

SAINT LEGEND

S

The coffee story you live

Reality strikes...



WELCOME

SAINT LEGEND
S



PROBLEMS



Bucharest lack the locations with good vibes to spend quality time throughout the day and night;



Lack of the good quality places for evening pastime in the capital



People want easily accessible location to have a coffee or business meeting

SOLUTIONS

Historical monument, Filaret electrical plant

Coffee shop & Evening fun



CUSTOMER PORTRAIT

- 25-50, educated, with medium to high income, appreciate high quality products and services.



Livia, local fashion store owner, she comes to Saint Legend to escape from the domestic routine and to work in silence, paired with delicious coffee.



Lucas, content creator, seeking refuge from boredom, he chooses Saint Legend's to enjoy coffee and meet like-minded people for business and socializing.

MARKET



Initial Market is **180K €**



Average bill (beginning)= 20€

Estimated customers ~ 18k

Estimated sales ~ 9k

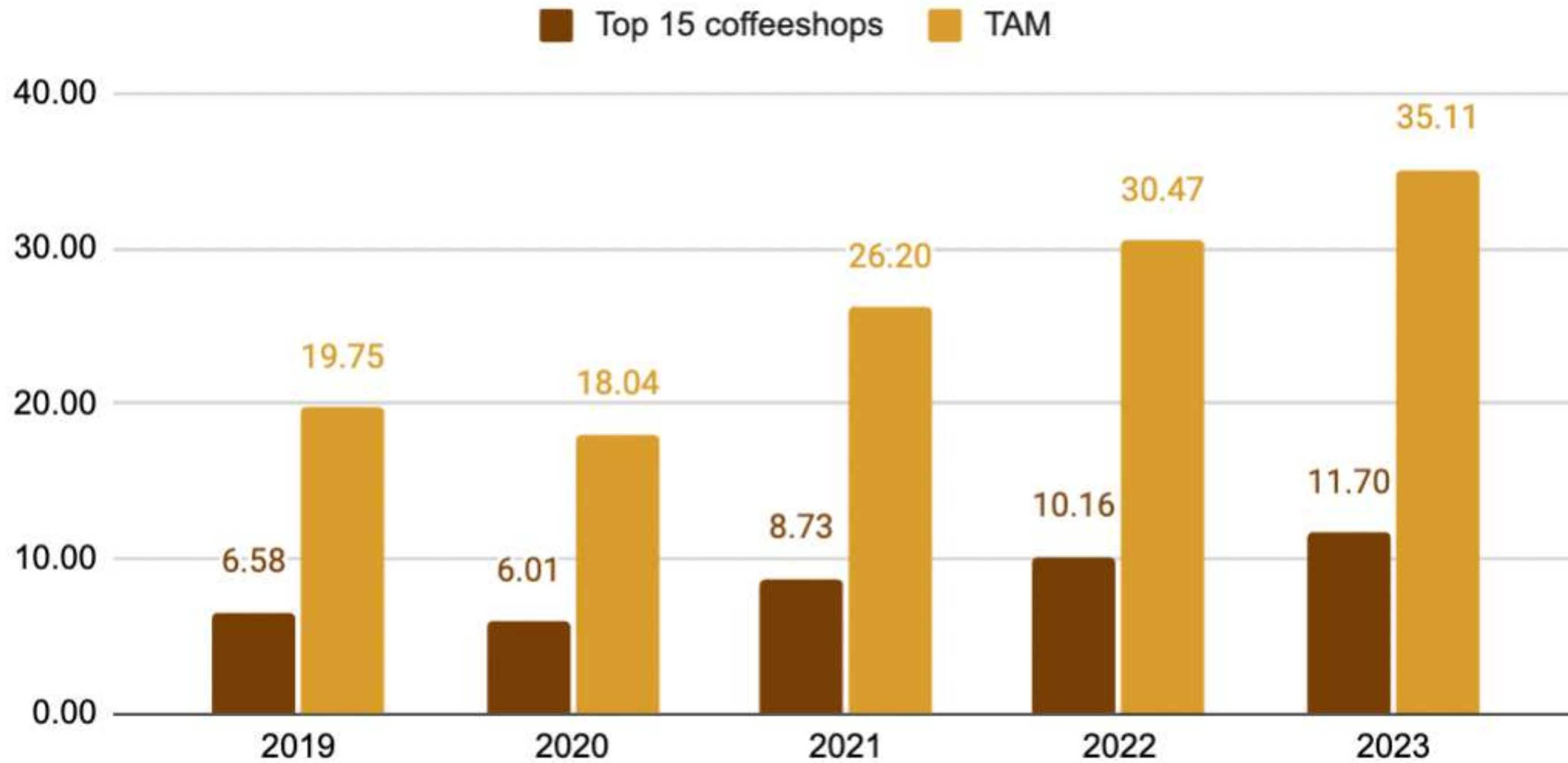


ITM (monthly) = 180 K €

Total Adressable Market is 35 M €/year



Coffee & Brunch market Bucharest



Sources:
Saint Roastery data 2019-2022;
<https://mfinante.gov.ro/>

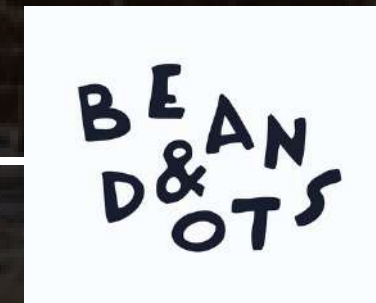
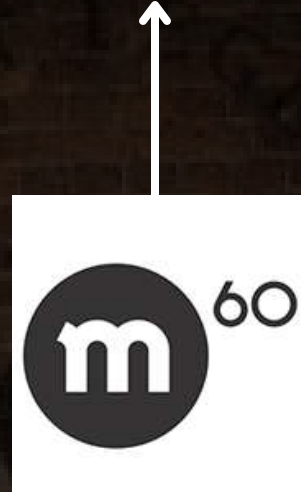
REVENUE (M €)/ year

VALUE PROPOSITION

- Freshly roasted **specialty coffee**;
- **All day brunch**;
- Cocktails & Wine;
- Live music & events;
- Cool and spacious designed manufactory building;
- Easy accessible for everyone, no matter the physical limitations;
- Puppychino for your pet.

POSITIONING MAP

Diversified with
Food & Alcohol



No Pets
no handicaps

Accessible &
Pets friendly

Coffee only

COMPETITORS



Origo

- limited food menu, diverse alcohol menu & pricing
- limited indoor seating, not accessible for wheel chairs
- pets allowed, no laptops allowed



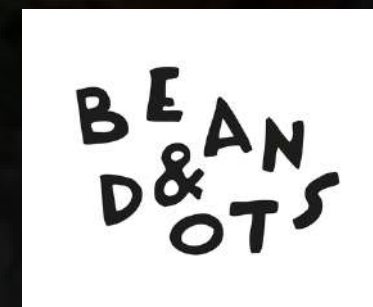
M60

- diverse menu & pricing, existing alcohol menu
- indoor seating, not accessible for wheel chairs
- pets allowed, laptops allowed



Beans & Dots

- only cold food and limited alcohol menu
- spacious indoor seating, accessible for wheel chairs
- pets allowed, time restriction for laptops



BoB

- food menu, limited alcohol menu
- limited indoor seating, not accessible for wheel chairs
- pets allowed, no laptops allowed

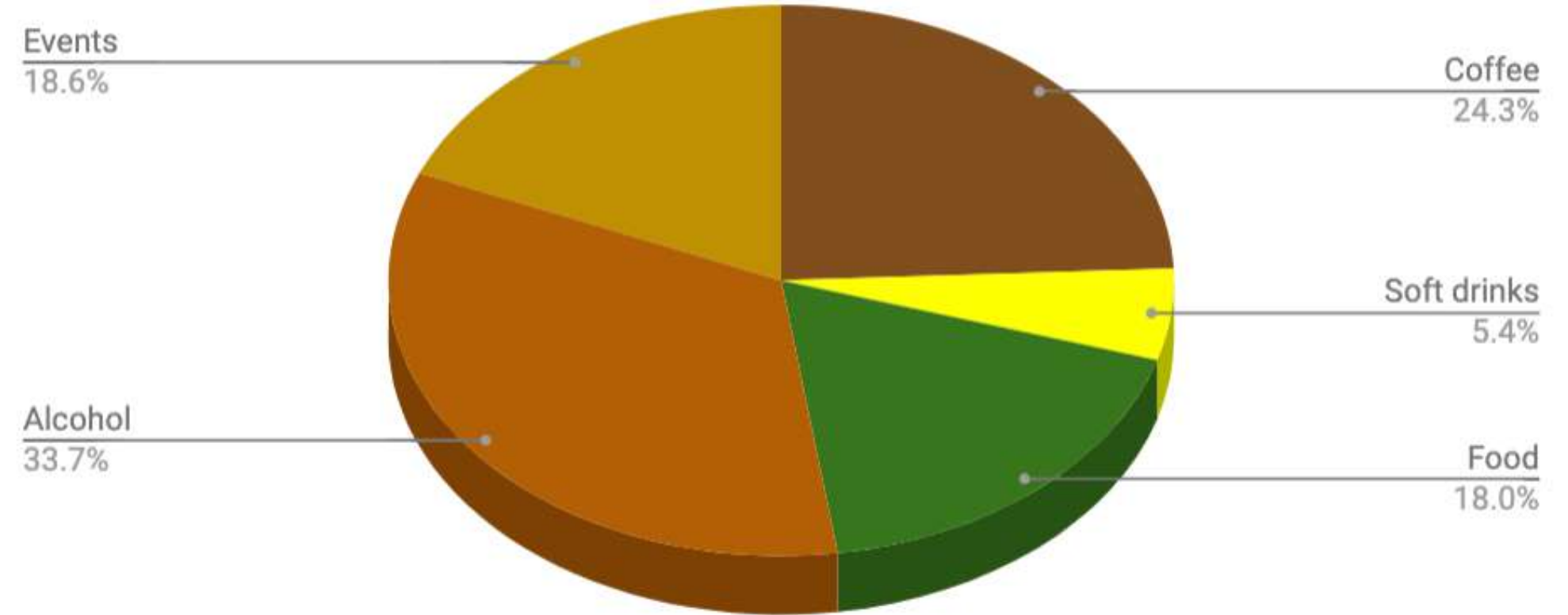


FINANCIAL PLAN - REVENUE STREAMS



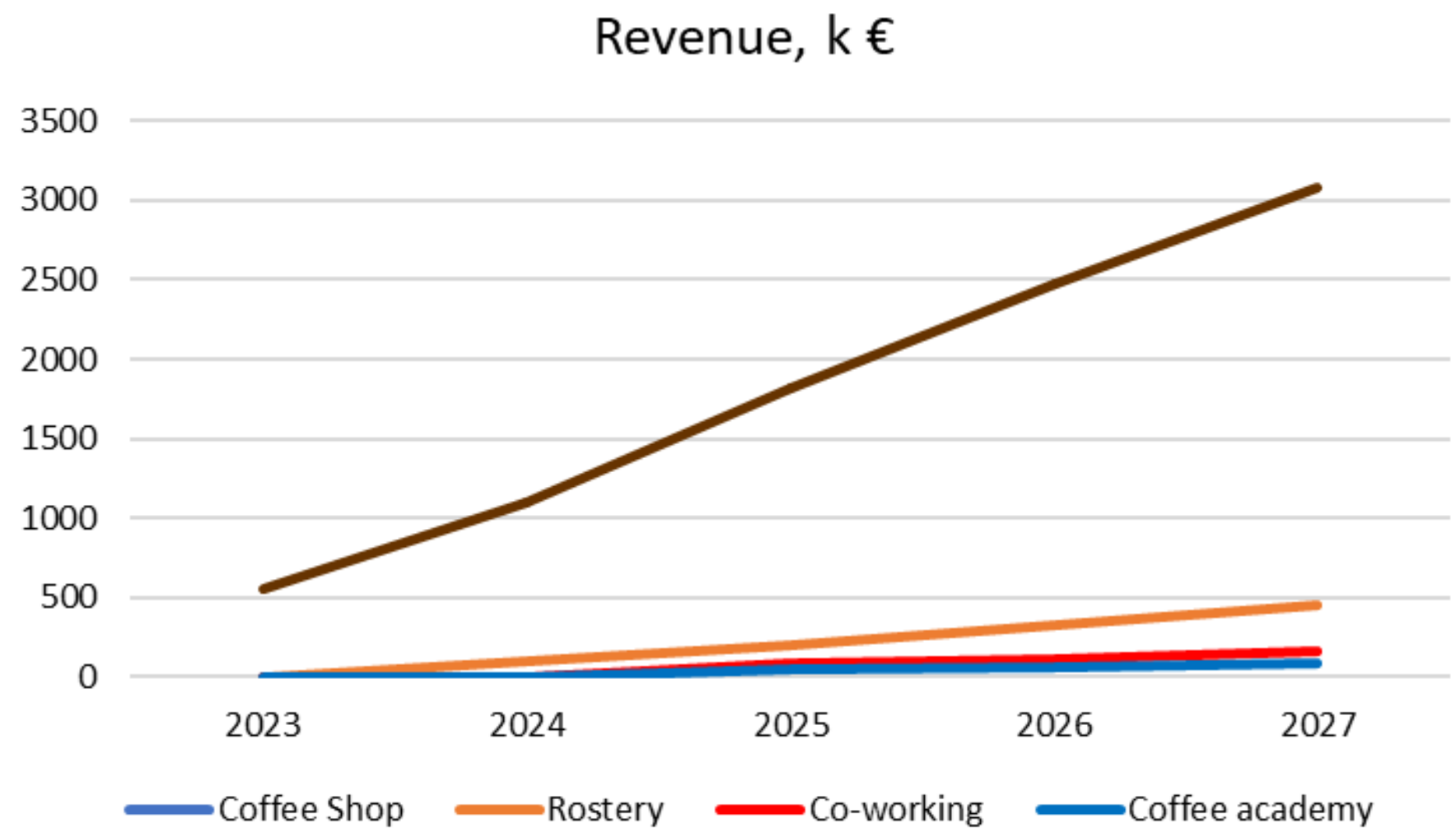
- **Coffee shop:** coffee, food, soft drinks;
- **Cocktails & wine bar;**
- Artist corner;
- Online selling;
- B2B selling;
- As events coffee suppliers for Fairs;
- Events hosting.

REVENUE STREAMS



Financial Plan

	REVENUE/year (k €)					Initial expenses (k€)
5year - plan	2023	2024	2025	2026	2027	
Coffee Shop	550	1100	1815	2469	3087	616
Roastery - 2nd year	0	100	200	330	450	150
Co - working space - 3rd year	0	0	40	52	68	50
Coffee academy - 3rd year	0	0	20	26	34	20
Total revenue (k €)	550	1200	2075	2877	3639	



	GROSS PROFIT/year (k €)				
	2023	2024	2025	2026	2027
Shop (coffee, food, alcohol, events)	165	330	545	740	925
Roastery - 2nd year	0	40	80	132	180
Co - working space - 3rd year	0	0	24	32	41
Coffee academy - 3rd year	0	0	8	11	14
Total profit (k €)	165	370	657	915	1160
Profit reinvested (%)	1	0.4	0.2	0.1	0.1
Profit reinvested (k €)	165	148	132	92	116
Profit paid (50%) (k €) - dividends	0	222	525	823	1044
Loan return/month (k €)	0	48	48	48	48
Investor (k €)	0	52	144	233	300

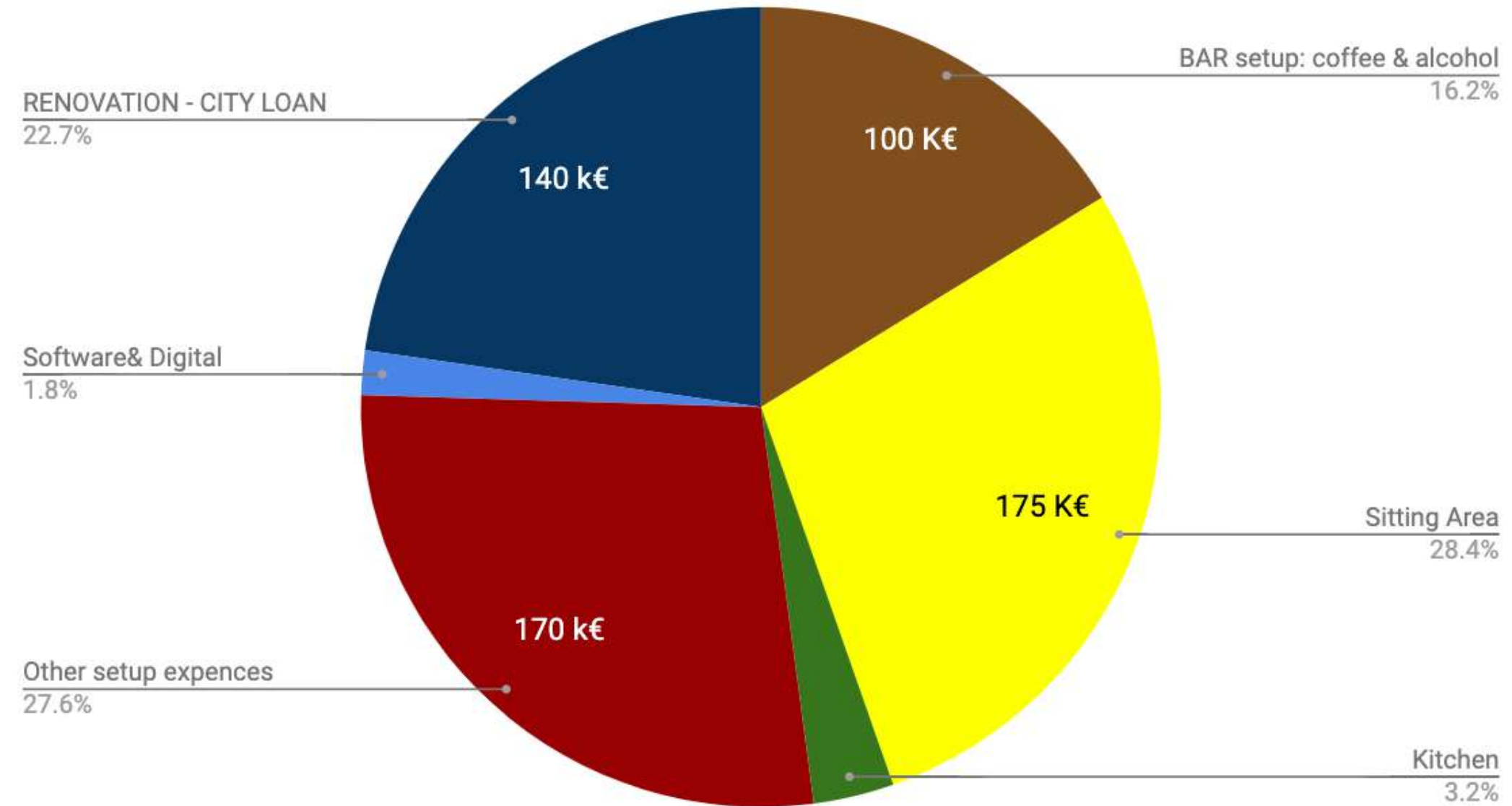
Financial Plan

START UP COST



SAINT LEGEND - STARTUP COST 616 k€

Type of expence	Initial costs (k €)
BAR setup: coffee & alcohol	100.00
Sitting Area	175.00
Kitchen	20.00
Other setup expences (rent, staff, initial stock)	170.00
Software& Digital	11.00
RENOVATION - CITY LOAN	140.00
TOTAL EXPENSE	616.00



THE REQUEST



Investment:

400 000 Euros - partial startup costs

Gain:

- **30% of the business**
- **4 years ROI**



SAINT LEGEND SO

Simona Croitoru
Chief Executive&Sales
Co-founder of successfull coffee business

Kseniia Korepanova
Chief Financial&Accounting



Anton Honcharovskyi
Chief Marketing&Customer Relations

Daria Norikova
Chief Operations&Human Resources
Good at process & people management

SAINT LEGEND

S

Thank you!








Annex

1. Mood board
2. Action Plan
3. TAM estimates
4. Business model canvas - p.25
5. Financial plan
6. Detailed concept description

The Business Model Canvas

SAINT LEGEND – the coffee you live



<h3>Key Partners </h3> <ul style="list-style-type: none"> ➤ Coffee producers - fair trade: Kenya & Ethiopia; ➤ Coffee suppliers/distributors: Falcon, Sucafina; ➤ Suppliers for: <ul style="list-style-type: none"> ➤ equipment: selling & maintenance ➤ food, alcohol; ➤ raw material, packaging; ➤ Horeca/hospitality school - for training new & existing employees. 	<h3>Key Activities </h3> <ul style="list-style-type: none"> ➤ Identify suppliers: coffee, food, other raw materials; ➤ Set up high level customer service; ➤ All day brunch kitchen service; ➤ Set up Bar & music corner; ➤ Fast speed internet; ➤ SMM & Events ➤ Ensure ease of access for the disabled. 	<h3>Value Propositions </h3> <ul style="list-style-type: none"> ➤ Freshly roasted coffee, masterfully prepared and served by professional barista. ➤ All day brunch. ➤ Top notch hospitality experience provided by well trained staff. ➤ Easily accessible location, in a spacious old factory refurbished with a mix of vintage and industrial design, unique on the market. ➤ Inclusive location on the ground floor, pet-friendly, accessible for the disabled people or strollers. ➤ Diverse products offering, covering all moments of the day: coffee, food, wine, cocktails, accompanied by great vibe provided by live music. ➤ Diverse events held regularly will attract a broad range of customer: coffee centric workshops, literature nights, special guest for live music evenings. 	<h3>Customer Relationships </h3> <ul style="list-style-type: none"> ➤ Social networks with dedicated content coffee related. ➤ Customized hospitality experience, to cater for the customer needs. Communities created around the coffee and the location. ➤ Dedicated events on-site to promote and attract customers to the location. Coffee centric masterclasses and tasting for the coffee lovers. ➤ Surveys and interaction with customers via social media. 	<h3>Customer Segments </h3> <ul style="list-style-type: none"> ➤ Diversified customer segments, aged 25-50, coffee lovers, looking for a cool location to enjoy delicious freshly roasted specialty coffee. ➤ People looking for an easily accessible location to work or for business meetings. People who want to relax and spend quality time with friends. ➤ Hipsters, people that are looking for out of the ordinary locations, that want to be part of a unique community, the specialty coffee drinkers.
	<h3>Key Resources </h3> <ul style="list-style-type: none"> ➤ Building (location, interior set up for comfort of guests); ➤ Bar & Kitchen set up; ➤ Coffee machines, tools and kitchen utilities; ➤ High quality Coffee; ➤ Brand (Saint Legend trademark); ➤ Optic cable & Starlink; ➤ Well trained Human force. 		<h3>Channels </h3> <ul style="list-style-type: none"> ➤ Online channels - Social Media Marketing (instagram, facebook, own website); ➤ Offline - marketing performed by own staff in store; ➤ Event based - on site (dedicated workshops or evening events) or off site (festivals, fairs, private events: B2C or B2B); ➤ B2B partnerships. ➤ CSR events - charity and donations to support social causes. 	

Cost Structure

- Startup costs:
 - Location renovation project
 - Permits & licences costs
- Fixed:
 - Workforce wages
 - Location rental
 - Utilities
 - National & local taxes
- Variable
 - Inventory: raw materials, supplies, packaging;
 - Consulting services;
 - Equipment maintenance.

Revenue Streams

- B2C
 - Offline selling - on site:
 - Prepared coffee & other drinks, food, cocktails & wine, merchandise;
 - Seasonal food (i.e. ice cream, christmas cakes etc)
 - Coffee bags & coffee preparation tools
 - Online selling - via website.
- B2B
 - Coffee bags - wholesale;
 - Services & consulting: events, equipment maintenance (later phase), consultancy - new coffee startups etc.
- Events:
 - Internal: hosting & organizing talks over the coffee, stand ups, charity events, live music, art displays;
 - External: coffee suppliers for fairs, concerts, festivals, private events - coffee corner & cocktail corner.

COMPETITORS

Company/ Aspect	Saint Legend	Origo	Beans and Dots	BOB	M60	Frudisiac
Price per average bill	target market price (30E)	expensive	market price	market price	expensive	market price
Brunch all day	diverse menu & pricing	limited food menu	cold food	food menu	diverse menu & pricing	diverse menu & pricing
Alcohol menu	diverse menu & pricing	diverse menu & pricing	limited menu	limited menu	existing menu	diverse menu
Events hosting	weekly	no	quarterly	no	2/year	on request
Size of the place (probability of finding siting)	spacious indoor seating (~400 sqm)	limited indoor seating	spacious indoor seating (~200 sqm)	limited indoor seating	available seating	available seating
Accessibility	easily accessible for wheel chairs & strollers	no accesibility for wheel chairs inside	easily accessible for wheel chairs & strollers	no accesibility for wheel chairs inside	limited accessibility for wheel chairs	easily accessible for wheel chairs & strollers
Pets friendliness	pets allowed puppycinno	pets allowed	pets allowed	pets allowed	no pets allowed	no pets allowed
22 laptop friendly	strong wi-fi laptops allowed all times	no laptops allowed	time restriction for laptops	no laptops allowed	laptops allowed	laptops allowed