Brainstorming

3MIGO was created thinking in our daily routine, the name stands for “Tres Amigos”, which translates into “Three Friends”, from Spanish, Alejandro’s native language. Coffee was the thing that brought us together, since day one it was the main reason we would gather, have a chat and discuss projects.

One day we were having some coffee in a Starbucks, and we noticed that Starbucks and another huge companies have much competitive advantage in against small businesses, so we thought it was a brilliant idea if there was an app to help smaller businesses attain a greater audience, without being hidden behind the appeal of larger coffee chains, raising their sales and allowing them to innovate a little more. Also, we thought, it would be great for coffee lovers to find a coffee shop perfect for them, in regards to various parameters which would be important to them , such as coffee cost, location, whether seating or Wi-Fi is available, and more.

Several notes on a notebook

Description automatically generated