Problem & Solution

☐ Define the problem- you are solving for your customers. Describe how your customers are currently solving this problem, and how you can do it better/ cheaper/ more convenient. Why is there a need for a coffee shop like yours?

☐ Describe your solution- in your offered product or service in detail. Describe the unique benefits of your coffee shop, and how it solves the problem customers have as described above. What sets your solution apart from other coffee shops?

Products & Services

☐ Products provided- Create a menu and describe what you'll be offering. Describe any unique ideas that will set you apart from other coffee shops.

Basic items include:
- coffee & specialty espresso drinks: drip, cold brew, latte, cappuccino, mocha, espresso, etc.
- non-coffee drinks: hot chocolate, steamers, tea, soda, juices, etc.
- bottled drinks: water, soda, juice, lemonade, etc.
- food: baked goods, desserts, sandwiches, fruit, etc.
- other products: beans, bottled syrups, french presses, mugs, etc.

☐ Services Provided- such as (catering, delivery, custom baking), if applicable.

☐ Research & Development- to support your offered products. Be able to back up your product decisions with research, recognizing the demand, because meeting demand drives success. Also developed in future sections that can be later summarized here.

☐ Pricing- what type of customers will make purchases and how much will it cost them? Also developed in the marketing and financial section, but can be summarized here too.

☐ Sourcing & Fulfillment- detail where your products are coming from and how they’ll be delivered to you. You can include general costs, but they will be detailed in the financial section. Start looking into who you want to roast.