coffee shops miss out on many potential sales from lack of exposure.
- This gives an extreme advantage to large corporate chains with large exposure for order ahead functionality.
- Drinks are not rated individually, so it's uniquely difficult to assess the quality of a cafe from sources amalgamating overall experience ratings.

How does Barista Bureau solve this?

Barista Bureau is for cafes first:

- Barista Bureau lists all cafes, participating or not.
- Individual drinks are rated. Not cafes. When users search for best cappuccino nearby, only cappuccino ratings only are considered.
- Barista Bureau is easy to use and free for cafes; barrier for entry is minimized.
- Order ahead functionality works with participating cafes, but does not exclude any other systems they use.



Order Ahead Functionality

Order Ahead

- Favorites - App knows preferences based on order history.
- Re-Order - Repeat Order same drink at same cafe in one click.
- Proximity - App calculates ETA from cafe based on proximity and times order to sync.
- App syncs with Square, Toast, Clover Kitchen KDS and most display systems

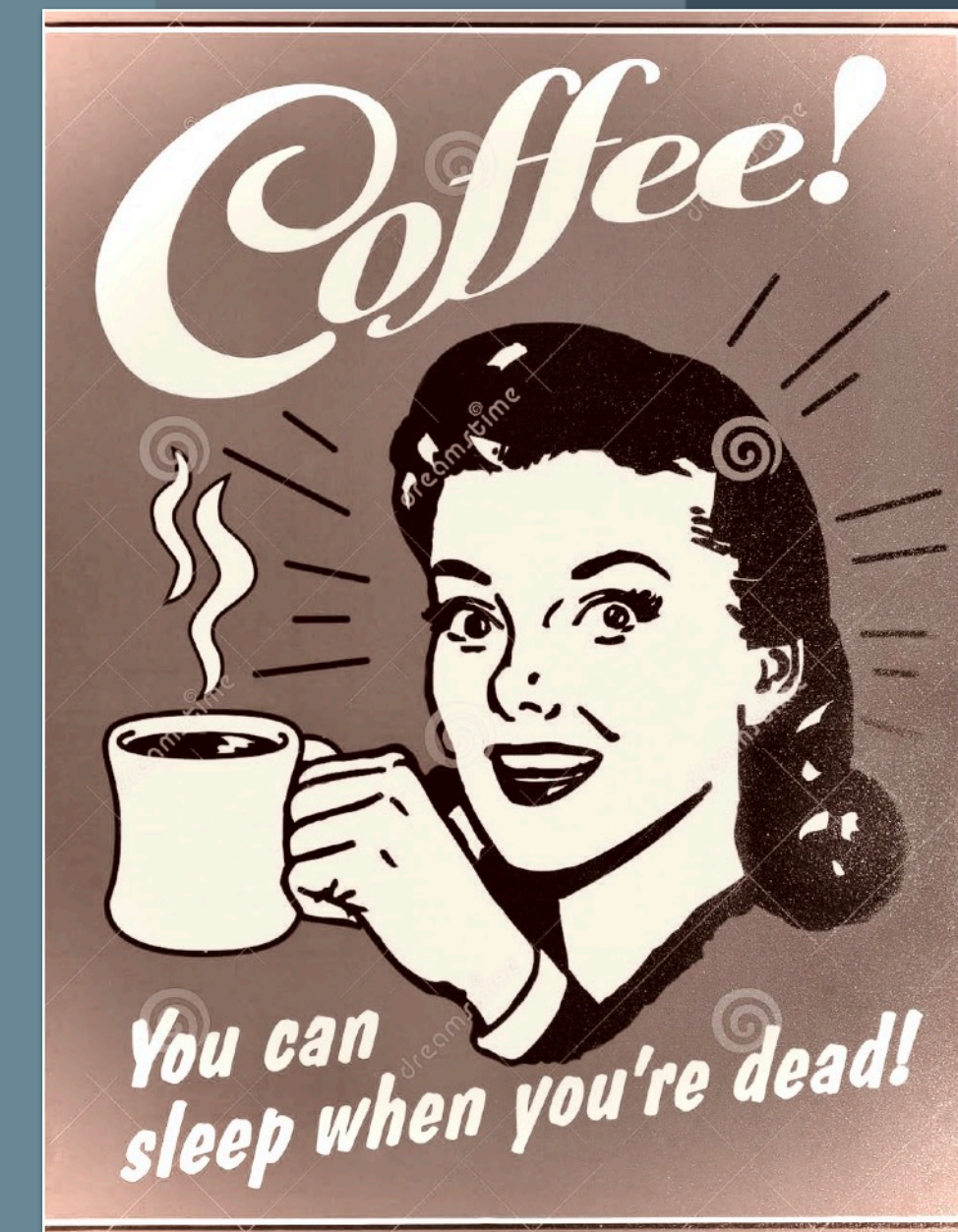
Rate your Coffee

Drinks rated individually. NOT cafes.



How Drink Rating Works

- Can rate any drink ordered through the app, or manually found up to one/day.
- Auto prompt after drink is picked up for rating.
- Can scan QR code in store for drinks *not* ordered through the app, but in person.
- Average of all drink ratings yields overall café score.



Pricing

Free for Cafes

- Cafe, ratings and purchase options available in app for participating cafes.
- All coffee drinks are listed and able to be ordered via app.
- User pays 30¢ - 50¢ uptick per drink built into price.



Card/Processing Fees

- For all member cafes, each transaction is subject to a credit card processing fee equal to that which Square, Clover or Toast assesses for online purchases.
(Currently 2.9% + 30¢ per transaction)
- Payments are processed through Deposyt and issued to participating cafés weekly and sent directly to their selected checking, Venmo, Paypal or other accounts.

WHY DO IT?

What's in it for the cafe?

- By unifying the finest cafes everywhere with one app, it vastly increases exposure of each participating cafe.
- App will work to identify the highest quality cafes for the most discerning coffee connoisseur, and expose this customer base to more cafes.
- By simplifying the order ahead process, more customers will be inclined to purchase coffee on the go since it minimizes the wait and morning delay unique to morning commuters.
- Anticipated increase in to-go sales per cafe: 15%

*“But we already have a website for
mobile orders”*

- Cafe website and orders systems can to continue however is best for cafe.
- By providing one simple, easy to use app directly targeted at specialty coffee drinkers, with one payment system, it simplifies their purchasing process and increases sales across the board for all cafés.



THEN: BUREAUCRATS

IBARISTA

Loureaux



THE BEST COFFEE IS RIGHT HERE.