

Grounds for Growth: FUNDAP x Starbucks

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01

The Problem

Just 25%

of Guatemalan girls and women attend
secondary school,

10%

graduate

&

1%

study at university

SWOT Analysis

Strengths



Reputation

Weaknesses



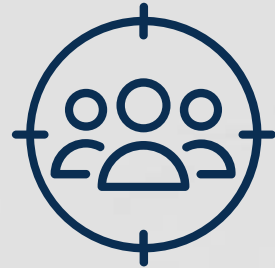
Limited Funding

Opportunities



Global Expansion

Threats



Competition

02

The Solution

Our Approach



Antigua Blend



Blue Cup Day

03

Operations

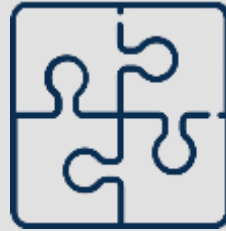
Program Logistics

Key Activities



- Building Awareness
- Progress reporting

Logistics



- Donation platform
- Funds Transfer

Team Responsibilities



- Promoting the cause
- Troubleshooting

04

Revenue Models

Purchase of Blend



- In-store drinks
- Bags of blend

Blue Cup Day



- New Designs

Annually

05

Why Us?

Why would Starbucks pair with FUNDAP?

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- Operates 12 locations in Guatemala
- Sourcing coffee from Guatemala since 1971
- Store Sales fell 4% in Q1 of 2025
- Positive PR

Starbucks Mission Statement: "To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time"



What Starbucks Supports:



Grants to Grassroot Organizations

- "Opportunity Youth"
- Partnered with ASU; 100% tuition coverage for eligible U.S. employees

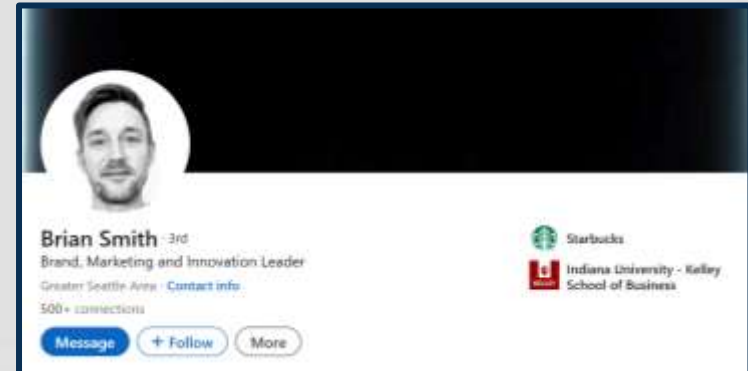
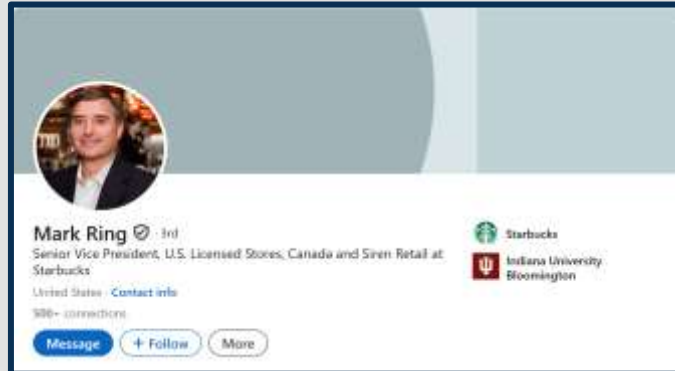
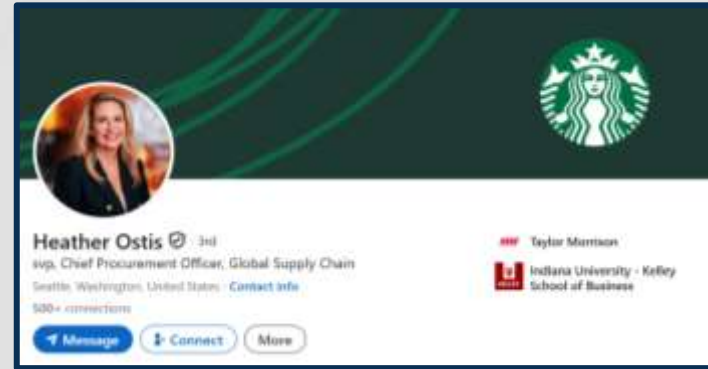
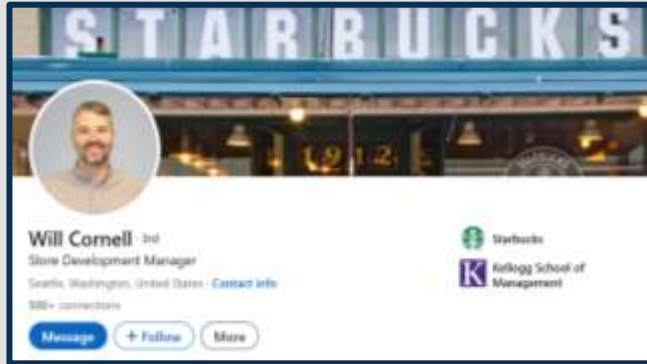


Racial and social Equity Commitment

- UNCF College Grants
- Community-based learning centers
- Digital literacy and access programs

Leveraging Alumni Network

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Target Audience

Donor Demographic

Socially Conscious Young Professionals

- Involved in social causes
- Cares for philanthropy
- Ages 25-35



College Educated

- Understand the importance of education
- Middle/Upper Class

Late Career Professionals

- More disposable income
- Ages 55-65

07

Strategy For Exposure



Point-of-Sale Displays

QR-Code

Digital Engagement

Social Media Campaign

08

Timeline

One Year Timeline



April 2025

Pitch to Starbucks



October 2025

Test Pilot in 500 stores



April 2026

Implement Blue Cup Day

April – September 2025

Work on logistics and rollout plan



February 2026

Expand to more locations





09

Financials

Funding the Mission



Expected Revenue (Blue Cup Day)

Starbucks makes around \$99 Million in revenue per day. The Guardian states that on Red Cup Day, Starbucks saw a 25% increase in sales.

$99 \text{ million} \times 1.2 \approx \$118 \text{ million} \times 2\% \approx$
2 Million – 3 Million for FUNDAP



Cost per cup

The estimated cost for a printed plastic cup is around \$0.23 per cup

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Risks

Potential Risks and Mitigation



Lack of Donor Funding

Risk: Lack of donors funding FUNDAP yearly

Solution: Cup Design Competition



Sustainability

Risk: Introducing “blue” cups contradicts Starbucks' sustainability

Solution: Reuseable Cups



Revenue Impact

Risk: Reduce short-term margins or confuse investors

Solution: Event during high-sales season to offset cost; Fall

Summary of Key Points

- We plan to generate revenue by taking 2% of the revenue generated from Blue Cup Day & the Antigua Blend
- Implement a QR code on the Blue cup to drive donations
- Starbucks will increase their presence in central & south America
- Starbucks will improve their PR and have increased sales



Sources

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Cost per Cup - Templi

An average cost of a 'blank plastic cup' is approx \$0.15 usd each. The cost of printing is what can vary with quantity. Below are a few rough figures for each of reference:

100 cups + \$1.00 per cup extra

1,000 cups + \$0.20 per cup extra

10,000 cups + \$0.08 per cup extra

Red Cup Day Stats

Starbucks' Red Cup Day came "roaring back" in 2024. Thursday, November 14 saw 42.4% more visits than the recent Thursday daily visit average, according to recent research from The Guardian.

On this year's Red Cup Day, held on Thursday November 14th, the number of purchases was 25% higher than the average Thursday thus far in 2024.

- The Guardian

2024 Red Cup Day was Starbucks best U.S. sales day in company history

- The Wall Street Journal

\$2,200

Average Tuition Cost in Guatemala

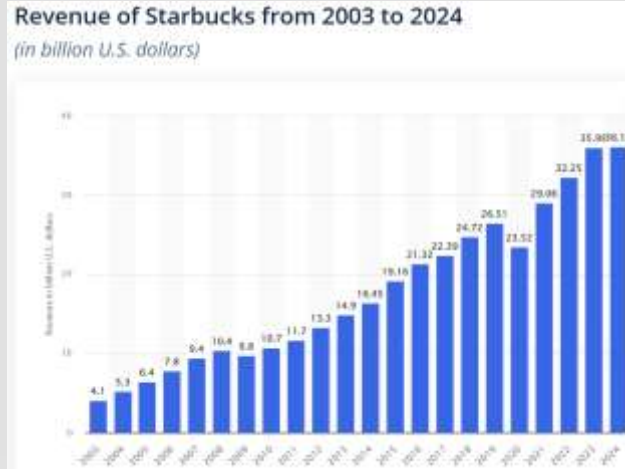
Blue Cup Day (2%) / Starbucks Cost

Starbucks Revenue: 36.18 billion (Yearly) / 365 \approx 99 million daily

Increased Sales From Blue Cup Day: 99 million x 1.2 \approx 118 million

118 million x .02 \approx 2.3 million for FUNDAP

Estimate: 2 M – 3 M



Earnings From Bagged Coffee

Starbucks has not released specific numbers on sales of individual coffee bag revenues

Overall bagged coffee sales total: 1.2 B
Approximately 40 kinds of Starbucks coffee bags
Estimated: 2% - 5% of bagged coffee sales

$$1.2 \text{ B} \times .02 = 24 \text{ M}$$

$$1.2 \text{ B} \times .05 = 60 \text{ M}$$

$$24 \text{ M} \times .02 = 480 \text{ k}$$

$$60 \text{ M} \times .02 = 1.2 \text{ M}$$

Between 480k – 1.2 M (yearly)

*Revised when we get more detailed numbers from Starbucks



Total Cost To Starbucks (Blue Cup Day)

Cost of Cup: \$0.23

Average Cups sold: 5 M daily

Cups sold x Increased Sales: $5 \text{ M} \times 1.2 = 6 \text{ M cups}$

Total: $6 \text{ million} \times 0.23 \text{ (cup cost)} \approx \1.4 M

Approximately: 1 – 2 M dollars

Approximately: 2 – 3 M dollars in funds (2%)

Complete additional cost: 3 – 5 million dollars

Starbucks profit: $118 \text{ M} \times .11 \text{ (11\% profit margin)} \approx 12.5 \text{ M}$

Days Profit: 7.5 M – 9.5 M

- Cafley
- Macrotrends



Why 2%

2% offers a meaningful contribution without putting a large strain on Starbucks profitability

FUNDAP must compete with other non-profits for opportunity's, the higher the % we offer, the less likely Starbucks is to accept

Leaves room for Starbucks to fund other initiatives they are already apart of/ funding

As Starbucks revenue and stores grow, so will Starbucks contributions, as well as single and re-occurring donations, and people's knowledge of FUNDAP and the cause



Total FUNDAP Expected Income

2% from Coffee Blend: 480k – 1.2 M (yearly)

Blue Cup Day: 2 M – 3 M

Total Expected Range: 2.4 - 4.2 Million dollar for the year

