



CUP-FREE

What's CUP-FFEE

- **CUP-FFEE is an Ottawa-based start-up, that creates coffee cups from recycled coffee grounds.**

Product supplies and equipment:

Coffee grounds
waste



Ovens



Vacuums



Organic
biopolymers



Heat press



Mission , Vision and Values :

Mission statement

- Reshape consumer habits
- Inspire people

Vision statement

- Highlight :
 - ✓ Value of recycling
 - ✓ Waste streams

Values to achieve our vision

- Creativity and innovation
- Sparking the evolution



How we will be operating ?

Team of cyclists



Coffee shops



Workshops



Sorted and
cleaned

Dried and
blended

How is it going to be sold ?



Website



Courier service



Stores

Advantages and benefits:

Free harmful BPA plastic

- Keeping customers healthy

Keeping your drink warm

- The mugs can keep drinks hot for several hours

Biodegradability

- The cups have the ability to decompose after interactions with biological elements



Market

- LOCAL
- COFFEE SHOP
- RESTAURANT
- DAILY CONSUMMERS

- NASCENT MARKET
- DEVELOPING A
UNIQUE BUISNESS
- PREVENT
COMPETITION

Competition ?

Still don't have competition for this nascent market where we operate in, but if we do, competition may lower the prices.

What stage are we in ?

-
- *Making our business strategy.*
 - *Testing the product.*
 - *Looking for investors.*

- *Publishing a marketing website.*
- *Looking for potential distributors, retailers and suppliers.*
- *Analysing the market.*

Our marketing website



Espresso

As our best-selling cup, the espresso cup is the best choice for all your coffee needs.

\$10

[BUY NOW](#)



Latte

Our latte cup size is the perfect choice for a large amount of coffee.

\$15

[BUY NOW](#)



Takeaway

As our largest size, our takeaway travel cup is perfect for on-the-go coffee.

\$20

[BUY NOW](#)



Cappuccino

Made specifically for our cappuccino lovers, this cup is for those cold winter days.

\$10

[BUY NOW](#)

Business Model

Strengths

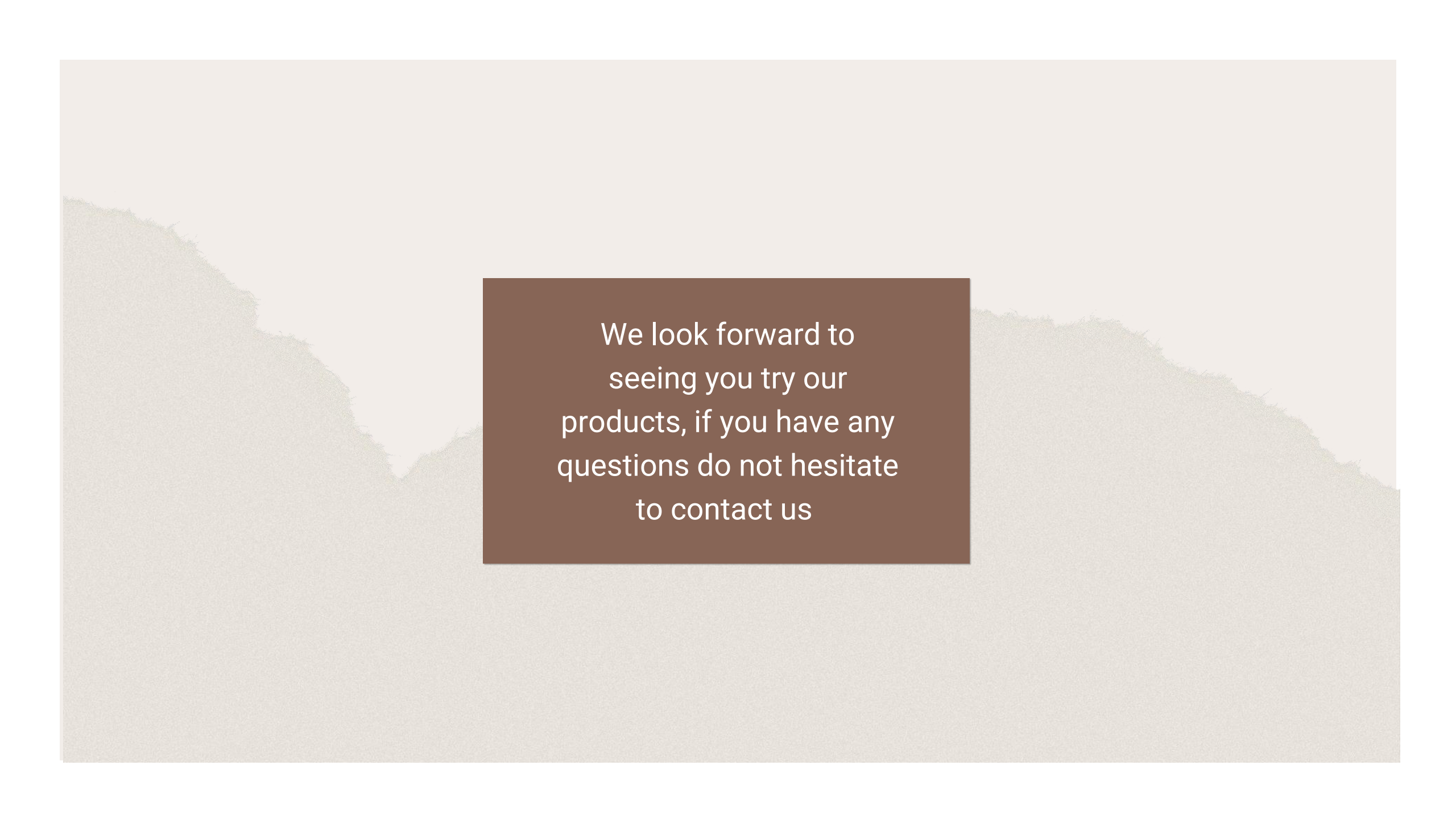
Weaknesses

Opportunities

Threats



Our Team



We look forward to
seeing you try our
products, if you have any
questions do not hesitate
to contact us