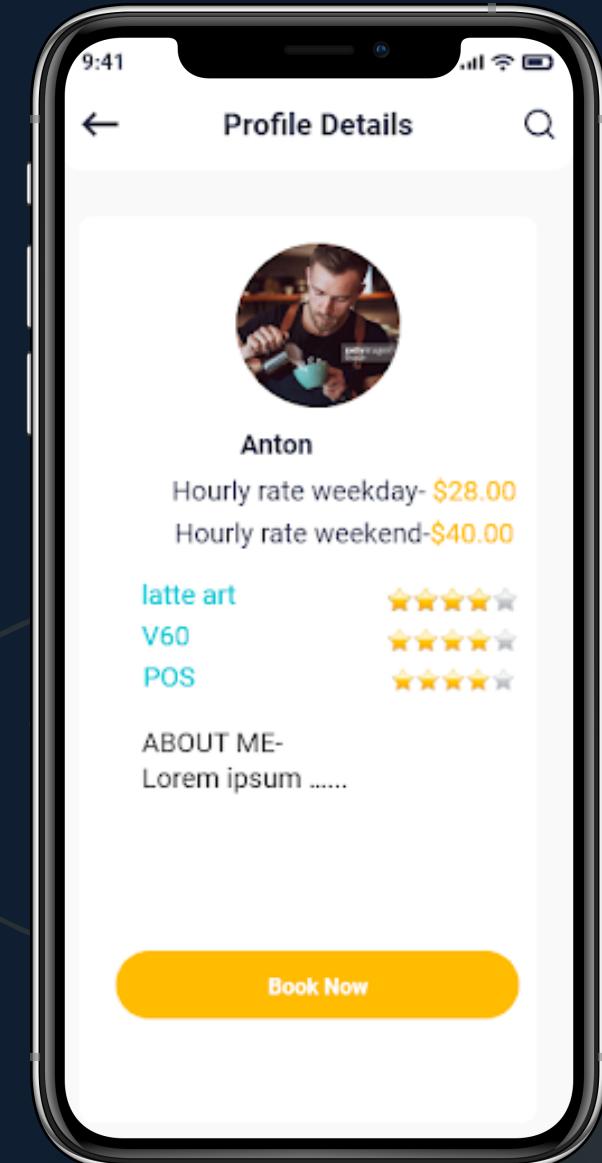


Barista Finder

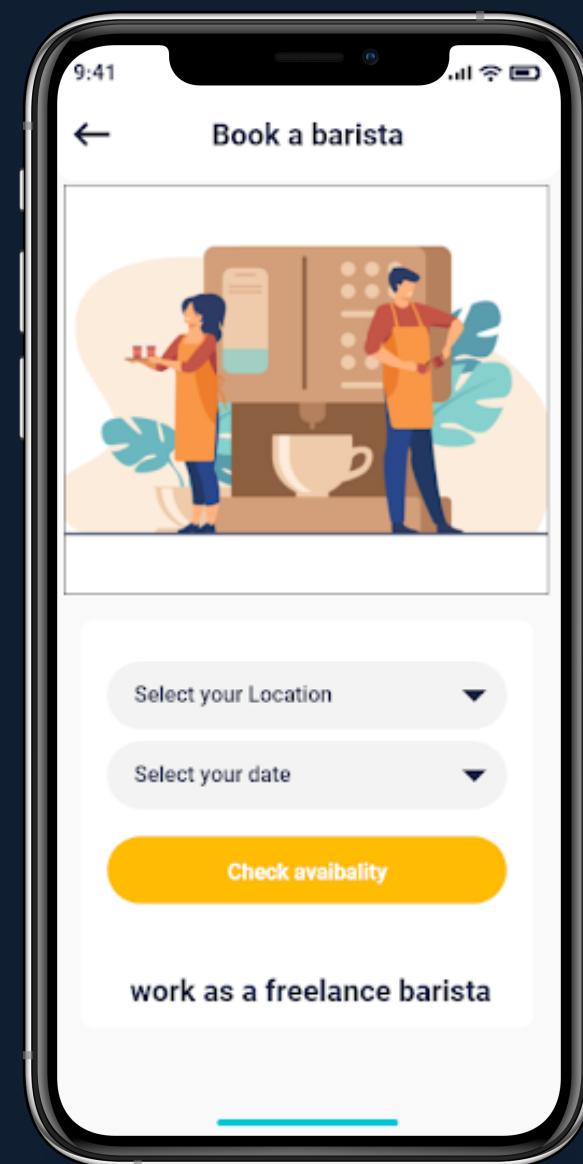
Next generation of freelance barista

Pitch deck presentation slide



Executive Summary

BaristaFinder is marketplace app to connect coffee shops around Australia and European Union with professional baristas who are seeking to earn extra money or support their nomadic lifestyle.



Vision

Our vision is to be the first option to the coffee shops problem with understaff. Like a Uber for coffee shops.



Problem statement

Coffee shops depend highly on part-time employees, and most workers require few skills. Many employees make just above the minimum wage, and pay can be significantly below the average for all workers in Australia.

Employee turnover in coffee shops is increasing annually, causing businesses in the industry to lose around \$10bn yearly to the bottlenecks caused.

Coffee shops are facing problem with understaff, due to employee sick leave or other reasons.

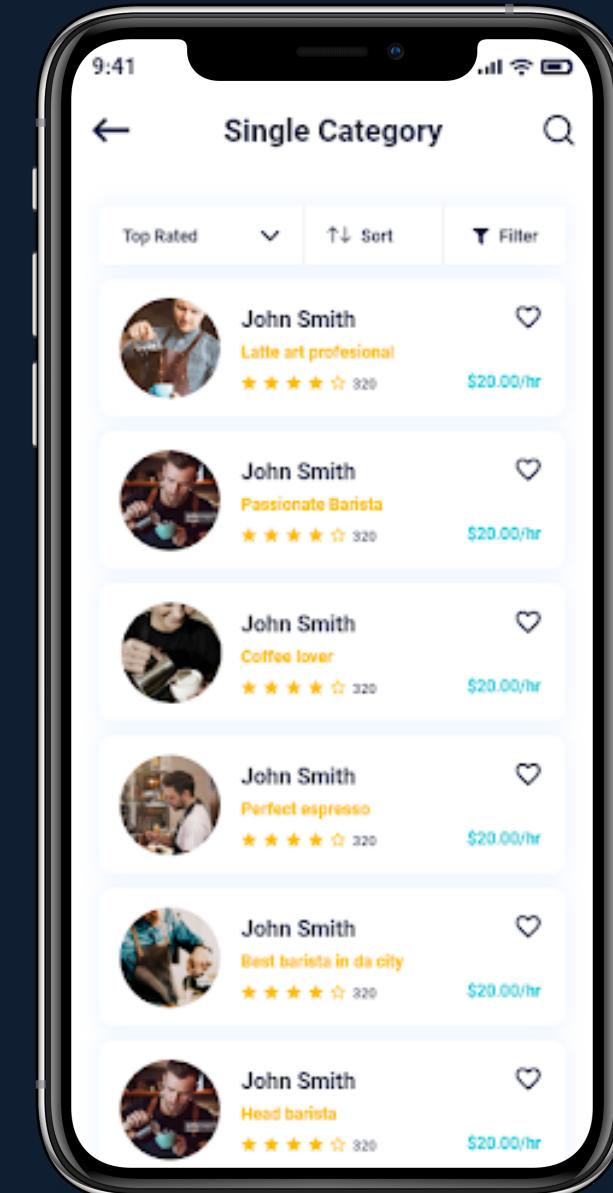


Solution/Product

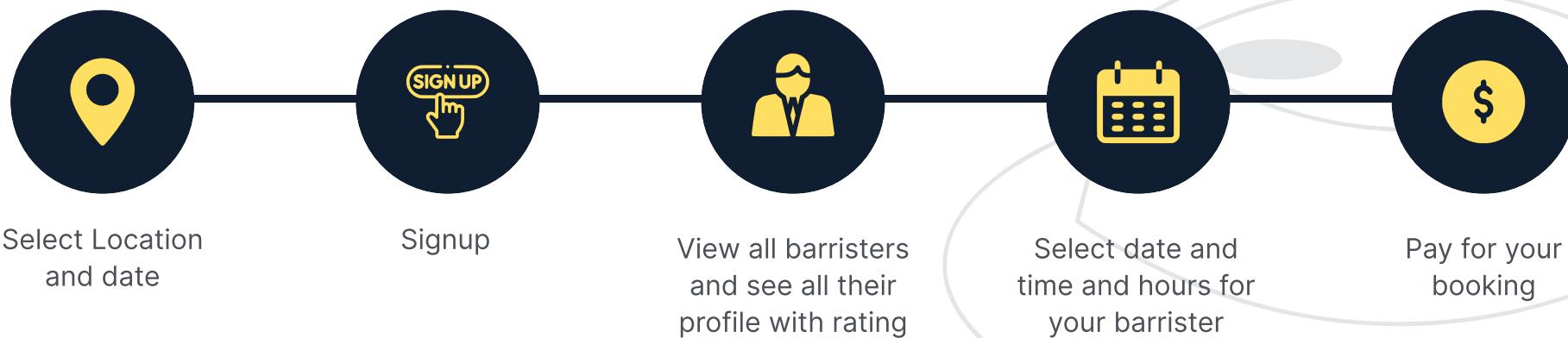
The current alternative for most cafes is to post job offer on job seeking platforms, post on Facebook groups. This is not a solution because cafes needs only fill the gab in roster which is not effective due to the fact that these platforms do not offer assessment and vetting of baristas that would help employers make informed decisions.

OUR SOLUTION

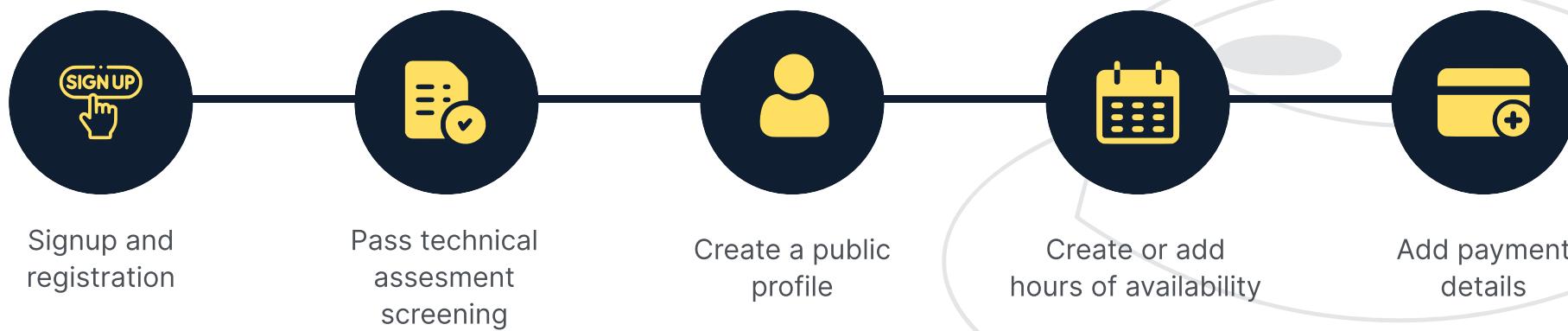
A platform where managers can easily and quickly book barista and fill the gap in the roster.



How BaristaFinder works for Cafe/Coffee shops



How Barista Finder works for Baristas



Market Validation

30%

No of survey respondents who love to work as freelance baristas in Australia.

■ The number of people holding non-traditional jobs (independent contractors, temporary workers, “gig” workers) has grown steadily as technology increasingly enables short-term labor contracting and fixed employment costs continue to rise.

■ The digital era that is being lived has improved many aspects of daily routines, allowing people to get more and more comfortable and used to having technology present.

Industry size



\$559.2Bn

Market size of the Global Gig economy industry.



\$188.2Bn

Market size of the Global Mobile Apps industry



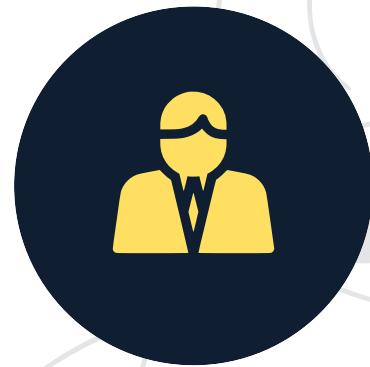
\$196.9Bn

Market size of the global coffee shops industry

Target market



coffee shop/cafes



Freelance baristas

Business model canvas

KEY PARTNERS <ul style="list-style-type: none">Future investors Suppliers in form of baristasUsers and consumers who are the coffee lovers and coffee shops in need of barista's services	KEY ACTIVITIES <ul style="list-style-type: none">Product developmentMarketingCustomer support	VALUE PROPOSITION <ul style="list-style-type: none">Consumers: Real time listing and access to baristasFor Baristas: Greater pool of consumers for service/skill
KEY RESOURCES <ul style="list-style-type: none">Tech platformHuman resources i.e., developers, software engineers, product team, marketers etc.Financial resources.	CHANNELS <ul style="list-style-type: none">Company websitesocial media pagesCustomer service helpdesk	RELATIONSHIP <ul style="list-style-type: none">Customer support

Business model canvas

CUSTOMER SEGMENT	COST STRUCTURE	REVENUE STREAMS
<ul style="list-style-type: none">• Consumers• Suppliers	<ul style="list-style-type: none">• Personnel costs• Marketing costs• Startup costs• Operational costs	<ul style="list-style-type: none">• Service fees• Membership fees

Market Analysis

6.5Mil+

Population of baristas in
Australia ,North America and
Europe

2.1K+

Baristas are added yearly in
Australia

50K+

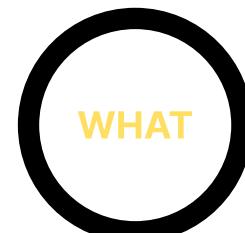
Baristas available for
freelance work

\$20Bn+

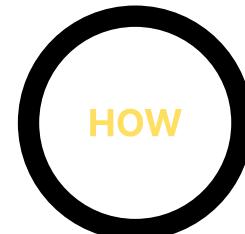
Population of baristas in
Australia ,North America and
Europe

Go to market strategy

E-marketplace for Baristas to find freelance work



Apple App store, Website
Google play store



Coffee shops/café owners
Baristas

Social media marketing
Print media and signage
Website

Competitive Advantage



Skilled and experienced founders



Business acumen of management team



Pre screening and vetting of baristas

Founders

Simona Sicakova

Founder and hospitality professional.

Fidel facun

Co-founder and marketing guru

Tony overall

Business developer



Funding request and use of funds

\$2.4Mil

Equity capital

\$160K

Operational cost

\$40K

Legal cost

300k

Working capital

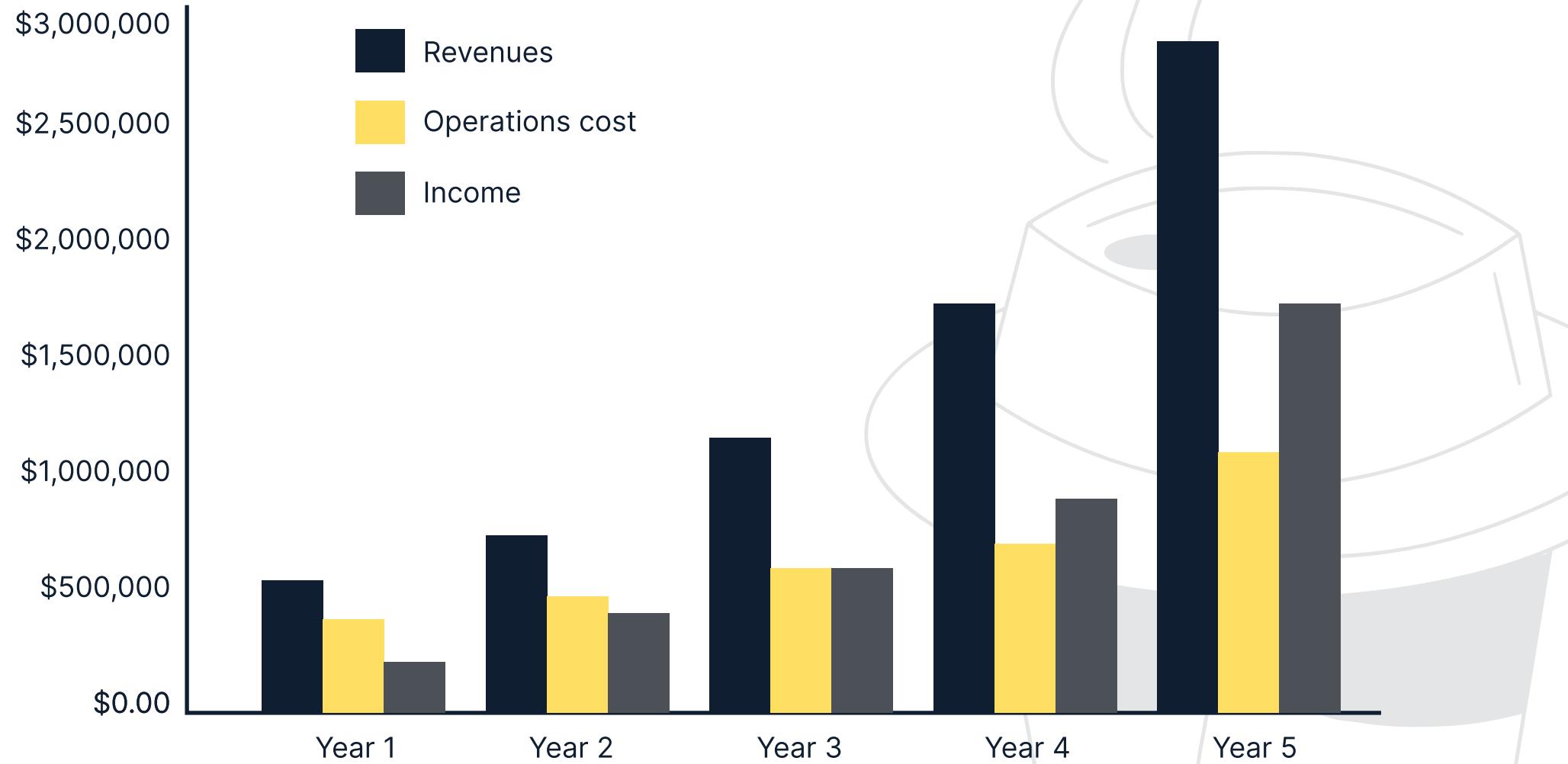
\$300K

Product development cost

EXIT STRATEGY

The most likely exit for Baristafinder will come from an acquisition by a major player in the online freelance industry

Financial plan



Thank you

Barista Finder

