Brainstorming

3MIGO Co. was created thinking in our daily routine, the name stands for “Tres Amigos”, which translates into “Three Friends”, from Spanish, Alejandros (COO) native language. Coffee was the thing that brought us together, since day one was the main reason we would gather, have a chat and discuss projects. The way we decided to assign roles, was based on our personal decision-making processes, Giulio being a native English speaker and having a very reliable personality was given the Manager position, Alejandro have the knack for practical tasks and by that was assigned as head of research and development, Alberto was assigned as head of sales and marketing for its creativity and ability to sell ideas.

From a cup of coffee an idea was born, the first app that our company would present: “Cofeefy” (Name still a work in progress). The app will consist of a network of local coffee shops with descriptions, tips and info on each of our partners, that decided to use our program.

Several notes on a notebook

Description automatically generated

The focus is to boost consumption on local coffee shops around Dublin, and possibly the world. Being one of the most heated industries, for years the spotlight has been shifting away from small business to big companies, like Starbucks, Pret-a-manger and a few other ones, having the monopoly over caffeine related products across the globe, making life a lot harder for family-owned shops.

Cofeefy goal is to give them a voice, by partnering with our app, stores would have a matching system with customers, offering them loyalty rewards and newcomers discounts. Users would create their profiles based on their preferences on things like average pricing, if the environment is suitable for long sessions of studying/working, type of food, service, and the list goes on. With an algorithm powered by A.I. to make match-making a lot easier