

Starbucks Sustainable Coffee Development Platform

Team 1 USPA
Company Name: OriginBoost

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1 Problem & Vision

1.1 Problem Analysis

Nowadays, the UN SDGs is seen as an indicator of sustainable development. Starbucks, as a leading company in the coffee industry, is also strong on sustainability in its development, such as emphasizing fair trade in the coffee bean supply chain. Despite implementing the C.A.F.E. Practices certification, it is difficult to trace coffee beans across millions of globally dispersed smallholder farmers. The vast scale makes it nearly impossible to monitor environmental and social risks—such as illegal deforestation at plantations or child labor in processing facilities—throughout the farming, processing, and transportation stages. This opacity fuels skepticism toward sustainability labels like "fair-trade" or "organic." Consumers increasingly accuse companies of greenwashing, doubting whether ethical claims equate to actual practices in supply chains. Moreover, The coffee trade's profit system is deeply unfair. Coffee farmers earn only 1-2% retail price, trapped in poverty. Starbucks, as a socially responsible company, should take action to improve the situation, not just by choosing fair trade coffee beans, but by diversifying the coffee chain towards sustainability!

1.2 Solution Vision

The solution vision aligns with key UN Sustainable Development Goals (SDGs):

SDG 12: Responsible Consumption and Production;

SDG 1: No Poverty;

SDG 8: Decent Work and Economic Growth;

SDG 17: Partnerships for the Goals

2 Value Proposition

Establishing a digital platform to enhance transparency and fairness in the coffee supply chain, we aim to drive sustainable growth across the entire industry, creating a win-win scenario that increases farmers' income, builds consumer trust, and improves industry efficiency.

For **coffee bean farmers** who need to get higher income and more decent work, we developed a website that can provide a platform to display coffee bean products, show the culture of coffee farms, and provide technology, funding, and online learning. As a result, we can not only improve the work and income level of coffee farmers (SDG1, SDG8), but also promote the development of the tourism industry in the coffee producing areas, bring more jobs (SDG1), and ultimately enhance the position of coffee farmers in the entire coffee supply chain.

For **Starbucks**, which needs to improve the sustainability of its business, our website provides a platform that enables Starbucks to provide advocacy, technical and financial support, and teaching for coffee bean growers in the coffee chain. Our platform allows Starbucks to increase the reach of its coffee farmers' initiatives (SDG17), and allows the company to learn more about great coffee farms and bring more social

goodwill to the community.

For **customers** who want truly sustainable coffee products, we offer a platform where they can freely browse sustainable coffee produce and learn more about the culture of the coffee's origin as they do so. This allows customers to support a sustainable coffee supply chain and gain a deeper understanding of sustainability.(SDG12)

3 Technical Delivery

The website offers different functional permissions for different roles.

Visitors can browse the promotional pages on the site, including introductions to coffee farms and coffee origins, information about Starbucks' promotion of sustainable agriculture and fair trade, and user login and registration pages.

Farmers can edit information about their farms, post promotional articles, attend Starbucks technical trainings, apply for financial support, apply to be selected as a Starbucks Reserve® Farm, watch e-learning videos, and process orders for customer purchases.

Starbucks administrators can upload financial and technical support programmes, process farmers' applications for financial support, technical support programmes and Starbucks selected farms, upload e-learning videos, and manage platform users.

Customers can purchase products from coffee farms and manage their orders. In the development, our team will use the framework that we are good at, and deploy the development progress on the server in a timely manner. Regarding the specific division of labour and development timetable, the attached gantt chart will illustrate.

4 Execution Plan

Methodology (Agile): To ensure the timely and high-quality delivery of the project, we have adopted **Agile Development** methodologies, which focus on iterative progress, continuous feedback, and transparent communication. The project is divided into multiple **2-week Sprints**, each with clearly defined goals and deliverables. At the end of each Sprint, we demonstrate completed functionalities to you and incorporate your feedback into the next iteration, ensuring steady progress and alignment with your expectations. Our team holds **daily 15-minute standup meetings** to synchronize progress, discuss challenges, and plan daily tasks, enabling prompt issue resolution and minimizing delays. Additionally, we utilize **Continuous Integration** and **automated testing tools** to build and test every code submission, improving code quality and reducing the time required for bug fixes. During each Sprint retrospective, the team reflects on the workflow and identifies areas for improvement, dynamically adjusting priorities to address technical challenges or requirement changes. By adopting Agile Development, we are confident that this approach will meet your expectations and deliver a high-quality outcome.

5 Risk Assessment

- **Technical Risks:** Integration issues between front-end and back-end may arise. Mitigation: Conduct regular joint debugging and use automated testing tools.
- **Schedule Risks:** Frequent requirement changes may cause delays. Mitigation: Use Agile methodologies to prioritize tasks and adjust timelines dynamically; Team member unavailability may impact progress. Mitigation: Maintain a backup resource pool and redistribute tasks as needed.
- **Communication Risks:** Miscommunication among team members may lead to task misunderstandings. Mitigation: Hold daily standups and use **Lark** collaboration tools; Lack of client feedback may result in unclear requirements. Mitigation: Schedule regular Sprint reviews to gather client input.

Gantt Chart

