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# MENU

## Breakfast

*Omelets*

The Garamond. $7.99

Diced yellow onions, green & red bell peppers, non-greasy chorizo, mild cheddar cheese and topped with our fresh spicy hot sauce.

The Futura. $7.99

Diced yellow onions, green & red bell peppers, diced country ham and mild cheddar cheese.

The New Roman. $7.99

Sliced white mushrooms, green & red bell peppers, black olives and low-fat cream cheese.

The Comic Sans. $8.99

Diced spinach, green tomatos, broccoli, corn, spam, peanut butter, truffles, and endive.

Avenir Narrow. $8.99.

Low-fat cheese, egg whites, green peppers, and black olives.

Optima Condensed. $8.99.

Low-fat cheese, egg whites, and diced afalfa sprouts.

*Other Breakfast Dishes*

Texas Comfort. $8.00

Three eggs scrambled with crispy tortilla chips, topped and heated with our fresh, spicy hot sauce and mild cheddar cheese.

404. Meat Not Found. $8.00

Vegetarians will love this. Three eggs scrambled with onions, green & red bell peppers, and fresh garden vegetables.

A Taste of Mexico. $8.00

Three eggs, either scrambled or fried, topped with our fresh, spicy hot sauce and roasted and grilled potatoes.

*Drinks*

House Coffee. $3.00.

Green Tea. $3.00

Black Tea. $3.00

Soy Latte. $4.00

Caramel Macchiato. $4.00

Soda (Bottomless). $2.50

Orange Juice. $2.50

Beet Juice. $2.50

## Lunch

*Soups and stews*

Chicken tortilla soup. $4.29 (bowl)

Tomato based, slightly spicy home made chicken stock with chicken meat. Garnished with crispy tortilla chips and grated white cheese.

Vegetable soup. $3.29 (bowl)

Hearty, cut vegetables in a kidney, tomato stock.

Vegetarian black bean chili. $7.00

Topped with cheese and onions and served with grilled cheddar corn-bread.

Gumbo. $12.00

Gulf shrimp, chicken, and andouille sausage.

*Salads*

Mixed seasoned greens with balsamic vinaigrette. $6.75

Locally harvested produce with imported feta cheese. $5.50

Geek salad. $6.75.

Grilled gulf shrimp, tomatoes, feta, Kalamato olives, red onions, cucumbers. Served in horn-rimmed wine glass.

Distressed shell bean salad with yogurt mint dressing. $9.00

Optional kale flakes.

*Sandwiches and burgers*

Half-pound Helvetica burger. $8.00

All natural beef served with a slice of Swiss cheese with Fontana crumbles. Get it? Fontana?

Sans-beef vegetarian burger. $7.00

Grain-infused vegetarian meat-like patty with rennet-free cheese product.

Depressed sardine pani. $11.00

Bolivian sardines grazed in eggplant jam and served in a sandwich with a side of melancholy.

Chicken sandwich. $11.00

Spinach, roasted peppers, garlic aioli and chicken on a ciabatta roll.

*Entrees*

Rare Ahi tuna. $18.00

Slabs of raw tuna served alongside slaw, crispy wontons, chile, peanut soy dressing

Amish chicken in the big city. $18.00

Horseradish crust, mustang sauce, mashers, chef vegetables.

Pork chop from a wise, soulful farmer. $18.00

Savory chop taken from the family pig while it was sleeping.

The Hipster Takeover. $16.00

Eight olives in a ramekin. Is it ironic? Is it a scam? Or is it just delicious?

*Sides*

Elevated Fries. $6.00.

Marrow pancake and chorizo bruschetta. $8.00

Locally sourced sunflower. $9.00

Tormented acorn. $9.00

Scraped rice crumble. $11.00

*Beverages*

House Coffee. $3.00.

Green Tea. $3.00

Black Tea. $3.00

Soy Latte. $4.00

Caramel Macchiato. $4.00

## Dinner

*Salads and appetizers*

Beet Salad. $15.00

Walnuts, persimmon and ricotta salad.

Whole grilled brazino. $15.00

With herb and fennel salad.

Hawaiian hearts of peach palm. $18.00

garden carrots, coconut purée, toasted cashews and cilantro

*Entrees*

Italian beef. $14.

Turkish style with a mild whipped prune topping.

Turkey medallions. $14.

In a bed of heavy tomato extract, served with softened rice.

Kung Pao Chicken. $14.00.

Chinese sausage, spring onion, chilies

Honey Sesame Chicken. $14.00

Buttermilk, butter biscuits, chives

Boudin Grilled Cheese. $15.00

Tonkatsu sauce, pickles, cilantro, bonito

Lamb Barbacoa Sandwich. $14.00

Cumin mayo, kimchi, herbs

South Texas Heritage Pork. $18.00

Thai red curry, green jackfruit, kaffir lime, coconut, chilies

Filet Mignon. $16.00

mesquite smoked, gorgonzola butter, smashed herb potatoes, grilled asparagus, maple demi-glace

Au Poivre. $18.00

pepper crust, roasted garlic mashed potatoes, asparagus, brandy peppercorn sauce

Madeira Braised Pork Shank. $18.00

boneless niman ranch pork shank, green chile grits, arugula, lemon, grano padano

Pan Roasted Duck Breast. $20.00

grilled sweet potato, sage quinoa, pomegranate reduction

*Sides*

Expanded marrow balls and miniature bison cheeks. $12.00

Turned bluefish toast with quickened arugula. $12.00

Sublimated artichoke slivers. $12.00

## Drinks

*Cocktails*

Pabst Blue Ribbon served in a shot glass. $2.50

The Tod: A whiskey cocktail with apple juice, fig liqueur, and rooibos tea. $8.00

Caprice: Rye, dry vermouth, and Angostura bitters. $8.00

Kamikazee Blend: Vodka, cinnamon, apple, lemon, and seltzer water. $8.00

Cuba Libre: Rum, cola, and crushed lime. $8.00

Hacker Club: Lime-infused Barbados rum with maple syrup and seltzer. $8.00

*Wine* *By The Glass*

Rainstorm Pinot Gris, Oregon. $12.00

Charles Krug Sauvignon Blanc, Napa Valley. $12.00

Cycles Gladiator Merlot, Central Coast, California. $12.00

Stags’ Leap Cabernet Sauvignon, Napa Valley. $22.00

# EVENT CALENDAR

## Lectures

April 6

Date: April 6, 12:30 p.m.

Topic: "The Dark Side of Usability Engineering"

Speaker Name: Ian Palpatine

Speaker Affiliation: Chief Sith Officer at Amazon

April 7

Date: April 7, 12:30 p.m.

Topic: "Why Artificial Intelligence is Nothing to Worry About"

Speaker Name: Watson

Speaker Affiliation: Chief Machine Officer, IBM

April 13

Date: April 13, 12:30 p.m.

Topic: "Virtual Reality 3.0: Why This Virtual World Boom Will Be Different than the Last One"

Speaker Name: Carbonel Tigereye

Speaker Affiliation: Co-founder, Elastic Collision

April 14

Date: April 14, 12:30 p.m.

Topic: "How Advanced Databases, Hidden Cameras, and Cookies Can Be Used to Implement Absolute Control, Make The World Great, and Further World Domination."

Speaker Name: John Barron

Speaker Affiliation: Chief Comb-over Officer, Beer Hall Putsch Technologies

## LUNCHTIME CLASSES

April 5, 12:30 p.m.

“Using Mind Mapper Pro to Organize Bank and Casino Heists”

Instructor: Danny Ocean

Affiliation: Village Roadshow Technologies

April 12, 12:30 p.m.

“How you can use Signal and other Open Whisper Systems technologies to engage in entirely encrypted, secure communication.”

Instructor: Edward Blizzarden

Affiliation: Whistleblower Technology

April 19, 12:30 p.m.

“Creating casual mobile games with JavaScript, HTML5, and Construct 2.”

Instructor: Alegra Geller

Affiliation: Existenz Technologies

April 26, 12:30 p.m.

“Creating virtual world content for Oculus Rift and HTC Vive using High Fidelity.”

Instructor: Octavia Butler

Affiliation: Raven Cybernetics

## MUSIC

April 5, 8:00 p.m.

Mirror Front performs songs from their new album You Will Entertain Us.

Opening act: Flashing Habitat.

Genre: Underground Thrash.

April 12, 8:00 p.m.

Protector in Linen performs songs from their new album Fooling All of the People All of the Time.

Opening act: DJ Rhino.

Genre: Acidwave Funk Noise.

April 19, 8:00 p.m.

Flexbox performs songs from their new album Floats are Dead.

Opening act: Astral Zeppelin

Genre: Marxist Electroacoustic

April 26, 8:00 p.m.

Helvetica Condensed and Roboto perform their hit single “I Shot the Serif”

Opening act: Freelance Chemistry

Genre: Gothic Folk

# SHOP

## Apparel

Baseball cap. 100% cotton. Hand washable. Adjustable hook/loop tape enclosure. $18.99

Infant body-suit. 100% cotton. Double-stitched hems. Dry clean only. $19.99

Hoodie. Slim fit with kangaroo pocket. Made in Bangladesh. $29.99

T-shirt. 100% soft, brushed cotton. Hand washable. Hang dry only. $17.99.

Flip flops. Quality foam. Soft polyester tops. Contoured rubber straps. $14.99.

## Accessories

~~Area Rug. 5' x 7'. 100% heavy woven hemp. Perfect for any dorm room. $154.99.~~

Note from Abbie: You only need five accessories. If you prefer to dump one of the other accessories and use the area rug instead, that is just fine.

Journal (2-Pack). 5x8" and 3x5". Card stock cover. Compatible with all writing instruments. $12.99

Mouse Pad. 8” x 9” pad with non-slip rubber backing. Works with any mouse. $8.99

Water Bottle. Dishwasher safe, durable, and BPA-free. $12.99

Wall clock. 9.5" diameter. Adjusts to any time zone. Modern quartz movement. Water resistant. $27.99.

Beach tote. 100% cotton. 12" x 16" x 5". Outside pocket with Velcro ® closure. $33.99.

## Design Books

*Logo Design Love: A Guide to Creating Iconic Brand Identities.* David Airey. 2014. $27.27. In *Logo Design Love*, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last.

*Envisioning Information*. Edward Tufte. 1990. $19.00. The most design-oriented of Edward Tufte's books, Envisioning Information shows maps, charts, scientific presentations, diagrams, computer interfaces, statistical graphics and tables, stereo photographs, guidebooks, courtroom exhibits, timetables, use of color, a pop-up, and many other wonderful displays of information.

*Design of Everyday Thinks*. Donald Norman. 2011. $12.99. Anyone who designs anything to be used by humans--from physical objects to computer programs to conceptual tools--must read this book, and it is an equally tremendous read for anyone who has to use anything created by another human. It could forever change how you experience and interact with your physical surroundings, open your eyes to the perversity of bad design and the desirability of good design, and raise your expectations about how things *should* be designed.

*Making and Breaking the Grid*: *A Graphic Design Layout Workshop*. Timothy Samara. 2005. $15.88. Making and Breaking the Grid is a comprehensive layout design workshop that assumes that in order to effectively break the rules of grid-based design, one must first understand those rules and see them applies to real-world projects.

*Program or Be Programmed: 10 Commands for a Digital Age*. Douglas Rushkoff. 2011. $8.99. Making and Breaking the Grid is a comprehensive layout design workshop that assumes that in order to effectively break the rules of grid-based design, one must first understand those rules and see them applies to real-world projects.

# ABOUT US

## Our Team

*Executive Leadership*

Abbie Hoffman, Chief Executive Officer

A graduate of Brandeis University, Abbie Hoffman turned to national politics before embracing entrepreneurial social change. He worked with the Student Nonviolent Coordinating Committee, he co-founded the Youth International Party, and he helped organize a campaign to preserve the St. Lawrence River. In 2005, after co-founding the wildly successful Yumblr.com, Abbie was recognized by *Wires Magazine* as one of the nation's "Top 60 Entrepreneurs under the age of 60." Hoffman sold his shares in Yumblr in 2011 so he could focus on making the Hacker Café a reality.

Crystal Perry, Chief Operations Officer

Over the past twelve years Crystal has led creative and strategic teams working in physical and digital playgrounds across lifestyle, entertainment and technology, and with an overarching philosophy: to make beautifully simple work – work that cuts through the noise and helps businesses tell their stories. In 2003, driven by the mantra that "the only limit is yourself," she founded Zombo.Com. (Note: Please link to Zombo.Com). In her free time, Crystal writes hard-boiled detective fiction.

Angela Moore, Chief Technical Officer

Holding multiple degrees from U.C. Berkeley, Stanford, and Bangalore World University, Angela is an expert at progressively providing access to leading-edge return on investment. Known for her ability to uniquely aggregate tactical interfaces, Angela is synthesizing interactive methodologies in order to enable best-of-breed think-eat-work-drink spaces.

Glenn Kincaid, Chief Financial Officer

Glenn is a results-oriented executive. He is an expert at developing and implementing customer-centric marketing strategies to drive volume growth and has extensive experience applying marketing analytics to strengthen customer satisfaction, develop customer driven acquisition and retention programs, and enhance customer loyalty.

Ada Lovelace, Executive Assistant

Ada is an English mathematician and writer, chiefly known for her work on Charles Babbage's early mechanical general-purpose computer, the Analytical Engine. She also serves as an executive assistant to the Hacker Cafe leadership team.

*San Antonio Operations*

Kenneth Strain, Director of Marketing

With a broad background in integrated campaigning and design, and experience leading international agency design teams, Kenneth likes to solve problems and make great things. Kenneth’s greatest strengths are his creativity, drive and leadership. He thrives on challenges, particularly those that expand the company’s reach.

Rory Garrett, Director of Events

Rory Garrett earned a B.A. in business and creative writing from Trinity University. She quickly established herself as a leader in the local event community.  Garrett has directed numerous high profile events with tremendous success while building an even more powerful reputation that led her to take the job as Hacker Cafe’s event director.

Matt Driver, Head Barista

Known to his friends as “Matt the Espresso Technician,” Driver has worked for coffee shops in Austin, Mendocino, Point Arena, and San Francisco. Matt enjoys playing basketball and “rolling” people with dominant post moves when he plays. He also enjoys skiing, mountain climbing, and runs an artisanal pickle business in his spare time.

Trevor Minor, Head Bartender

Graduating from college at the age of 16, Trevor attended the Culinary Institute of America and established himself as a one of the country’s leading mixologists. His wide variety of bartending experiences is second to none, having worked in many nightclubs, private clubs, restaurants, hotels, concert venues, brand-sponsored events and shuffleboard parties.

Lane Calderon, Head Chef

Blurring distinctions between chef, artist, entrepreneur and inventor, Lane Calderon is one of the leading pioneers in American cooking today. Her fascination with pickled beets has fueled a career marked by creativity, critical acclaim, the introduction of revolutionary products and cooking techniques.

## Our Vision

Hacker Cafe represents a bold new vision for the 21st century. We are not a workplace, and we are not a cubicle farm. We are a work, eat, drink, think, play, shop place. We are a coffee shop, a restaurant, a bookstore, a concert venue, a classroom, and a place to call home.

We understand that making your way in the world today takes everything you’ve got. We know that taking a break from daily worries sure would help a lot. Targeting young creative professionals, we envision the Hacker Cafe as a place where everybody knows your name.

We believe that “We don’t get a chance to do that many things, and every one should be really excellent. Because this is our life. Life is brief, and then you die, you know? And we’ve all chosen to do this with our lives. So it better be damn good. It better be worth it.”

We serve freshly brewed tea and coffee, soft drinks and a section of light meals and tasty treats and snacks. We are open for breakfast, lunch and afternoon tea from 8am to 5pm and unlike any other cafe in the town, we are open 7 days per week.

Hacker Cafe is located at the edge of the Essex Modern City – a mixed-use development that will be constructed a few blocks south of the Alamodome. An ambitious effort to revitalize the Southeast side, EMC will include 80,000 square feet of creative office space, 65,000 square feet of retail, 248 apartments, 160 condominiums, 80 townhomes, and a food hall. According to the *San Antonio Express News*, EMC will also include "flourishes such as a rock-climbing wall, murals painted by local artists, a mobile app allowing visitors to reserve parking and 'vertical farms' on building exteriors that would grow vegetables for use in restaurants." (Note: Include link to http://essexmoderncity.com/)

The first Hacker Cafe was built in San Antonio, but this is only the beginning. We will soon be opening locations in Portland, Seattle, Mendocino, Santa Cruz, San Diego, and on Hong Kong's Lamma Island. For more information about franchise opportunities, please contact Kenneth Strain (kstrain@Hacker-Cafe.com).

# DISCLAIMER

This business does not actually exist. This fictional company serves as a hypothetical client for a web design course at Trinity University in San Antonio. There is an Essex Modern City under construction, but – sadly – there is not yet a Hacker Cafe. Many of the photos on this page are images of Seattle’s much beloved Bau Haus Cafe (RIP). Photos of musical performances and other live events are taken from the results of various image search requests conducted via Google. Menu content, vision statements, and other prose explanations are adapted from a variety of real-world businesses, with only minor modifications made to that content. (Note: Please link the words Essex Modern City to the EMC site. Please link the words "under construction" to this article: http://www.mysanantonio.com/real-estate/article/150-million-mixed-use-development-coming-to-near-10973420.php).